

As your guests enter the party, greet everyone.

Have them take a seat and finish filling out their profile cards

Take everyone to the sink for Satin Hands & Satin Lips

Get to know your guests while doing Satin Hands

13 Tickets in the goodie bag:

1 for coming

1 for being on time

5 for their 10 names & numbers for guest list

2 for booking

2 for asking 2 questions during marketing

1 for filling out opinion poll

1 for purchasing

WELCOME & THANK THE HOSTESS:

I want to thank _____ (hostess) for having me here tonight. The greatest compliment anyone can give me is to introduce me to their friends. And because you girls came, she is earning a shopping spree with me, isn't that great!

Tonight we are going to have a lot of fun!

**You're going to experience our Ultimate Miracle Skincare
Some fun "dash out the door colors"
We're going to give away prizes
And at the end, you get to have a private consultation with me!**

So everyone applaud yourself for coming ... & you have to be excited!

And when you win a prize, you can even stand up and wave!!

In your goodie bag are 13 tickets.

Put your name on a ticket and put it in the bucket for coming.

Put another ticket in if you were on time tonight!

Your goal is to get rid of all your tickets before the party is over! You'll have more ways to give me back those tickets!

What If?

This is a *GREAT* opener to any facial, class or show - feel free to personalize it, but the point is to show how MK is *PERSONAL*, and to set you up for *LOTS* of future quarterly bookings - what you talk about, you bring about. When you tell her you'll see her each quarter, she'll expect to see you each quarter. Don't you love it?

Welcome, etc.

"I know you are all familiar with cosmetics counters in department stores - the sharp dressed women who make skin care recommendations & do color makeovers, right? Well, we're going to play a little "what if" today (*really play it up and be hush-hush dramatic!*).

WHAT IF when you went to the cosmetics counter, the woman behind the counter knew your name and remembered your skin type?

WHAT IF she was able to tell you the lip color you'd purchased last year since you lost it at Cousin Jane's wedding last weekend and you just *LOVED* that color and *HAVE* to get another one?

WHAT IF she would offer to deliver your products or mail them to you at no cost if you just didn't have time to get to the mall for your next order?

WHAT IF when you went to pay for your products she asked if you wanted to pay for them or get them for free, then proceeded to share with you that if you just brought 2 or more friends with you for a fun makeover session, you could get your products *FREE*?

WHAT IF you could get state-of-the-art, highly-advanced skin care that's 100% satisfaction guaranteed *AND* has several products which have attained Best-Selling Brand status in the U.S. all at a better value than department store prices simply because there's no overhead?

And finally, **WHAT IF** you had a personal consultant who would keep you in-the-know on the latest products and newest trends by sending a quarterly mailing with free samples enclosed *AND* who would check on you from time to time to make sure you're happy with your products or aren't running low *AND* who offered to stop by and show you these new products in person as soon as they come out?

Well, may I say, Welcome to the Mary Kay world!! As you can see, what makes us different is our very personalized service. All of these What Ifs can now be reality for you! Can you get excited about this kind of service? I get excited about offering this kind of service!

Great - now let's get started!

MAGIC PAGE

You aren't doing your customers or yourselves any favors when you "break the basic". Explaining to clients before they cleanse why it is our policy to retail the basic initially as a SET is the best way to pre-empt getting this buying objection at the close. If she takes home just foundation, it will NOT look and feel the same way as it did at her facial! Some consultants have their clients cleanse and moisturize half the face & simply wipe the other side with a damp cloth, then apply foundation all over. The "half-face concept" really works to sell her on the benefits of using all 3 steps! **MEMORIZE** the "Magic Dialogue" below and say on the page in the flip chart before the cleansing page (but only if you want to make LOTS of money!) **REMEMBER TO SMILE AND NOD!**

Most women, when they are trying a new skin care program, want to know three things about it: How much does it cost? How much time does it take to use? and does it really work? So, I'm going to cover all three of those things right now:

FIRST of all, the money is the good part! If you normally purchase skin care products at the department store, Mary Kay is about 30-50% less in price. Our 3-step TimeWise Skin Care is just \$54 and is about a 3 month supply. You'll be excited to know that we have ways you can get your Mary Kay free or at a discount! I have all kinds of creative financing options available to you that the lady at the department store doesn't have! So I'm sincere when I say if you really want to have a skin care program tailor-made for you, I'll find a way for you to get it.

