

Building Your Business By Marketing Your Website!

Idea From: *National Sales Director Rebecca Evans*

At a recent Directors meeting, Rebecca shared what she did to build her business and ultimately her National Area! Let me share with you the tips that she shared with the Directors....

- Rebecca moved to Las Vegas, left her Unit and her customers in California and decided that she was either going to give up or GO UP! She decided to GO UP! Being that she knew absolutely no one in Las Vegas, she had to create a way to seek out new leads. She explained that it can sometimes be “suicide on the installment plan” when we or our Consultants use warm chatter techniques, facial boxes, etc. The follow up calls are time consuming and favorable results are rare. Plus 70% of our communication is non-verbal (body language, smiling, smell good, look good, caring, etc).
- She devised this plan of reaching a new customer base because it puts the ball into the prospect’s court. Her goal was to add 500 women to her PCP program via “hits” on her Web Site....she explained that shopping from our computers “in” and we’re not taking advantage of it as we could. Her Certificate is for \$10 FREE product, shopped for at her Web Site. The clients HAVE to give all pertinent information. For security, they put in their certificate number (these can be anything you want). You call to see where she wants her product delivered, never mailed. Make it up really special and then you can work the delivery as an avenue for booking a MK Event. Body language again!
- **RESULTS:** Rebecca handed out over 500 certificates! Out of that 500, she had over 350 hits to her Web Site, got over 250 bookings and “birthed” 6 NEW Offspring Directors in one year!!
- Of course, the twist is the product needs to be chosen on line. Only those who want it will shop for it and you’ve got a definite, and probably, successful lead without using the telephone, plus she’s on your mailing list!
- Here is the explanation she gave for your money output: 10 hits out of 100 (low end). Without any other purchases (which is extremely rare) that costs you \$50 wholesale. She asked, “How long would you normally spend on a telephone trying to secure leads?” And, “How devastating can that sometimes be to your esteem?” “Is your time worth \$50 for a 10 hits on your website using the tried and true MK Image body language (from delivering product)? And you have a definite interested prospect!”
 - **NOTE FROM YOUR DIRECTOR:** Remember that many of these “hits” will purchase *MUCH MORE than \$10!* I have spoken with several Directors and they are experiencing up to \$100 sales at a time OR even brand new team members as a result of using these! What do you have to lose???
- **DIALOGUE:** (With pin on, MK Image, Go Bag in hand) “*I don’t know if you noticed but I’m with Mary Kay. Are you on anyone’s mailing list?*” (Tilt head to left, squint eyebrows together as if really concerned) **IF NO:** “*So you don’t have a Consultant servicing you?*” (If yes, then follow MK Golden Rule, but have her encourage her Consultant to put her on PCP) **IF NO:** “*You don’t!*” (Bite lower lip)

- **IF YES:** “*My catalogs are on my Web Site, plus so much more. May I give you a Gift Certificate for \$10 and you can go and shop at your convenience? What do you think you’d like to purchase—a lip gloss, a new mascara? When you’ve made your product choice, just check out, type in all your information, just as you would if you made any other type of purchase online, but tell the computer that you’ll be contacting me for payment choice.... That’s when I can deliver your product for FREE.*” THANK HER and tell her you will be looking forward to seeing her certificate being redeemed.
- Not very intimidating, it is? You’ll also see that we can go ahead and get pertinent information if she’s willing, but that’s not imperative. If she’s interested, she’ll hit on your Web Site... WOW, does this ever take the heat off both parties in a conversation!
- **Rebecca’s second idea was also MASTERFUL!** She lines up all her personal guests at her Unit Events in the *first 10 days of the month*. To each prospective guest she offers a **\$30 Shopping Spree on her website**, delivering the guest’s products **on the night of the guest event** scheduled and **only when she actually comes!** Do you all see how efficient this is? **FIRST**—she definitely will come; second, another hit with all her information into your computer!
- Well, you can see why these two ideas are taking the Mary Kay World by a STORM! I hope you will consider trying this to build your business!
- **CERTIFICATES ON THE FOLLOWING PAGE!**
 - Print on cardstock @ Office Max (Mary Kay Consultants & Directors receive a substantial discount) or @ Office Depot, or @ your local printer.

\$10 Gift Certificate \$10



*This certificate entitles you to \$10.00 worth of FREE
Mary Kay by just shopping on my Web Site.*

Enter all Personal Information, Product Choice, & Certificate # at the Web Site.

Compliments of: _____

Expires: _____
Certificate #: _____

Name: _____
Address: _____
City: _____ State: _____ Zip Code: _____
#: _____
Email: _____
Certificate #: _____

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