

power Start



CONTACT LIST

Who do you know with skin?

Name/Number	Name/Number	Name/Number	Name/Number
1.	26.	51.	76.
2.	27.	52.	77.
3.	28.	53.	78.
4.	29.	54.	79.
5.	30.	55.	80.
6.	31.	56.	81.
7.	32.	57.	82.
8.	33.	58.	83.
9.	34.	59.	84.
10.	35.	60.	85.
11.	36.	61.	86.
12.	37.	62.	87.
13.	38.	63.	88.
14.	39.	64.	89.
15.	40.	65.	90.
16.	41.	66.	91.
17.	42.	67.	92.
18.	43.	68.	93.
19.	44.	69.	94.
20.	45.	70.	95.
21.	46.	71.	96.
22.	47.	72.	97.
23.	48.	73.	98.
24.	49.	74.	99.
25.	50.	75.	100.

CREATE YOUR CONTACT LIST:

Who do you know?

Did you include everyone below?

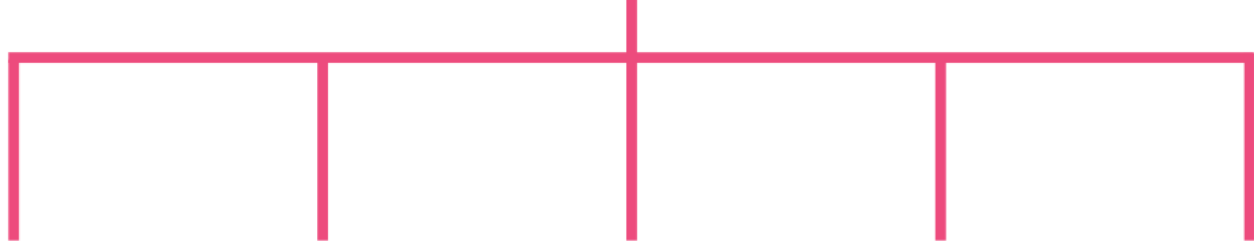
Work	Parents' Friends
High School	Teachers
College	Roommates
Your hobby groups	Hair Dresser
Your child's school	Dentist
Your volunteer groups	Doctor
Friends who you met on vacation	Chiropractor
Parents from PTA	Bank Teller
Parents from Girl/Boy Scouts	Financial Planner
Your Maid of Honor	Insurance Agent
Your cleaning lady	Realtor
Wait staff from a restaurant	Mortgage Broker
Neighbors	Nail Tech
Secretary	Brides
Former Coworkers	Former Neighbors
Study Group	Professors
Cousins	Nieces/Nephews

See Jane

See Jane have a party
with 5 friends.



5



See Jane's friends play the Referral Game & give 25 referrals each.



12!



12!



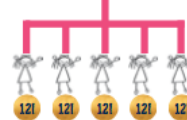
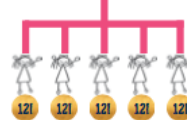
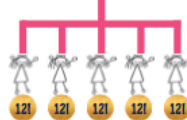
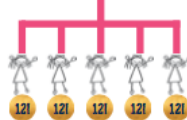
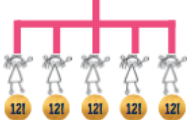
12!



12!



12!



See Jane's friends book parties with 5 friends.

See those friends play the Referral Game & give 12 referrals each.

JANE RESULTED IN 365 NEW CONTACTS

Now what?

- Your biggest problem is what to do with 365 new contacts.
- You have so many leads that you get to give some away to your team.
- Jane decided to join your team because she sees the abundance of business that you have.
- You take your team members with you to your parties so they can learn while you earn.
- You are selling tons of product and moving up the career path.
- Your team members find a Jane who books a party with 5 friends who play the Referral Game... See how this works?

YOU JUST NEED A JANE!



HOW TO BOOK A

POWER START

The secret to success with booking your first appointment is to use the **No Fail Booking Script** shown below.

You might be tempted to change the script but don't!

Here's why: the script has been tested on thousands of people and it **WORKS**. Even if you change 3 words, it can lead to NO results. Yes, we've seen that happen.

