

The background is a collage of abstract shapes and colors. It features large, soft-edged shapes in shades of peach, light green, and white. There are several dark blue dots scattered across the page, some in a vertical line on the left and others in a grid pattern on the right. A prominent watercolor splash in shades of brown and teal is positioned behind the title. A thin black line curves across the top left, and another curves across the bottom left.

Consultant Handbook

2023- 2024

This business is mathematical, not magical.

Let's say that together, "This business is mathematical, not magical." Have you ever met someone who just seemed to be good at everything? It's almost as if whatever she touches turns to gold. You think, "What does she have that I don't?" It doesn't seem fair, and it's as if she was born with a silver spoon in her mouth.

The good news is that Mary Kay is not like that.

Whether you're just starting out, or you've been at this for a while now, whether you're a senior consultant or a senior director, we all start with the very same starter kit. We are given the same opportunity. The same recruiting plan, the same products, and the same resources.

But it's what you do with it that counts.

Hundreds of consultants will read this handbook. They will be given the same tools and information. But some will actually take what they learn and do something with it, while others will sit idly by and watch those women rise to the top of our company.

The choice is yours. Which kind of consultant do you want to be?

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accountability

In Mary Kay, you are your own boss. Your director is not your manager, and ultimately your success is up to you. However, with that being said, she is your business coach and mentor. Your director has been where you have not. She can help you navigate next steps, avoid pit falls, and guide you through your Mary Kay journey.

Being accountable and reaching up to her is imperative on the good days and bad. If you are discouraged, reach up. If you just had an amazing party, reach up. If you want to quit, reach up. If you're confused and need training, reach up.

Do not reach across to other consultants. Do you remember playing the game telephone as a kid? The further a message made it through the group, the more muddled the message got and often times became something so totally different than the original. This same thing happens when you ask another consultant for business advice. There are also a lot of "resources" out there for Mary Kay consultants. Be cautious with what you read or watch, because again, things can get watered down over time. If it's not something your Sales Director is promoting, or something on InTouch, just steer clear. Sometimes the idea of the day can be more of a distraction rather than a help.

I suggest setting an alarm each morning to check in with your director and go over your Six Most Important Things List (you'll learn about this later or ask your Director if you'd like to implement this), and also in the evening before bed to let her know how your day went. This allows her to hear what you have going on, and to coach you on how to get the best results possible.

in person party cheat sheet

Use this tool until you feel comfortable doing in person parties... Remember, be yourself and have fun! **When preparing for your skin care classes**, make sure that you have your starter kit stocked with mascara wands, cleansing cloths, eye shadow applicators, catalogs, sales tickets, closing sheets, clear plastic trays, a roll of tickets for the Fabulous Friends Game, a few give away products, and plenty of copies of our Party Sheet which is located on Katy's website, www.katygoldstein.co/team-resources. If utilizing the studio, just bring yourself and pay for the space. Everything else is provided. You will want to prepare Travel Roll Up Bags before your party as well, and typically try to bring a bag for each guest - you will sell them if you have them on hand and available for each guest to take one home. It may be wise to bring extra shades of cream eye shadow and CC Cream, as well as various skincare sets, different types of mascara, etc.

What comes in the Travel Roll Up Bag?

TimeWise Miracle Set (Pocket 1)

Micellar Water, Eye Makeup Remover (Pocket 2)

Satin Lips Balm & Scrub, Charcoal Mask (Pocket 3)

Foundation Primer, Under Eye Corrector, CC Cream (color of customer's choice), Liquid Eye Shadow (customer's choice), Ultimate Mascara (Pocket 4)

Prepare to arrive at your party at least thirty minutes early to set up and coach your hostess. Set out a prepared tray, party sheet and dampened cleansing cloth at each seat (party supplies are found on InTouch), with a pen. **As you set up your trays**, follow these steps:

Bucket 1: TimeWise Cleanser (Normal/Dry)

Bucket 2: TimeWise Moisturizer (Normal/Dry)

Bucket 3: TimeWise Eye Cream

Bucket 4: TimeWise Day Defender (Normal/Dry)

Top Right Buckets: Satin Lips Scrub (Left) Satin Lips Balm (Right)

Large Oval Bucket: Charcoal Mask

Bucket 5: Foundation Primer

Bucket 6: Undereye Corrector

Bucket 7: CC Cream

Bucket 8: Liquid Eye Shadow

You will want to match foundation later and also wait to fill the Under Eye Corrector and Eye Shadow as it will dry if it sits out too long. Each tray should also get a mascara wand in the top bucket that says "Mary Kay". As guests arrive, have them get seated and work on filling out the "Share a Little About Yourself" part of the Party Sheet and let them know that you will work on the rest of the sheet later.

Skin Care Class: Have everyone introduce themselves paired with a fun fact, or how they know the hostess and one thing they love about her. This is a great time to make sure your hostess and her guests know about any hostess rewards she is eligible for and how they can help their friend or family member earn more free product. Now it's time to introduce yourself and tell your iStory (name/how long you've been in Mary Kay, day job/what you did before Mary Kay, why/how you joined, biggest accomplishment thus far, and your goals - where are you headed in this business?)

Eye Makeup Remover/Micellar Water - Have everyone try even if they do not have eye makeup on because we get dirt and bacteria in our lashes daily, and they could have left overs from the night before. Feel free to explain the product in more detail and also have them use micellar water as a pre-cleanse, and explain the benefits of the product.

(Remind them to use their sheet as a wishlist)

Begin Skin Care

- a. 4-1 Cleanser (Cleanses, tones, hydrates and exfoliates) Bucket Number 1. Apply in an upward motion and use your wet wash cloth to wipe it off when you are finished - can go right on top of your dry face without splashing water.
- b. QUIZ: What age do you think women start to see the effects of aging? 17
- c. Satin Lips Scrub. Rub on lips, sandy feeling - takes off dead skin so lipstick goes on better and lips appear to have more pigment.
- d. Satin Lips balm. Balm will last all day! Stay away from products that you have to apply more than once a day. Always use lip balm from a container that lets in the least amount of air and bacteria!
- e. Charcoal Mask. Apply with fingers or cosmetic sponge, focusing on T Zone... activated charcoal absorbs double its weight in impurities, and will pull black heads and oil from your pores. Helps to minimize acne and blemishes.

