

96 Great Booking Ideas!

How many of these 96 Booking Tips can you do? Check them off as you go!



1. Business Debut – Send Invitations out.
2. Suggestive Booking Approach – “Id love to have you as a model for my portfolio”
3. Warm Chatter – On errands, shopping, dry cleaners, and grocery store pass out business cards with lipstick samplers.
4. Portfolio – “Before” and “After” pictures
5. Mother/daughter – Mother/daughter before and after pictures
6. “New Year – New You” class
7. Escape Class
8. Nail Care Class
9. Satin Hands Class
10. Silky Legs Class
11. Red Head Class – Ask all Red Heads
12. Brunette Class – Ask all Brunettes
13. Blonde Class - Ask all Blondes
14. Secretary Class - Offer facials for Secretaries Week
15. Nurses Class - Offer facials for Nurses Week
16. Chocolate Delight Class - Use warm tones
17. Mother and daughter classes
18. Brush up on Glamour Clinic - How to use Brushes
19. Eye Clinic - For women who wear glasses
20. Warm/Cool Weather Classes - Re-profile for summer or winter
21. Glamour Class - Introduce Fall or Spring Colors
22. Fragrance Clinic - Show the layering of Fragrances
23. Birthday parties for customers - once a month
24. Referrals - gift at class
25. \$1 in product credit for each referral
26. Facials or warm chattering with eye look card/samples
27. Welcome newcomers - Neighborhood
28. Welcome newcomers - Church
29. New mothers - Hospital
30. Networking - Referral Cards
31. Hobbies - softball, hockey, ceramics
32. Husband’s acquaintances
33. Cards with Husbands
34. Civic groups - “Professional Image Seminar”
35. Offices - employees “Professional Image Seminar”
36. Country Clubs - Women’s groups or members
37. High Schools - Clubs, business clubs
38. Sororities - Contact college sororities
39. Graduates - Schools, back to school
40. Brides - Bridal shows, contact listing in newspaper
41. As in newspaper (use approved copy from MK)
42. Fairs - Booths
43. Facial Box - Be sure to give owner/manager facial
44. Gift Shows - Christmas, Hanukkah, Valentines Day, Mother’s Day, and Father’s Day
45. Stop and Shops - Gift for all occasions
46. Lawyers
47. Yipes! Stripes! Classes
48. Pink Bubble - newsletter to customers
49. Goody bags
50. Card in apartment building - Card on bulletin board
51. Preferred Customer Program - Enroll your customers to receive mailing with up-to-date product information
52. Anniversaries - Offer a makeover before dinner
53. Sun care shows - skin wellness program with slides and commentary
54. Phone-A-Thon
55. Treasure Hunt
56. Office Fun Pack
57. Opinion of product - Ask to get opinion of our product
58. Restaurant
59. Health Clubs
60. Weight Loss Centers
61. “Husbands Only” open house
62. Retirement Communities
63. Children’s teachers
64. “Holiday Glamour” - Using special holiday looks
65. Color Select - Using Color Select looks for facials
66. Gift giving service
67. Open House - Send invitations, make appointments
68. Laundromats - Put facial boxes, business cards & brochures with name
69. College - Dorms
70. Doctor’s Offices
71. Dentist’s Offices
72. Reorders - Discounts
73. Husband’s birthday
74. Penny Shows - Penny on back of business card receives one glamour item for a penny
75. Lunch time facials
76. Day care Centers
77. “The Beauty of Friendship” - Place in all reorders
78. Call Profiles - Those you pre-profiled who missed class
79. Realtors
80. Speaking Groups - Toastmasters
81. “Model of the Month” - Before & After pictures taken with your own camera (one chosen to receive gift)
82. “Glamour Glitz”
83. “A gift for you” certificate
84. “Wild Deliveries” - 40% off bag - Bring when delivering
85. “Show and Sell” baskets
86. “Beauty on Call” - Pick one look each month and promote
87. Girl Scouts
88. Dry Skin Clinic - Teach how to for dry skin
89. Neighborhood - “Hello Neighbor” door hangers
90. Chamber of Commerce
91. Professional Women’s Organizations
92. Oily Skin Clinic - Teach how to for oily skin
93. Dancing Schools
94. Hostess Contests
95. Shopping Coffee
96. Open your mouth - JUST ASK!!!!

