

Professional Women's Network Directory

We are targeting professional women for pampering sessions and make-overs! To attract these women to our products and services, we are each forming a Directory to take to our classes, store promotions, bridal shows and Mary Kay functions that highlights various careers and professions. Because it is for professional women, your materials need to be professional, too! Some marketing tips:

- * Only take **after** pictures of the women for the Directory after they have had their Mary Kay facial.
- * Let them know that they will be featured in a variety of settings...explain briefly all the women you come in contact with in a month and that you will have your Directory out and available!
- * Don't forget women who can highlight their husband's business!
- * Best purchase for the Directory is a 3-ring binder that allows a front-sheet to be loaded, section dividers, and business card sheet holders to place their business cards in.