



Dear Future Hostess,

Thank you for scheduling a Mary Kay event on \_\_\_\_\_. I am happy to arrange this special time for you. I can't wait to get together with you and make this time a wonderful experience for you and your friends.

Following are some suggestions that can help make your Mary Kay event fun and successful.

1. **Make your guest list.** Think of as many people as you can. Friends, co-workers, relatives, neighbors, people from church, etc. The more the merrier. Since not everyone is going to be able to attend, it's always good to "pad the list." In addition, in the event that any of your guests already have a Mary Kay Beauty Consultant, that will give us someone else to replace her with on your guest list.
2. **As you make your list,** please indicate names, addresses, and phone numbers. I will be mailing special invitations for you. I will also do my best to touch base with your guests a couple of days before your event to thank them in advance for joining us and to ask if there is anything in particular they would like me to address regarding skin care and color cosmetics. I also want to be able to determine their skin type and know what to put in their special "goodie bags."
3. **In making your guest list,** the more names the better. Family, co-workers, church friends, moms of children, etc.

You can e-mail me the list at \_\_\_\_\_. Or if you prefer, you can call me at \_\_\_\_\_. If you will get your guest list to me by tomorrow, \_\_\_\_\_, you'll receive a special gift of your choice of any color eye shadow, or our fabulous hand cream, whichever you prefer.

4. **To "sell the sizzle" of your event** and get a positive response, I suggest you use the enclosed "How to Invite Your Guests" dialogue when you call your friends.
5. **Enclosed are Look Brochures** and sales tickets. In addition to the "Hostess Credit" earned at your Class, you will also receive 10% of the total sales towards product purchases for any "outside orders" you take from people who can't attend but want to order. Please include name, address, and phone number on the Sales Ticket. Checks can be made payable to me. Master Card, Visa, Discover or Debit card numbers can be written in at the top of the sales ticket along with expiration date.
6. **If you plan to serve refreshments,** please keep them light and simple.

Thank you again for scheduling your event. You can count on me. I'll be there about 30 minutes early to make this the best "girls' night out" ever!

Warmest Regards,

Independent Mary Kay Beauty Consultant

P.S. You may want to read over the enclosed "Team Building" brochure. Who knows, after your event you might decide you would like to have your own Mary Kay Business!