

# Have Pumpkin Will Travel

## Melinda Mercedes Balling

Ready to meet new people and bring a smile to their face? Purchase a colored plastic pumpkin... Any color is fine, put a cute bow on the side of the handle. Your "Facial Card" is to be run on card stock. Use small cello treat bags (Halloween bags are everywhere this time of the year... Party City, Hobby Lobby, Dollar Store, etc.). You can purchase individually wrapped small chocolate candy to put in your cello bags along with sample eye shadows, lip gloss samples, color cards, anything you have on hand). Punch a hole on the corner of the card, run ribbon through the hole and tie onto the top of your "candy bags", Be sure to insert your business card in the bag. Put your bags in your Traveling Pumpkin and take it everywhere you go.... any gathering, ball game, PTA meeting, grocery store, dentist and doctor appointments....anywhere you see people ☺ and give women you meet a "treat".

*You could say, "Hi, I don't mean to interrupt, but I couldn't help but notice (sincere complement...example, what great skin you have, how well you wear your make-up, how pretty that color is on you...etc). May I ask, are you by any chance wearing Mary Kay"? (If the answer is 'No', that would let you know she doesn't have a consultant. You can go on to say), Well this is my lucky day! My name is \_\_\_\_\_, I am a Beauty Consultant with Mary Kay. and with Halloween right around the corner I'd love to give you a treat with some free samples and a gift card." (Note: the gift card is your card with the facial and lipstick offer). If she takes the goodie bag, go on to say " Since there is a gift card enclosed with the samples, I'd love to have your number so I can follow up and honor your free offer and gift card). If she says sure and gives you her number (have your phone or pen ready)... If she says she would rather not, just say, "That's absolutely fine. My business card is enclosed and you are free to call me to redeem your gift card.*

I also give the goodie bag to moms who come to my door on Halloween with their children. Those who aren't with their mom, I am putting in their bag and saying, "this is a treat for your mom". If you have children or grandchildren that you might be taking to a school or community Halloween event, be sure to have plenty of bags to give to other moms.

I love this time of the year, so many opportunities for new leads! Maximize this fun Holiday for your business!

