

### COACH HOSTESS TO:

- Introduce guests
- Give guests Satin Hands & Lips treatment
- Serve food at END of class!!!
- A-S-K who's coming who might book
- Offer her opportunity or ask for referral

### AS GUESTS ARRIVE:

- Meet them
- Profile them
- Match foundation (stripe test) & Dual C. Powder/Loose
- Set table & trays: Washcloth, TW, Dual C. Pow./Loose, Profile, B. Bk., Pen, filled Roll-up Bag (under chair)

### OPENING AT TABLE:

- \_\_\_\_\_, thank you so much for inviting me in to meet your friends! (Present her a small gift.)
- Today you will:
  - Learn a little bit about this company and what we have to offer you as a Hostess
  - Try first hand America's Best Selling brand of facial skin care & actually see & feel a difference after just 1 application.
  - Next, we will finish with a little bit of color & I'll have a one on one private consultation with you to answer any questions you may have.
  - Then, we'll have a door prize drawing. This is our door prize (hold up and show) and I will give you opportunities throughout the class to earn tickets for the door prize. So, listen closely for chances to earn tickets!

Are you looking forward to trying the #1 BEST SELLING BRAND of SC & CC?

Could you get excited about WINNING a FREE Prize Tonight?

The Beauty Book is yours to keep & make notes on today . . . please turn to Pg. 2.

Some people don't know that Mary Kay Ash was a real person. She developed this company in 1963 with the sole intention of giving women a career which afforded them the opportunity to earn a corporate level income without compromising the things that are most important to them. She taught us to work our business w/God 1<sup>st</sup>, Family 2<sup>nd</sup> & Career 3<sup>rd</sup>. (I-Story)

1. Who has all the flexibility, time and money you want?
  - If you wanted to take off work for your son's soccer game or your daughter's pep rally, could you?
  - If you had a hot date and he wanted to take you somewhere special in the middle of the afternoon, could you go?
2. If you gave your current job your all for the next 5 years, could you dramatically change your income?
3. In your current job, are they constantly praising you for everything you do?

You're probably thinking there isn't a career like that anywhere. I want you to know that Mary Kay offers those things.

This career may or may not be anything you would personally be interested in but, you owe it to yourself to at least hear the facts.

Could you get excited about earning an EXTRA \$300, \$400, \$500 CASH per week in your pocket, PT?

Don't you feel you DESERVE \$25 - \$50 per HOUR at your job?

Right now I am conducting a Career Study Survey - for listening to the Career CD, filling out the enclosed Questionnaire and giving me the CD back along with your feedback, you'll receive a FREE lipstick or gloss of your choice as well as 5 door prize tickets!

Who would like to listen for 5 tickets and a FREE lipstick or gloss? (Flip hand up fast!)

Turn to P. 4 and let's talk about the importance of good skin care!

How many of you have a half drawer full of “buying mistakes” in your bathroom that you haven’t put on your face in the last 3 months? With MK there are no buying mistakes, because not only are my services free but all of our products are 100% satisfaction guaranteed, so you are sure to get the results you want!

Don’t you love the opportunity to “Try Before you Buy?”

You are under no obligation to purchase anything tonight; however, if you are tempted, we take Cash, Check, MasterCard, Visa, Discover, or a “Husband Know Not Plan” and you can take the products home with you tonight!

I want to be your CONSULTANT for LIFE and help you as your needs change or to help you get that perfect look for your SPECIAL EVENTS!

Can YOU see the benefit in having a Personal Consultant for Life?

Tonight we’re going to focus on the essentials of good skin care—just like a recipe for a cake. If the cake is really good, you don’t need much icing, right? The same is true for the face. If your skin is in good shape, you won’t need much icing or makeup.

Because, wouldn’t you agree it doesn’t matter how gifted you are at applying makeup, it won’t hide your skin if it’s not in good shape?

So, tonight our focus is going to be to get your face in good shape and in two weeks, when we get together for your check-up facial, we’ll work on your icing or makeup! Just for coming tonight, when you share your Check Up Facial with 3 friends who are not here tonight and hold it when you said you would, you will receive \_\_\_\_\_ and 5 TICKETS if you SCHEDULE TONIGHT!

Couldn’t you get excited about EARNING FREE \_\_\_\_\_?

Now let’s turn to page 6 and get you started on a recipe for flawless looking skin!

There are 5 steps to a recipe for better looking skin!