SECOND is the time it takes...only 3 minutes in the morning and 3 minutes at night to do this skin care program! ...about as long as brushing your teeth. I'm amazed at how many women spend more time and money on their hair and on their clothes, than they do on their skin, when in 10 years this (point to your shoulder) will be at Goodwill and this (point to your hair) will be cut off, but what will still be left? Your skin, right? (nod head yes) It's just a matter of priorities, isn't it?

THIRD does it really work? Well, we wouldn't be the best brand of skin care in America if it wasn't working for someone, right? Plus, at your Color Consultation in two weeks I'm going to make sure it's working for you, and if we need to make some adjustments in your formulations, we can. If I can't get it working for you, what can you do with it? (have one of the guests respond about satisfaction guarantee) Now, if you're going to use a new skin care program, you do want to see results, don't you? That's why you need to use all 3 steps or don't use any of them. They're scientifically formulated to work together like a "prescription" in 3 bottles for your skin. If your skin is dry, in time, it will be less dry. If it's oily, it will be less oily, and if it's normal, it will be softer and smoother. The longer you use Timewise, the softer your skin will be & the less evident the facial lines! If you just use bits and pieces of the program, you just won't see the same results. As a matter of fact, you may see the kind of results you don't want to see. For example, occasionally a woman might tell me that she has another brand of moisturizer at home that she likes and hasn't used up yet. She would just like to try the other 2 "pieces" without realizing that the ingredients that one cosmetic chemist has chosen for his brand of product may not be compatible with what another cosmetic chemist has chosen for his brand. What's the unfortunate result of hodge-podging incompatible products? You could have a little "explosion" on your face in the bathroom in the morning! I certainly don't want you to have a reaction, much less blame it on Mary Kay! I want you to be telling me at your check up facial what great results you are getting! That's why I tell you up front, before you ever get it on your face, that if you're going to fall in love with one of the steps, fall in love with all 3 of them! If \$54 is too much to spend at one time, I'll break the payment, but NOT the Basic. Now, is everybody with me on that one? (nod head yes)

THE MARY KAY OPPORTUNITY:

Mary KayAsh started this company almost 50 years ago to give women an opportunity to achieve financial success while balancing their lives & priorities on their own terms, God first, family second & career third & doing unto others as you would have them do unto you.

Now more than 2 million women in over 35 countries have the opportunity to live their dreams!

I love the Mary Kay foundation that raises money for cancer research, the fight against domestic Violence and now MK is partnering with “Love is Respect,” an organization committed to Stopping teen dating violence.

So when you buy MK products you are a part of a company that gives back & you are helping fuel someone elses dreams.

My dream is _____

_____.

Isn't it great to know you are making a difference for someone else today.

And you know what, Mary Kay always said at every party, there's at least one new beauty Consultant... I wonder who it's going to be!

Are you girls ready to get started? Put your headbands on and hand me your wash cloths in your Goody bags.

How many of you could get excited about looking as young as possible for as long as possible. We're going to have a lot of fun and I'm going to teach you the proper technique to care for your skin. You'll be giving yourself the facial, that way everything you learn here tonight you can do at home.

Mary Kay is try before you buy or test before you invest, but you're under no obligation to purchase. But let me ask you, if you could see and feel a difference after one application, wouldn't you agree the products would be worth using?

And for your convenience I accept checks, cash, Visa, MasterCard & Discover. So when you fall in love with the way your skin looks & feels, I will help you find a way to take them home. Isn't that good to know!

