

THE GUESSING JAR and SELFIE BOOTH By Sr Sales Director Debra Bishop

Regarding VENDOR EVENTS.... I have done quite a few in my MK lifetime and I guess it is my ...ahem... maturity... and the "D" in me, but I just don't like hauling all of that stuff to set up. I started doing my events this way and now I love doing them again. It is so simple and I've found that NOT hauling all of those displays didn't hurt me one bit getting leads!!

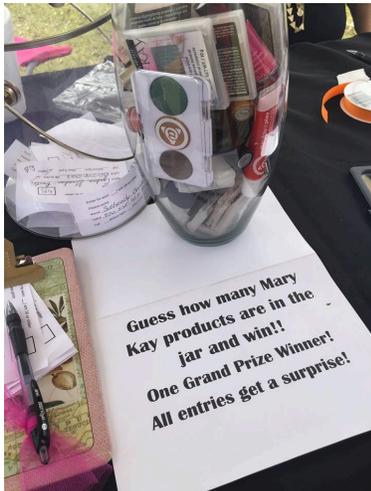
I do a 2 part event. The Guessing Jar & Selfie Contest.

PLEASE NOTE – I have created a Dropbox where the documents you need can be found.

https://www.dropbox.com/scl/fo/3ta0cgeq8lujof5b7g4g3/AABHqavxfNy9y_Jsw6ZQYgJqa?oref=e&r=AAOIZVkJvn1PCTsdZ3haSEkaCFYFKnz0k9I8ApJa-PajMcmQ94SVhBAls64GnBbdc-mCMvaKI43gJhZ1m3gEoH0s34cde7UJiO0PMt_0mQ3Y1dwiApIgQz1r4KwtvliBntlNzN6Ugp9h3IYedjHQ1ZE357RctzSuCdpbqyJBtW-Vw&sm=1

For the GUESSING JAR.... Here is what I pack in ONE tote bag:

- black tablecloth (assuming there is a 6' table provided, if not, then I take a table)
- my "Guessing Jar" filled w/ MK products
- the entry slips
- mini clip boards (to make it easier to fill out the entry form)(I got mine at Dollar Tree)
- ink pens (with ribbon tied around them so they don't walk away)
- a few previous quarter Look Books (w/ my name stamped on them). I give these to anyone who asks for a catalog. I have the current one in one of those page protectors and that stays on the table.
- My Mary Kay sign to hang on the booth (yes it is legal, look it up in Legalese).
- Some business cards
- My date book to book on the spot



For this part of the booth, you just have people guess how many items are in the jar. I got a glass-looking plastic jar at Goodwill for a buck or two. Mine holds around 45-50 items. I usually put discontinued glamour, overstock and MK@Play items out of the box (so the colors show).

The simple entry form asks name, cell #, ok to text and a box for the guess. It goes in the center of the table with a simple sign that says "GUESS HOW MANY ARE IN THE JAR".

You will have people pick the jar up, turn in around, study it and guess. They put their guess in the black box on the form. I tell them they can hold the jar, do anything but dump them out to count. I never count the items before I put them in the jar. That way I can honestly say to someone who asks how many, "I'm sorry, I don't know. I just loaded the jar. I'll count them after the event is over."

After the event is over, I count the items and send texts to everyone. **Examples of the texts I use are in the Dropbox mentioned above.**

I give the winner(s) who get it **exactly right**, any 3 items out of the jar. Runners-up get one item (you can have as many runners-up as you want.) If no one gets the exact number, they are runners-up. They schedule an appointment with me to try the skin care and choose their items. For me personally, if I talk to someone who is a winner but she does NOT want a facial, she still gets her items out of the jar, but she has to come to me. For me, that means coming to my meeting and picking it out or they could come by your home. It makes no sense to go running all over the place delivering their free items but not getting any appointments or sales out of it. If the radio station did a giveaway and you won, they do NOT deliver it. You have to pick it up. Same with any store that you win a prize. You go by and get it. I figure if they won't have a facial, don't want to come pick up their FREE prize, then they probably don't want it.

