


# Where do I find customers? 100 ideas!

## ways to find customers

- ♥ 1. Stripes - Never leave home without them! Swipe some LipSense on the back of your hand, get creative and then go about your day. Smile & always look approachable. People will ask you about them = perfect opportunity to tell them how you sell the most amazing lipstick!
- ♥ 2. Wow Bag – Stripes and Wow bag = Attention. Carry your testers and business cards/flyers with you in plain sight.
- ♥ 3. OWN. THE. ROOM!
  - ⚠ You can't sell a dream, looking like a nightmare!
  - 👄 Be a product of the product!
  - 💇 Get your hair done.
  - 💅 Do your nails.
  - 👗 Wear a stylish outfit.
  - 👠 Buy cute shoes.
  - 👑 You are in the beauty business - so LOOK like it!!
- ♥ 4. Use The Product Daily! Be a product of the product – you can't share what you don't know! Branch out and try everything not just LipSense 
- ♥ 5. Just joined? Don't wait, Get started! Don't be shy talking about your products or your business, excitement sells - even if you don't know it all.
- ♥ 6. Every new contact you make, ask if they would like to go into the monthly prize draw. Tell them you will only contact them if they win, always have a notepad and pen ready to collect details.... Any time you get quiet or need to fill a demo spot, call one of the contacts and tell them they have won a 'Free colour matching makeover' or 'SeneBlends Make-over' etc.
- ♥ 7. Take a small cellophane or organza bag and include the following in it: Your Business Card, Colour Chart, a Pack of sweets, Gloss sample, Current host specials.. Hand these out to the bank and retail cashiers, potential customers you WOW, in the school playground, everywhere you go! TIP – EVERY contact you collect WINS A MAKEOVER!
- ♥ 8. Insert your business colour chart and details in the magazines in every medical office, hairdressers, beauty salons - anywhere there is a waiting room.
- ♥ 9. Hold an 'Open House' and invite your entire neighborhood / those you have wowed – giving gifts to anyone who brings a friend from outside of the neighborhood.
- ♥ 10. Network with others in your community who are in home business. Find out what events and activities that they participate in. They are usually "in the know" and can help you get started in networking in your community.
- ♥ 11. Contact Companies in your area (female dominated) to see if you can come in and set up a table in the employee lounge or foyer for an employee shopping break!
- ♥ 12. Get a vehicle sticker made for your car / vinyl window
- ♥ 13. On the back car window near your logo sticker, write in BIG removable text - 'TEXT \_\_\_\_\_ phone # \_\_\_\_\_ TO WIN!' put an arrow to your phone number. Everyone wins!
- ♥ 14. Wear a T-shirt that has your business logo on it (both front & back)
- ♥ 15. Wear a badge every time you go out! - 'Ask me about my lipstick!'
- ♥ 16. When you give gifts to family, friends, neighbours, co-workers etc. make sure you give them gifts from your own company! This allows other people to see & touch your gift

meaning FREE business exposure for you! (plus, you bought the gift from yourself so you are saving money!)

- ♥17. Do a joint party with another consultant in a non-competing business. Partying with a friend is always fun! You can hold it at one hosts home, your home or at a local community centre. Invite everyone you know and have others help you spread the word.
- ♥18. Donate a Raffle Prize to a Non-Profit Group or Charity in your local community! They are always looking for prize donations for their charitable raffles.
- ♥19. Contact LOCAL Senior Citizens groups (this is different than a nursing home!) and see if you can come in & offer a shopping opportunity to their Senior Residents! Seniors can not get out like they used to so they appreciate being able to shop from home...so offer a one on one shopping experience with them for lipstick that doesn't smudge, budge, bleed or feather!
- ♥20. Reordering labels! customer can easily locate your information for placing reorders! This is also important to do considering some customers purchase items from you to give as a gift, this way the person who received the gift will also know how to contact you and will become a potential new customer for you!
- ♥21. Establish a Referral program for your business! Offer established customers a free little gift or personal discount if they refer a new customer to you!
- ♥22. Offer a customer discount / free postage on their next order if they tag and mention your business page when they post on social media when wearing LipSense.
- ♥23. Be friendly, enthusiastic, passionate and talk to strangers.
- ♥24. Stick a flyer to the back of every public toilet you go into. Cleaners never look behind the doors.
- ♥25. Have your husband or significant other promote the products at work.
- ♥26. Have you and your family members wear a T-shirt with your logo on it.
- ♥27. Wear your logo tee to the gym when you work out.
- ♥28. Network! Talk to 5 NEW people every day. In person or on social media.
- ♥29. Write down names and numbers of 20/50/100 people - call / text and ask them if they would be interested in holding a demo for their friends so you can practice. Call the most familiar people first.
- ♥30. Organise your testers when watching your kids play sport or in a local coffee shop, be prepared to give mini demos
- ♥31. Always offer the SeneChoice to every customer.
- ♥32. Collect data at demos, events and pop-ups. Incentive: Chance to win X. Collect: name, phone, email, postcode and interests (product promotions, demos, buying at wholesale)
- ♥33. Host an office party or brunch.
- ♥34. Put a jar in a local salon or other business for people to enter to win a free gift/party. (With permission) follow up on the names/numbers entered.
- ♥35. Participate in a school fund-raiser.
- ♥36. Offer a gift wish list to your guest and then call the gift giver and tell him what the guests wants.
- ♥37. Set a day of FREE makeovers
- ♥38. Celebrate school is back with Mummy makeover or pamper night
- ♥39. Make up pre-made product packs (different price brackets) and visit predominantly male workplaces in the lead up to mother's day, valentines day, Christmas etc.
- ♥40. Partner up and with a buddy and set yourselves a challenge. E.g. 2 hour booking blitz - who can get the most bookings, who can reach a certain amount in sales over the weekend. Many of us love a challenge and this can really help you push yourself.
- ♥41. Set your month up for success - make up a super special hostess gift and promote it for all bookings for that month only! Spoil your hostess so they can't resist