Tonight is the first of two complimentary appointments. Today we're focusing on healthy skin, we'll do some fun colors then we will get back together for your customized color look. I call that your **follow up.**

How many of you love to win prizes. Every time you hear me say **follow up, Shout out **"I WANT THAT"** we're going to pass the prize. At the end, the person who has it takes it home!**

******VERY IMPORTANT, if you want to keep your party moving & shorten the time, you must Talk about the product while they are doing it. Don't tell about it then do it. Try it, it works***

Open your books to page 6 & 7. This premium collection of age fight products delivers 11 benefits you need for younger looking skin all listed on page 7. It's called "The Miracle Set."

By your tray is a little cup of water, it's your portable sink.

We're going to start with step 1, top row, far left side, scoop it out and apply to your skin. This is the TimeWise 3 in 1 Cleanser.

If your cleanser is clear with purple beads add a little water to it.

This cleanser is giving you 3 steps in one, cleansing, exfoliating & freshening!

(hand wash cloth)

You wash your face every morning & every night. You never go to bed with your make-up on. Your pillow case is not a wash cloth!

While you're removing the cleanser, let's talk about the next step.

MICRODERMABRASION:

Turn your books to page 12. We're going to do a Microdermabrasion Spa Treatment

From this point on, we're going to apply the products to your right cheek area only.

In slot #2, scoop out **Step 1, remember, apply it to your "right cheek only."
Slightly dampen your finger tips and gently massage it around for 1-2 minutes.
This step fights fine lines, make pores appear smaller and smoothes & softens
the skin. If your face turns red, it's increasing your blood flow.**

Hand wash cloth

You do not use this product everyday. You use it 2-3 times a week.

In slot #3 is **Step #2, apply to the same side. This is the "Replenish Step.
It's a rich serum containing vitamins, antioxidants & anti-irritants.**

(Pick up profile card and fan the face to speed up drying time)

**Now take the backs of your hands & feel both sides of your face. How many of you
can feel a difference?**

At your **follow-up appointment, you will get to do your entire face!**

DAY & NIGHT SOLUTION:

Turn your books back to page 6 & 7.

These next 2 Steps (*show products*) we call “spanx for your face.”

How many of you know what spanx are? Do you know what spanx do?

In slot #4, is the Day Solution. Apply it to the right cheek only.

The Day Solution with SPF 35 to help protect & shield your skin from harmful UVA& UVB Rays.

(keep talking while they are applying)

The Night Solution is in slot #5. We’re going toApply it to your throat today. You don’t put These two products on top of one another.

The small beads are Nutribeads filled with vitaminsAC & E and antioxidants to fade away deep lines & wrinkles.

TIME WISEAGE FIGHTING MOISTURIZER:

In slot number 6 is the TimeWiseAge Fighting Moisturizer.

Apply it to your entire face.

This moisturizer gives you the combined action of 10 hours of hydration, plus powerful antioxidants that accelerate the skin's natural renewal process.

Use your moisturizer every morning & every night.

TIMEWISE FIRMING EYE CREAM:

We're going to firm up around your eyes with our TimeWise Firming Eye Cream. We call it the "Push Up Bra" for your eyes.

In slot number 7 using your ring finger, apply a small amount around your eye area from the outside corner in towards your nose.

It firms, brightens and provides intense moisture, plus minimizes fine lines & wrinkles.

Use the eye cream every morning & every night.

REFERRALGAME:

How many of you like to shop at 1/2 Price?

Would you like to know how to earn this for 1/2 price at your **follow up appointment**?
Show the mini compact

You get to **return 5 tickets** back to me when you make a list of **10 or more** girlfriends names & phone numbers you want to join you for your **follow up**. There's 7 lines on the back of your card then write the rest down in the pink section.
PLUS when I show up to your **follow up**, you get the mini compact for 1/2 price!

You have 3 minutes, go!

*****DOADRAWING!** Applaud & wave - share how you feel right now!

Grab your Hostess Upgrade Sheet

I love giving away free product! Is that okay with everyone?

In the next 48 hours when you give me their addresses so I can mail a super cute invite, you'll get the compact for **FREE** instead of half price!!

