

Breast Cancer Awareness Sachets

Thank you, MK Dir. Debra Bishop for sharing

October is National Breast Cancer Awareness Month. I love the opportunities that offers to make a difference to women out there. As a Breast Cancer Sur-thriver of 11 years (Yeah, me!), I am passionate about early detection!! This little sachet you give out could save a life!!

To put these together, you need to purchase or prepare:

Tulle - netting that brides use. You can find it in any fabric section of a craft or fabric store, Walmart (those who still have that), etc. I purchased several yards of pink tulle and cut it into squares (just measured the cotton ball to see what would go around it, then made a square pattern out of newspaper). It was less than \$1 a yard. You can also buy the pre-cut rounds that you make rice bags out of. These are much more expensive - already done, but cost more. My goal is to give out at least 1000! YES, 1000!!!

Ribbon - the tiny 1/16th inch is great but I have used the 1/8th. I got mine at Walmart for 47 cents a spool.

White Cotton Balls - JUMBO

The attached cards (2 choices). You can print them on pink card stock in black and white or on white card stock. You can also buy the perforated business cards. They are attached in PDF and one is in PUB so that you can put your info on the back. If you do not have PUB or prefer, just put your label or stamp the back with your info.

MK Fragrance - I am going to use the new Live Fearlessly Perfume.

The Attached Entry Form

Put a cotton ball in the netting, gather it up and twist a little, tie with ribbon. Hole punch a card and thread it with the ribbon and knot.

When you have a bunch made, put in a gallon zip lock bag and spray with a fragrance. Label the zip lock with the name of that fragrance.

You will also need:

- Scissors
- Hole punch
- Paper cutter - optional for the bus cards
- A basket to put the sachets in
- Clipboard - I bought small ones at Dollar Tree - and a sharp looking pen
- Product giveaways
- I recommend a spiral notebook to tape all of your leads in. If you do this daily and make notes about each one, it keeps them in one spot and makes follow-up so much easier. I put 2 leads on a page.

Once you have them made, give them to every woman you see. Tell them that in honor of Nat'l BC Awareness Month, you'd like to give them a gift. Hand them a sachet and tell them to put in in their lingerie drawer and every time they see or smell it (impt to say that so they know it has a fragrance), that is to remind them to ask themselves if they have done their monthly breast self exam.

This always starts up a conversation and you can then ask them if they'd like to be in a drawing to win _____. I am giving away the matching lotion for the fragrance. Hand them the entry form (on a clipboard) and pen.

Then....and this is IMPORTANT....if they have an interest in Mary Kay, PLEASE PLEASE book them ON THE SPOT!!! Why say, "I'll give you a call and we'll set something up??" You have her right there....she is interested...instead, I say, "Tell me, when is your next day off?" Open up your datebook and pencil her in. That is what Mary Kay taught us to do - Tentative Date Booking.

Make sure you have your Coaching Packets in your car so you can give it to her right away.

Here's another idea....approach local restaurants and set up a time to go into them and hand out sachets during their busy time. We work locally with one here. They let us set up at the entrance way and hand these out. You could also go into businesses and give them out, telling them you'll come back later to pick up the entry forms. (If they are busy)

How many sachets will you hand out?
How many women will you touch?
How many lives could you possibly save?

Breast Cancer Sachet

Place this sachet in your lingerie drawer.
(This is Mary Kay's fragrance 'Live Fearlessly')
Every time you see it, ask yourself if you did your monthly breast exam.

Early detection is the key!



Get a **free lipstick** during the month of October when you have a complimentary facial and give us your opinion of Mary Kay products.

Call for your appointment:

Consultant Name: _____

Phone: _____



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