

Booking to Build

Do you want to build your customer base? Would you like to offer the career opportunity to more women? Do you want to build your personal team or increase sales? If you do, then booking classes is your answer. Why not try a few of these booking ideas to build your way to your dreams?

Who Do You Know? Think you don't know anyone else to book? Independent Senior Sales Director Michelle Morrison of Baton Rouge, La., offers this list of potential customers who:

- Worked with you at a former job
- Attended your college
- Shares your interest in _____
- Lived next door in your old neighborhood
- Works at your oil-change shop
- Just moved in next door
- Grooms your pet
- Fills your prescriptions
- Cleans your teeth
- Tightens your child's braces
- Sells you office supplies
- Delivers your product order
- Works at your local post office
- Plays the organ at your church
- Serves as your justice of the peace
- Serves on the board at your child's school
- Issued you a traffic ticket
- Delivered anniversary flowers from your husband
- Fitted your last pair of glasses
- Helped you at the home-improvement center
- Cuts your grass
- Shot your last family portrait
- Wrote your will
- Was the bride at the last wedding you attended
- Was the mother of the bride/groom at the last wedding you attended
- Was the maid of honor at the last wedding you attended
- Was the maid of honor at your wedding
- Checks your groceries
- Painted your house
- Helped you with a bank deposit
- Edits your local newspaper
- Sold you the chair you couldn't live without
- Handled your great-aunt's funeral
- Sold your husband your stunning anniversary ring
- Delivers your restaurant takeout
- Delivers your newspaper
- Replaced the battery in your watch
- Sold you the suit that makes you look like a million bucks
- Fills your doughnut order
- Satisfies your coffee fix each morning
- Helps you find a movie rental
- Helps you find a best-selling book