

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 stores, beauty or nail salons, uniform shops, health clubs, weight loss clinics (big in January), restaurants (especially full between Christmas and New Years). Stores located in strip malls work best, as larger shops in 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 a store without a fishbowl and speak to the Manager.
3. Give the Manager your card and say "Mrs. Thompson, my name is _____ and I am a Professional Beauty Consultant with Mary Kay Cosmetics. The reason I asked to speak with 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, along with 10 Gift Certificates and free a facial makeover with Mary Kay Cosmetics. All runners-up will win a free facial makeover, so you see Mrs. Thompson, everyone will win something, but only one will win the Grand Prize!! I will need only 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 will let you draw the name of the winner!! Is there any reason why we couldn't work on this promotion together?"
4. Once she agrees, set a date to return with the fishbowl. Also agree on a promotion date (Saturday – Saturday works well).
5. A 1-2 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 head bands can be stretched around the rim also. Hot glue a few silk rosebuds and attach the card advertising the contest to one of the flat sides. (The other side facing the clerk 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 Pic pen with curling ribbon. (All expenses in the use of this promo are tax deductible under "Advertising" so save all the 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 makeover, say "Isn't it great? Mary Kay wants everyone to be a winner!!")
9. Director Kathy Kozej had her best results from a bowl she had in Fashion Bug the first two weeks of last December. She collected 119 names, 7 of which indicated that they would not like a free make over. Kathy booked those 7 for manicures!! Of the 112 who agreed on the entry blank, Kathy facialed over 50, sold 37 Basics, totaled over \$3,000 and recruited 2. She kept busy all winter and never got to all the names!! Kathy and her unit members in the NE are getting a variety of great results. Kathy says: "Even a disappointing one with only 5 names, is qualified names; and I didn't want to have to warm chatter." When you sell one Basic, this promo has paid for itself!!

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