

DEAL OR NO DEAL BOOKING IDEA

A “new” twist to the “Book to Look” Idea!

Deal or No Deal is nothing but Book to Look updated.

I tell everyone that I just love being able to come to their home and meeting their friends and playing in makeup. So, we are going to play Deal or No Deal. I'm going to let everyone pick out an envelope but do not open it! (I go around the room and let everyone pick an envelope) In these envelopes are free gifts (printed on paper) - I have 3 lip glosses, 3 nail polishes, 3 applicators and one lucky person will receive a custom compact. Now, in order to open your envelope, I am going around the room and ask everyone 'Deal or No Deal'. If you say Deal, I will come to your home and meet your friends and we will play in makeup and have a great time. When you meet with me later tonight and we book your party, you will open the envelope and see what you get FREE! Just for letting me come to your home. Now, if you say NO Deal, I won't come to your home, I won't meet your friends and we won't play in makeup. (Then I go around the room and say to each person - Deal or No Deal. Last night we booked 4 parties using this format. Deal or No Deal is something they can relate to. I made envelopes that said Deal or No Deal on the front and made little sheets that had the free product they would earn. All are 'classic' products. They loved it!

*Thank you to Denise Kucharski for passing along!