

note from Sherry Fields on how to have a successful Phone-a-thon:

I wanted to share with you a great way to bring in sales just in time for the holidays. I do a PHONE-A-THON two times a year-----just before the holidays and at the beginning of the summer. I have had them bring in as much as \$3500.00 retail in one day. (Remember-I have been building my customer base for over 10 years)

How it works: You are basically going to advertise to have a sale on one particular day with discounts given depending on the time of day that your customer calls you with their order. The attached flyer is pretty self explanatory.

This is how I do it:

~**Pick a day** that you can be at your desk answering the phone most of the day (morning is usually the busiest time). I found that Fridays have been the most successful day for me.

~**Create your flyer**. Use the attached document and your most current copy of the beauty book. Edit the date and be sure that your name and phone appear where mine are on the flyer. Print the flyer. In back of the beauty book there is a list of all of the Mary Kay products with prices. Cut and paste to make them fit onto the blank area of the flyer.

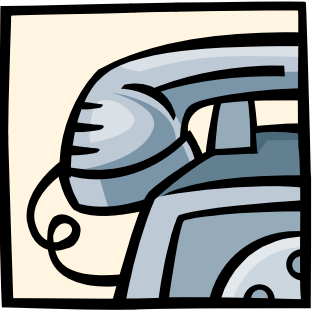
~**Print customer labels**. If you have your customers entered in Mary Kay In-Touch you can simply create labels from your "**Customer List**" by following the prompts to "**Create Labels**". (you can also write them by hand depending on your customer count)

~**Prepare your mailing**. You do not have to put the flyer in an envelope. Just fold it in three and put a staple in the bottom to hold it closed. Add your customer label, postage (\$0.42) and your return address.

~**Mail**. You want the customer to get the flyer about 5 days before the Phone-a-Thon, I have found that if you give them too much time they lose the flyer or forget about it.

You still have plenty of time to hold your own Phone-a-thon before the holidays. It is a great way to bring in some extra cash for all of those Holiday gifts.

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Call Sherry Fields, Independent Sales Director

Or Shop Online with **Date: Friday, December 5th**

Congratulations,
Since you are a
preferred
Mary Kay
Customer, you
are entitled to
participate in
our unit's
PHONE-A-
THON and
receive valuable
discounts on
Mary Kay
products.

YOU CALL ME AND HERE IS HOW IT WORKS!

9:00 to 10:00 a.m. 25% discount

10:00 to 11:00 a.m. 20% discount

Anytime the Rest of the day 15% discount

Good for one day only and only if you call me!!!!

MY PHONE NUMBER IS:

(302) 832-5888