Let sit for 10-15 minutes while you continue to the next step. **Make sure everyone is ready to move on before you explain the Fabulous Friends Game (on party sheet).** At all of our skincare classes and appointments, we ask women to... (while holding the sheet to explain)

- Put down women you think would enjoy a free facial and makeover
- Don't prejudge, some women don't wear makeup because they're clueless
- Texting rule... we will not harass your friends
- What's in it for their friends: everyone receive a \$15 gift card. What's in it for them: You'll receive 1 tickets for every 4 names you put down, and 4 bonus tickets if you fill out the whole sheet
- Over 18 and somewhere in within driving distance of your location

Let them take as long as they want. After game is done, have them wipe off charcoal mask with their wet cloth and begin applying TimeWise Moisturizer. Move on to Eye Cream and remind them to use their ring finger (which is the weakest finger in the hand) to apply it. Then follow with the Day Defender Serum. They will not use the Night Recovery on their face but can demo it on the back of their hand. This is also where you could mention a booking_gift. Then you can move onto makeup...

Glamour

j. Foundation Primer. This helps fill in the pores without clogging them. It helps keep dirt and bacteria out which breaks us out and also helps keep chemicals out that will age you quicker. Over all it helps your foundation go on smoother and stay on longer! Helps with shine and blemish control as well.

k. Under Eye Corrector (pat underneath the eyes using ring finger) We use a salmon because its opposite of purple. FACT: Bruising!! Always use ring finger! If you are not, could potentially be bruising or damaging the skin around eyes and making them darker.

l. CC Cream. Match based on guests skin tone! This product will adjust and match the skin tone of the face perfectly. Only five shades that match up to 20 different skintones each! It's a tinted moisturizer, so it feels like a moisturizer but goes on like a foundation.

m. Liquid Eye Shadow. Smudge on their tray and they can apply with their ring finger. Works great as a base color or worn by itself, and sold in 4 different shades. Wait until everyone is paying attention to you before you move on...

Offer 2nd Appointment... Our initial party/facial is simple skincare and makeup, and each of you is entitled to a 2nd appointment, either Spa or Color. This appointment can be done alone at an event in the area or at a virtual event, or at your home/studio with a group of friends (or online with a group of friends). You will earn more free product just like (hostess) if you have friends join you. Let them know about the hostess rewards program, and make it all about the hostess receiving her maximum amount of free product.

Share the Mary Kay Opportunity! You want their full attention and let them know that even if they're not interested to continue listening as they may know someone who would be great at Mary Kay. If you have a group of 3+ always say, "Mary Kay said there is always a new beauty consultant at every party." Here's how you get started...

- \$35 eStart (website and ProPay, samples, catalog) This is where everyone starts! It gets you in the door...
- We have two option add ons that can be added on immediately or within your first two weeks...
- \$90 Starter Kit (comes with \$450 in full size product and supplies, website and ProPay) If you are a bargain shopper, this is a no brainer! Since we don't have quotas, worst case scenario, you get your starter kit and then decide Mary Kay is not for you - you're stuck with a cute bag and products you can use on your own face.
- \$45 Sample Pack
- Make sure to mention any deals the company or your director is offering on joining.

How we make money is simple...

- We buy everything half price, sell it full price.
- Show an example... Ex. Susie buys a charcoal mask from me, pays \$24, I order it for \$12, I keep \$12
- Reference a high party you had, and what your sales were vs. your take home profit.
- Since we don't have quotas, you can do as little or as much as you want, and some women simply join to get their own products 50% off and to sell to friends and family. Partner up with my Sales Director and create a plan that's perfect for you...
- You may only want to make \$100 a month, or maybe \$1000, or maybe \$10,000 - whatever your goal, we will create a plan that's perfect for you and that supports your dreams.

Have notate on their sheet if they'd like to do their second appointment with friends or alone (remind them of booking gift and hostess rewards for their host) and mark if they are even slightly interested in learning more about the Mary Kay opportunity. Let them know that you'd be happy to answer more questions after the party or send them information afterward.

Mascara. Do this for to prevent double dipping. Let them know not to pump their wand but instead to go in and twist because this lets the least amount of air and bacteria into the tube.

Travel Roll Up Bag

- Share that some women like to purchase all the products they tried at the skin care class, so we started packaging everything in a travel bag for them.
- List all the products that come inside because most women will only remember the last three things they tried.
- Open it and show the hook (please remove styrofoam piece ahead of time), how the pouches rip off.
- If they were to buy the products over time, they'd spend \$327 but when bought together, we drop to \$260 and then even offer payment plans (increments are up to you and the guest) or two pockets for 10% off
- Bag is also customizable, and payment plans are available

Pass out catalogs or beauty books, sales tickets, and personally close out each guest.

Personal Close. Ask each guest...

- Did you have fun? What was your favorite part about tonight? What did you pick for your second appointment?
- Ask for the sale - find out what her favorite products were, and ask her what she can't live without and what she wants to take home that night. If price seems to be an issue, offer a payment plan on products.
- Make sure you book her second appointment right then and there. Use the word "tentative" if she is struggling to nail down a date. Make sure you explain what will happen at her second appointment, depending on if it is alone (in person/virtual) or with a group (in person/virtual).

Depending on whether she jumps to talking about product or hearing about the business plan, you will either sell her product or recruit her at this point. If she marked a yes, always mention that and ask her what questions she has. If she has no more questions or hesitations, you need to ask her to order her bag that night on the spot. If she will not join on the spot, book a coffee date on the spot to answer more questions.

You may also want to save anyone who marked "Yes" on the back of their Party Sheet for last and go over any questions or hesitations they have about starting a Mary Kay business after you've closed all the sales.

You will close your hostess last to calculate any rewards and bonuses she is eligible for.

Remember that she is also the easiest person to recruit. Show her how much money you made, and that the reorders on those sales could be hers if she signs up.

Remember to be yourself and simply have fun! The product will sell itself and your job is to just present it and the opportunity like Mary Kay asked us to do. If you mess up, no one will know - you're the Mary Kay consultant! Fake it till you make it and make all your dreams come true with this business!

Notes:

virtual party cheat sheet

Use this cheat sheet during your virtual parties and facials until you feel confident and comfortable! Keep in mind, our Virtual Party/Facial outline is a little different than what we do in person to keep it under 35-40 minutes.

Booking: Refer to the Scripts section of this handbook to learn how to book virtual parties and then set up a private Facebook group for each party.

Set Up: After setting up the group, **make it cute!** Add a cover photo and make sure you schedule your posts. Invite your host to the group and encourage her to invite friends, as well as coach her to send a private message like this to them as she invites them:

Hi! Would you happen to be free on the [party date] at [party time]? I'm asking because I am actually co-hosting a virtual 'spa' night with my friend Katy that evening - felt like we could all use some pampering right about now, lol! And the best part is that it's absolutely free to attend - my treat! It's all on Facebook (so yes, you can watch from your phone) and she will even mail you some skincare samples to use during the live video. I just sent you an invite to join the group! Does that work with your schedule?

