

THE POWER OF ONE

We ALL know of at least **ONE** person we can gift a makeover to!
Start with that **ONE PERSON** and you could be in the Drivers Seat in 4 easy steps!



STEP 1: Gift a makeover to that **one person** that you know. Average purchases at makeover = **\$40**.
Get 5 Names (leads) from that one person and book Pampering Session or Party with those 5 leads. Everyone loves a FREE Makeover!!

STEP 2: Book a Pampering Session or Party with those 5 Leads with an average of \$40 purchase = **\$200**.
Get those 5 Leads to give you 5 names each of someone they would love to share makeover with—that is a total of 25 NEW leads for you to book a pampering session with.

STEP 3: Out of the 25 Leads, 1/3 of them will usually book a makeover or Pampering Session = $8 \times \$40 =$ **\$320**.
Book a Pampering Session or Party with those 8 people and get 5 leads from each one, that is an additional 40 leads to book.

STEP 4: Out of those 40 leads, 1/3 of them usually book a makeover or Pampering Session = $12 \times \$40 =$ **\$480**.
Book a Pampering Session or Makeover with those 12 Leads and get 5 names from each one and you have 60 new leads!! 1/3 of that 60 book a Pampering session or Party, that is $20 \times \$40 =$ **\$800**

RESULTS = 26 FACES IN 4 WEEKS...\$1040 IN SALES...\$520 IN PROFIT