

Places to Network

- *facebook
- *gyms
- *daycares/schools
- *stores/boutiques
- *restaurants
- *colleges
- *warm chat
- *offices
- *local women groups
- *craft/bridal shows
- *coffee shops
- *salons (nail/hair/tanning)
- *referrals

Ideas to network at these Places

- *breast cancer awareness (shower cards)
- *facial box (leave and check in weekly)
- *honoring working women/mom's (sample goody bags)
- *before/after portfolio OR makeover contest

Know your numbers/Track your numbers

Call about 5 gyms to get 2 to say yes!!

Call about 3 daycares for 1 to say yes!!

Scripts

Breast Cancer Awareness

(Gyms)

I work with a company that educates women on breast cancer awareness & wondering if I could come in and pass out waterproof shower cards to your female clients. We go to local gyms (or wherever) & wanted to offer it to (your business) as well. It will only take a couple of

hours & as a thank you we'd like to do a drawing for a free pampering set on your behalf just for letting us get the word out. We usually set up a small table in the locker room & have found saturday mornings & week day evenings are best. Which of those days would work best for you?

Bring with you:

Different pampering packages/baskets for drawing

Drawing slips.

Pens

Clip board to write on

Shower Cards

Demo Satin Hands

Scripts

Honoring Working Women (Daycare)

Hi, is the director available? My name is _____ and I'm Future Director with Mary Kay in the local area. I'm calling today because this week we are honoring working women/ moms and I'd like to ask permission to bring free goody bags for all of the working moms and for your staff in appreciation of all the hard work they do for our children. The goody bags are filled with pampering products for the moms and staff to try and sample products to take home with them.

All we'll need to do to get you set up is to pick a date that works well for you. I will stay to help pass them out. All I will need to know is a head count of all of the moms and staff you would like to open this up to, and I will bring enough goody bags for everyone to enjoy.

And as a thank you, I'll even donate a pampering package and allow

them to sign up for it if they're interested

So what date in the next two week should I bring the goody bags by?

Bring with you:

Different pampering packages/baskets for drawing

Drawing slips.

Pens

Clip board to write on

Goody Bags(sample hand cream (found in Section 2), candy, business card, any other samples you might want to include)

Hand out goody bags as moms are entering so they can have their attention focus on their children after they pick them up. As you hand her the goody bag tell her " this is a gift for you in honor of working moms." After she takes it say:" we are also having a drawing for a pampering package!"

Then hand her the drawing slip and pen

Scripts

Office of the Week

"Hi! One quick question--how many women work in your office? Five? Oh my gosh, that's perfect!! Guess what! You all have been selected as Office of the Week!

"I'm with Mary Kay and every week we choose a different office to drop off goody bags for all the women that are working! We thank them for their hard work and give them a chance to win a shopping spree. This week, you've been selected! Isn't that fun?"

"Will everyone be there tomorrow? What time will they all be around?"

Great! I want to make sure I have enough for everyone!"

"Again, my name is _____ and you can count on me to be there on _____! See you then and congratulations again!"

Offer everyone a chance to win a shopping spree, redeemable at an appointment with you. You want the opportunity to give them a facial. Use the \$25 or \$50 Shopping Spree registration. (Be sure to take the forms to Office Max or Kinko's to be put into a tear-off pad. It looks very professional this way and only costs about a dollar.)

Invite everyone to enter without using a yes/no question. (i.e. "Here's your entry form. Don't forget to enter. Jot down your name and number for a chance to win.")

You should be in and out of the office within 3 to 5 minutes. Pick up the registrations right then, if you can. Or make arrangements to come back in 30 minutes or later in the day to pick up your basket and entry forms.

Call one Grand Prize Winner and at least 4 runner-ups. You can have one winner from each office, or you can combine a couple of offices for one winner.

Goody Bags must look cute! But don't waste time. Cello bags or snack size zip loc bags. Hire someone to make them for you!

**hard candy adds some weight to the bag*

**some chocolate--every girl loves chocolate!*

**a sample (mascara sample or a hand cream sample)*

****your business card***

****tied with a cute pink bow***

Scripts

Before / After Portfolio

Before and After Portfolio

Hi _____, this is _____, I'm very excited about something do you have a minute? Great! I am building a professional portfolio of "Before & After" makeovers, and I would love to feature you in my portfolio. You have such (beautiful eyes, warm smile, beautiful hair & then compliment her). I would love to pamper you with a facial and a makeover and feature you in my book.

