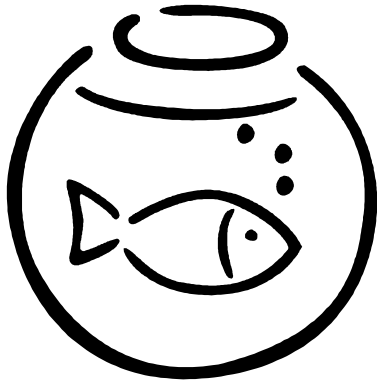


The How To On Fishbowls!



- **Select a store or business that is getting a lot of “female traffic”.** Examples might include a children’s clothing store, dress shops, bridal stores, Hallmark shops, beauty tanning or nail salons, fabric stores, uniform shops, health clubs, weight loss clinics, & restaurants. Stores in strip malls work best, as larger shops in the malls do not usually have local decision making power. Be creative!! You can also do this at bridal fairs and business booths.
- **Dress professionally.** Go into the store without the fishbowl and ask to speak to the Manager.
- **Give the Manager you card and say,** *“Mrs. Anderson, my name is _____, and I’m a Consultant with Mary Kay Cosmetics. The reason I asked to speak to you is that I would like to do a promotion with your store. I will handle all the preparations. It’s very simple...I will purchase a \$20 Gift Certificate (or give away this gorgeous basket) from your store and feature it as the Grand Prize in a drawing, along with offering 15 total makeovers as runner up prizes. As you can see many will be winners—but only one Grand Prize will be given! I will only need a small amount of counter space on which to place a tastefully decorated fishbowl. It will collect the entry blanks for a two week period. At the end of the contest, I’ll let you draw the name of the Grand Prize Winner! During the Contest Period I will promote your business and this drawing to all of my clients I see daily! Is there any reason why we couldn’t work together on this promotion?”*
- **Once she agrees, set a date to return with the fishbowl.** Agree on your promotion dates. Bring a small gift for the Manager the day you arrive with the fish bowl & offer a contest to the co-workers. Have them sign their name on the back of each entry form they assist in getting filled out from their store customers. The employee with the most signatures in the bowl wins a **FREE Satin Hands!**
- **1-2 gallon fishbowls with the flat sides work best** and can be purchased at your local discount store. Keep a color theme to your decorations. A nice wired bow around the rim and matching shred inside. You may also want to tie a pen to the bowl. Tape your business card on the back inside of the bowl. Your sign should be clear taped to the inside of the front so that it faces the customers. Instruct the manager that only YOU will be back to pick it up and if she is not there you will identify yourself with your business card.
- **Make copies of the entry blanks on color coordinating paper** and place about 100 next to the bowl. Fill out one entry with your name address and phone number so the bowl doesn’t look empty.
- If the entry is blank drawn by the Manager, is not completely filled out, have her draw another. The Grand Prize is ONLY awarded at the total makeover.



- When calling the other names say, “ Hi _____ this is _____ with Mary Kay! Do you recall entering your name for a drawing at the _____ at _____? You do? Great! Do you have a minute so I can tell you what you won? Are you one of those lucky people who win all the time? Well _____, you won one of our runner-up total makeovers along with a free eyeshadow! The shadow is valued at \$5.50 and the total makeover at \$45, so your total prize value is over \$50! When would be a good time for us to get together for your total makeover and free eyeshadow? Days or Evenings? Weekday or Weekend? (schedule time & turn into a class)
- If you work your Fish Bowl **full circle** you can and should have GREAT results! However, just like anything else—**fish bowls are a numbers game!** 1 out of 3 will be great, 1 good, and the last one minimal. **I do not recommend having more than 2 out at a time.** This way you are able to follow-up on all of the names in an appropriate time frame as to keep your integrity with the general public!
- Use one the of the signs below or create one to fit your drawing. You can also use a Paper Edger to make more of a creative edge. Run off on card stock (24 lb. paper).

Training Designed by Senior Director Sarah Hjelle-Bjorgaard

*Sign Up For This
Gorgeous Gift Basket!
And "15"
Runner-Up
Total
Makeovers!*

The sign features a hand-drawn illustration of a woman's face with a lightbulb above it, surrounded by various makeup items like pencils, a palette, and a tube of lipstick.

Register Here!
For A \$20 Gift Certificate!
Plus "15"
Runner-Up
Total
Makeovers!

The sign features a hand-drawn illustration of a yellow and blue gift certificate, a yellow and blue lipstick tube, and a small circular logo with a star.

It's Time To Go Fishing!