

## Suggestive Booking Approach - "I'd love to have you as a model for my portfolio.."

Here are 87 sources of potential bookings for your business

- \* Referrals - offer a gift at a class for referrals
- \* \$1 in product credit/customers
- \* Welcome newcomers - town
- \* Welcome newcomers - church
- \* Sororities - contact college sororities
- \* Fraternities - contact college fraternities
- \* Brides - bridal shows, contact listings in newspaper
- \* Graduates - schools, back to school
- \* Warm Chatter - errands, clothes shopping, dry cleaners, grocery store
- \* Lip on card - place demo lip color on your business card
- \* Portfolio - before and after pictures
- \* Shampoo shows
- \* Hot lip parties - model class at meeting
- \* Glamour shows - introduce new spring and fall colors
- \* Scavenger hunt
- \* Farm system
- \* Opinion on product - ask to get opinion of our products
- \* Offices - employees - professional image seminars
- \* Restaurant
- \* Health clubs
- \* Weight loss clinics
- \* Card in apartment building - facial box or card on bulletin board
- \* Retirement plazas
- \* Mother/daughter - mother/daughter before & after pictures
- \* Kid's teachers
- \* Holiday glamour - wing special~ holiday looks
- \* Skin care class
- \* Ad - newspaper
- \* Facial box - be sure to give manager or owner a facial
- \* Season's Best - one product highlighted
- \* Birthday parties for customers
- \* Facials with eye look cards - or warm chattering with the eye look cards with eye colors attached
- \* Colorlogic - using Colorlogic wheel to book second facials
- \* Fairs-booths
- \* Networking - referral cards
- \* Civic groups - theater, ice rinks - business card or professional image seminars
- \* New mothers - hospitals
- \* Promotions - monthly basis
- \* Hobbies - softball, ceramics
- \* Neighborhood - Hello neighbor door hangers, library criss-cross directory listing
- \* Pool party - summer looks around a child's pool
- \* Businesses - employees - professional image seminar
- \* Husband acquaintances
- \* Cards with husbands - when husband goes out for lunch, he leaves your business card with his tip
- \* Gift giving service
- \* Open house - send invitations, make appointments
- \* Open house for men - during holiday season
- \* Reorders - discounts
- \* Colleges - dorms
- \* High Schools - clubs, business clubs
- \* Modeling agencies
- \* Hairdressers - facial boxes
- \* Doctor's office
- \* Dentist office
- \* Country Clubs - program for women's clubs that meet there, or program for the women who are members
- \* Laundromats - put facial box, business cards or brochures with name
- \* Anniversaries - offer a makeover before dinner
- \* Husband's birthday
- \* Gift shows - Christmas, Valentine's Day, Mother's Day, Father's Day
- \* Sun care shows - Skin Wellness program with slides and commentary
- \* Cold weather shows - time to reprofile for winter
- \* Day care centers
- \* Lunchtime facials
- \* Hostess contests
- \* Phone-a-thons
- \* Director Support - Enroll your customers to receive mailings with up-to-date product information
- \* Paper clip on profile - 6 month facial, nail care, body care, foot clinic, new colors
- \* Call profiles - no show at classes
- \* Mechanics - gifts for wives, girlfriends, etc.
- \* Realtors
- \* Speaking groups - toast masters
- \* Town social - Chamber of Commerce
- \* Satin Hands
- \* Show and sell baskets
- \* Glamour glitz
- \* A gift for you
- \* Model of the month - before & after pictures taken with own camera (one chosen to receive a gift)
- \* Penny shows - penny on back of business card receives one glamour item for a penny
- \* Fragrance clinic - show the layering of fragrances
- \* Brush clinic-how to use brushes
- \* Inside Beauty - pick one look out of book and promote it for one month
- \* Eye clinic - Do eye looks on half of face only
- \* Glamour clinic - for women who wear glasses
- \* Oily skin clinic - teach the how to for oily skin customers, skin supplements
- \* Dry skin clinic - teach the how to for dry skin customers, skin supplements
- \* Open your mouth -just ASK!