**BEST LIPS CONTEST**

**Here is what you will need:**Post -its
Lipstick samples
A bowl to put all the lipstick samples (There is a good reason you need this.)
Hand Mirrors
Ink Pens
Nice Jar or Clear Container
Contact Information forms (I use regular entry forms)
Foam Board to make Sign

4” or so stencils to make Letters for Sign

Pretty, colorful paper to cut out the letters

Black foam board works well. Google “hot pink lips”, find an image and increase the size, print and cut it out. Glue it to the foam board. Cut the letters for “BEST LIPS CONTEST” out of pretty paper and glue them to the foam board.

Put up the sign and 2 or more blank foam boards nearby.

To get it started, kiss a post it note and put the number 1 in the bottom corner. Have someone else do the same with a number 2 in the corner. Put the kissed post its on the foam board sign. As people kiss a post it, they will enter their info on the “entry forms” and put a number (3, 4, 5, etc.) on their post it AND on their entry form. This is how you will identify the winner. ( A simpler idea is to have them fill out the entry form and simply kiss the back. Then tape the entry forms to the form boards and/or sign.)

**Testimony and further Instructions from a SEUL’s experience:**

The sign is more important than you know! Our BIG SIGN had people all over the festival talking about it and bringing their friends over to enter or show off their lips. Men stopped to look (1 man entered), women stopped , kids brought their moms over. We were the talk of the festival with other venders coming over to enter our contest!

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When people would come to the tent, we ask them if they wanted to enter the best lips contest. If they said NO we said, ”that’s ok we are also giving away this basket so you can enter to win it.” We had a $50 Avon gift basket we were giving away also. This allowed us to talk to people even if they didn’t want to enter the contest and we did have people that didn’t want to enter.

If they said yes, we had them fill out a contact information sheet. There are many different versions of this but ours ask name, address, phone number, email and a few questions like: Do you have a representative? Would you like to earn extra income? etc.

After they filled out the sheet, we gave them a number. We put that number on their contact sheet and on the post-it they were going to kiss. Then we folded the contact sheet and put it in the same jar as the basket entrees. This way we didn’t have forms all over the place and the contestant had 2 chances to win something.

Then we brought out the bowl of lip stick samples and had them look (dig) for a color. This bought us about 30 seconds to talk to them and ask: Did they have a rep? Did they know anyone who needed extra money? etc. We had them put on the sample lipstick, kiss the post-it and then we placed it on the board.

Then contestant left with the lipstick sample they used, a brochure, recruiting flyer and other samples that applied to that person.

At the end of the festival we had a local police officer pick our winner and then the closing band announced the winner for us. HUGE success for the team! We recruited 2 people on the spot got over 10 good solid leads, and over 300 contacts (to load into our web office!) We had sooooo much fun with this contest!