The first is to use a cleanser to clean surface dirt. Did you know 2<sup>nd</sup> only to the sun, soap is the fastest accelerator of age? What do you have to use to get the soap “scum” off of your shower doors? (let them answer)

Do you think the soap is smart enough to stick only to the shower and not to your face?

Second step is to exfoliate. If you look at men and women together, from mid nose down through the throat the men will look younger than the women, because they mask or exfoliate everyday when they shave.

The third step in the recipe is to Tone. I find that women with oily skin love this step; however, if you can open up your sinus passages with whatever you're toning your skin with that is NOT a good thing. Just like you lose heat through your head during the winter time, you lose moisture through your pores all the time. It’s important to keep them taunt to maintain your own moisture balance.

The fourth step is to moisturize. A lot of women who have oily skin, don’t think this is necessary. We don’t want to add oil, but unless we keep the face moist it will work overtime producing oil to make up for it. That’s why you might feel squeaky clean when you wash your face, but by mid-afternoon you could fry an egg on it— the face needs more moisture and it’s trying to tell you so.

The fifth and last step is to protect, which we’ll talk more about in a minute.

Can you see the BENEFIT in STREAMLINING this RECIPE?

Our Timewise Skin Care Program does JUST THAT PLUS, it’s ANTI\_AGAIN!

Look at the chart on Page 6 and the PICTURE on page 7!

Could you get excited about looking 56% YOUNGER in just 8 weeks? (flip hand up fast!) I CAN!!

OK, let’s pamper your skin with our “miracle” products beginning on Pg. 8!

**Our focus is on skin care today, so leave your eyes on...we'll do eyes at your Check-up Facial.**

- **Treat your face as a delicate piece of silk...applying cleanser up & out, never pulling down.**
- **Use ring fingers on eye area - work gently toward nose under eyes, out on lids.**
- **Treat neck & chest EXACTLY the same as your face.**
- **Let's begin with MK 3-in-1 Cleanser . . .**

**Before we do, I want you to take the back of your hand and feel your face. Commit to memory what it feels like because you are going to see and feel a dramatic difference in just this one application.**

**Moisten your face, dip your fingers into the cleanser and apply upward and outward and I'll read to you about the 3-in-1 Cleanser from the BB.**

**Apply the Lip Mask: apply in a circular motion in the shower 2 or 3 times a week to gently exfoliate dry, peeling skin**

**Now remove cleanser in upward and outward motion with a facial cloth and then remove the lip mask.**

**Now feel your face...**

**Doesn't your face feel silky smooth, and clean?**

**Next dip your fingers into the moisturizer and apply upward and outward to your face, and I'll read to you about the Age Fighting Moisturizer from the BB.**

**Apply the Lip Balm which moisturizes your lips for at least 6 hours: Place on nightstand to use every night.**

**Now feel your face...**

**Doesn't your skin feel softer?**

**Now for an infomercial about my favorite products: The MIRACLE Set!**

**How many of you have ever tried to lose weight and get in shape? (flip hand up fast)**

**You can cut back on calories and get some results, but for the best results you want to cut back on calories AND exercise. It is the same way with your skin.**

**If you want to get your skin in good shape you start with the TW Basic Set but if you want to maximize your results for what we call a skin miracle, you'll want to use the TW Miracle Set. Remember the picture on page 8?**

**Could YOU get excited about having those kinds of results?**

**Apply Day Solution & Night Solution to forearm. (Read D&N)**

**Next, apply TW Age-Fighting Eye Cream under and above right eye only in a pat and smooth motion, keeping approximately a fingertip away from the eyelashes. (Read about Eye Cream on p. 9)**

**Can you see the advantage of using a product that delivers these kinds of results?**

**Now turn with me to page 12 as we focus on two problem areas for women lips and eyes!**

**At MK we recognize that women have different skin concerns so we offer a variety of products that are designed to target problem areas for women. Two areas that I have found that women need the most help in is usually lips and eyes.**

**How many of you have ever noticed how women are becoming increasingly addicted to chapstick?**

**Would you all agree with me that it does not matter how much a person waters a dead flower, it will not come back to life? Right!**

**Well the same is true with your lips. It doesn't matter how much you chapstick them if the skin on them is dead! Satin Lips helps to cure chapped lips not just soothe them. Place this product on your nightstand to use every night.**