Make sure you add the attendees who join the group as friends on Facebook, and pre-profile (ask your Director how exactly to do this is if you haven't participated in a Virtual Party Bootcamp yet). This will help your guests remember when the live is happening and how to view it. Also, encourage your hostess to help you with this process. The more excited she is, the better! Another helpful tool is our Legacy Area FB Party HQ group on Facebook. Search for it and ask to "join" as it is where you'll find graphics, post examples, how to videos, and more! And make sure you print and utilize the Full Circle Coaching document to help you keep track of guests!

Prep: Make sure you have plenty of these samples and supplies on hand at all times. You'll find all of these samples and inserts on InTouch, with the exception of the mailers themselves:

- TimeWise Miracle Set Samples, Including Eye Cream (N/D & C/O)
- Charcoal Mask Samples
- Beauty Book/Set Sheet
- Hostess Rewards Sheet
- Mailer Inserts (just a little invitation graphic you can find on the Facebook group mentioned above)
- 6x9 Bubble Mailer or Flat Envelope

Additional samples can be kept on hand for follow up appointments and different variations of the skincare class. In other words, be creative and have fun! This is simply the way I do virtual parties, but you can put your own spin on things.

Pack each mailer with one of each of the products listed above. You'll want to make sure your mailers are sent out via snail mail at least 4-5 business days before.

Set Up: When preparing for your virtual skincare classes, decide first if you will be simply talking through the products or demonstrating them on your own face. I recommend demonstrating them on your face, and if so, remember to have a wet washcloth and a headband nearby. Make sure that you have a clean place to set up with good lighting (you may want to purchase a some simple enhancement lighting for your iPhone, like this <https://amzn.to/39UdiqX>) Try to pick a spot in your home without lots of clutter. You'll need the full size products of the samples listed on the previous page, as well as Eye Makeup Remover, and a Satin Lips Set. You will want to prepare a Travel Roll Up Bag before your party as well to showcase at the end of your class. Don't forget to have a Closing Sheet (graphic can be found on the Legacy Area Facebook Party HQ Group), and a physical catalog nearby as well.

What comes in the Travel Roll Up Bag?:

TimeWise Miracle Set (Pocket 1)

Micellar Water & Eye Makeup Remover (Pocket 2)

Satin Lips Balm & Scrub, Charcoal Mask (Pocket 3)

Foundation Primer, Undereye Corrector, CC Cream customer's choice), Liquid Eye Shadow (customer's choice), Ultimate Mascara (Pocket 4)

(Do a quick 10 minute Get Ready with Me video showcasing Pocket 4 the morning of your party, also share your story during this video!)

Skin Care Class: To begin the class, you will go to the Facebook group page you created for your hostess's party and 'Go Live' in the group page at the selected time the event is to start. You may want to encourage guest to comment by saying hello and introducing themselves, as well as one thing they love about their hostess. You can also offer giveaways for guests who engage or leave comments during the party if you'd like.

Begin the class by thanking everyone for attending, ask them to remain on the live for the entire event, and also let them know about any free goodies they can earn and how, etc. Then get started!

Eye Makeup Remover/Micellar (show on yourself) - Always use even if you don't have eye makeup on because we get dirt and bacteria in our lashes daily, and they could have left overs from the night before. Use an eye makeup remover verses a cleanser because skin is so delicate and ages first. Use Micellar Water as a pre-cleanse and explain. (I like to show both of these using Cotton Ball Rounds)

Begin Skin Care

- a. 4-1 Cleanser (1) Removes complexion-dulling impurities and (2) leaves skin feeling clean, (3) exfoliated and (4) looking brighter. Bucket Number 1. Apply in an upward motion and use your wet wash cloth to wipe it off when you are finished - can go right on top of your dry face without splashing water.
- b. QUIZ: What age do you think women start to see the effects of aging? 17
- c. Satin Lips Scrub (show on yourself) Rub on lips, sandy feeling - takes off dead skin so lipstick goes on better and lips appear to have more pigment.
- d. Satin Lips Balm (show on yourself) Balm will last all day! Stay away from products that you have to apply more than once a day. Always use lip balm from a container that lets in the least amount of air and bacteria!
- e. Charcoal Mask - Absorbs double its weight in impurities, helps with breakouts and large pores, etc.

While you wait... this is a great time to mention the Google Form Survey that they will fill out at the end of the party.

To create a survey, go to your Gmail account, click Google Drive, and then Forms. You'll find where you're able to create a "survey" for your guests to complete (feel free to copy mine on the HQ Group I've mentioned). I also offer each guest a 10% discount on full price items for simply completing the survey. With virtual facials and events, having a survey or form such as this is crucial as it acts as a profile card or party sheet for you.

During this time, remind the guests of the hostess rewards program and what today's hostess can earn if they purchase and book follow up appointments/parties, as well the eCatalog which can be posted for your guests in the Facebook group after the live.

Make sure you work on this verbiage and even "role play" with your Director if you'd like. Bookings are the lifeline of your business! And remember, they can also attend virtual or in-person events to experience and learn about more color or skincare products.

But please do not skip over the hostess rewards program! This is critical in your ability to get parties booked from your original party. And make it all about how your hostess will earn more hostess credit when they book second appointments with friends.

If you're doing a free product giveaway of some kind, let them know how to get entries during this time as well. The charcoal mask needs 5-10 minutes to dry, so you have time! When mask is dry, have them (you) wipe it off and move onto the next step!

f. TimeWise Antioxidant Moisturizer. Re-energizes skin's healthy glow as it boosts hydration for 12 hours. Absorbs quickly and leaves skin feeling soft, supple and looking more radiant. It helps reduce the look of fine lines and improves skin firmness. To be used twice a day.

g. TimeWise Day Defender. (Guests will not apply this, but can try product on back of their hand) Packed with SPF 30, and helps skin appear more vibrant throughout the day as it improves the look of uneven tone. The quick-absorbing formula reduces the look of fine lines and improves skin's overall appearance, leaving it noticeably revitalized. Suitable for all skin types.

h. TimeWise Nighttime Recovery. Provides an additional antioxidant boost from chamomile extract, an effective nighttime ingredient known to help bring a soothing calm to skin while you sleep. Special NutriBeads suspended in the formula feature resveratrol (pearl beads) and a blend of vitamin derivatives (pink beads). These cellulose beads burst when dispensed through the pump to release the ingredients fresh to your skin.

i. Explain how the entire skincare system works together at home.

