

# MAXIMIXING THE MK MARATHON!

First, go to our Unit FB site and print out several copies of the MK Marathon Sheet. Write your name & contact info on the right side. Put one in your car, day planner, purse, tote bag, diaper bag - in anything and everything you carry around with you on a normal day - along with sales tickets & Look Books.

Ask everyone you see or talk to ... existing customers, neighbors, co-workers, teachers, friends and family. Pass it out at church, ball fields or clubs, even the hair salon. Leave it with the ladies at the front desk or when picking up your children from school. Ask other moms! Share it at your MK parties! Call your customers! Talk to people while standing in line or waiting anywhere! You can even enlist the help of others! They can take it to *their* work, to *their* neighbors, etc. Have several sheets going at once, and be sure to always have one "on" you! Memorize this script and say it all at once as you are handing her the MK Marathon sheet:

***"I am doing my part to help my Mary Kay Unit earn our 2<sup>nd</sup> Career Car! I could use your help! We are running a "MK Marathon" where your name will be entered to win \$100 in FREE MK products from my Director for each \$25 you purchase! My personal goal is to find 25 women to participate by June 30th! Are you in need of a mascara or eye cream? Or would you be interested in trying our new CC Cream or Honeydew Satin Hands? You could even get 3 chances to win with our incredible Miracle Set or 8 chances with our TW Repair Set! Would you please be willing to at least take a look and help me out?"***

The sheet has 25 squares on it, so no matter if your goal is to fill 12, 24 or 36 squares, say your goal is 25! You might be surprised at how easy it is to fill! Women respond because: 1) You are asking for help & 2) they want to win! The key thing is to ASK! Remember, no one minds being asked. Asking is not being pushy - "pushy" would be if you continue to ask or insist after she says "no thank you". Encourage her to choose a few things right then. If you have a few testers (full size products or samplers) that you can carry around with you, that can help! Sampling sells! Mention products that pique interest - i.e. Honeydew Satin Hands or Journey of Dreams fragrance! Truly, EXCITEMENT & ENTHUSIASM is all you really need! Having FUN with it makes it simple and easy to achieve! Even strangers will want to help you! There are a lot of Mary Kay "orphans" (who lost their consultant) out there just waiting for you to ASK! You may even pick up a new loyal customer or two!



PLEASE PARTICIPATE! It's FUN! Plus, we need YOU! You could win \$200 in VISA Gift Cards (one for each month)! THANK YOU FOR ALL YOU HAVE DONE ALL YEAR AND THANK YOU IN ADVANCE FOR HELPING US WITH THIS!

The technical stuff: All wholesale orders must be in my midnight CT(10 pm PT) on Monday, June 30th. Keep in mind that ordering on the 29th could shave a week + off your delivery time! If you wait until the last 3 hours on the 30th, you will have to "submit your order to your Director" with payment and I will process it for you. Entering your customers: The 1st week of July I will send out an email asking for entries. You can respond with the names of your customers and how many entries for each one. We will have the drawing for the customers and the Consultant at our meeting on Tuesday, July 8th! I can't wait. PM me or e mail me back, if you are committed to helping out! Thank you, and know that you are loved!!!