Does it sound like fun? Ok so I know you probably don't know your schedule off the top of you head, but typically what works best for you _____ or _____? Ok I'll call you tomorrow and we can confirm day/time?

Does that still work for you? Ok great! Thank you so much for being one of my 30 makeovers! I appreciate you so much!! I'm wondering do you maybe know a couple of ppl who may want to join us, and that might enjoy getting a make-over as well?

Scripts

Facial Boxes

Call each business and ask when the manager or owner will be in.
[DO NOT speak to anyone about this over the phone.]

GO TO THE BUSINESS during the time when the manager or owner is there. Dress professionally. **IN A SKIRTED SUIT** or highly professional skirted attire. Wear your MK Pin. **REMEMBER: YOU ARE REPRESENTING MARY KAY.** Leave your vase in the car. Have your business cards with you in a professional business card case. Ask the sales clerk to speak to the manager/owner.

When speaking to the manager, shake his/her hand **FIRMLY**, smile, and say, "Hi! My name is _____ and I work with a business that pampers women and offers them free makeovers. I love the clientele that you attract, and I would love the opportunity to pamper the women who shop here. I would love to rent a space on your counter to put a beautiful vase there where women could sign up for a free facial and makeover. In return, I'll offer as a grand prize for all the entrees a gift certificate to this store to bring them back in for more shopping here. Would that be okay with you?" [Give him/her your business card]

Get your vase/picture frame, set it on the counter, and tell the clerk what that's for. Also, tell them that you'll be in every 2 or 3 days to collect names.

Buy the gift certificate.

Give each female at the business a gift certificate for a free facial/makeover and \$15 to use at their appointment with you. Either book it on the spot, or tell her you'll call her tomorrow to schedule her appointment. [When you sell the staff on you and your services/products, they'll advertise your vase/drawing to their clientele! Get them on your side!]

Scripts

Facebook Booking

Hi Amanda! How are you? Okay, random question, but could I do a NEW YEAR makeover with you?

I'm putting together a winter look book of makeup looks in the next 30 days and thought I'd ask you if you'd be one of my faces? It's free and you'll look fab! Let me know if calling you is better and we can set it up.

Texting

What do I say to ask people that I know:

Text message: Hi Amanda! How are you?! You popped in my head for this...I have 30 pampering sessions to complete this month. Would you like one? You get a free facial plus microdermabrasion and a dash out the door makeover! Let me know, girl?!

Text message: Hi Amanda! How are you?! You popped in my head for this...Could you be a face model for me for a makeover contest?(Insert sincere compliment)! You get a free makeover plus a photo! Let me know, girl?!

(If Mary Kay currently isn't running a Makeover contest, hold your own. Take quick before and after photos with your phone and let her know that the best before and after makeover will get a prize from your office at the end of the month. You can also get the photos developed and build a Model Portfolio in a little flip photo book so you can show clients a variety of makeup looks that you have helped create. Women love to help with this.)

What do I say to guys:

Hi Tom! How's it going? It's been a while but I stumbled upon your

Facebook page. Okay, this might sound crazy but I have 30 free makeovers to give away to women this month. Do you know any deserving women that might enjoy a free makeover? It's part of a contest we are holding. Let me know and I'd be glad to reach out to them. Thanks Tom!

What to say to Referrals:

Text Message: Hi Amanda! You don't know me & this is completely random but I know your friend, Jessica Smith referred you for a free makeover. I'm giving away 100 for a Mary Kay contest. Jessica had a makeover w/ me yesterday & thought u might help me! Do you have any interest in a free makeover? I have a special gift for you and a gift card from Jessica just for helping me 😊

What to say to people on Facebook that have lots of friends:

Hi Amanda! Okay, so I could use some help and I feel like you are one of those people that just might know a few people... ;) Here's the scoop, could you forward this message below to your friends on Facebook or by email?! I'd appreciate you SOO Much if you could. And of course, let me know if I can help you in anyway!! Thanks girlfriend!!

"My friend , (your name) is a big time Mary Kay Consultant and is due to get her (big prize, car, Leadership position) in a few months from the company. As part of her qualification, she needs to give away 75 FREE makeovers this month and next and they are a ton of fun. If you are interested in helping her out and looking like a super model, learning some great makeup tips, and having a blast, text her at _____ or message her on Facebook. To find her on Facebook, search (your email address). xoxo!"