

# Halloween Ideas

## Trick or Treat Mary Kay Style!



» Purchase small Halloween cellophane gift bags (find these in party supply stores).

» Fill them with:

- Halloween candy
- Your business card
- Sampler items such as:

A body care or aromatherapy tubes, a fragrance sampler, or lipstick samplers, etc.

- One of the coupons attached

» BE SURE YOUR NAME AND TELEPHONE NUMBER ARE ON IT!

» Hand these out to the children who come to your door on Halloween!

or

Package the bags the same way, only hand them out wherever you go on Halloween. You can also deliver them to teachers or other professionals. Even hand them out all week prior to Halloween! Simply say: "Have you had YOUR Halloween treat yet? Here's one from Mary Kay - I'd like you to have it!"

If a conversation starts, be sure to get her name and telephone number so you can follow up and get her opinion of the samplers and book her for her free facial!

Dear Bootiful Lady,

I'd like to "Treat" you to a complimentary facial and makeover. Are your friends telling

you that you look like the  
BRIDE OF FRANKENSTEIN?  
There really are no "Tricks"

You can try any of our products for FREE!  
Then I'd get to know you and  
you'd get to know me!

Should you decide to shop while  
you're here, this card is worth **\$5** towards  
what you choose. Share your time with  
a friend and double it to **\$10!**



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# IS THAT SAME OLD LOOK DRIVING YOU BATTY?

I would like to treat you to  
a "new" look with Mary Kay -



The #1 choice for the  
woman of the Millennium!



We are the best-selling brand in the country.

WE'LL HAVE YOU SMILING IN NO TIME!

GOOD FOR **\$10.00** IN FREE PRODUCT!  
or **\$20.00** WHEN YOU INVITE 2 GHOUL-FRIENDS OVER!

Consultant: \_\_\_\_\_ Phone #: \_\_\_\_\_

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# HAPPY HALLOWEEN, NEIGHBOR!

I thought this would be a fun way to introduce myself.

I am a Beauty Consultant with Mary Kay Cosmetics.

**If you will call me within 48 hours,**

**I will have a FREE Mary Kay product gift for you!**

All I ask is that we set up a

10 minute appointment so that we can meet.

I can explain my services to you,

and I can present you with your free gift.

I really look forward to meeting you!

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I would like to **TREAT** your mother to a complimentary Mary Kay facial and teach her a few **TRICKS** with our glamour makeup, too! Call me soon!

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**TRICK  
OR  
TREAT?**

Mary Kay only treats!  
Treat yourself to a  
BOO-TIFUL new look  
from me, and spend  
your penny on any  
1 eye color!  
Hurry! Offer ends:

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## OCTOBER SPECIAL

**FREE** MASKara when you make an appointment to try Mary Kay products. You can even invite a few friends! To schedule please call:

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