

Customer Birthday Party

Thank you to Future NSD Joan Watson for this information. It is fabulous...WOW!

Please pass this information on to anyone who would like to build their business quickly, because this idea truly shouts "abundant thinking!" Cris Monica is a wonderful Red Jacket in my unit who has previously done Century Club (actually completed it in 6 months). Cris joined a service that would give her names of women interested in skin care with their birth date listed on her sheet. She sent a postcard to all women having birthdays in the month of August and followed up with a phone call. She shared with them that they must RSVP because when they do, their name would be added to a birthday cake in honor of them! Yes, she threw them a birthday party. Balloons, gifts and free facials for everyone. She realized that the response was getting large, so she had the class in her church basement.

Here are some details:

1. Anyone who brought a guest was entered in a drawing for a free product gift.
2. Anyone who had a birthday received a FREE Custom Compact (empty) as their birthday gift.
3. Anyone who came on time was also in a drawing for a free product gift.
4. She did the TimeWise class (using the flip chart).
5. She had the names of all the birthday girls on the cake. All guests enjoyed the cake as she closed the guests.

Results:

16 birthday girls came, each with a guest! That was 32 ladies attending in all. She sold 18 Basics and a total of \$1,264.00 in sales! She has bookings and finished her star by the September 12th deadline!

Cris has also done fundraisers with the local PTA's, sharing 20% of her profits to the organization. One fundraiser had 52 attendees and another had 32. That's how she can accomplish Century Club in such a short time. Her reorder business is phenomenal! Her goal is to finish with 500 Basics this year.

Here's what Cris sent to the birthday guests:

You are cordially invited to a Ladies Night Out to celebrate your birthday! Isn't it your birthday wish to feel great about yourself? I am a Beauty Consultant with Mary Kay Cosmetics, and I would love to help make your wish come true! Please accept my invitation to you and a friend for a complimentary pampering session to be held at (location). Pampering sessions start at 7:00. Please RSVP with the date that is good for you. This is by reservation only, and when the seats are gone, they are gone. Make sure you get one today. Available dates: October 20th & October 27th. What will you be doing? You and your friend will receive a complimentary facial and Satin Hands pampering session. The new exciting Fall colors are out and will be on display for you to try. Door prizes for being on time, for bringing a friend, because it is your birthday. Cake, balloons, music and your chance to enter the Busy Woman Sweepstakes! How old you are is your business...how old you look is mine! I look forward to hearing from you."