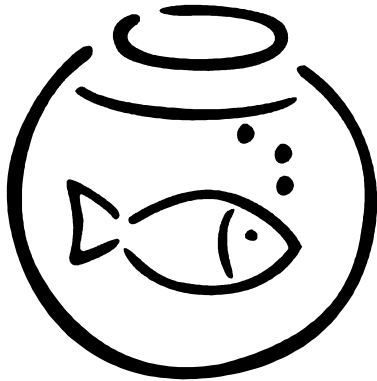


The How To On Fishbowls!



- **Select a store or business that is getting a lot of “female traffic”.** Examples might include a children’s clothing store, dress shops, bridal stores, Hallmark shops, beauty tanning or nail salons, fabric stores, uniform shops, health clubs, weight loss clinics, & restaurants. Stores in strip malls work best, as larger shops in the malls do not usually have local decision making power. Be creative!! You can also do this at bridal fairs and business booths.
- **Dress professionally.** Go into the store without the fishbowl and ask to speak to the Manager.
- **Give the Manager you card and say,** *“Mrs. Anderson, my name is _____, and I’m a Consultant with Mary Kay Cosmetics. The reason I asked to speak to you is that I would like to do a promotion with your store. I will handle all the preparations. It’s very simple...I will purchase a \$20 Gift Certificate (or give away this gorgeous basket) from your store and feature it as the Grand Prize in a drawing, along with offering 15 total makeovers as runner up prizes. As you can see many will be winners—but only one Grand Prize will be given! I will only need a small amount of counter space on which to place a tastefully decorated fishbowl. It will collect the entry blanks for a two week period. At the end of the contest, I’ll let you draw the name of the Grand Prize Winner! During the Contest Period I will promote your business and this drawing to all of my clients I see daily! Is there any reason why we couldn’t work together on this promotion?”*
- **Once she agrees, set a date to return with the fishbowl.** Agree on your promotion dates. Bring a small gift for the Manager the day you arrive with the fish bowl & offer a contest to the co-workers. Have them sign their name on the back of each entry form they assist in getting filled out from their store customers. The employee with the most signatures in the bowl wins a **FREE Satin Hands!**
- **1-2 gallon fishbowls with the flat sides work best** and can be purchased at your local discount store. Keep a color theme to your decorations. A nice wired bow around the rim and matching shred inside. You may also want to tie a pen to the bowl. Tape your business card on the back inside of the bowl. Your sign should be clear taped to the inside of the front so that it faces the customers. Instruct the manager that only YOU will be back to pick it up and if she is not there you will identify yourself with your business card.
- **Make copies of the entry blanks on color coordinating paper** and place about 100 next to the bowl. Fill out one entry with your name address and phone number so the bowl doesn’t look empty.
- If the entry is blank drawn by the Manager, is not completely filled out, have her draw another. The Grand Prize is ONLY awarded at the total makeover.



- When calling the other names say, "Hi _____ this is _____ with Mary Kay! Do you recall entering your name for a drawing at the _____ at _____? You do? Great! Do you have a minute so I can tell you what you won? Are you one of those lucky people who win all the time? Well _____, you won one of our runner-up total makeovers along with a free eyeshadow! The shadow is valued at \$5.50 and the total makeover at \$45, so your total prize value is over \$50! When would be a good time for us to get together for your total makeover and free eyeshadow? Days or Evenings? Weekday or Weekend? (schedule time & turn into a class)
- If you work your Fish Bowl **full circle** you can and should have GREAT results! However, just like anything else—**fish bowls are a numbers game!** 1 out of 3 will be great, 1 good, and the last one minimal. **I do not recommend having more than 2 out at a time.** This way you are able to follow-up on all of the names in an appropriate time frame as to keep your integrity with the general public!
- Use one the of the signs below or create one to fit your drawing. You can also use a Paper Edger to make more of a creative edge. Run off on card stock (24 lb. paper).

Training Designed by Senior Director Sarah Hjelle-Bjorgaard

*Sign Up For This
Gorgeous Gift Basket!
And "15"
Runner-Up
Total
Makeovers!*

The sign features a hand-drawn illustration of a woman's face with a lightbulb above it, surrounded by various makeup items like pencils, a palette, and a tube of lipstick.

Register Here!
For A \$20 Gift Certificate!
Plus "15"
Runner-Up
Total
Makeovers!

The sign features a hand-drawn illustration of a yellow and blue gift certificate, a tube of lipstick, and a small circular logo with a star.

It's Time To Go Fishing!

FISH BOWL TIPS...

WHY SET OUT A FISH BOWL TO GET NAMES?

