Mr. McDreamy/Deserted Island Referral Game

*“Ok girls, now we are going to play a game. Grab your Mr. McDreamy sheets. Now, I’m not sure why, but you have been stranded on a deserted island for 60 days! All of a sudden you see a boat in the distance… then, you can’t even believe your eyes, but it’s your Mr. McDreamy coming to save you! Who is yours? I won’t even tell if it’s not your husband! ;) Ok, so he’s getting closer, he’s about 60 seconds away and you realize… oh boy – I’m a hot mess!!! You have about sixty seconds to run into your little handmade hut and throw on your* ***one*** *go to cosmetic item! What would that be? And it can’t be foundation! Ok, write that down…”*

*“The way I spread my business is by word of mouth, meeting friends of friends, so if you like me…. I hope you like me… (let them giggle), then I would love for you to share my services. Now pull out your cell phones… and here’s the rules. When I say GO, you’ll write down every woman you know who: 1) has skin, 2) is 20 or over, 3) doesn’t have a MK consultant and 4) is local. Whoever writes down the most names, will get their go to cosmetic item for free! Are you ready, get set, GO!”*

Allow them to take as long as they seem into it, say stop once the excitement is dying down. You’ll be surprised how competitive they are. (The record number of referrals from one girl – 40 – and there was 120-130 in that one party!) After they do the race, it’s an added bonus if you ask them to *“Write something nice about each person next to their name… something that tells me a bit more about why they’re special to you.”*

Once you have the referral, here is the script to call. (It’s recommended that you call because the results are better. If you leave a message, call back in 5 days.)

*“Hi, can I speak to \_\_\_\_\_\_\_? Hey \_\_\_\_\_\_\_, this is \_\_\_\_\_\_\_, you actually don’t know me but I’m a friend of \_\_\_\_\_\_\_\_. She told me you’re a super sweet person and \_\_\_\_\_(insert compliment from her friend)\_\_\_\_\_\_. I am in a contest right now w/ MK to pamper 30 women in 30 days. It’s really exciting and fun! I was wondering if you could help me out by doing a free facial with me?”*