

BEFORE THE CLASS: (Smile & Relax! Have Fun!) #1

- Greet Hostess
 - Give Sincere Compliment
 - Set Up Table & Private Consult. Area
 - Do Color 101 Private Makeover Session
 - Teach Hostess How To Do Satin Hands
 - Ask **“Who’s Coming Tonight Who Might Be Good At Doing What I Do? How About You?”**
-
- Greet Guests
 - Satin Hands / Day Spa/ Foundation Shade/S. Lips

CLASS OPENING: #2

- **Welcome & Thank You:** #1 Brand, Hands? We’ll be doing this to your face!
- **Table Introductions:** Name, About You, Family, Occupation, Best Quality, What To Change About Your Skin? Applause For All!

PAGES 2 & 3: (Can Do Left Right Game or Optional Marketing)

- **I-Story:** I began in __, I started because __, I love it because __,
- **About Mary Kay:** Began 1963, 2 Principles (Golden Rule & go-Give Spirit). Give women the ability to NEVER reach a glass ceiling, and to stay at home and raise their own children earning up to 6 figure incomes, to be an executive Mom.
- **Looking For Women Like You:** Mary Kay teaches us that at every class there is a new beauty Consultant! Also looking for Talent Scouts! Write Referrals on Profile Card for shopping spree!

PAGES 4 & 5: #3

- **Try Before You Buy:** No Cosmetic Graveyard! 100% Satisfaction Guarantee! I don’t want you to use it if you don’t love it!!
- **30 MN Agenda:** Follow along in book, circle & mark up!
- **No Obligation:** Tempted? I take master, visa, cash, check & payment plans! I’ll work with you to get what you want! Not interested in a one time sale, but lifetime relationships!
- **Focus Today:** Great Skin! Love Color, but no make up or shadow will give you the healthy look you are after! 2 Weeks—PMS! 1) Be sure it’s working, 2) Intro you to Color 101!
- **Thank Hostess:** (Spotlight Hostess Color 101 Session! Romance! Give Hostess Gift & Thank her! Everyone gives round of applause!)
- **Hostess Program:** I treat Hostesses special! Perks, gifts, & benefits! Talk about Hostess Plan you are offering! **Dates fill up fast** (calendar around).

PAGES 6 & 7: #4

- **Tone & Texture:** Are you ready to begin? Look at Tone & Texture of skin! Pay Special Attention as we move through products!
- **5 Essential Steps In Mind:** Cleanse, Exfoliate, Tone, Moisturize, & Protect! Massage Up & Out! Don’t help Gravity!!
- **First—Oil Free Eye Make Up Remover:** Gently cleanses with our pulling or tugging—takes off even waterproof mascara! 2 phase formula! Soft & silky!
- **TW 3 in 1Cleanser:** Begin cleansing face. (READ 3 in 1 Cleanser Paragraph) (Go Through statistics)
- **Day & Night Solution:** (Miracle Set. Application Technique.) Apply AM to one side of face. Read Paragraph. Show Picture & stats. Apply PM to back side of hand.
- **TW Age Fighting Moist.:** Apply Moist to face. Read Paragraph.
PASS AROUND PRODUCTS SO THEY CAN SEE FEEL & TOUCH!

PAGES 10 & 11:

#5

- **Foundation:** Flawless finish, protects against environmental stress! Like the lightest fluffiest whip cream! Completes the Miracle Set! It's the fountain of youth for your face!
- **STORY:** It is said a woman at the age of 20 has the skin that she is born with, at the age of 40 the skin she is working with, and the age of 60 the skin she deserves!
- **Powder:** We have the #1 powder on the market today! Perfectly matched for all skin tones! Beautiful coverage because of it's milling!

PAGES 12 & 13

- **My Favorite Beauty Essentials:** Before we move into color, I want to share with you some of my favorite Beauty Essentials! Follow along and be prepared to write fast!

PAGES 16 & 17:

#7

- **Opportunity To Shop:** Most cost effective prestige line of cosmetics! Fast & Easy & provides the best possible benefits!
- **Delivery:** You can get it all today! If there is something I am missing I'll have it to you within the week!
- **Beauty Essentials:** Most popular set by far! <romance> Show each set & the prices. Do not split up TW or AM/PM products!
- **TABLE CLOSE:** Valued at \$406 for only \$299 today! That's a \$106 savings! It's like getting your Miracle Set entirely free! Closet.
- **Added Benefits:** Bag, 10% off for a year, 50% off parfums for a year, 4 mailings, test panel invitations. It's really less than a \$1 per day!
- **Referrals:** Before I meet with you one on one, I'd like you to fill out the back of your Profile card. #4-\$1 off for each name you refer to me! I'll offer her a facial and glamour makeover with a special gift in your name!

(CONT. 12 & 13)

#6

- **Oil Mattifier:** Controls oil for 8 hours! Write **SHINE FREE** across picture!
- **Lip Savers Set:** CPR for the lips! Lip Enhancer = **STAYS ON**, Satin Lips = **KISSABLE LIPS**.
- **Eye Deal Solutions:** TLC for the eyes! Eyes are the first place to get wrinkles! Eye Enhancer = **NO LINES—GREAT SHADOW**, Instant Action Eye Cream = **EYE DRINK**, Eye Mask = **NO BAGS!**

PAGE 14 & 15

- **Color:** Tonight, basic colors. Color 101 = Advanced Colors! PLUS eye shapes, facial structure, and skin coloring! Work with color cards while I work specifically with ___ our hostess tonight!
- **Compliment Time:** Take off head band, fluff up hair!

PRIVATE CONSULTATION:

#8

- **Did you have fun tonight?**
- **How does your skin feel?** Can you feel a difference?
- **If Money Were No Object...** Which set would you take home with you tonight? Is that comfortable for you? (offer payment plan is necessary).
- **Color 101 Makeover:** Lets go ahead and schedule a time for your Color 101 Makeover! I think I have the perfect look for you! (Referral names for guests.)
- **Offer Opportunity:** There's just one more thing, remember when I said that I select women from each appointment who I think have the qualities that Mary Kay is looking for? Tonight I've selected you! Have you ever thought of owning your own business? You are so ___ and ___. Would you be willing to give me your opinion of this tape? When would be a good time to pick it up?

Figure out Hostess Credit! Class in and out 1.5 hours Max!