

FISHBOWL TIPS

WHY PLACE A FISHBOWL?

Getting names from a fishbowl is like panning for gold. Choose carefully where you place it and check it weekly, and you can grow your business incredibly. Each entry will lead you to more new customers and potential team members!

WHERE TO PLACE THEM:

The best places are businesses you've built a relationship with, that way they get excited about having it and they'll give you a prominent place to put the fishbowl. They're places that you go fairly often and they have a high traffic flow of women. Watch out for the kind of business you approach. Make sure they attract the kind of women you want to work with. Consignment stores and thrift stores may attract lots of women, but they're probably not the best choice. Places where I've had the best results are accessory stores, restaurants and clothing stores. Be aware though, that many stores are run by a "regional manager" or are corporate-owned and cannot give you the approval to place your fishbowl. Try to stick to individually-owned businesses unless you personally know the in-store manager of corporate-owned businesses. But it never hurts to ask! My 2 best-producing fishbowls were in corporate-owned stores! My first one was responsible for over \$25,000 of my income the first year I had it!

HOW DO I GET PERMISSION TO PLACE ONE?

First, you must ask the store's manager, not a regular employee - they don't have the authorization to give you a yes. Be dressed SHARP!! Look the part of a professional in the image business. If at all possible, have your fishbowl in your hands to show him or her. Say this: My name is Angela and I'm with Mary Kay Cosmetics. I have a few of these registration boxes around town and I promote my business and yours at the same time. The way it works is each week I will give away one \$20 gift card from your store and \$25 Mary Kay prizes from me. I'll check on it once a week and bring you \$1 worth of Mary Kay for each entry collected. You could use the product in whatever way it would benefit your business the most but many of my contacts use them as prizes for employees for sales challenges or for selling extended warranties, whatever you need more of in your store. Once they've given you the okay, place it immediately and purchase the \$20 gift card to build trust. When you come back to check the box, make sure it's still in a prominent place, and bring a Body Loofah Cleanser or Body Lotion, something pretty but generic—no color cosmetics—for the manager to give away to an employee. If you get to talk to the employees, coach them that you will be the only one to pick up the names and you'll be bringing something fun for their boss to give away so they'll help drive people to enter. Each time you go, make friends with the employees. Every now and then I bring donuts to the store that my regular fishbowl is placed, it makes the manager look good and that keeps them happy with our arrangement.

FISHBOWL DRAWING SLIP

Your very best bet is to use the entry slip I've provided. Mine pre-qualifies the leads. I'd rather have 10 names of people who are interested in what I'm offering than 200 names of people who just want something for free and don't know what they signed up for.

WHAT DO I DO WITH THE NAMES I'VE GOTTEN?

That's easy! Use my "FOLLOW UP SCRIPTS" sheet for the exact wording that will book 8 out of 10 names from your fishbowl!

WHAT IF THERE ARE NO NAMES WHEN I CHECK ON IT?

See if you can put it in a more prominent place. If that doesn't work, MOVE ON! There are LOTS OF PLACES that will work much better!