To find the documents, **go to the dropbox mentioned above:**

- The "Guess how many" sign that I put beside the jar (I print this on card stock and fold in ½ to stand)
- the entry form I use
- the texts I send

SECOND PART - THE SELFIE CONTEST



In my tote bag, I add:

- my Selfie Sign to hang on the booth (if the booth is 2 sided, I do 2 signs)
- My info sheet in a page protector
- a few mirrors and a couple of trays with several inserts
- demo lipsticks or glosses (darker colors do better) I take only a few colors & spatula if needed
- demo brushes or I use q-tips, cut in ½
- Paper towels cut in small squares to clean fingers if they choose to apply with fingers

For the sign - I typed out the word "SELFIE" on one 8-1/2X11" sheet of paper, as large as I could get it and then "CONTEST". Printed those on a bright color. I found a pair of lips on Google Images (do it in coloring book style so it is just the outline) and printed that on red paper. Cut them out. Pasted on 1/2 sheet of poster board. **You can find this in the Dropbox.**

When women see the sign on my booth, they are intrigued and I say, "Come on and enter my Selfie Contest! It is FREE!!" They put on a sample of the lipstick, take a selfie and let me know. I hand them the texting info which is a sheet of paper with my info. It has my name and phone # in LARGE print. They immediately text me their selfie and name. Now, not only do I have their name and correct phone #, but a pic to remind me who they are!!

Here is a picture of the simple sign I have at the booth. After they have their selfie done, I show them this sign with my info. They stand at the booth and send me a text. This won't be in the Dropbox files as I created it in Publisher but switched to a Mac and can't open it anymore. It is easy for you to recreate your own.



As soon as I get the text, I tell them I'm going to text them the info about the contest so they will know it is me. I created a script in my iPhone under Settings > General > Keyboard > Shortcuts, so all I had to do was type "sfe" (for selfie) and they got the typed out script. (I don't know how you do it in an Android.) **THAT SCRIPT IS FOUND IN THE DROPBOX.**

After the event was over and I'm back home, I selected the top few and then asked others to help me pick the winner. The winner gets about \$50 in lip products at her facial (whatever you want to give her). All of the runners-up got a lip something. It could be a gloss or lipstick or Satin Lips or liner or anything you want. Again, you can have as many runners-up as you want.

If she was a winner or runner-up and did not want to have a facial with me, I did NOT deliver her prize to her. Like I explained above, any other business who had giveaways expects you to come to their business to pick it up. I do the same. She is invited to come to my meeting to pick it up and if she can't, then she forfeits her prize.

This is a big draw and women love it!!

In the Dropbox, you will find:

- The words for the Selfie Booth Sign
- Texting Scripts

SOME TIPS.....

- LOOK PROFESSIONAL!! I don't care if it is an indoor or outdoor booth, look like a Beauty Consultant! I usually wear my Beauty Coat with a black skirt and comfy professional flats (no flip flops or sneakers) at these events. You can do a nice looking MK tee for those outdoor events when it is hot, but pair it with a skirt!
- Here is what I did NOT take with me - product displays, decorations, etc. Not carrying all of that stuff in no way hindered the people who participated and gave me info. It was soooo much easier on me having ONE tote bag for the entire event. I didn't have to answer questions about why I wasn't selling product there (didn't have any). The Selfie Contest sign drew people in and the Mary Kay sign told them what it was. I got just as many leads, if not more, this way and I was a much happier consultant!
- I also found that the more mature woman will probably not do the selfie contest but everyone will guess how many are in the jar.
- If I worked with another consultant, we took turns as people came to the booth. Whoever got her selfie, got her Guessing entry. We did not have to divvy up names at the end.

Again, the Dropbox is <https://www.dropbox.com/home/Vendor%20Booth%20Info>

I do not have the original Publisher docs as I now have a Mac. If what is there doesn't work for you, feel free to create your own. Best of luck with your own version of this type of booth!

Debra

This doc created 9/23/16