Share the Mary Kay Opportunity! You want their full attention and let them know that even if they're not interested to continue listening as they may know someone who would be great at Mary Kay. If you have a group of 3+ always say, "Mary Kay said there is always a new beauty consultant at every party."

To get started...

- It's only \$35 (E-Start)
- Two optional add ons (Pro Start, \$90 and Sample Pack for \$45) - I spend lots of time showing the Pro Start bag and all the product that is included... they get over \$450 in full size products and biz supplies.
- Make sure to mention and promotions your director or the company is holding.

How we make money is simple...

- We buy everything half price, sell it full price.
- Show an example... Ex. Susie buys a charcoal mask from me, pays \$24, I order it for \$12, I keep \$12... Reference a high party you had, and what your sales were vs. your take home profit.
- Since we don't have quotas, you can do as little or as much as you want, and some women simply join to get their own products 50% off and to sell to friends and family.

Create a plan that's perfect for you...

- You may only want to make \$100 a month, or maybe \$1000, or maybe \$10,000 - whatever your goal, we will create a plan that's perfect for you and that supports your dreams. No quotas or requirements means she can do as little or as much as she wants.

After explaining the Business Opportunity, close with Eye Cream...

j. TimeWise Eye Cream. Can be purchased separately. Helps improve multiple signs of visible skin aging and fatigue, including fine lines, dullness, firmness and texture. Provides 12 hours of moisturization.

Pause to ask them if they had fun and how their skin feels!

Travel Roll Up Bag

- Share that some women like to purchase all the products they tried at the skin care class, so we started packaging everything in a travel bag for them.
- List all the products that come inside because most women will only remember the last three things they tried.
- Open it and show the hook (please remove styrofoam piece ahead of time), how the pouches rip off. You can also share how the pouches are dish washer safe.
- After all product is out of cardboard, it fits in the top two compartments.
- If they were to buy the products over time, they'd spend \$327 but when bought together, we drop to \$260 and then even offer payment plans (increments are up to you and the guest)
- Bag is also customizable

I also like to let them know that most of the products have a 3 year shelf life, so if they aren't super consistent with using the products they will not get moldy or go bad.

Make sure to stress the 100% satisfaction guarantee when purchasing, especially since they were not able to physically try each item being shown.

At this time, you will remind each guest about the Google Survey, any giveaways you've chosen to do, as well as hostess rewards for today's hostess and for them if they choose to book a virtual party of their own. Remind them of the 48 hour window to close the party (this is not a hard rule, it just gives them a sense of urgency). Thank them for tuning in and end the video!

In the Facebook group, make sure you do your "After Party Post" as mentioned in the Legacy Area FB Party HQ group (you can copy and paste it and adjust it with your links).

You can then individually follow up with each guest via text or messenger after they've submitted their survey. If you do not receive one, follow up with them individually regardless. You will want to personally close each guest, as follows...

Personal Close. A great entry text or message is, "Hey Kim, thank you so much for attending Susie's party tonight! I saw you filled out your survey, so you'll receive 10% off any full price products of your choice!"

And then... "Did you have fun? What was your favorite part about tonight?"

Ask for the sale - find out what her favorite products were, and ask her what she can't live without and what she wants to grab to help her hostess earn hostess rewards. If price seems to be an issue, offer a payment plan on products. Let her know that you can also wait until her pay day to process her order. Don't forget to set up her second appointment (whether she wants to do something individually or book her own party/Ladies Night).

Depending on whether she jumps to talking about product or hearing about the business plan, you will either sell her product or recruit her at this point.

If she marked higher than a 5 on her survey, always mention that and ask her what questions she has. If she has no more questions or hesitations, you need to ask her to go ahead and get started. If she will not join on the spot, book a time to answer more questions or invite her to a Mary Kay Q&A with your Director or an It Just Fits.

You will close your hostess last to calculate any rewards and bonuses she is eligible for. Remember that she is also the easiest person to recruit. Show her how much money you made, and that the reorders on those sales could be her's if she signs up.

Remember to reach up to your Director when you run into an issue, and have fun! You learn by doing and no one expects perfection. Consistency builds confidence!

posting parties

Nervous to be on camera? No big deal! Utilize [Posting Parties](#) as a way to grow your confidence. You'll want to make sure you're part of the [Mock Legacy Area Posting Party group on Facebook](#) (ask your director to be added if you aren't already or just search for the group and request to join). This group has numbered posts that you can copy and schedule inside Facebook groups for your Posting Parties. You can also look into resources like "Post My Party," which is a website that schedules posts specific for parties for you for a small monthly fee.

The most important thing to remember is to be creative and don't feel as though you have to stick exactly to the template. You are more than welcome to mix the posting party template with the virtual live party template and even do your own live video with the posting party posts.

You'll definitely want to utilize the [Full Circle Coaching](#) document located on Katy's website to make sure you've sent out samples to guests and follow up with them as the party gets closer.

Get your hostess on board with commenting and engaging the posts, as this will help tremendously with sales and future bookings! And check out the [Scripts](#) portion of this document to locate some verbiage for closing our guests after the party.

building momentum

The good news is that whether you're brand new, or been in Mary Kay for years, you can build momentum at anytime. Whether you have 10 parties booked or zero parties booked, you can change the trajectory of your business with something I call a "**Business Blitz**".

To turn your business around, or build momentum, it will take **focus**. Decide on how long of a blitz you're willing to do. This will be a period of time that you are completely focused on your Mary Kay business. Of course, you have other responsibilities (day job, children, household, etc.) but any time not devoted to necessities, must be devoted to your Mary Kay business. Maybe its a 72 hour time period, or a week, or maybe a month. Depending on your goal and how fast you'd like to move, the time may need to be longer.

For example, if it's August and your goal is to be a director by November 30th, but you're only a Red Jacket, you may need to start your blitz now. Tell your family and friends that you'll see them when you hit your goal.

You may think I'm joking, but I'm not. How bad do you want it?

The **first step** will be going back to the drawing board and making a giant list of women to book with. Regardless of whether they've already held a facial, or said no before, they're going on the list. Your goal will be to get 10 appointments or parties booked as soon as possible. Once they are booked, don't neglect the steps to make sure they hold. Do your follow ups, pre-profile your guests, remind your hostess, etc.

The **second step** will be to identify 10 women from your list that you'd love to have on your team. Your goal will be to book with them, and/or schedule a time to share more about the business plan with them.

