

Dear

Exciting News!! I'll come right to the point. I am in a very special contest sponsored by my National Sales Director right now, and in order to qualify I must have \$1,000 in retail sales in one day! Sounds like a lot, doesn't it? This is where *YOU can benefit!! I am hoping we can help each other!*

I am asking all of my preferred customers, family members, and friends to look over the enclosed Look Book or go to my website: www.marykay.com/sfelice. It contains all of our new, up-to-the-minute products!

Wednesday, March 21st , is THE \$1,000 day! Phone your order to me at 272-6456.

Orders received from 8am-12pm receive a **30% discount**
Orders received from 12pm-4pm receive a **20% discount**
Orders received from 4pm-6pm receive a **10% discount**

The same times apply if you email me (sfelice@marykay.com) or get on my website: marykay.com/sfelice

Please leave a message if I am not readily available. I must have your order no later than 6:00 P.M. to qualify for the discounts. As you know, it is my policy to have product on hand at all times and I want to have it for you that day. I will be happy to deliver (by Friday/Sat that week) mail your order, or, you may pick it up at my house. Whichever is best for you.

In return for your support, I will include a special gift with each order over \$40.00. AND... When I reach my \$1000 goal, I will draw from the orders and ONE lucky customer will get THEIR ORDER FREE!!

For every \$10 spent, you will have your name entered an additional time.

Need a new SPRING LOOK? As a preferred customer, I would be happy to spend some time with you one-on-one (For a NEW SPRING LOOK) or share an hour with you and two or three friends to select the perfect new "look" for you AND YOU CAN EARN FREE PRODUCT AND HOSTESS INCENTIVES! ***Get an additional 5 entries for scheduling an appt.!***

I am excited about this challenge! Since it is impossible to contact everyone by phone, I felt writing to you was best. I appreciate you and thank you for helping me achieve my goal! Please feel free to pass this offer on to your friends and family who do not already have a Mary Kay Consultant!

Have a great day!

ADDED BONUS: Friend who is not a Mary Kay user orders=ADDITIONAL 5% OFF

VISA, MASTERCARD, DISCOVER, & AMERICAN EXPRESS ACCEPTED

HOW TO HAVE A \$1,000 DAY!!

1. Make a list of 50(+) people (names and addresses) ...i.e., Customers, Potential Customers, Neighbors, People you are too chicken to tell that you are with Mary Kay... Anyone with skin! These people DO NOT have to be local to you! KEEP A MASTER LIST FOR YOUR REFERENCE. That way, as they call in you can check their names off . Then you can follow up with those that **do not call you** after 6:00 PM! (This is crucial!) Every consultant who has sold more than \$400 on a \$1000 Day has told us it was due to the **follow up calls** she did with those who **did not call her!! YOU WILL DOUBLE YOUR SALES WITH THOSE CALLS!**

2. Purchase 50(+) Beauty Books or The Look Books and make 50(+) copies of the \$1,000 Day Letter on plain white lightweight copy paper. (If you get cute & copy on color, it will cost more to mail)

3. Choose a day to have your \$1,000 day, and a time to end it. It has been proven that Friday, Saturday or Sundays are **not** good days and that 6:00 is an excellent time to end your day, that way you can begin calling all those who have not yet called you.

There are 2 ways to send these through the mail. You can fold the letter in thirds and TAPE it inside the Beauty or Look Book. Then tape the ends of the book closed. Mail your books. (The cost should be around 34 cents for the beauty book or 55 cents for The Look Book. Check with your Post Office to be sure). It does look nicer and you run less chance of your books getting thrown away (as junk mail) if you put them in manila envelopes and attach the letter (folded just in 1/2 with the letters facing out) to the Look or Beauty Book, but this will cost a few more cents to mail.

5. On your chosen day, **refer to your master list** and check off the people as they call in recording how much they purchased. At 6:00 begin making calls to all of the people that didn't call you. **(If you don't make these calls, you will not reach the \$1000! How bad do you want it?)**

In the Crayk and McGillis Units, we had over 14 \$1,000 DAYS IN ONE WEEK!! All others who did the challenge... well... they only had \$500, \$600, and \$700 DAYS (don't you feel badly for them! HA!). This is proven! **It does work**. TAKE THE CHALLENGE, DO THIS AND TAKE A MOVE THAT PRODUC OFF YOUR SHELF!!
THINK OF THE RE-ORDER BUSINESS YOU'LL BUILD!!

Happy \$1,000 day!!