

# TAKE SCARY OUT OF OCTOBER

## Make October “Bootiful Fun” with Ghost Hostesses

Select 5-10 of your best customers.

Call each one and say

I’m making October “Boo-tifully Fun” and thought of you! Would you like to help me out and earn \$20 in FREE product at the same time? Great. It’s easy! Simply show the catalog I bring you to friends, family and co-workers. When you get all 10 orders, you’ll get \$20 in FREE product PLUS I’ll give one of your friends a FREE color item. When would be a better time tonight at \_\_\_\_\_ or tomorrow morning? ...Great thanks and I’ll see you at \_\_\_\_\_ (confirm time).

In a Mary Kay bag, place 2 Look Books, a lotion sampler and a fragrance sample or mini satin hands set. Also include some of your business cards, about 15-20 small candies, 10 order forms and the “Boo-tiful Fun Ghost Hostess” page.

Give your hostess a week, then collect the orders. Let her draw a winner. Call each person starting with the winner to arrange a time to deliver their products. Ask if they have a consultant. If not, book them for a free facial and have them share it with friends.

### Be a GhostBuster!

Make October a BOOKING game. Use “This is Ghostbuster Month” to book people you might not normally book. When you hold parties, you will have no fear! Sales will be near!

Remember to have every guest and customer fill out a holiday wish list so you can follow up with her “Santa” for holiday gifts.

### Kick Off Holiday Sales

Print several copies of the “Happy Halloween and Ho Ho Ho”. Hand them out to every guest with a Holiday wish list. Include one with every reorder. Mail them to your best 10-20 customers, then call to follow up. As you’re running errands, ask people if their holiday shopping is done. If not, give them one of these. Get their number to follow up.



# BOO-TIFUL FUN

When all 10 lines are filled (each line with a \$10 minimum) with Mary Kay products and your payment is in the bag, your "Ghost Hostess" will draw 2 lucky numbers from 1 to 10. These 2 lucky customers will be TREATED to any one Mary Kay item from our Color Collection FREE!

|    | NAME  | PHONE # | ITEM WANTED IF WINNER |
|----|-------|---------|-----------------------|
| 1  | _____ | _____   | _____                 |
| 2  | _____ | _____   | _____                 |
| 3  | _____ | _____   | _____                 |
| 4  | _____ | _____   | _____                 |
| 5  | _____ | _____   | _____                 |
| 6  | _____ | _____   | _____                 |
| 7  | _____ | _____   | _____                 |
| 8  | _____ | _____   | _____                 |
| 9  | _____ | _____   | _____                 |
| 10 | _____ | _____   | _____                 |

Make all checks out to: \_\_\_\_\_

Your product will be delivered to your 'GHOST HOSTESS' on: \_\_\_\_\_

Please add your name if any of the following questions apply:

I would love information on being a Regular Customer: \_\_\_\_\_

Would like to book a class for \$50 of FREE Mary Kay products: \_\_\_\_\_

Would like information on becoming a Mary Kay Consultant: \_\_\_\_\_

# Happy Halloween & Ho Ho Ho!

It's amazing how time seems to fly by  
As you look at the calendar and begin to cry!  
You realize that as you blink your eye quick,  
In just 3 months it's time for Old St. Nick.

Oh my gosh! What in the World are you to do?  
Your holiday shopping isn't even started, much less through!

Let me come to your aid and rescue you.  
Mary Kay products can make it fast, fun, and easy too!

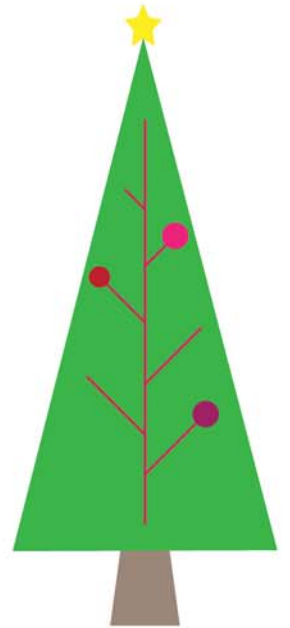
I have products to cover everyone from head to toe...  
From sweet Aunt Sara to grumpy Uncle Joe.  
I have nail care, color cosmetics, fragrances, and body care.  
Your family and friends will hug you like a teddy bear!