You should consistently be holding 3-5 parties or appointments weekly, and intentionally sharing the business with at least 5-10 women weekly.

Mary Kay tends to be a numbers game. If you're ever frustrated, it more than likely means that you're simply not working the numbers. Ask yourself honestly if you've been holding enough parties or interview to support your goal. Remember, this business is not magical, it's mathematical.

working virtual

Having a strong online presence is important, and working virtually can bring in lots of results if done the right way. Here are a few tips:

Make sure you have good lighting and limited clutter. When you're doing tutorials or virtual parties, it's important to have a professional, clean space to hold them in. Limit the clutter behind you (laundry, trash, dishes, etc.) and also make sure you have good lighting. You may want to invest in a good ring light (link mentioned in Virtual Party Cheat Sheet section).

Utilize a Facebook group for your customers, friends, and family. Create a private Facebook group with a clever title to engage your customers and circle of friends, and family. Post sales, promotions, new product announcements, etc. Also keep in mind that people like to see things other than Mary Kay. Feature your family, house projects, recipes, home improvement projects, travel, etc. This builds engagement so when you do post about Mary Kay, they will pay attention.

Your Facebook profile is a first impression. Just like meeting someone for the first time or walking into an in person party, you want to make a good first impression. When working virtually, often times the first thing that others see is your Facebook profile. Have a professional and polished profile picture. Make sure to have 'Mary Kay Beauty Consultant' listed in your employment history. Refrain from posting controversial or political statuses. Women will choose to purchase/not purchase, or join/not join your team based on what you post. Keep it inspiring and energizing!

Utilize Instagram to it's fullest potential! Instaram is an amazing tool for posting photos, and it can even be linked to your Facebook profile. Play around with it, have fun, and use it to promote your Mary Kay business.

Be consistent about your posting. Don't go a day or two without posting something! Again, it doesn't and shouldn't be all Mary Kay related. Create a schedule for the month so you don't have to come up with something on the spot, and utilize the Digital Playbook on Mary Kay InTouch to find curated posts to use throughout the month.

time management

Time management is an important skill, and necessary in building a strong Mary Kay business. You will want to learn to **time block** your schedule.

Located on Mary Kay InTouch, under the Business Tools tab is a **Weekly Plan Sheet**, which you can either print out or use your own planner to do the same kind of practice. The first step is looking at your week and blocking out all the nonnegotiable things in your schedule (work, school, church, activities, meetings, etc.) **Pick a color for each obligation.** Next, you'll want to schedule in your weekly Mary Kay meeting. Treat this time as if it was your day job scheduling a mandatory meeting or training that you needed to attend. While these meetings are not required, they are certainly of the utmost importance to your success. After you've scheduled the weekly meeting, then decide when you will work your Mary Kay business.

If you already have parties, appointments, or interviews booked, schedule those in. Then you'll want to block out time to work on booking parties, follow up calls, etc. Each week should consist of at least two hours of booking, and an hour of follow ups, customer service, and coaching hostesses. **If you have no parties or appointments booked,** then I suggest scheduling a two hour time block at the beginning of the week, or we often as needed until you have a full schedule.

Treat Mary Kay like a job and it will pay you like a job, treat Mary Kay like a hobby and it will pay you like a hobby. You will not succeed until you work your plan, and plan your work. Hope is not a strategy, and you need a strategy and a plan each week to make big things happen in your business.

Don't forget to make your six most important things list each night before bed. This is a practice that Mary Kay taught in order to have a balanced life and increase productivity. Before bed, decide six things you can do the next day to move your business forward. Some examples may be, book one new party, follow up with guests from last night's party, sell \$100 in product, reach out to customers, hand out three business cards, etc. Whatever does not get completed goes on the list for the next day, and so on and so forth.

money management

Money management is also an extremely important foundation to a successful Mary Kay business. There are two wrong ways of managing your money in Mary Kay, and then there is a right way.

Let's say Susie the consultant just invested in \$1800 of inventory and put her order on a credit card. She then has a \$1000 party and is so excited about all her sales that she decides to take that \$1000 and make a giant credit card payment. Not a bad idea right? Wrong. Now Susie's investment is getting paid back but her inventory level is decreasing, which means she will need to place another giant order and more than likely end up putting it on a credit card. **This is the first wrong way women manage their money in Mary Kay.**

Another example is when Susie the consultant has a \$1000 party and then decides that she's out of so many things that she needs to place a giant order. Now Susie has a lot of product, but nothing to show for it. She paid the business, but never paid herself. This leads to a burnt out and frustrated consultant because she is working hard, but never has and money. **This is the second wrong way women manage their money in Mary Kay.**

The correct way to manage your money is something we refer to as the **60/40 split**. Mary Kay taught consultants to take 60% of their sales and reinvest into their business, replacing what they've sold and also restocking on section 2 products. Then you'll take 40% of your sales to pay yourself. This may look like taking that 40% and paying down your investment, or maybe taking 20% to pay yourself and 20% back to the investment.

There will be times in your business that you invest more than you make, for instance, when wrapping up a goal, a new product launch, or when building your inventory. But please try to stick to this formula as much as possible.

Feel free to use the Money Management sheet on my website, but also refer to your Weekly Accomplishment sheet where you'll see a weekly breakdown of your 60/40 split.

team building

In addition to your sales, team building is another great way to earn income as a Mary Kay Beauty Consultant. And to be frank, you cannot earn a car or become a Sales Director without team building. This skill is an important one to master.

When it comes to team building, it's important to not overcomplicate things. You are not asking someone to sign their life away to Mary Kay, vowing to do 10 parties a week for the rest of their lives. It's a simple decision, it's not blood and guts. Focus on sharing the basics:

\$35 eStart (\$90 add on or \$45 add on)

We make 50% of our sales and get 50% off product

No quotas or requirements, work as little or as much as you want

As you share the facts with friends, family, or customers, practice the skill of **pulling the trigger**, meaning not being afraid to ask them to sign up. Most women don't understand that it's as simple as filling out a form online, and paying the \$130/\$30. After you explain the basics, then ask what other questions they have. Answer their questions and overcome their objections (see the [Overcoming Objections](#) document on my website). If they don't have any other questions, ask something like this:

Is there any reason we can't go ahead and get you started today? On a scale from 1-10, 1 being you'd never do this, and 10 being you'd love to start now, where are you? What's keeping you from being at a 10?