Getting names from a fish bowl is like panning for GOLD. Choose carefully where you place your fish bowls and be sure to get back WEEKLY to pick up your GOLD NUGGETS. IF you do a monthly drawing you may want to stop by once a month, otherwise choose a weekly WINNER!

WHERE TO PUT A FISH BOWL

I find the best places to put fish bowls are area businesses where I have build a relationship and they know and like me. That way they get excited about the WINNER and they let me set up my fish bowl in a prominent place for FREE. If it is the first time I've set up a fish bowl there I usually offer to purchase a \$10 gift certificate to THEIR establishment as the grand prize. I have had business owners say, NO you can't pay for that, I will DONATE a \$10 Gift Certificate and we can take turns. One month I donate \$10 in Mary Kay and one month they give me a \$10 Gift Certificate to their store. Some types of businesses that I've had best success in are; Florist, Yarn Store, Sandwich Shop, Clothing Store and Dry Cleaner. You can also try Shoe Stores, Restaurants, etc. I of course schedule the OWNER for a free facial and gift as a thank you and feature her in my NETWORKING PORTFOLIO - attached....

WHAT DO YOU SAY WHEN YOU CALL PEOPLE WHO FILLED OUT THE FISH BOWL SLIP

One reason I go back weekly is so that the memory of filling out the slip is fresh in their mind. I have had GREAT results with booking from fish bowl slips. Not everyone books but the ones that do are SUPER! I JUST signed up a STAR CONSULTANT who between herself and her family have spent over \$900 in the past MONTH. She already has 4 bookings and her debut set and would like to BUY A NEW HOME with her Mary Kay Income. What I say is...."Hello, may I speak with Sara please? (Or Hello, is this Sara?)" Hi Sara, this is D'vorah Lansky, you recently entered a drawing at The Fashion Bug and I am SO excited to share that YOU were one of the LUCKY WINNERS!!!! Congratulations!!!! (Usually the response I get is, "REALLY? I never win anything!!!!") I go on, "Yes, you have won a complimentary facial, glamour makeover and beautiful gift." I then BOOK her appointment. If appropriate (she sounds excited and enthusiastic) I turn it into a class but generally I want to bond with her first. IF we can't find a common time I bring them as a guest to the meeting, but I prepare her for what to expect and when possible book her PRIVATE appointment to be held some time after that. I only invite to meeting if it seems it will be weeks and weeks till we can connect. (NOTE TO CONSULTANTS - EVERYONE I call is "one of the lucky winners" EXCEPT the GRAND PRIZE winner - the person who won the Store Gift Certificate - if I'm raffling off a Satin Hands set or other gift.) NOTE - once a month or season I give the OWNER a fun pampering package, beautifully wrapped, as a thank you!

FISH BOWL DRAWING SLIP

I use a slip that pre-qualifies the leads as I'd rather have TEN names of people who are interested in what I have to offer than 200 of people who want something for free and have no idea what they signed up for. That is why, right on the slip I say "WHEN we get together for your pampering facial, etc. see slip for specifics.)

BUT HOW DO I KNOW IF I'M DOING IT RIGHT?

Hope this is helpful. As in anything in Mary Kay, LEARN WHILE YOU EARN. Use the above as a guideline and tweak it to your specifications. GO FOR IT and HAPPY FISHING! D'vorah

Fishbowl Script (\$25 Gift Certificate)

If Answering Machine:

Hey, this is Amber, and I was calling to let you know that I pulled your name from my fishbowl today from Super Tans! Yay! Congratulations! You won a \$25 Gift Certificate! I was just calling to see when would be a good time to get that to you. Please call me at 469-765-5073 and we'll set up a time for me to get that to ya! Thanks! Bye!

If They Answer:

Hey! This is Amber! What's up! (Oh not much what are you doing?) WOW! You are so nice to me and you don't even know me!!! (haha) Well, I was calling to let you know that I pulled your name from my fishbowl today at Super Tans! Congratulations! You won a \$25 Gift Certificate and free facial! Yay!! Doesn't that make your day?! Well, let me tell you a little bit about it, and we'll go from there. Have you ever had a MK facial? (Yes/No/Um...long time ago) Great! I'll be excited to get your opinion about our products! I have a Skin Care Clinic every Monday and Thursday night at 6:30, so you can pick which night works best for you. The reason I have you come do the facial is because you are about to spend your Gift Certificate, and I want to make sure you try the products before you take them home. If you got a cleanser that wasn't for your skin type, you may not be very happy and I want to make sure you get stuff you will use! Make sense? Great! Which night works best for you? (Monday/Thursday) Great! It's at 6:30 at the Holiday Inn Express in Waxahachie (Monday)/119 Bryn Mawr (Thursday). Here are the directions if you need them. We are going to have free food and make up, so feel free to bring a friend if you would feel more comfortable! (Yes, I'll bring ____ or ok, sounds great) Great! I'll RSVP you and _____. Well I'll see you then...Monday/Thursday at 6:30. You know, _____, if for some reason you cannot make it, would you mind giving me a call? (Not at all/Sure) I really appreciate it! Alright, _____, I'll see you Monday/Thursday at 6:30! Congratulations again! Bye!