Look at what else you get for free (go over the plan)

I am going to pass around my available appointments for the next two weeks. Pick a date for your **follow up**, write your name down, & write a 1 or 2 by your name for which Hostess Plan you want at your **follow up** and if you do that, throw **2 tickets** in the bucket.

*****DOADRAWING!**

FOUNDATION PRIMER & FOUNDATION

Are you ready for a Flawless Finish!

Foundation primer spf 15, “Hollywood's best kept secret!”

It fills in imperfections & acts like a magnet that gives your foundation real staying power. In slot #8, scoop it out, apply to your entire face and blend using your finger tips. (let dry for about a minute)

Now we’re going to apply your foundation. Today you are using either our Mineral Powder or TheAge Fighting Liquid.

At your **Follow Up you might like to try one of other fabulous foundations**

DASH OUT THE DOOR COLORS

Are you ready to have some fun with color? Well we're going to do what we call "Dash Out the Door." This is quick easy color when you're in a hurry! But don't forget, at your **follow up appointment, you'll get that customized color look featuring our Mineral Color collection.**

Apply the cream eye colors with finger or applicator. Apply the lightest shade on your eye lid and brow bone. Apply the darker color in your crease.

Apply Bronzing powder or cream cheek color for cheeks.

Apply Lip gloss & Mascara.

Okay, it's compliment time. Take your headbands off, look at your neighbor & give Her a sincere compliment!

Did you girls have fun!

How's your skin feel - It looks great, right!

PINK MARKETING

Okay girls, before I tell you how to take these great MK products home, I know you still have a few tickets left, right??

It is my mission to share this incredible income opportunity with women who like me & millions of others wanted something more, want to make a difference. Maybe you need to earn a little or lot of money or need home office tax advantages, more friends, more fun, love prizes & praise or you need more positive influence & personal growth, **so just in case**, I am going to tell you the 4 reasons why women join MK. It may or may not be for you, but you owe it to yourself to hear the facts! **Then...** I will tell you how to give me back **2 more tickets!**

Pull out your pink marketing cards:

Pstands for Products, **I** stands for Income, **N** stands for Nothing to lose
K stands for kit (*hand them the picture of the kit & set sheet on opposite side*)

You get to throw **2 tickets** into the bucket when you ask me 2 questions about our career opportunity...
In your wildest dreams if you ever considered joining MK, what would you want or need to know...

I'D LOVE YOUR OPINION

Would you like to throw another ticket in the bucket. Fill out this form quickly.
When you get to the bottom 1-10, stop, I will tell you what to do...

- 1** I'd rather just be your customer and pay full price for my products.
- 5** There is no 5 it's a smiley face. 5 is middle of the road, We don't know if you're closer to a 1 to 4 or 6 to 10
- 10** Sign me up today. I've definitely have spent \$100 that hasn't made me any money!
- 9** I want to do this. I just need to talk to my husband, might need a little more information

Circle 1-10, pass it to the end of the table & throw 1 more ticket in the drawing

Grab your **FAST FUN FACTS** sheet. When you listen to this MK call in the next 24-48 hours, at your **follow up**, you get to choose one 1/2 price item because you listened!! **Plus** you'll go into our monthly drawing for a free **coach purse!** So let me know to follow up with you, 24 or 48 hrs.

TABLE CLOSE

So you girls want to see the specials?

Well, who deserves it all? (raise your hand)

**This is for the woman who deserves it all! This is my “I deserve it all bag”
I LOVE this bag! When I travel, it has a handle on it and put right into my suitcase. I don’t
have to think what to pack.**

**When I’m not traveling, I open it up just like this (un-roll it), it’s got a hook at the top, and I
Can hang it behind the bathroom door! No counter clutter, no mess, everything organized,
everything’s inside of the bag.**

**What I love about my bag, it’s customizable. You can fill the pockets however you want.
Another thing I love about the bag, all the pockets are clear so you can see everything inside,
because what’s out of sight is out of mind, you forget to use it!**

**And another feature that I love about my bag, watch this... (tear off a pocket), the pockets come
off, so if I have to do my make-up in the car while my husband is driving, I’ve got my make-up
right there.**

So who wants to know how to get one of these travel roll-up bags?

