

7:00pm-8:30pm Thursday Nights - DIVAS Night Out!!
1400 Envoy Circle - Louisville, KY

Success night is just that...a night for your Success! It is packed with great training, great women and tons of tips for working your business around your life. Its also a great night for building your business. Room fee is \$5/week or \$15 for the month. All guests are FREE!

Bringing guests is a fun, essential habit for making the most of your training time. While you learn the tools and trades of having a successful home-based business, your guests are being pampered with a glamour makeover. You're earning while you're learning, and your guests may have such a good time that they decide to join you in this unbeatable career!

Starting with your very first meeting, you are expected to bring guests--make it a habit to bring 1-2 guests to each event. Invite hostesses from the week before, guests from classes and facials, women who have shown an interest in the Mary Kay opportunity, women you would like to introduce to the product, women you would like to introduce to the opportunity, women who need some time for themselves, and women who would be perfect for whatever our focus is that night!

Script for Inviting Your Guests

"One of my favorite parts of my week is taking (my hostesses/customers/friends/family/women interested in the opportunity) to my Thursday Night DIVAS Night Out Success Event. I have the privilege of choosing women to come as my guest models, and this week I would love to bring you! You'll enjoy a fabulous makeover and girl's night out in a fun, enthusiastic and upbeat atmosphere. Is there any reason why you couldn't set this Thursday evening aside just for you and join me as a guest model? You will be helping me and my sister consultants learn about our products, and I promise you will be glad you did!" (If it's a hostess or customer, tell her you want her to receive the recognition and appreciation she deserves for being such an important part of your business.)

Inform Your Guests

1. Coach your guests to dress professionally - a skirt or dress. We don't want a guest to arrive and feel uncomfortable because she didn't know others would be dressed professionally.
2. Let your guests know what to expect during their makeover and the Success Event . As you arrive, let them know they'll be introduced to the group and asked to tell a little bit about themselves and what they enjoyed most.
3. Arrive 10-15 minutes early and have all their samples ready to go. As soon as she arrives, set your guest up with her tray and mirror. When you bring guests you must START no later than 6:15 p.m. in order to have enough time for a quality makeover. When everyone arrives on time and is organized, we make a strong, professional first impression, which makes a huge difference in their experience for the entire evening.
4. Your guest should fill out the marketing sheet at the during the meeting so your director can call her the next day, thank her for coming and get her feedback. If she is interested in the opportunity, your director has an opportunity to answer any questions and help her take the next step in her decision.
5. Introduce your guest to your director, and be sure to allow your director time to chat with your guest after the meeting.

Last, but not least, email your director your Weekly Accomplishments each Wednesday (you can fill your sheet online at www.marykayintouch.com), and bring your prize coupons so we can all share in your success!

Successful Success Events