



Ideas for Mary Kay's Birthday Week by Deborah Dudas



**Mary Kay always loved her Birthday, and we always worked extra hard to do something incredibly special for her!
Here are some ideas I'm working on this week!!**

1) THE BIG DAY IS WEDNESDAY, MAY 12TH. Plan to break your record and reach as many customers as possible today. I'll be having a Birthday Cake at my home for all stop ins and also delivering cupcakes to them in person. Talk about a great way to start your appointment. "By the way- it's Mary Kay's Birthday and this is for you!! "



2) 12% off all Mary Kay Products this week!

3) Fill out an agreement on May 12th and begin your business on our Founder's Birthday! Call every prospect you have ever had and encourage her to start on the 12th!

4) MAY BOOKING SPECIAL- Carry a filled compact with you everywhere and say- OHH MY GOODNESS, I HAVE TO TELL YOU ABOUT MY MAY BOOKING SPECIAL! (Hand her the open compact) You get this FREE with your choice of color - a \$63.50 value- FOR THE PRICE OF THE DAY YOU BOOK when you share your facial with 3 others and hold it on the day we choose today!!! SOOO if you can book it ay 15, it's \$15. May 20th, it's \$20!

5) Products of the week. Have one every week now until June 30. This week's products- I am showcasing Sunless Tanning and sunscreens in honor of Sun Awareness Months- May and June!

6) Take products to show on the back of your hand. My pick this week- CHILL IT eye shadows. They are on PINK SALE for \$4. Since all Creme to powders went up to \$12- sell for \$12. Now- THAT'S PROFIT!!

7) I always end the PCP gift with purchase when I sign up for the new one- so I'll clean up my PCP mailing list with a last call for the bag. After this, I give retail product bonuses. Don't forget- last day for PCP is the 15th!



8) Hand out the Consider the Possibilities Videos and put their forms into a drawing for Free Product at the end of the month.

9) Refer a friend to me that makes a purchase and receive a purse sized spa lotion as a bonus!

10) Overstocked on anything??? Pink Light Special this month!!



Dudas Unit- I can't wait to start fielding the calls from your excitement! HOW MANY agreements will be placed on the 12th? How many orders can go in this month? ALL MAY ORDERS COUNT BIG TIME! May is the month that our SEMINAR SEATING is reserved and we want to be as close as possible!! I'm working for 100% here- and 300 unit members! Go team GO!!! Love Deborah!