Set #1

Basic Skincare Sets



TimeWise \$64
Cleanser, Moisturizer, Foundation



Botanical Effects \$58
Cleanser, Mask, Freshener, Moisturizer

Set #5

\$63



Clear Proof Acne Solutions

Clarifying Cleansing Gel
Blemish Toner, Acne Treatment Gel
Oil-Free Moisturizer
Mineral Powder Foundation
(add your brush for \$10)



Set #2

\$64



Day/Night Solution Set

TimeWise Day Solution
TimeWise Night Solution

Set #6

\$61



MK Must Haves

Foundation Primer
Firming Eye Cream
Oil Free Eye Makeover Remover

Set #3

\$50



Microdermabrasion Set

Step 1: Refine
Step 2: Replenish

Set #7

\$54



Simply Satin Set

Satin Hands Pampering Set
(hand softener, hand scrub & hand cream)
Satin Lips Set
(lip mask & balm)

Set #4

\$69



Dash Out The Door

2 Cream Eye Colors
Lip Gloss, Mascara
Bronzer

Set #8

\$70



Basic Color Set

Compact
Lipstick or Lip Gloss
3 Eye Colors
1 Cheek Color
Applicators

Build a Bag



Queen of Everything

Choose any 4 sets **TODAY \$225**
PLUS receive The Mary Kay
Roll Up Bag FREE!! **(\$285 Value)**

Show Special

Choose any 2 sets for **\$99**
Cannot be combined with gift cards or other offers



TimeWise Repair \$199

Volu-Firm Foaming Cleanser,
Volu-Firm Lifting Serum
Volu-Firm Day & Night Treatment
Volu-Firm Eye Renewal Cream
(Counts as 4 Sets!)



I accept Cash, Checks, Credit & Payment Plans

Grab your profile cards and turn it over on the back. We're going to answer question 9. It says, **"Wish List."** If Money were no object, what would you LOVE to take home tonight? The Queen of Everything or the Princess of Quite a Lot or maybe the show special for \$99.

You have a sales ticket in your goodie bag, pull that out...

Throw your **last ticket** in the bucket if know your skin feels amazing & you know you are buying something tonight.

DRAW for 2 More Prizes

We're going to meet for your individual consultation to customize a skin care program for you. Who needs to leave first? _____ (guest) let's start with you. Bring your profile card & all the papers that were in your goodie bag.

_____ (hostess name), this would be a great time to serve refreshments.

ONE ON ONE CLOSE

1. Did you have fun tonight?
2. How does your face feel? Doesn't it feel great! (touch face) smile and nod
3. I see if money were no object, you would start with the _____.
Is this what you would like to take home with you today? **BE SILENT TILLSHE TALKS!**

If she says no, “lets figure out what you can afford today.” Talk through other sets.

How would you like to take care of that, visa, mc, discover, cash or check?

****AFTER you have closed the sale, put the money away.**

4. If she wrote her name on your calendar for her follow up, **set the time to call her in 48 Hours to get the addresses for her guest list.** Did she pick hostess plan 1 or 2. Make Sure you give her a look book and 5 sales tickets to get her 5 outside orders.

If she did not, follow the normal close and try and get her to book...

_____, let's go ahead and schedule a time for your follow up appointment. Is there any reason why you wouldn't want to share it with some girlfriends and earn some products for free.

If she says yes, she will have friends join her, set the date.

If she says she does not want to have friends join her, schedule her for her follow up appointment at your weekly meeting

I do my appointments on _____ and _____, which is better for you?

5. **FAST FUN FACTS** - remind her about listening to the marketing call. For doing in Within 24 to 48 hours, she goes into a drawing for a free coach purse & when You show up to her follow up, she gets to select one single item at 1/2 price.