

# HOW TO GET 100 LEADS IN A WEEK and CONTINUOUS Great Leads FOREVER!

Special thanks to Debra Bishop

## Kick Off for 100 leads in 1 week!

### Use this idea continually to always have fresh leads.

(\*Use at every Skin Care Class for those who won't book, when you deliver product & they don't want to have a party etc.)

- 1) Take a gallon zip lock bag (the kind with the zipper so the stuff won't fall out). In it put:
  - a) 10 skin care surveys (also found at [www.cathylittlejohn.com](http://www.cathylittlejohn.com))
  - b) an ink pen with a curly ribbon tied on it (so it won't get lost)
  - c) a Look book and/or Beauty Book - make sure your contact info is on it
  - d) several business cards & a few sales tickets
- 2) Make 10 of these bags.
- 3) Call 10 women you know and ask them to help you. These should be "Chatty Cathies"...women who know a lot of women, work in an office around women, women who head up committees and like to talk. This is what you say:  
*Hi, Betty, I need your help! I've been challenged to get 100 skin care surveys filled out this week but I don't know 100 women. However, I do know 10 women who know 10 women! Would you take 10 of these surveys to work and ask 10 women at work to fill one out? For helping me out, you can select any item you want from my catalog at 1/2 price! (Or offer her a gift, a hand cream, a PCP gift or some of our discontinued glamour colors.)*
- 4) Deliver the bags to your 10 helpers and set a DEFINITE TIME to pick the bag up - within 24-48 hours. Let her see you write the appointment to pick up the surveys in your date book.
- 5) When you pick them up, you'll call those who want facials and say this:  
*Hi, Caroline! My name is \_\_\_\_\_ and, my friend \_\_\_\_\_ gave you a skin care survey at \_\_\_\_\_. I was calling to thank you for filling it out. I calling to see when will be best for you, the beginning of the week or end, for us to get together. (Book the appointment) I also see that you checked that you'd like to have a few friends join you. Let me tell you about my hostess credit. (Explain whatever hostess credit you are using.)*

Here are the averages after doing this for about 10 years... If you give out and get back all 10 bags, you'll have about 65-75 names. Not every one will get all 10 done. Out of those, about 20-25 will check that they aren't interested or else have a consultant. Out of the 40-45 that are left, if you call all of them, you'll book about 25 and about 1/2 of those will hold. You'll end up holding about 12-15 classes. If they average \$300 a party, that is almost \$5000 in sales!! So....it is worth it to give out those 10 bags??

## KEYS TO SUCCESS!!

- 1) Choose women who will do this for you!!
- 2) Pick up the completed bags within 1-2 days after you give them out.
- 3) Start calling within 24 hours and call everyone within 3-5 days after you get the names.
- 4) **COACH, COACH, COACH** your hostesses!!
- 5) Carry extra bags to those classes to give out to the new customers to get more leads!

Thank you for taking the time to complete and return these surveys to me.

I have included the following in our packet:

- 1. Look Book (1)
- 2. Survey Forms (10)
- 3. Business Cards
- 4. Order Forms (3)

Your Rewards:

Each individual outside order placed will earn you \_\_\_\_\_!

Returning all 10 surveys entitles you to 50% off any retail priced Mary Kay product! Remember to write your name on the back of each survey, so you will get the proper credit. I will pick up your surveys on \_\_\_\_\_.

Thank you again,

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## Tracking your Survey Bags

**NAME:** \_\_\_\_\_

	<u>Contact Person</u>	<u>Phone #</u>	<u>Date Drop Off</u>	<u>Date Pick Up</u>	<u>Notes</u>
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					
13					
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