

# Booking Thanksgiving Referrals:

By Renee Motyka & Dynetta Minter

Hi \_\_\_\_\_, this is \_\_\_\_\_ and you don't know me but I was referred to you by \_\_\_\_\_. I am a beauty consultant with Mary Kay cosmetics and \_\_\_\_\_ wanted to thank you for being such a special woman in her life! She told me that you have (say what great things she has done). So as a special treat for you from her, I have a free makeover session for you with a gift certificate for Mary Kay products and I was just calling to give you the details. Do you have just a minute?

Great, well the makeover session is completely free and it is good for you and a friend or two if you would like. (Or, \_\_\_\_\_ would like to come with you as well.) It is a little different in that it is a teaching makeover so I will actually teach you how to use the right type of skin care for the type of skin you have, match your foundation for you (which is so important because most women have a hard time finding the correct shade), and teach you how to apply your color cosmetics based on your eye shape and personality. So it's really a lot of fun, you are going to look fabulous; plus you get a \$10 gift certificate to use on anything you fall in love with at your session. Does that sound like fun?

What is your makeup personality? Do you like to wear some make-up, are you a minimalist, or are you a glamour girl-not leaving the house without it?

What type of skin do you have (normal, dry, combination to oily, acne prone)?

Well, what I find works best is if you and I find a time to get together and then if you would like to invite some friends to join you at least you have a time to work off from. Otherwise you are coordinating your schedule with their schedule and it can be kind of hectic. So what works best for you? During the week, in the evenings, or on the weekends? *(Set the date and location for the appointment.)*

Do you have an email address where I can send you the details? I'll include my contact information and a description of what we will do. I just ask that you respond to the email so I know that I got the correct email address for you.

Great! I will give you a reminder call the day before your appointment and also see if you will have any guests with you. But if you have questions before then, feel free to contact me. Thanks so much and I'm looking forward to meeting you!

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## **If Leaving her a Message.....**

Hi \_\_\_\_\_, this is \_\_\_\_\_ and you don't know me but I know you are a friend of \_\_\_\_\_ and she wanted to thank you for being such a special woman in her life so she has arranged for me to give you a gift from her. Call me at \_\_\_\_\_ right away so I can share the details with you! Have a great day & I look forward to hearing from you!