CALL TO REMIND THEM THE DAY OF (ABOUT 8 HOURS BEFORE THE EVENT)

If Answering Machine:

Hey, _____, this is Amber, and I was just calling you to remind you of your facial tonight at 6:30 so you can spend your \$25! We are going to have such a great time! I look forward to seeing you! If for some reason you need to reschedule, please call me at 469-765-5073. Thanks! Otherwise I'll see you there!

If They Answer:

Hey _____, this is Amber! How are you? I was just calling to remind you about our facial tonight at 6:30 to get your \$25 Gift Certificate. (Let them respond)...Great! Are you planning on coming? (Shhhhh...let them respond) If yes, GREAT! I'll see you there. Just come in and we'll be in the conference room on the left. If no, Oh gosh I am sorry! Would next Monday or Thursday be better? Get the date rescheduled... Alright! I'll see you then! Bye!

Must be over 18 to enter! Thanks!

Name: _____
Address: _____
City: _____ Zip: _____
Telephone Number: _____
Best Time To Call? _____
Are you currently using Mary Kay Products? _____
Who is your Consultant? _____
If you win one of the FREE makeovers, would you prefer to share your facial with: 1-2, 3-4, or 5-6 friends? _____
What types of products would you like to earn free? _____
_____ Over 18? _____

Must be over 18 to enter! Thanks!

Name: _____
Address: _____
City: _____ Zip: _____
Telephone Number: _____
Best Time To Call? _____
Are you currently using Mary Kay Products? _____
Who is your Consultant? _____
If you win one of the FREE makeovers, would you prefer to share your facial with: 1-2, 3-4, or 5-6 friends? _____
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Must be over 18 to enter! Thanks!

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Address: _____
City: _____ Zip: _____
Telephone Number: _____
Best Time To Call? _____
Are you currently using Mary Kay Products? _____
Who is your Consultant? _____
If you win one of the FREE makeovers, would you prefer to share your facial with: 1-2, 3-4, or 5-6 friends? _____
What types of products would you like to earn free? _____
_____ Over 18? _____

FISHBOWL FOLLOWUP SCRIPTS!

There's no reason you can't make EVERY name in your fishbowl "the winner". Be enthusiastic and excited when you call – no one wants to book with someone who's boring or not "sold" on the product herself!

"This is _____ with Mary Kay! Do you remember entering a drawing at _____ recently? Well I've drawn your name as the winner of \$25 in FREE Mary Kay products!! Isn't that great?! Have you ever used Mary Kay?"

YES: great! Are you using it now or has it been a while? What products did you like? Well it's really different than it was in the past, so I know you'll find something you really love.

NO: that's okay – I'll help you figure out what you'd like to have whether it's skin care, makeup, perfume, anti-aging products...whatever you like!

"Here's how I take care of my winners. We'll choose a good time to get together, and since I keep product on hand all the time, when I leave you should have everything you chose. That's good, isn't it! But let me see what you think about this... if you would have _____ people with you when we get together, I'll actually double your free product and give you \$50 worth free! Does that sound like something you'd be interested in for \$50 worth free? Great!"

(Look on her registration slip and see how many people she circled that she'd be willing to share her facial with and go with the smaller number. For example, if she circled 3-4 people, ask her to have 3 people over 18 with her to get the doubled amount.)

"Now you have a couple of options for when we get together. You can decide which format you prefer – you're queen for the day! You might want to have what we call a makeover night; that's where you and your friends will get a new look and I'll have lots of tips on how to apply makeup and what colors will look great on you. The other option you may want to choose is more of a Spa party. Do you know what MicroDermabrasion is? (if not) Well it's just amazing and people are really raving over it. The very first time you use it you'll have smaller pores, lines and wrinkles will be less noticeable, and your skin will be the softest it's ever been! Everyone loves it, whether they wear makeup or not. You'll also get a lip treatment and a hand treatment and everyone will leave with no makeup on, just really really soft, hydrated skin that looks fantastic. So which of those sounds more appealing to you and the people you'd have with you? Great! We'll have a great time."

