

Instructions for Grand Opening

WHEN YOU HAVE 15 PEOPLE OVER THE AGE OF 18 PRESENT,
YOU WIN A "J-LO" RING!!! And we will give one to a guest!!



1. Fill out the list of 50 people (or more) to invite.... Get their phone number and address.
2. I recommend printing the invites on card stock. Office Depot can do the invites at a great price. Take the original to them—before they run them—take a fine point Sharpie marker and fill in all the when, at what time and where information—that way when they copy them—it will look as if you hand wrote everything in! Make 50+ copies of your invites!
3. Mail 50 postcard invitations 10 days before the Grand Opening.
4. Follow up with a phone call to all 50 people 2-5 days before your Grand Opening. This is the most important part!! Follow the script on Success Tips for G.O.!
5. Keep refreshments simple...a drink and a cookie or piece of cake.
6. Have someone take care of serving refreshments when I let them know it is time. You will be booking appointments during this time. You will NOT be in the kitchen at all that day.
7. Have chairs set up in a circle in your living room for the Grand Opening. You will sit up front to my left as I talk. If we are doing facials and makeovers at your Grand Opening, be sure to discuss the arrangements with your Director. Also, you'll need all the facial supplies and a Color 101 Look Card for each person.
8. Have your date book with you. Your job that day is to go around the circle when I tell you to do so and to book dates for facials. It is a good idea to highlight the dates and times you have available before we begin.
9. Have a Beauty Book with Insert in the back, Profile Card, a pink Sales Ticket, a few Look Books and a pen for every guest present. Have two or three calculators to figure sales, a bag of money and coins for change.

Have a bag of sample hand creams as door prizes!

Coach each of your guests to arrive on time and to be committed to stay for a total of 1 1/2—2 hours. Instruct her that this is a presentation, NOT AN OPEN HOUSE!

Tell EVERYONE that you will receive a free "J-LO" Ring when 15 people over the age of 18 are present and one guest will also! REALLY talk this up!

They will come to help you win! AND, she can bring a friend!!

Success Tips for Your Grand Opening!



There are 3 important steps to having a successful kick off:

1 Invite at least 50 people

Invite even more if you can—only 10-20% will be able to come on any certain time. When you have at least 15 people there, you receive a beautiful J-Lo Pink Ice Ring! You will also receive a Mary Kay check book cover when you have 4 appointments on your date book before the grand opening starts from people who can't come to the grand opening! You must have a date/ time set for each one to qualify.

2 Get your invites out 10 days prior

3 Follow up with each individual person—most won't RSVP

With enthusiasm and excitement in your voice!

SCRIPT: “Hi _____, this is _____. I am so excited! I've just started my own business! I'm teaching skin care and color make-up with Mary Kay Cosmetics! Did you get my invitation? I would really love to have you be a part of the opening of my business! As my guest you'll sample beauty products and enjoy a little pampering plus you could win some really neat door prizes. It's next ___(day)___ at ___(time)___ at ___(location)___.
This is a presentation not a drop in. And when I have 15 guests who are at least 18 years old and don't have a Mary Kay consultant I win this beautiful J-Lo Pink Ice Ring and one of the my guest will win one also! Will you be able to make it?

.... **If she is coming**—ask her to bring a friend.

....**If she says she CAN'T come**

“Since that won't work, _____, part of my training is to practice on 15 faces in the next 2 weeks! Is there any reason why we couldn't get together and let me practice on you? Great! (Choose date / time / place for appointment.)

“If you would like to have a few friends join you, I could get my 15 practice faces in faster and I would have a special gift for you for helping me out. Would you want to do that? I'll see you on (date / time / and place) Thank you so much!”

***Send her a **thank you note / email** for helping you out—mention the date and time and how much fun you'll have when you get together with her and her friends!