

PINK CHEERLEADER NIGHT

Second Friday of the month : _____
(unless otherwise announced)

**at 6:30pm in the Ruby Room
at the Lasting Impressions Studio**

*Please RSVP with the number of guests in
your party by the Tuesday before the event.
*Guests must be 18 & older, **no children please**



Special night for: all new Beauty Consultants

Who to invite: ALL people in your support system! Spouse, Partner, Family, Friends, Co-works, Neighbors, Those who ask about Mary Kay, Everyone!

Perks for Guests: Pizza dinner! Prize Drawings! The chance to hear how the business works, the money that can be made & how they can best support you - even hear from a Mary Kay man's point of view!

Perks for New Consultants: Get more support from people who love you—they'll understand what you are doing—you may even have a recruit or 2! **AND** as the New Beauty Consultant you also have *the chance to win prizes* when you have guests to your Pink Cheerleader Night! (Guests must be 18 & older) Earn:



Pearls of Sharing Earrings
With 5+ guests



Pearls of Sharing Bracelet
With 10+ guests



Pearls of Sharing Necklace
With 15+ guests

EARN ALL 3 - with 20 Recrutable guests!

Script to invite to YOUR Pink Cheerleader night:

Call to invite 10 days before the event—ASK IN A LIVE PHONE CALL OR IN PERSON.

Hi, _____! I am super excited! I'm a new Beauty Consultant with Mary Kay Cosmetics & my director has put together a special night for me & all my friends & family. She asked me to bring my closest, most supportive people—I would really love to have you there! There will be pizza dinner & prize drawings! And when I have _____ (insert your goal) guests, who are 18 and older, I can win some gorgeous pearl jewelry! It's Friday the ____ at 6:30pm, will you be able to make it?

Awesome! I knew I could count on you! Just a couple things: It's a presentation not a drop in - plan on 1 1/2 - 2 hours, we love kids but this is an 18 & older event, finally I REALLY want to win my jewelry so can I count on you to be there? Nice! I'll put you down as one of my ____ (goal number again), feel free to bring a friend or your partner - they count toward my numbers too! I'll call again in a few days to confirm :) Thanks, _____! I can't wait!

(Call to confirm 3 days before the event—remind them of dinner & your goal & then send an excited text the morning of Pink Cheerleader Night to remind them)