

# **FISH BOWL TIPS...**

## **WHY SET OUT A FISH BOWL TO GET NAMES?**

Getting names from a fish bowl is like panning for GOLD. Choose carefully where you place your fish bowls and be sure to get back WEEKLY to pick up your GOLD NUGGETS. IF you do a monthly drawing you may want to stop by once a month, otherwise choose a weekly WINNER!

## **WHERE TO PUT A FISH BOWL**

I find the best places to put fish bowls are area businesses where I have build a relationship and they know and like me. That way they get excited about the WINNER and they let me set up my fish bowl in a prominent place for FREE. If it is the first time I've set up a fish bowl there I usually offer to purchase a \$10 gift certificate to THEIR establishment as the grand prize. I have had business owners say, NO you can't pay for that, I will DONATE a \$10 Gift Certificate and we can take turns. One month I donate \$10 in Mary Kay and one month they give me a \$10 Gift Certificate to their store. Some types of businesses that I've had best success in are; Florist, Yarn Store, Sandwich Shop, Clothing Store and Dry Cleaner. You can also try Shoe Stores, Restaurants, etc. I of course schedule the OWNER for a free facial and gift as a thank you and feature her in my NETWORKING PORTFOLIO - attached....

## **WHAT DO YOU SAY WHEN YOU CALL PEOPLE WHO FILLED OUT THE FISH BOWL SLIP**

One reason I go back weekly is so that the memory of filling out the slip is fresh in their mind. I have had GREAT results with booking from fish bowl slips. Not everyone books but the ones that do are SUPER! I JUST signed up a STAR CONSULTANT who between herself and her family have spent over \$900 in the past MONTH. She already has 4 bookings and her debut set and would like to BUY A NEW HOME with her Mary Kay Income. What I say is...."Hello, may I speak with Sara please? (Or Hello, is this Sara?)" Hi Sara, this is D'vorah Lansky, you recently entered a drawing at The Fashion Bug and I am SO excited to share that YOU were one of the LUCKY WINNERS!!!! Congratulations!!!! (Usually the response I get is, "REALLY? I never win anything!!!!") I go on, "Yes, you have won a complimentary facial, glamour makeover and beautiful gift." I then BOOK her appointment. If appropriate (she sounds excited and enthusiastic) I turn it into a class but generally I want to bond with her first. IF we can't find a common time I bring them as a guest to the meeting, but I prepare her for what to expect and when possible book her PRIVATE appointment to be held some time after that. I only invite to meeting if it seems it will be weeks and weeks till we can connect. (NOTE TO CONSULTANTS - EVERYONE I call is "one of the lucky winners" EXCEPT the GRAND PRIZE winner - the person who won the Store Gift Certificate - if I'm raffling off a Satin Hands set or other gift.) NOTE - once a month or season I give the OWNER a fun pampering package, beautifully wrapped, as a thank you!

## **FISH BOWL DRAWING SLIP**

I use a slip that pre-qualifies the leads as I'd rather have TEN names of people who are interested in what I have to offer than 200 of people who want something for free and have no idea what they signed up for. That is why, right on the slip I say "WHEN we get together for your pampering facial, etc. see slip for specifics.)

## **BUT HOW DO I KNOW IF I'M DOING IT RIGHT?**

Hope this is helpful. As in anything in Mary Kay, LEARN WHILE YOU EARN. Use the above as a guideline and tweak it to your specifications. GO FOR IT and HAPPY FISHING! D'vorah