**Could you get excited about having soft, kissable lips?**

**Optional: Talk about Lip Outliner Pencil)**

**The 1st place women show signs of pre-mature aging is around her eyes. That's because there are no oil glands there. Take your finger and gently feel how delicate that tissue is.**

**Second reason, is because women tend to hold water under the eye, causing the tissue to swell and contract. Eat a piece of country ham the night before and when you wake up in the morning, you no longer have bags you have luggage.**

**Third reason is the way they take off their eye makeup. Since this type of tissue is unique to the eye area, it needs to be treated differently than the skin anywhere else on your body.**

**Apply Soothing Indulge Eye Mask under and above left eye only in a pat, smooth motion, keeping approximately a fingertip away from the eyelashes. Like Preparation H for your eyes!**

**(Read about Indulge Eye Mask)**

**Oil-Free Eye Makeup Remover:**

**2 oil-free liquids, shake it up, apply in a circular motion on a cotton pad to the eye area and lashes, then take a damp washcloth and remove even Marathon mascara w/o leaving you in a greasy cloud.**

**(Now turn back to page 10 or the last step in your recipe)**

**For the 5<sup>th</sup> Step in our recipe we'll apply our newest F/C or M/C foundation. You can apply it to look natural or layer it for more coverage. Most people consider this step makeup, but it's not, it is a day time protector for the skin. How many of you have ever dusted a table, only to come back in an hour and find more dust on the table? That dust, dirt and pollutants are in the air all the time, so it's important that you take this step to protect the skin that you just cleaned, exfoliated, toned and moisturized. Once you put this step on, everything you come in contact with will lay right on the surface of your protector until you wash it off at night. We match it so closely to your own skin tone that you don't look or feel like you have anything on! Go ahead and apply your foundation all over your face using either the cosmetic sponge next to you or your fingertips, being careful to blend along your jaw line. I'm going to come around and check your color while you apply it.**

**Aren't you glad that Mary Kay has a foundation to match your skin tone?**

**To set foundation, use a sponge & PRESS Dual-Coverage (on card ) or loose into foundation. Voila! Beautifully finished skin!**

**Ladies, take the back of your hands and feel your face. Remember how your face felt before. Can you see and feel a difference? Just think if you can see & feel a difference in just one time, how great your skin will look & feel when you use it daily! Right now nothing you have on your face is makeup. The best investment you can make in you is to treat yourself to a good skin care program. You can have the Basic Skin Care Set, for only 54 (velocity 36) and it's a good 4-5 month supply. Think about it, you can't even go to Wal-Mart and get a cleanser, a mask, a toner, a moisturizer and a foundation that matches, that will last you 4-5 months and is guaranteed to give you results for only \$54. Plus, when you share your Check-up facial with 3 friends who are not here tonight and hold it when you originally schedule it, you'll receive \_\_\_\_\_ FREE just for sharing me with 3!**

**OK, it's time for a break & for the NAME GAME! The one with the most names & #s on back of Profile wins a prize!!!**

**You have 30 seconds to write . . . ready, set, go . . .**

Now that we've completed your cake, and I have to say you are really looking good, are you ready for the icing? Turn to page 14 where we'll finish with a little bit of color.

I've put several cheek and lip samples in the center of the table for you to choose from. So go on and select one. Don't worry if it isn't the perfect color for you or not since these are just "test" colors for me to get a baseline to determine how you wear color. We will go into more detail at your check-up facial!

**(Pick up Custom Compact and Romance)**

Have you ever bought a compact with multiple colors and used up your favorite and had to buy another one? Well, our compacts are refillable so you can replace your favorite color!

Can you see the value of having a refillable compact?

- Color cosmetics are fun and exciting!
- Colors change seasonally
- Color is used to accentuate our best features!
- Color is an extension of our personality!
- Color is like accessorizing an outfit!
- Color and the right application techniques can add drama and remove years from our face!
- You may use the generic colors on your card so you won't have to leave feeling naked.
- Won't you be excited when we get back together for your check-up facial and you try one of our **PROFESSIONAL COLOR-COORDINATED LOOKS?** I'll even give you Personalized tips & techniques!
- Notice our new professional **MK SIGNATURE BRUSH SET** at the bottom of the page. Those are a big secret of beauty experts. Ask me how to get your \$45 set **FREE!!!**

Wow, look at ya'll! It's definitely compliment time!

- Fluff your hair, hold your mirror at arm's length (that's how others see you) and tell each other how you look!

