

FISHBOWL PROMOTION...for lots of leads in two weeks!

1. Select a store or business that is getting a lot of "female traffic" (sometimes this is seasonal). Examples might be a Children's Clothing store, dress shops, Hallmark shops, beauty or nail salons, fabric stores, uniform shops, health clubs, weight loss clinics (big in January), restaurants (especially full between Christmas and New Years). Stores in strip malls work best, as larger shops in the malls usually do not have decision making power. Be creative! You can also do this at bridal fairs and business booths.
2. Dress professionally. Go into the store without the fishbowl and ask to speak to the manager.
3. Give the manager your card and say "Mrs. Thompson, my name is _____ and I'm a professional Beauty 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 from your store and feature it as the Grand Prize in a drawing. All runners-up will win a free facial makeover, so you see, Mrs. Thompson, everyone is a winner, although only one will win the Grand Prize! 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 winner! Is there any reason why we couldn't work together on this promotion?"
4. Once she agrees, set a date to return with the fishbowl. Agree on your promotion date: Saturday- (Saturday works well.)
5. A one to two-gallon fishbowl with flat sides works the best and can be purchased at Wal-Mart or pet supply stores. Tastefully decorate with a satin ribbon bow and eye-catching long streamers. Pretty headbands (e.g. lace) can be stretched around the rim. Hot glue a few silk rosebuds and attach the card advertising the contest to one flat side. Attach your business card with clear wide postal tape to the other side (This is the side facing the clerk and will identify the fishbowl as yours. Instruct the manager that no one without that card can remove entry blanks or the bowl from the counter).
6. Make copies of the entry blanks on pink paper and place a stack next to the bowl. Fill out one entry blank with your name, address, and phone so the bowl won't look empty! Attach a black Bic pen with curling ribbon (All expenses in this promotion are tax deductible, under Adv., so save your receipts).
7. If the entry blank drawn by the manager is not completely filled in, have her draw another. The Grand Prize is ONLY awarded at the free makeover.
8. When calling the other names, say "_____, this is _____ with Mary Kay Cosmetics. You put your name in a fishbowl at Sally's Hallmark Shop; do you have a minute? Great! You were one of our runner-up winners and you've won the free facial makeover! I'm calling to set up your appointment. Which is better for you, daytime or evening?" (If she responds that everyone in the fishbowl won a free facial, say, "Isn't that great? Mary Kay wants everyone to be a winner!")
9. Director Kathy Kosei had her best results from a bowl she had in Fashion Bug the first two weeks of December. She collected 119 names, seven of which indicated they would not like a free makeover. Kathy booked those seven for manicures! Of the 112 who agreed on the entry blank, Kathy did facials for over fifty, sold thirty-seven Basics, totaled over \$3000, and recruited two. She kept busy all winter and never got to all the names! Kathy and her unit members in the Northeast are getting a variety of great results. Kathy says, "Even a disappointing one with only five names is five qualified names. And I didn't have to warm chatter. When you sell one Basic, the promo has paid for itself!"