So on your calendar put a bright **RED** mark  
As a reminder to buy gifts from your heart!

Try the sample attached, call & tell me what you think  
And schedule your shopping appointment to get shopping done in a blink!

Consultant: \_\_\_\_\_ Phone #: \_\_\_\_\_

 Created by MKVirtualOffice.com



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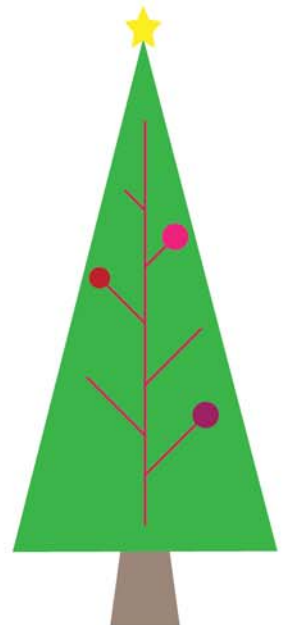
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# This is **GHOSTBUSTER** Month!

Does your datebook look like a **SKELETON**?  
 Is the **GHOST** of no shows on your books **HAUNTING** you?  
 Do your unserved customers think you've **DIED**?  
 Does warm-chatter booking give you the **CREEPS**?  
 Are postponements driving you **BATTY**?  
 Have the **GOBLINS** gobbled up all your self-confidence?  
 Is your positive attitude covered in **COBWEBS**?  
 Is your organization in a **DEVIL** of a mess?  
 Have your goals **DISSAPPEARED** into thin air?  
 Is the ghost of **FEAR** keeping you on your rear?  
 Well never fear, the ghostbuster is near!



Here is a fun scavenger hunt for October! Collect as many names as you can! Tell them you are in a scavenger hunt and looking for them!

Everyone will want to participate! Bust those ghosts! Get rid of fear!

The ghostbuster will lift you off your seat and put you on your feet.  
 She'll rid you of all your fears and keep you on your toes.  
 She'll cast a magic spell and your shows will go so well.  
 You'll book and coach and sell...An enchanting story you'll tell.  
 She'll brew a magic potion to cast out your negative notions.  
 You'll leave the meeting feeling good, to do the things she knew you could.  
 She said, "I'll show you, just stick with me. You can be anything you want to be!"  
 Later, with pride, you will boast, "The ghostbuster helped me bust my ghost!"  
 Not only is she your protector, she's your unit Sales Director!  
 Yes, I'm the ghostbuster, you see. You can always count on me!

|  | NAME                                    | PHONE NUMBER | BOOKED?                  |
|--|---|--------------|--------------------------|
|  | Woman with red hair                     |              | <input type="checkbox"/> |
|  | Woman wearing orange                    |              | <input type="checkbox"/> |
|  | Woman at a candy store                  |              | <input type="checkbox"/> |
|  | A teacher                               |              | <input type="checkbox"/> |
|  | A sales person                          |              | <input type="checkbox"/> |
|  | A waitress                              |              | <input type="checkbox"/> |
|  | Woman selling Halloween items           |              | <input type="checkbox"/> |
|  | Mother trick-or-treating with children  |              | <input type="checkbox"/> |
|  | Woman at a shopping center or mall      |              | <input type="checkbox"/> |
|  | Woman at a Halloween party              |              | <input type="checkbox"/> |
|  | Woman in a parking lot                  |              | <input type="checkbox"/> |
|  | Woman riding public transportation      |              | <input type="checkbox"/> |
|  | Woman taking a walk                     |              | <input type="checkbox"/> |
|  | Woman in a supermarket                  |              | <input type="checkbox"/> |
|  | Woman you meet in a ladies room         |              | <input type="checkbox"/> |
|  | Woman in a beauty salon                 |              | <input type="checkbox"/> |
|  | Woman wearing a black suit              |              | <input type="checkbox"/> |
|  | Woman celebrating a birthday in October |              | <input type="checkbox"/> |
|  | Woman in a card store                   |              | <input type="checkbox"/> |
|  | Woman given to you as a referral        |              | <input type="checkbox"/> |