Assume the sale when you talk to potential recruits. Say things like, "When you sign up," or, "Let's go ahead and get you signed up." When she's ready, simple pull out your computer or phone, go to InTouch, and click the Business tools tab. Scroll down to Online Agreements, then click Create New Agreement (if she's not with you in person, click Create New Email Invite) and have her fill out the forms to sign up. As mentioned earlier, team building means more money in your pocket. You can view all of your eligible bonuses and commissions on the Compensation Tab on Mary Kay InTouch.

earning a car & becoming a director

Let's talk about moving quickly. Yes, you can earn a car and become a director at a slow pace. I've seen many women do it that way! But what if I told you that statistically women become Sales Directors and earn free cars within 6 months of signing up to be a consultant?

That fact will either energize you, or terrify you, or maybe make you feel as though it's not possible because you've been a consultant for over a year and it still hasn't happened.

As I mentioned in the beginning of this handbook, **Mary Kay is mathematical, not magical**. Each of us, consultant, director, National Sales Director started with the same \$100 Starter Kit. No one was given an edge, or a golden ticket to the front of the line. Do you want to know how they did it? **Hard work and determination**.

It is as simple as making a decision, setting the goal, and giving yourself a deadline. You see, **goals are dreams with deadlines**. I don't want you to haphazardly work your business and simply hope it comes together. You need a clear plan and strategy to make this happen, and happen quickly.

If you want to know the numbers on what it takes to earn a car or become a Sales Director, you can view that information on InTouch or set up a meeting with your director. In this handbook, I want to show you how to move quickly and do both within a 90 day period. Whether you're brand new or have been in for years, this strategy will work.

Director and Car in 90 Days

Activity:

Devote 10-20 hours per week to your business

2-3 hours of booking, follow ups, coaching hostesses

Hold 2-3 skincare classes (3+ people) or at least see 9 faces

Hold 5-10 business opportunity interviews weekly

You don't have to do this forever, but how bad do you want it? Are you tired of living paycheck to paycheck or saying should have, could have, would have? Make the decision and commit to this activity. I promise that if you actually do this activity for 90 days, consistently, you will hit your goal.

New faces take you places. You will never, and can never advance in Mary Kay without parties and facials booked. You must learn the skill of booking from bookings, getting referrals, and learning how to get appointments over and over and over. Your goal should be to book 2 parties from every party by making sure your hostess knows she will max out her free product if two of her friends book parties, and letting her guests know that they'll be eligible for the same rewards. Offer booking gifts, and boost your hostess rewards. Do whatever it takes to consistently have parties. Ask your director for more coaching and guidance on this.

Interviewing and sharing the business opportunity with everyone you're in front of will be vital. Do not pre-judge anyone, and share how to start a Mary Kay business with everyone even if you don't think they're interested. Have a running list of potential recruits, family, friends, customers, etc. who you want to join your team.

Delegation is key. Have someone (child, husband, college student, nanny) help you with meals, shopping, homework, and laundry. If you don't have the money to pay them, pay them with free product! Anything that takes you more than an hour and is not directly related to your family, find a way to delegate it. This means routine office tasks too (organizing product, entering sales tickets, etc). Try to delegate that if possible.

Utilize the weekly plan sheet and put a calendar on the refrigerator so everyone is on the same page. Make sure to also make your six most important things list each night for the next day.

Reach up to your director daily by letting her know your wins and losses. She needs to know the good, the bad, and the ugly. She cannot coach or train you if you do not communicate.

scripts

Here are plenty of scripts and verbiage to get you started in your Mary Kay Business, and keep your momentum going with referrals and future bookings. Make sure to ask your Director about an app called Boards which is packed full of even more amazing scripts that are tailored for specific events, sales, and promotions.

NEW CONSULTANT SCRIPT (Virtual Launch - After FB Invite)

Hey there! Not sure if you saw the Facebook invite yet, but I just started a Mary Kay Business and I'm having a launch party on the ____ at 8 PM Central and I wanted to shoot you a quick invite! It's all virtual and on Facebook so you can watch from your phone, which is the best part! My Director is helping me so I really want to have a great turn out, and you being there would mean the world to me... Does that work for you? If so, I can help you find the invite to join the group!

NEW CONSULTANT SCRIPT (In Person Launch)

Hey!!! How are you?? I did something kind of crazy... text me back when you have a second!

WAIT FOR RESPONSE

Well, I'm so excited (and a little nervous)... but I started my own business with Mary Kay (I'm crazy, I know! Lol!) I'm having my first big launch party on _____ at (location) and I wanted to shoot you a quick invite! I want to have a great turn out, because my director will be there to help me! It will be a lot of fun, fast and free! There's no obligation to purchase products, I just really need the practice as part of my training is to have 30 women try the products before the end of _____. You being there would mean the world to me! Does that work for you??

NEW CONSULTANT SCRIPT (Non-Launch Party)

Hey Susie! I have to tell you something crazy... text me when you get a minute!

WAIT FOR RESPONSE

Okay, well... I became Mary Kay Consultant!! Lol! I am pretty excited though. I'm obviously really new and clueless, so I could use as much practice as possible. Part of my training is to giveaway 30 free practice facials in my first month so I can get some feedback on our products. Would you mind "lending me your face" and letting me practice on you? We can do it in person or virtually, whatever you prefer. Only takes about an hour and I'll even give you a \$15 gift card to spend on the products of your choice! I would seriously appreciate this so much!

CONFIRM DATE AND TIME

If virtual

Perfect! I'll put it in my calendar. Also, this has been soooooo easy and fun to do with a few girlfriends. Since it's all done online, we can make a Facebook group that you can invite friends and family into and I can even send them samples so they can join in via Zoom or Facebook live. I'll even give you more free product since you'd be helping me wrap up my 30 makeovers faster. Even if it's just one or two people, it would help me so much. Would that work?

If in person

Perfect! I'll put it in my calendar. Also, this has been soooooo easy and fun to do with a few girlfriends. You can totally invite some friends or family to join in. I'll bring them a goody bag full of samples and I'll even give you more free product since you'd be helping me wrap up my 30 makeovers faster. Even if it's just one or two people, it would help me so much. Would that work?

BOOKING VIRTUAL PRACTICE FACIALS (GENERIC SCRIPT)

If new

Hey girlfriend! How are you? Hopefully doing well! Question for you! I recently started a Mary Kay business (I know, I'm crazy, lol) and I'm looking for some friends to let me do a virtual facial with so I can get practice. Totally free and I'll mail you the samples to participate! What do you think?

If seasoned

Hey girlfriend! How are you? Hopefully doing well! Question for you! I'm looking for a few customers/friends to let me practice on them and do a virtual facial this month. (continued...)

