



# Tons & Tons of Booking Ideas



Okay...here is your solution for any booking problem you may have. Booking really is an attitude. If you think you can - you can. If you think you can't - you won't.

## Booking Approaches:

1. **People You Know** - Friends, relatives, neighbors, people you work with, people you once worked with, former classmates, people from your husband's job or organizations, recreational contacts.
2. **Portfolio** - One of the most successful ways to book appointments. All women love to be a model.
3. **Second Facials** - to everyone who buys the basic set.
4. **To Win** - for those customers who couldn't afford the entire product they wanted.
6. **Selective Approach** - people you just like.
7. **Hostess Contest** - Rebook hostess - having a contest and just thought about you.
8. **Tentative Date Approach** - use when a hostess is unsure of the date.
9. **Facial Boxes** - put in businesses, doctor's office, restaurants, cleaners, dress shops, etc.
10. **People in your neighborhood** or apartment complexes. Send a flier.
11. **Telephone Book** - use a survey.
12. **Welcome Wagon** - New Comers to church or neighborhood.
13. **Look Books** - Leave everywhere - Doctor's/Dentist's offices, beauty shops, laundry mats, store bulletin boards, reception areas, large buildings' bathrooms, mall, bathrooms, restaurants, etc.
14. **Warm Chatter** - Use a survey or portfolio booking approach.
15. **Book to look** - Have basket in center of table and when they book, they get to draw for an extra hostess gift.
17. **Glamour Classes** - invite preferred customers to your home where they can learn a new glamour look. Great to do when we have new glamour items in the fall and spring.
18. **People who have postponed or canceled.**
19. **Mother's Day Class** - all of your customers for a Mother's Day Gift from you.
20. **Birthday Class** - all of your customers who have a birthday in the same month.
21. **Clubs, Organizations, Drill Teams, Cosmetology Classes, Home Economics Classes, Physical Education Classes** - offer to do a special talk, do two models, get names of everyone attending and follow-up for individual consultations.
22. **1/2 Price Sale** - for anyone who didn't buy the basic set. Call and offer basic set at half-price if they share a facial with three ladies you haven't facialed.
23. **Offer a special gift** for having 6 people at a skin care class.
24. **Mini Class** - use these words when someone says they don't want to invite friends over for a skin care class. Have them only invite 2 friends for a mini class.
25. **Business Cards** - spray with cologne and insert when mailing a bill, making a bank deposit, giving a check, paying with cash or a credit card.
26. **Wear a Pin Upside Down** - people will tell you that it is upside down. Thank them for telling you and offer to give them a free facial for being so nice.
27. **Give your hostess an extra special gift** if she has three bookings before you arrive.
28. **Wedding Parties** - look in the local newspaper and call the brides from engagement announcements and offer to do their wedding party.
29. **New Mothers** - look in the local newspaper and call the new mothers and offer to do a free makeover.
30. **Contact Bridal Shoppes, Photography Studios, Catering Services** - offer to be a part of their wedding or advertising package.
31. **Fun Packages** - make up packages of product or use a Look Book and have special customers sell a certain product for you. Example: sell 6 lip glosses - get one free. This approach is great for teenagers.