"I'll drop you a book in the mail tomorrow so you can start looking around at what you might want to choose. _____, I will also want to get the names and numbers of the ones you'd like to have with you in a couple of days so I can ask them the same questions I asked you about their skin. That way they'll know I'll have things THEY want to try and they'll be excited about coming. That helps YOU get your extra free product! Plus it'll make our time together shorter."

"I can't wait to see you on _____ at _____! I'll bring a couple of door prizes too!"

IF SHE HAS INDICATED ON HER REGISTRATION SLIP THAT SHE ALREADY HAS A CONSULTANT:

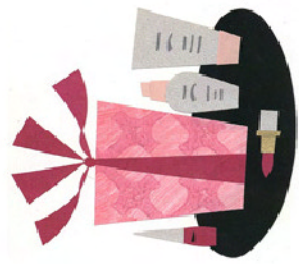
"I've drawn your name as the winner of \$25 in FREE Mary Kay products!! Isn't that great?! Well I see on your slip that you already have a Mary Kay consultant. You know, she will NOT be happy with me giving you \$25 in free product when she's trying to sell it to you! And I would never want to step on her toes. So if you have a relationship with that consultant and she's servicing you regularly and sends you catalogs and samples, then we really shouldn't get together." Wait for her response! MOST of the time you'll find out she's bought some things several months ago but isn't being serviced. Or she's not pleased with the service because she has to wait too long, or maybe the consultant moved away or whatever. However, if she IS being serviced by someone, just thank her for entering your drawing and let HER be the one that wins the gift certificate to the store since you can't make a sale with her.

IF YOU HAVE TO LEAVE A MESSAGE:

"I'm calling for _____. This is _____ with Mary Kay and I'm calling because you entered a drawing at _____ and I've drawn your name as the winner of \$25 in free Mary Kay product! We just need to decide how to get together to choose what you want so give me a call back at _____ by tomorrow evening at 10:00 so I can let the store know I've got a winner. I can't wait to see what you choose for your free product! I look forward to hearing back from you soon. Bye!" By putting a time limit on her calling you back, you will most often, but not always, get a call back because they don't want to miss out. If they don't call back by the deadline you gave, give them one more chance by calling the following day or so. If you still miss them, put the name aside and go back to it in several weeks. Let her know then that you've gone back through the people that weren't winners and have done another drawing.

\$ 25 Gift Certificate

Void if not redeemed on _____
Good for in stock products only.



Pay to the order of: _____

Ask me how you can earn \$100 in FREE Products!

Thank you so much for being my guest model this evening!

\$ 25 Gift Certificate

Void if not redeemed on _____
Good for in stock products only.



Pay to the order of: _____

Ask me how you can earn \$100 in FREE Products!

Thank you so much for being my guest model this evening!

\$ 25 Gift Certificate

Void if not redeemed on _____
Good for in stock products only.



Pay to the order of: _____

Ask me how you can earn \$100 in FREE Products!

Thank you so much for being my guest model this evening!

\$ 25 Gift Certificate

Void if not redeemed on _____
Good for in stock products only.



Pay to the order of: _____

Ask me how you can earn \$100 in FREE Products!

Thank you so much for being my guest model this evening!



Thank you so much for being my guest model! I know you are going to LOVE the products and have a blast!

REMINDER:

I will have all of your personalized products ready for you to try. If for some reason you need to reschedule please call me 24 hours in advance. Thanks!



Thank you so much for being my guest model! I know you are going to LOVE the products and have a blast!

REMINDER:

I will have all of your personalized products ready for you to try. If for some reason you need to reschedule please call me 24 hours in advance. Thanks!



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Thank you so much for being my guest model! I know you are going to LOVE the products and have a blast!

REMINDER:

I will have all of your personalized products ready for you to try. If for some reason you need to reschedule please call me 24 hours in advance. Thanks!

Must be 18 or older to enter

Name _____

☎ Number _____

Call me: Before 5 After 5

18-21 22-25 26-30 31-39 40+

Must be 18 or older to enter

Name _____

☎ Number _____

Call me: Before 5 After 5

18-21 22-25 26-30 31-39 40+

Must be 18 or older to enter

Name _____

☎ Number _____

Call me: Before 5 After 5

18-21 22-25 26-30 31-39 40+

Must be 18 or older to enter

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Call me: Before 5 After 5

18-21 22-25 26-30 31-39 40+

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Name _____

☎ Number _____

Call me: Before 5 After 5

18-21 22-25 26-30 31-39 40+

Must be 18 or older to enter

Name _____

☎ Number _____

Call me: Before 5 After 5

18-21 22-25 26-30 31-39 40+

Print and place on front of bowl.



**\$25 Gift
Certificate
&**

FREE Facial!

18 or older, please!

There will be multiple winners!