

Dear _____,

Exciting news!! I'll come right to the point. I am in a very special contest right now, and in order to qualify I must have \$1,000 in retail sales in one day! Sounds like a lot, doesn't it? Well, I'm hoping this is where we can help **each other**.

I am asking all of my preferred customers, family members, and friends to look over the enclosed catalogue. It contains all of our new, up-to-the-minute products!

_____, is THE \$1,000 Day! Phone your order to me at _____. Please leave a message if I am not immediately available. You can also order online at _____. I must have your order by 6:00 P.M. It is my policy to have product on hand at all times and I want to have it for you that day. I will be happy to deliver or mail your order, or you may pick it up at my house. Whichever is best for you.

In return for your support, I will include a special gift with each order. AND... When I reach my \$1,000 goal, ONE lucky customer will get their order FREE! If you place an order of at least \$10 with me, your name will be entered into the drawing. Then..... With every additional \$10 spent, you will have your name entered an additional time. For example: \$50 in product would enter your name 5 times, \$100 would enter you 10 times and so on. When I reach my goal, I will draw the winning name and that person will receive their order free!

Our new Microdermabrasion which was introduced in March has been the biggest product launch in our Company 42 year history!! This is an in home treatment which uses the same aluminum oxide crystals used by dermatologists. You will achieve immediate results— fight fine lines, refine pores, and achieve beautifully smooth skin immediately.

Since your are a preferred customer, I would be happy to spend some time with you one-on-one or share an hour with you and two or three friends to select the perfect "look" from our Spring, 2005 Look Book. I am tickled pink about this challenge! Since it's impossible to contact everyone by phone, I felt writing to you was best. I appreciate you and thank you for helping me achieve my goal! Please feel free to pass this offer on to your friends and family who do not already have a Mary Kay Consultant.

Sincerely,

VISA, MASTERCARD, AND DISCOVER ACCEPTED

THANKS



HOW TO HAVE A \$1,000 DAY!!

1. Make a list of 50 (+) people (names and addresses)... i.e. Customers, Potential Customers, Neighbors, People you are too chicken to tell that you are with Mary Kay... Anyone with skin! These people DO NOT have to be local to you! KEEP A MASTER LIST FOR YOUR REFERENCE. That way, as they call in you can check their names off. Then you can follow up with those that **do not call you** after 6:00 P.M.! (This is crucial!) Consultants who have sold more than \$400 on a \$1,000 Day have attributed it to the **follow up calls she made with those customers who did not call her!! YOU WILL DOUBLE YOUR SALES WITH THOSE CALLS!**
2. Purchase 50(+) Beauty Books or the Look Books and make 50(+) copies of the \$1,000 Day letter on plain white lightweight copy paper. (If you get cute & copy on color, it will cost more to mail.)
3. Choose a day to have your \$1,000 day, and a time to end it. It has been proven that Friday, Saturday or Sundays are **not** good days and that 6:00 is an excellent time to end your day, that way you can begin calling all those who have not yet called you.
4. There are 2 ways to send these through the mail. You can fold the letter in thirds and TAPE it inside the Beauty or Look Book. Then tape the ends of the book closed. Mail your books. (The cost should be around 37 cents for the beauty book or 60 cents for The Look Book. Check with your Post Office to be sure.) It does look nicer and you run less chance of your books getting thrown away (as junk mail) if you put them in manila envelopes and attach the letter (folded just in 1/2 with the letters facing out) to the Look or Beauty Book, but this will cost a few more cents to mail.
5. On your chosen day, **refer to your master list** and check off the people as they call in recording how much they purchased. At 6:00 begin making calls to all of the people that didn't call you. **(If you don't make these calls, you will not reach the \$1,000! It all depends on how much you want it)**

This is proven! **It does work.** TAKE THE CHALLENGE! DO THIS AND TAKE A GAMBLE ON YOURSELF!!!

Happy \$1,000 day!!