You can add any friendly courtesies at the beginning like, "I hope your son is feeling better!" or "I missed you at the baseball game last night!" but other than that, you don't want to deviate from the script. **It's perfection**. When you use this script, 1 out of 10 people will say yes to book an appointment.

No Fail Booking Script

Hi Suzie! It's _____! How are you? I hope you are doing well! I have a favor to ask you. I am in this big Mary Kay Contest, and I need to do 30 practice faces in 30 days. It's a pretty big deal and I was hoping you would be willing to be one of my 30. 😊💋 You'll get a satin hands treatment, an anti-aging facial, and a super quick color look for busy women who are on-the-go. 💄

There's no obligation to purchase anything, but you do get a goody bag and some deals and specials just for being a volunteer. All you have to do is let me practice and then fill out a short survey at the end. Is there any way that you could let me practice on you?

That's it! Your goal is to send this script to everyone you know. It has to be **PERSONALIZED** and **INDIVIDUALLY** sent to each person. If you mass message, you will get **NO** response. You can send this by text message, by email, or by private message on Facebook.



How many people should I send this to?

Ideally you want to send it to 75-100 people on your first day.

If you send it to 100, 10 will say yes. If more say yes then great! That's a blessing!

Don't worry, 50% of what you book will cancel or reschedule so you'll want to overbook and even double or triple book the same time slot. It always works itself out!



What to say when they respond, "YES! When is it?"

You say, "Oh Suzie, thank you so much! You're the best! We will work with your schedule. It takes about an hour, so let's just say an hour and a half just so we have time to chat and catch up. What works best for you, a weekday or weekend?"

Based on her response you will give her 2 options within the next 7-10 days that work for you. You are welcome to schedule these at her home, your home, or at our Weekly Success Night. You may go back and forth for a few texts to set the date.

How do I turn this into a group appointment?



After you book her individually say,
"Ok great, I have you down for (date and time)! It's going to be so fun! I actually have to do 30 facials this month, so do you know of any friends or family that might want to join you too? They'll get a goody bag, too, and you can even get some free products when you have 3 people join you.
Know anyone who might want to come?"

Side Note:
Sometimes she may say,
"Let me check with my friends and get back to you..."

Coaching starts **IMMEDIATELY**. Coaching is the art of keeping appointments on your books.

Hip Hip Hooray! You Booked Her! Now What?

Pre-Profile & Send Invite

"Ok great! I have you down in my books for (day and time). Our appointment will be at (time) and we always start and end on time so you'll be out the door by (time). You're awesome – thank you! Now since I customize all of the products for you, let me just ask you a few super quick questions about your skin:

- 1) What Mary Kay products have you tried in the past?
- 2) Is your skin tone Ivory, Beige, or Bronze?
- 3) Is your skin normal, dry, oily, or combination?
- 4) If you could change one thing about your skin what would it be?

Ok perfect, that's all I need! Give me just a minute and I'll send over that picture invite.

You say,
"Ok no problem! Let's do this. Let's pick a date that we know for sure works for me and you, and then you can see if that date works for them. This is what I have available – which one is best for you?"
Give her 3 options within the next 7-10 days.





Now you go on the app **PIC COLLAGE** and create an invite!
Just text it to her with the following:

"Here you go Suzie! You can just shoot this text to your friends and we will get a feel for whether that's a good time or not. I have found that a group text is super fast, but you will get a better response if you just text your friends individually ok? You can just message me as they respond to you yes or no, and I'll be in touch tomorrow so we can see how many you have. Thanks again so much!"



Next Steps...



Immediately after you book her, send her a **HANDWRITTEN** thank you note via snail mail. You know, like in the dark ages where you write with a pen and then put a stamp on it and walk it to the mailbox and the mailman takes it to her mailbox for you?

Trust me – **SNAIL MAIL**.

"Suzie, I'm so looking forward to seeing you on Tuesday at 7! You have no idea what this means to me, and I am forever grateful for your support. You're the best! Love, Leigh Ann"

Put an alarm in your phone to remind yourself to call her that next day.

