



The **CHALLENGE**: Getting appointments **ON THE BOOK!**
The **CONFLICT**: Reaching people on the phone!
The **SOLUTION**: **GO WHERE THE PEOPLE ARE!**

Let's face it! In the days of "do not call list" mentality, caller ID phones, answering machines etc., if someone doesn't want to talk to you, they can certainly avoid it! So..... how can we work around this dilemma? Here are a few suggestions:

1. When you first get someone's number, get their **WORK** number and ask permission to call them at work. They must answer that phone! **BUT.....** make these calls quick and to the point!
2. Don't use a phone that comes up "Private number" or "Blocked". You are just setting yourself up for a no answer. Many people will not even answer these calls at all!
3. Consider your calling times..... I have found that the very best time to reach people is late Sunday afternoon or evening, or Saturday morning about 10:00 AM. Next best is about 5:30 in the afternoon, but keep these calls brief since that is getting towards dinner time!
4. Work "in person" whenever possible!

Get out of the mentality that you must book **A CLASS** for **AN EVENING!** People don't live that way anymore! Here are a few booking idea times:

1. A **LUNCH BUNCH** makeover at an office! It is simple enough to get 3-5 people in an office break room to do a quick lunch time makeover while eating! These have to be quick, though! You must be completely through in an hour, so be prepared to move quickly!
2. An **AFTERWORK** get together at someone's home at about 5:30!
3. A classroom party for teachers at 3:00 or 3:30!
4. A mom's day out at a park! Take warm washcloths in an insulated bag! You can visit a park with **YOUR** kids, get some names and plan to come back the next day to hold the makeovers! Hire a sitter to watch everyone's kids!
5. Clubs and other activities that women do often are opportunities to book! Do you know someone who is part of a scrapbooking club? Wouldn't it be fun for the women to have a makeover first, **TAKE PICTURES** of the event and then come back another week to scrapbook those pictures!
6. Capitalize on women who are in to self improvement! Find them at the fitness centers, the hairdressers, the weight loss places! After you approach them, **BOOK THEM** for a definite day and time! Have your datebook with you and **FOLLOW UP WITH A POST CARD!**

Get creative!!! Think outside the box for booking opportunities! Wherever there are women, there are **BOOKINGS!**