(Remove trash but leave mirrors.)

**NOW, LET ME SHOW YOU HOW TO PAMPER YOURSELF WITH MARY KAY'S BEAUTY ESSENTIALS . . .**

**Hold up and romance the cooties out of the Roll-up Bag!!)**

. . . . I love this bag!!! We used the Ultimate TimeWise Set today, which includes sets #1, #2 & #3 shown at the top of Pg. 17. You'll also see the contents and prices of the individual sets in the Beauty Essentials Bag that I can customize for you. And don't forget, at your check-up you'll experience more of these #1 selling products!

**TODAY I HAVE A SHOW-STOPPER SPECIAL:**

Total value of the Head-to-toe Beauty Essentials Bag is 371.

Your price today is only 299! That is a total savings of \$72.00 plus the bag!

You can build your own bag by purchasing 4 sets (boxes) in the BB, and you'll get the \$40 bag **FREE!** That is a total savings of \$25.00 plus the bag!

- Surprise! Under your chair you'll find your very own Roll-up Bag that you can take home **TODAY!**
- Remember, I accept Check, Cash, Visa, M/C, Discover, Fold & Hold.
- Some of you may want to use the "Husband Unaware Plan": part cash, part check & part charge.
- I can also help you get more products **FREE** when you have your friends join you for your check-up facial!
- Oh, and one more thing . . . turn to pg. 18 and notice our Starter Kit at the bottom of the page.

- **Is anyone here as excited as I was to know that for only 100 plus tax, YOU, too, can own a home-based Mary Kay business with Tax deductions and everything? And, your training is local and FREE? What fun!**
- **OK, who wants to ask questions for tickets & freebies?**
- **While \_\_\_\_ is serving refreshments now, I need you to complete the Opinion Poll or back of your Profile so I'll have a record of your wants and needs to keep on file.**
- **Notice the Order Of Application on the back flap.**
- **We're ready for our individual consultations. \_\_\_\_, would you be first & bring your literature & bag?**

**CLOSING** (preferably in another room):

1. (Ask 3 "yes" questions)
  - **Did you have fun?**
  - **Doesn't your skin feel wonderful?**
  - **Isn't your foundation color great?**
2. **Are you as excited about how good you looked in that mirror as I believe you are? You know your situation a whole lot better than I do (shoulders up, palms open), it up to you, I'll work with you either way; (open hands) Would you rather splurge and pamper everything about you with the extra touch of class that comes with our Mary Kay Beauty Essentials Collection or (praying hands) would you feel better just starting with the MK Miracle Set?, whichever you would rather do will certainly be fine with me.** (look down and shut up until she speaks!) Overcome her buying objection & write up her order.)
3. **Did you need \_\_\_\_ to go with that? What about \_\_\_\_?** (Make suggestions based on #6 of Profile. Take order and payment.)
4. **Get datebook and open on lap. Were you as enthused about all that our hostesses can win for holding classes in the next 2 weeks as I thought you were? Some of the guests get so excited that they book 2 trying to win twice as much. You're the boss, Would you rather go all out, book two so you could win twice as much or is just one really more what you had in mind tonight? Either way will be fine with me (be quiet)**

**Which is better for you, daytime or evening? First of week or**

**last? Tuesday or Thursday? 7:00 or 7:30?** (Schedule her NOW!)

Offer two choices at a time.

**5. \_\_\_\_, may I give you some tips on having a great class/show?**

**I want you to get more out of it than you have to put into it.**

(Give her a Hostess Packet and go over it with her. If time is short, ask her if you can call tomorrow to go over the contents. Be sure to ask her what she wants to get FREE & WRITE IT DOWN!

Fill her order or set a delivery time.) **PRELIMINARY COACHING!**

**6. There's just one more thing I'd like to say because I believe it, I believe that you could be good in MK, I really do; with the proper training, don't you believe that you could do most of the things you just saw me do? It would only take about 20 minutes for me to show you how easy it is to get started & how simple it can be to help you earn \$1,000, \$1,200, or \$1,500 your 1<sup>st</sup> 30 days. (left hand heart, right hand touch her) Would that kind of extra cash on a monthly basis be helpful right now?**

**My schedule is kinda tight, could you stay for a few minutes after class or would tomorrow really be better for you? Whichever would be easiest for you will be fine with me.**

**7. Calculate and give hostess credit.**