I'm a little rusty and need some practice with people I know who won't make fun of me if and when I mess up, hah! Totally free and I'll mail you the samples to participate! What do you think?

WAIT FOR RESPONSE AND BOOK, ONCE BOOKED

Love! Putting it in my calendar. Also, this has been soooooo easy to do with friends if you want to invite some. Basically I'll make a FB group page, and you can invite whoever (all over the US even!!) and we can do it on Zoom so you all can see each other. I'll mail you and them the samples needed to participate. Want to try that??

VIRTUAL EVENT SCRIPT

Hey Susie! Random question for you. Are you free on the ___ at ___? ?

WAIT FOR RESPONSE

Awesome! So, I'm co-hosting a virtual _____ event with my Mary Kay Director that night on Facebook live and I wanted to invite you to join in! I can mail you all the samples needed to participate, and she will walk you through how to use them. She's also doing product giveaways that night, so you'll have a chance to win free product! There's no obligation to purchase obviously, it's just a fun way for you to try some products and hopefully have some at home self care, lol! I'll even throw in a \$15 giftcard to shop with me just for participating! Can I add you to the guest list??

WHEN YES

Great! Thank you so much! I'll send you an invite to a Facebook event called _____. As soon as you get it, just accept the invite. Oh, and it can totally just be you, but you're more than welcome to invite a few girlfriends to tune in. I can send them all the samples they'd need to participate, and I'll even give you some more free samples when I mail your pack out for introducing me to some new women!

IN PERSON EVENT SCRIPT

Hey Susie! Random question for you. Are you free on _____ at _____?

WAIT FOR RESPONSE

Awesome! So I'm actually co-hosting a _____ event with my Mary Kay Director at _____ that night at _____ PM and I have five seats to fill. I'd love for you to be one of my guests! It's totally free and I'll even give you a \$15 gift-card to spend on products. There's no obligation to purchase products, promise! I really just need to fill a few seats and plus, it would be great to spend some time with you! Can I add you to the guest list?

REFERRAL SCRIPTS

FIRST TEXT

Hi Cayla! This is Katy with Mary Kay! I don't think we've met, but Brittany was gifted with 20 pampering packages including a \$15 gift card & she wanted one of them to go to you! Should I text or call you with the details?

SECOND TEXT (If no response after the first one or if conversation lulls, wait one day)

Hi Ruz! It's Katy with Mary Kay. Just wanted to follow up and see if you were interested in the details of your pampering package from Sara Chavarria. It's totally fine if you aren't interested. I just always like to double check b/c I know how easy it is for texts to get buried haha! Hope your having a good week!

THIRD TEXT (If no response after the second one or if conversation lulls, wait one day)

Hey Lauren! Totally don't want to bother you, but just wanted to see if you wanted to take advantage of your Mary Kay Pampering Package from Susan! If not, no worries! Just let me know so I can select another winner. Have a wonderful week and thanks for getting back to me either way!

FOURTH TEXT (If no response after the third one or if conversation lulls, wait one day)

Hi Laren! This is Katy with Mary Kay trying one last time to reach you regarding your pampering package from Allison! If I don't hear back from you, I'll assume you're super busy right now and will follow up in a few months!

IF THEY WANT DETAILS

Ok!! Awesome! So your complimentary package includes a skin consultation paired with a fun charcoal mask and quick makeup look! Plus, you'll get your gift card AND a gift bag with extra free product! It can be done in person at your kitchen table or I can mail you everything to participate and we can do it virtually via Facebook or Zoom - totally you're call! Which would you prefer??

AFTER THEY RESPOND

Great! Do weekends, weekdays or weeknight work best for you?

CONFIRM DATE AND TIME

If virtual

Awesome! It's in my calendar. Oh! And I have found most people love doing this experience with a few girlfriends and you'll actually qualify for more free product if you have friends join you. We can make a Facebook event and you can add them, and as they RSVP, I'll just get their addresses and send them samples too. It's so much fun and totally free for them too. Is that something you think you could do?

If in person

Awesome! It's in my calendar. Oh! And I have found most people love doing this experience with a few girlfriends and you'll actually qualify for more free product if you have friends join you. It's so much fun and completely free for them. All your friends will get a gift from me as well! Is that something you think you could do?

GIFTING YOUR REFERRAL WITH \$15 GIFT CARD (SEND DAY BEFORE)

Sending this ahead of time ensures that your referral (whom you don't know) actually shows up in person or participates in their virtual appointment because they want the free product they pick out.

Hey Susie! It's Katy with Mary Kay! Just checking to see if we're still good for tomorrow at _ _ _ _ _ !

WHEN THEY REPLY YES

Yay! So I'm going to have you go on my website and pre-select your free gift of \$20! You'll essentially just go on and shop, and it's fine if you're under or over \$20, we can adjust it tomorrow! Shop till you drop! And I'll just take \$20 off your total! When you go to checkout, just select "contact consultant about payment" and that allows me to process it as a free gift for you, and I'll be able to bring that product with me tomorrow to give you!!! (your marykay.com url goes here)

SWELLING GUESTS (IN PERSON EVENT) - GUESTS OF GUESTS

Hey Susie! It's Katy with Mary Kay! I know you're attending our the makeover event tonight with _ _ _ _ _ , but I have a favor to ask!! We have a couple seats left to fill for tonight, do you have any family or friends you could bring with you? They will also get a goody bag AND you get a mascara for free for helping us fill those spots! Let me know either way!!

SEND TO HOSTESS DAY BEFORE PARTY (In Person)

Hey! Excited to pamper you and the girls! Your job as the 'hostess' is to keep everyone excited! And of course there is no obligation to them or you to purchase product, BUT remember you will get 10% of the total party sales in free product... so if they collectively spent \$100, you get \$10 in free stuff, etc. And if two of your girlfriends decide to book their own parties, then you can actually earn 20% of the total party sales in free product!

FOLLOW UPS (Virtual)

Virtual Event & Party Guests (a few days or a week before):

Hey Kim! Just wanted to check in and make sure that you're still good for the _ _ _ _ _ event on Friday night! Starts at _ _ _ _ _ and you can just watch on Facebook Live with you samples. It's going to be so much fun.

Virtual Event & Party Guests (day before):

Hello! Totally don't want to bug you. Just want to touch base and confirm that you're still good for tomorrow night!

Virtual Event & Party Guests (day of):

See you tonight! Let me know if you have any questions. Just grab your samples and try to be near a mirror!

Hostess (a week before):

Hey girl! I cannot wait for next Friday! It's going to be so much fun! Can you shoot a quick reminder text to everyone who marked going? I know it's easy to forget about these virtual events!

