

“Bookings are the lifeline of a successful business” *Mary Kay Ash*



General Ideas-Themes



- New Products, Guest Events, Spa Party, PJ Party, Color...
- Portfolios—Professional Women (Nurses, Bank Employees, Medical, Customer Service, Auto, Sales, IT, etc...), Brides, Eye Colors, Look Book Looks, Milestone Birthdays, etc...
- Sisters, BFF's, Mother/Daughter, Compact for the Price of the of the day of the week appointment held, Your MK Anniversary date, Sports Teams, Women's Groups (Sororities, MOPs)



January: New Year/New Look, Cabin Fever, Super Looks-Super Bowl/Beauty Bowl, Christmas gift card use, Snow Day/Ice Cream (Eyes Cream)



February: New Product Debut, Valentine's Day, Galentine's Day, Mardi Gras Masks



March: Irish Eyes (St. Patrick's Day), Easter, International Women's Day, Day Lt Savings



April: Tax Day, Administrative Professionals Day, Take Your Kids to Work Day, Arbor Day/MK Pink doing Green



May: New Product Debut, Mother's Day, Mary Kay Ash Birthday, Nurses Day, Teachers Week, Graduations, Memorial Day (1st Summer Vacation), Armed Forces Day



June: Graduations, 1st day of Summer-Looks, Sizzler Sale, Father's Day, Pink Day,



July: Independence Day, Fireworks—Spark a new look, Parents Day



August: New Product Debut, Back to School, Senior Citizen's Day



September: Holiday Product Debut, Labor Day, Grandparents Day, Fall Glamour



October: Cancer/Domestic Abuse Awareness Month, Sweetest Day, Boss's Day, Halloween, Pre-Holiday...



November: New Product Debut, Thanksgiving/Friendsgiving, Holiday Looks, Veteran's Day, Black goes Pink Friday, Cyber Monday, Holiday Open House



December: Christmas—Holiday Glamour, Gifts to Go, Guys Shop, December Solstice, New Year's Eve

H.O.P. - Help (me learn/with a goal), Opinion (of our products), Pamper (you!)/Practice; 21 Day System-1, 4, 7, 14, 21
Schedule her-date/time/place-then invite guests...1 is better than none

Lead Generation-daily/weekly habit...Friend Find-Conversation, Ask, Brides, New Moms, Birthdays, Every Day Heroes, Blessing Bags, Facial Boxes, Booths, Customer Appreciation Events/retail, Booths, Office Parties, Affiliate Marketing