

So much is available on Intouch-check it out. Foundation Survey. Placemat...I am putting this in my reorder bags now. So here's a tweak on my first booking idea...

Prep: print off Foundation Survey on cardstock. Put goodie bags together with another sample you have in-stock with your business card...I am going to use the Lip Gloss or Liquid Lip or mascara samplers. If you went to Houston then you already have the Shade Finder card. If not...do you have the old one until the new one arrives? She won't know the difference.

Approach: *"excuse me, I couldn't help but notice how sharp you look. I'm Julie with Mary Kay and I've been asked by MK to test market our new foundations. Did you know 9 out of 10 women feel like they are wearing the wrong foundation? MK just launched two new liquid foundations to partner with our Mineral Powder and 3 other formulas. If you are willing to give me your opinion, I would like to quickly color match your hand and send you the right formula and hopefully the right color...of course, the face is the best to match but for now we will use your hand. All I need is for you to complete this survey, try the foundation when it arrives in the mail and then call me to answer a few questions. Ok? In the meantime, here is a sample of our Ultimate Mascara/Lipgloss and when I call, I'd love to get your opinion of this popular product too."* and give her the survey as you say ok so she won't say no.

I am using the hand even though it's not the best color for her face because I am not comfortable color matching her face that may have on makeup or her neck/chest in public. NOW WATCH THIS...while she is filling out the survey, I am going to make it a booking. Then when I call to profile her, I will turn it into a party!!! I won't talk party yet because I don't want to overwhelm her. I want her face booked first.

"You know Karen, the best way to truly test the foundation is on your face. I offer free makeover consultations that are fun and pampering. Is there any reason why we couldn't meet in person this week or next instead of mailing the sample to you? On Tuesday and Thursday evenings, we need models at our Pink Studio...are you free tomorrow night at 7?"

Happy Booking! Julie Potts

Hey! Just sharing what I sent to my customer after she placed an order. You can copy and paste into an e-card to invite your customers out to an event or something at your home or go to them. Just change the words. Lets make our customers feel loved. Get your foundations today. it can be easy- Just call and ASK! You can do it!!!! Tammy

Suzanne,

Hey! Happy Friday!

Thank you again for your order!!!

I am so excited! We are launching a Brand New Age Fighting Foundation line!

2 formulas! Matte-wear and Luminous wear for dry skin. They feel and look incredible. Best I have ever tried! I am asking all of my Preferred customers if they would be willing to test market and survey the new line. We have a new primer, foundation brush and 2 new foundations! These are not on my web site yet!

This is what we have found so far :

91% women would love if someone would help them find the perfect foundation match.

68% of women have a problem finding the perfect shade of foundation.

58% of women are not confident that they are wearing the perfect foundation.

I am having **Foundation Clinics** at my studio on Monday evenings at 6:30 pm. We will end no later than 8:30. We will test, strip , survey and use the primer and brush! You will look and feel beautiful! This Monday, Jan. 24, Jan. 31 and every Monday in February.

I would love for you to join me. Plus you would get a new foundation for FREE or \$20 in free products of your choice for being in my test market.

Please let me know if you can join me for one of the Mondays this month. You are welcome to bring friends to test market and they will get a free foundation brush from me!

Thank you sooo much for your friendship and business!

I appreciate you!

Tammy