Hostess (a few days before):

Hi! Just touching base to make sure that Friday night is still good! I am so excited to pamper you guys!

Hostess (after party):

Thank you so much for hosting! Can you tag everyone in the post I just did about the survey with my website?

CLOSING SALES & BOOKINGS (Virtual Party or Facial)

After party ends:

Hey Kim! Thanks for attending (Susie's party/the event) tonight. I hope you had fun. I'll follow up with you in the morning to make sure you get your survey filled out and to answer any questions you have. Don't forget to fill out your survey so you get 10% off!

After survey is complete:

Hey Kim! I just got your survey! Thanks so much. So you're going to qualify for 10% off any full price products. What did you like the most?

Booking second appt. with friends:

I also saw you want to do your follow up appointment with friends! Let's go ahead and get that booked. It can be somewhat tentative, but I just like to get something scheduled sooner than later. Also, it helps Susie max out her free product percentage. What works best for you, weekends, weekdays or weeknights?

Booking second appt. without friends:

I also saw you want to try more _____ at your follow up appointment. I actually have a spa/color event on the _____ at _____ that I could plug you into. Does that work with your schedule? I'll just mail you the products needed to participate!

Turn second appointment into party if hostess needs parties booked for rewards:

Also, I know you were wanting to do your second appointment alone, but I have a favor to ask. Susie still needs one more friend to book a follow up appointment with friends so she can earn her maximum amount of free product! Would you be open to the idea of inviting a few people to join in? It's so easy and I'll do all the work. All you need to do is send out some Facebook invites. You'll earn more free product that way, and I'll even give you a free satin hands lotion for hosting!

CLOSING SALES & BOOKINGS (Posting Party)

If she already ordered

Hi Patty this is Judy! I hope you're doing well and are having a great weekend. I just saw your order on my website and wanted to shoot you a quick thank you. I'm excited to let Deb know how much hostess credit she has!! Also wanted to touch base to see if you had any questions about any of the post or the samples that you received! What was your favorite that you tried?

WAIT FOR RESPONSE

Yes! That's one of my favorites too! Oh, I wanted to ask. I was just going through all the responses from Deb's party and it looks like she just needs one more person to book a virtual party for her fo max our her hostess credit. Would you be willing to be that last person for her? As you can probably tell, it's fairly simple! No cleaning your house or baking cookies, it's just me posting in a Facebook group and your friends and family can comment and shop at their leisure... plus, you get free product!! Can I put you down for one?

Hasn't ordered yet

Hi Sheila! It's Judy with Mary Kay! Thanks so much for participating in Deb's virtual pampering party... it means a lot! I am working on closing everything up so I can let her know how much free product she earned. Was there anything you wanted to order? Also, what was your favorite sample of the ones I sent you?

WAIT FOR RESPONSE

Yes! That's one of my favorites too! Oh, I wanted to ask. I was just going through all the responses from Lisa's party and it looks like she just needs one more person to book a virtual party for her fo max our her hostess credit. Would you be willing to be that last person for her? 🙏
As you can probably tell, it's fairly simple! No cleaning your house or baking cookies, it's just me posting in a Facebook group and your friends and family can comment and shop at their leisure... plus, you get free product!! Can I put you down for one?

CLOSING SALES & BOOKINGS (Virtual Event)

Script for People w/ Solds:

Hi Kim! Thank you so much for coming to the party tonight. I hope you had fun. Don't forget to fill out the survey, btw! And I know you marked sold on _____, so feel free to go to my website and add those along with anything else you'd like to order to your cart and click pay securely to check out. Do you have any questions or need help deciding on any other products?

Script for People w/out Solds:

Hi Kim! Thank you so much for coming to the party tonight. I hope you had fun! Don't forget to fill out your survey, btw! What was your favorite part, and do you have any questions?

Script for People who didn't attend live:

Hi Kim! We missed you at the party tonight! I just wanted to let you know that you can watch the replay, and shop on my website until 9 PM tomorrow when we close out the party... do you have any questions?

SEND TO HOSTESS DAY BEFORE PARTY (Virtual)

Hey! Excited to pamper you and the girls! Your job as the 'hostess' is to keep everyone paying attention lol! Just comment on my live feed as I walk everyone through it and ask questions. I'll do a product giveaway for comments and questions asked!! And of course there is no obligation to them or you to purchase product, BUT you will get 10% of the total party sales in free product... so if they collectively spent \$100, you get \$10 in free stuff, etc. And if two of your girlfriends decide to book their own parties, then you'll actually get 20% of the total party sales in free product!

Also, I'll have that survey everyone will fill out at the end and whoever fills it out for me gets 10% off of any full price products! Just gives me a better idea of how I'm doing. I appreciate you so much!

HOSTESS SCRIPT TO SEND TO GUESTS TO INVITE (Virtual Event)

Hi Cindy! Are you free on ___ at ___? I am co-hosting a virtual spa night with my friend Katy that night and you are one of the first people I thought of to invite! It's totally free and she will just mail you free samples if you're able to attend. Can I add you to the guest list?

HOSTESS FOLLOW UP DAY BEFORE/DAY OF PARTY

Hey there! Just wanted to send you a quick reminder about my virtual pampering party tomorrow at ___ on Facebook live. You joined the event page right? That's where my friend Katy will do the live video and you can use your samples along with her!

HOSTESS SCRIPT FOR POSTING PARTIES

Hi Cindy! So I'm hosting a virtual pampering party next week and you were one of the first people I thought of to invite! It's just a week long event where my friend Katy will post about Mary Kay products and do some really great product giveaways. It's totally free and she will even mail you some free samples to try during the party! Can I add you to the group?

PRE-PROFILING GUESTS (VIRTUAL PARTY)

Hi Cindy! I am co-hosting Susan's virtual spa night next Saturday and wanted to get your address so I can mail you some free samples to use during the live presentation. Could you send that to me?

WAIT FOR RESPONSE

Perfect! Oh, and do you have more normal/dry skin or combination/oily?

WAIT FOR RESPONSE

Great! Thanks! How do you know Susan btw?

(Essentially you just want to make small talk, get to know her, see what her experience with MK has been in the past, etc.)

PRE-PROFILING GUESTS (IN-PERSON PARTY)

Hi girl! I saw you're attending Susie's (virtual) get together on Saturday. Super excited to meet you! Do you have normal/dry skin or more oily/combo? Also, please answer these questions so I can make sure I'm prepared for you: 1) Have you ever used Mary Kay before? 2) Is there anything going on with your skin currently that I can help you with?

notes

