

Honey Bunny Spring Baskets

Melinda Mercedes Balling, ESD

WHAT IS A HONEY BUNNY BASKET?

A Honey Bunny Basket is a wonderful Spring/Easter Basket filled with Mary Kay Products. Some examples of contents could be: Body Care Products, Satin Hands Pampering Set, Mint Bliss Energizing Lotion for Feet & Legs, Sun Care Products... Sunscreen, Lip Protector, Sun Replenishing Gel, Men's skin care products, fragrances, Miracle Set, etc. (See attached flyer)

WHO ARE GOOD PROSPECTS FOR HONEY BUNNY BASKETS?

Mothers can purchase for daughters, daughters for mothers and grandmothers, grandmothers for daughters & granddaughters, best friends for best friends, co-workers, favorite aunts, nieces, wives for husbands, girlfriends for boyfriends, teenagers.... Remember to market to men for wives and girlfriends. ANYONE WHO WANTS TO MAKE SOMEONE FEEL SPECIAL AND LOVED !!

HOW DO YOU CREATE A HONEY BUNNY BASKET?

Buy bright colored Easter baskets and colored grass to coordinate with our product. Arrange product in basket on grass. IMPORTANT: all honey bunny baskets must have a bunny inside (stuffed or chocolate). Wrap with clear cellophane or buy sheer netting in Spring colors at the fabric store (usually one yard per basket) and tie up with colored fabric ribbon. Netting is about \$.89 per yard at Hobby Lobby, or your local fabric store. Note: Add basket, ribbon, etc., to cost of basket (keep at approx \$5). Most baskets are on sale at $\frac{1}{2}$ price at Hobby Lobby, Michaels, etc.

Call everyone you know and tell them about your Special Honey Bunny Baskets. Offer to make them up in various price ranges. Some suggested dialogue for your customers could be....

"Hi _____, it's _____, with Mary Kay. Happy Spring! Do you have a quick minute...I have a couple of fun ideas I'd love to share with you. Great! _____ First of all, I am creating the most wonderful Spring/Easter baskets for teenagers and adults. I call them Honey Bunny Baskets. These baskets are a fun way to say Happy Easter or Happy Spring to sisters, daughters, mothers, best friends, grand daughters, even the men in your life. Actually anyone you want to make feel special. I promise, they are adorable. Baskets can be customized with Body Care products, color cosmetics or skin care. Even a professional brush set. Prices range from \$12 on up. You pick the price and tell me a little about the person and I'll create the basket. Tell me, _____, who can you think of that would love having a special Honey Bunny basket from you? Get her response and proceed accordingly. Then, say...secondly, _____, while I have you on the phone, I'd love to schedule a mutually convenient time for us to get together so I can show you our fabulous new Color Line for Spring and give you a Spring Makeover. Schedule a date first... then, after getting a date, ask if she'd like to get some free products and turn her appointment into a "Girl's Night Out".

HAVE FUN...HONEY BUNNY BASKETS ARE FUN & PROFITABLE !!!