💙42. Create a skincare + CCTM book a bag for your local customers. Ask them for a product review after they have used the products for 4-7days. Take a £1 charge from their credit card to secure the booking.

💙43. Mini Parties! Get 12 friends or customers to collect £150 in orders for you. Split the host discounts between those who collected and submitted orders.

💙44. Demo on wheels 🚗 Travelling stock!

Use your car boot as a mobile demo/shop - make up a cute name and advertise it - post on social media / text or email your customers. Go to them at their work, tell them to feel free to tell their co-workers that you will be coming past at lunch.

💙45. Catalogue Party! The step-by-step guide to getting £1,000 in sales a month!

Find 4 people who LOVE SheerSense, see several people a day, are your top customers, or whatever! Ask them to host a CATALOGUE PARTY!

Give your hostess beauty books, customer purchase receipts, and a few testers (take their credit card info for liability purposes if you wish)

The hostess takes orders from their friends/family for one week

Set a goal of selling £250 of products

Give them £25 in retail products if they have over £250 and a set of Make up brushes (you can get some great value sets on eBay/amazon)

💙46. Encourage relatives to book a demo

💙47. ASK, ASK, ASK everyone you know to book a demo

💙48. Hold an 'opportunity' night

💙49. Use postcards and occasion cards (birthday / Christmas) to continue to spark interest.

💙50. Be prepared to answer questions about your work, know what you do and why you do it.

💙51. Give extra service and time to good customers – they will be repeat hostesses and potential consultants.

💙52. Child play date demo. Make it light and have something creative for the kids to do. A lot of mums don't have childcare available.

💙53. Apply your LipSense on the train to work

💙54. Apply your LipSense while you wait for your morning coffee.

💙55. Go to gym in the morning and get ready for the day there, even if you live next door!!

💙56. Make it easy to book a demo with an online booking system. Link the portal to all social platforms / posts, email, text messages, DM

💙57. Get out of your comfort zone!! Think about what makes you uncomfortable in this business and then go and do it!! That is where YOUR success lives...

💙58. Get comfortable making conversations with random people by practicing on retail staff - they are paid to ask how you are and seem interested - go shopping and practice what to say when they ask you about your stripes. They could end up a customer!

💙59. When someone asks you a question.. answer it and then ask them a question - carry the conversation on. When they ask what do you do - Don't be salesy, just have a convo as you would be a friend and don't word vomit 🤢

💙60. Get involved! Go to trainings and engage on Facebook support groups = motivation and inspiration will help keep you excited!

💙61. Wear lip print! People will ask you about your obsession with lips, great way to talk about LipSense

💋 phone cover

💋 clothing

💋 bag

💋 badge

👄 earrings

💙62. It's always a good time to wear a BOLD colour... swimming, gym, school drop off, dentist, yoga! You get the idea 😊

BEAUTY BOOKS - more commonly known to customers as a 'product catalogue' - pop a sticker with your details on it so people know how to contact / order from you. Here are some ideas on what to do with them:

💙63. Stick a post-it-note to every beauty book to remind you to take details for the monthly prize from everyone you meet when you're out and about.

💙64. Take your outdated beauty books / flyers and randomly mail or distribute them throughout your neighbourhood!

💙65. Send a beauty book to a co-worker who has moved.

💙66. Leave a beauty book in the staff room at your child's school.

💙67. Leave a beauty book in the employee lunch room.

💙68. Give a beauty book to the receptionist at your doctor's or dentist's office.

💙69. Put current beauty book in your neighbors door...include a 10% discount on their first order.

💙70. Mail out new beauty book and a wish list to existing customers

💙71. Social Media post - prompt new catalogue, tell your audience to DM you their postal address if they would like one.

💙72. Let demo guests keep a beauty book. They can keep it on hand or pass around work.

