

THE DESERTED ISLAND REFERRAL GAME

Here's a delightful referral game that I use at my appointments with a tiny little spin:)

IT WORKS!

Use the attached island sheet and make sure to have EVERYONE write their name on it! Next, have them close their eyes...say "Yes, I know it's strange but just humor me, I'll close mine too! OK! Imagine that you are stranded on a deserted island and you have been there FOREVER! Up over the horizon you can see a boat slowing coming toward you...as it gets closer and closer, you realize it is THE MAN OF YOUR DREAMS inside coming to rescue you!! You have just a few quick seconds to grab one color item that you must put on before he gets there...what will it be??? OK! Open your eyes!!! Write down your glamour item in the cloud at the top of your paper. I'll give you 3 minutes to jot down as many names and numbers as you can of family, friends, coworkers, .. Anyone who might enjoy a pampering session..just like we did here today! You can use your cell phones ...Each of these people will receive a \$10 MK Gift Card & pampering session from you, at no cost to you! Who do you wish to gift with a Pampering Session with me and \$10 Gift Card??? Now, the person with the MOST names and numbers when I call time gets to take their glamour item home FREE TODAY!!! Ok, Ready! Set! Go!

I clean up the table and prepare for the table close while they are writing... If they are eagerly writing, I let them go beyond 3 min, then just say — "Time's up! Let's see who has the most! " Celebrate the winner...and ask what her item is, present it to her — "Ok, because I really want everyone to be a winner, whoever continues and fills up their sheet to 20 will get their item for HALF PRICE tonight!"

This allows you to make the most of your referral sheet and doesn't cost you a thing! Most people WILL take the time to finish to get a half off item! If you can walk out of a party with 20 leads from 5 people, imagine what that will do for your business?!?!)

Text to your referrals:

Hi Brit! This is Linda w/MK. You don't know me but we have a mutual friend Jen White. I pampered her @ MK Facial & she thought u would enjoy some pampering as well, so she's GIFTING you a \$10 MK Gift Card & Free Facial in her name. Congrats! Your facial can be shared w/friends if u choose:) Does wkday or wknd work better for you? Linda :)

My follow up text if she doesn't respond to 1st text w/in 3-4 days:

Hi :) just checking back 2 c if ur interested in redeeming ur pampering session & Gift Card..if u aren't, please reply 'No Thanks' so I can take your name off my contact list and gift it to someone else:) thanks so much!
Linda w/Mary Kay

This second text helps me weed thru the people that aren't interested and just haven't bothered to text me back! You will be surprised how many people get back to you after this text, because they don't want you to give their gift to someone else! If I don't get a response after this, I make a quick phone call w/following:

Hi Brit! This is Linda w/MK and I know you don't know me but we have a mutual friend Jen White and she has gifted you a \$10 MK Gift card along w/free facial..I sent you a text recently and wanted to make sure you received it ok?! Do you recall getting it? Her gift to you is a free facial, w/micro-derm trmt & receive a fun Summer look Plus a \$10 gift card! We can do at my studio or your place..whatever works best for you! (book her for date/time) Your pampering session can be shared w/friends if you like...it's up to you, but it's really fun girl time! Do you have anyone you want to share it with?? (Give her hostess credit)