

Back To School

BUSINESS BUILDING TIPS FOR YOU



ONE

Consider talking with moms as soon as kids start school- like the week of. Typically a mom's schedule isn't 100% in place, so she may be able to book SOON: consider even offering a BACK TO SCHOOL special for those that book within a week of school starting. If she already has a schedule in place, find a day she isn't busy and get her booked!

TWO

Make sure you think in advance. "What's in it for her?" Does she and her girlfriends need pampering time? Relaxation time for laughs? Want to understand how to properly apply colors? Answer those questions and then format your party to match what would excite her and her guests!

THREE

You can have a teacher's party in the teacher's lounge at school. A quick skin care class would be GREAT for teachers on their break. You can even bring an inexpensive sandwich tray and drinks to feed the teachers. They would appreciate it!

FOUR

Bring your kid's teacher a goodie bag, as well as the principal and office staff. This is a great way to establish rapport with your school and also to build your business.

FIVE

Silent marketing: Wear MK shirts, wear your name tag, place magazines and samples in the lobby.