💙73. Partake in sales challenges in your upline's group page

💙74. Expand your market. Exhibit at local:

💡 School fetes

💡 Kids Sports events

💡 Ladies Nights

💡 Display at your gym

💡 Markets

💡 Beauty events

💡 Pop-up shop at your local salon

💡 Mummy Events

💡 Bridal events

💡 Vegan, Gluten free events

FOLLOW UP (most important!!)

💙75. Do CUSTOMER CARE CALLS/ voice text / text / emails within 48 hours of purchase.

Check back with them, this is how you retain your customers.

Give them another follow up every 2-3 months after each purchase for re-orders.

People get busy & will appreciate your help and you will love the increase in your re-orders by making the follow ups yourself.

Good follow-up ensures Great re-orders!

💙76. Call past Hostesses.

💙77. Encourage frequent customers to regularly hold demos.

💙78. Encourage hostesses to re-book a demo in 6-9 months. She'll get to see the new products at her next demo.

💙79. Add all your customers to an E-mail database so they know the monthly new product launches.

💙80. Follow up with customers who you sent email to.

💙81. Follow through on every booking lead. Call at least two potential hostesses every night.

How To Increase demo bookings at demos!

- 💙82. At the beginning of your demo, mention the hostess goal to the group.
- 💙83. Mention hostess discounts and other benefits at least 3 times during the demo.
- 💙84. Encourage your hostesses and guests to refer potential hostesses to you.
- 💙85. Have a 'booking basket' at every demo, if someone books a demo they get to pick a gift from the basket.
- 💙86. Follow up phone calls to particularly interested guests. They may decide later to have a demo.

#### SOCIAL MEDIA

💙87. Social Media - post that you want to become a Makeup Artist (please refer to the back office – this exists) and you require 24 faces, for a free 40 minute makeover. This is the perfect chance to get product application practice and your confidence up (they know you are training, so its not as much pressure as if they were paying). But it's an amazing opportunity to get all our products on the local ladies faces.

TIP – don't stop at 24 faces 😊

- 💙88. Join a Facebook group that's a hobby / of interest to you and engage with the conversation and members - create social warm leads - but don't force your business on them!
- 💙89. Hold a Valentines / Mothers Day / Christmas Online event for men to buy gifts for their partners
- 💙90. Social media WOW video with a strong call to action 'try before you buy - book a demo today' include the host discount — boost the post targeting your local area.
- 💙91. Social Media Post - Who wants a free colour? DM me to find out more - Tell them to claim their free colour all they have to do is book an in-home demo or online party.
- 💙92. Go live on social 'shop my stock'
- 💙93. Hold a special themed / seasonal sale sale! (back to school, valentines, Mothers Day, etc...) Get creative & be excited!
- 💙94. Incentivise customers to post on social media and tag your business, example of incentive: 10% off your next order / free shipping ect
- 💙95. Ask happy customers to leave a 5 star review on your business Facebook page.
- 💙96. Offer limited time Free shipping.
- 💙97. Facebook Parties! Get started with a mystery hostess until you have host volunteers. Remember these only need to run for 30mins to 1 hour for the main part of the event.
- 💙98. Wow Them With LipSense, How To Hook Them On Our Amazing SkinCare!! ❤️
  - 💡 Be a product of the product! Know the benefits of all our products first hand
  - 💡 Knowledge is Power - Pick 1 product per week and learn about it
  - 💡 Insert skincare samples in every LipSense order
  - 💡 Beauty books in every LipSense order
  - 💡 Ask every LipSense hostess after the party if she would like to book a skincare demo
  - 💡 Weekly social posts featuring skincare
  - 💡 During LipSense demos always do a Hand Facial (handacial) demo on the girls hands - skincare products are our real WOW 🙌
  - 💡 Competition- give away skincare to drive awareness that you sell more than just LipSense
  - 💡 Collect data from everyone you wow / sell to. Ask if they would like to enter the monthly draw and you will only call if they win.. 😊 EVERYONE WINS a skincare consultation and makeup colouring match
- 💙99. OFFER THE ENTIRE LINE OF PRODUCTS to everyone; you will increase your sales and your re-orders.
- 🛒 Sales Tip 101 – always assume the full sale, don't assume what they don't want.

- 🛒 Sell LipSense first and then offer then the other products.
- 🛒 Follow up with your new customers and ask them if they would like anything else (perhaps a mascara or eye liner) Book a demo.
- 🛒 Each Hostess can have 2 demos for you. A lippy party and a skin care party
- 💙 100. KNOW YOUR SCHEDULE || Buy a diary just for SheerSense.
- 📅 Mark out the times you cannot do SheerSense due to outside work, family, etc.
- 📅 CIRCLE all of the time slots you can do SheerSense. Try to FILL each CIRCLE with a BOOKING.
- 📅 Use your CIRCLE TIMES to find new customers, host demos, do follow-up calls with clients, or to interview clients to become distributors.
- 📅 CIRCLES that are FILLED with these types of activities = 🍷🍷🍷🍷🍷
- 📅 Everything counts as a booking... 1 on 1 appointments, group demos, tradeshow, events, referrals... etc.