"Hey Suzie! It's _____! I'm so excited that you're going to be one of my faces! I have already started getting everything together for you, and I have your goody bag ready to go! It's super cute! I'll text you a pic. How is it going with your friends – how many are able to make it?"



She invited friends! Now what?

You will text each guest to ask her the same pre-profiling questions. Pre-profiling is important because it allows you to build a relationship with the guests, and also allows you to know the specific items to bring for each guest.

"Hi Jackie! My name is _____, and I am the Beauty Consultant who will be pampering you at Suzie's on Saturday. I'm looking forward to meeting you! I have your goody bag all ready to go! (text her a picture of it). So that I can customize your products, please respond to this text and let me know:

- 1) What Mary Kay products have you tried in the past?
- 2) Is your skin tone Ivory, Beige, or Bronze?
- 3) Is your skin normal, dry, oily, or combination?
- 4) If you could change one thing about your skin what would it be?

After she responds record her info on the Sharpe Area Party Page, then respond...

"Thank you so much! See you on (day) at (time)! We will start right on time so if you could arrive 15 minutes early to get expert foundation matching and a pampering hands treatment that would be great. And I have a special product that we won't be trying, but I'll bring it to show you at the end. It's great for (whatever it is that she wants to change about her skin). See you soon!"



Work the Numbers

Remember, half of the appointments that you put on your books will hold. If the signs are there that she isn't holding the appointment, you want to be able to schedule something else in its place (or hopefully you have double or triple booked that time slot and you are relieved that something cancelled)!



What if she doesn't respond after I sent the invite?

Here is your assertive non-pushy script to send 3 days later:

Hi Suzie! I'm looking forward to seeing you on (day). I need to get everything ready for your friends' facials so just wanted to know who you had joining you. Let me know. 😊

Follow up in 3 more days with:

Hi Suzie! I hope everything is ok with you! Just checking in to see if you are still willing to be one of my 30 faces. I would really hate to bother you if you have changed your mind. Don't worry if your friends can't make it – it's you that I am excited to see! Let me know if we are still on for (day). I would love to see you. 😊

The next day...

Hi Suzie! I haven't heard from you and I hope that you are ok! I don't want to be a bother, so if I don't hear from you today I will just assume that something has come up and that Saturday isn't a good day. I'll take the appointment off of my books and we can reschedule, no problem. If you still plan on coming please let me know by the end of the day today. I hope you are ok! Let me know either way. 😊

All of these messages are assertive and non-pushy. They show you are a true professional that takes your business seriously and is totally committed to making your business a success. It shows that you value your time and teaches others to value it as well. It also ensures that you are looking at your business objectively and not holding on to appointments that aren't really there.

Set the Tone For All Future Business With Coaching

- A guest who has been properly coached for a party makes for a great future hostess. She will understand why a guest list is needed and will know exactly what you will say when calling her guests. She will feel 100% comfortable giving you the phone numbers for her friends.
- Coaching is worth its weight in gold! A party that is properly coached is ALWAYS more profitable than one that is not! Put coaching into your daily routine.



What to put in a Goody Bag

Organza Bag

Section 2
Hand Cream
Sample



Back



Front

Business Card with
Label on Back

Lip Gloss
Sample



Mint



NAME: _____

POWER START

30 Faces in 30 Days

1	\$	16	\$
2	\$	17	\$
3	\$	18	\$
4	\$	19	\$
5	\$	20	\$
6	\$	21	\$
7	\$	22	\$
8	\$	23	\$
9	\$	24	\$
10	\$	25	\$
11	\$	26	\$
12	\$	27	\$
13	\$	28	\$
14	\$	29	\$
15	\$	30	\$

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You'll get a satin hands treatment, an anti-aging facial, and a super quick color look for busy women who are on-the-go. 📌

There's no obligation to purchase anything, but you do get a goody bag and some deals and specials just for being a volunteer. All you have to do is let me practice and then fill out a short survey at the end. Is there any way that you could let me practice on you?

Total Sales



PLUS, Add a New Qualified Team Member & Also Earn Your MK Beauty Coat!