

## Welcome & Introductions!

### **LADIES...are you READY to get this PARTY STARTED?**

**First I want to meet everyone.** Tell us your name, a little bit about yourself, & how you know the Hostess. \*Also, if you've ever tried Mary Kay in past, tells us your favorite product and why.

Ok great! Now tell me one thing you'd like to learn about tonight or an issue you've been having with your skin. Mark that on your Profile card for me under question 5 & 6 or if you can't find your concern, write it on the back of your card.

### **Okay...here's our AGENDA:**

- 1. You'll get to try the Ultimate in anti-aging Skin Care...the TimeWise Miracle Set.**  
(or the Ultimate skin care for keeping young skin clean, fresh and beautiful...**VELOCITY**)
- 2. A Quick touch of COLOR.** Tonight I will be helping the Hostess with her \*\*customized look. I'll show her how to apply it herself using our Professional Brushes. You'll be doing your own makeup tonight but don't worry, everyone here will get a **Check-Up appointment** with me and I'll show you what colors to wear and how to apply them. We can schedule that when we finish tonight (today).
- 3. Your Individual Consultation.** I will meet with you at the end to answer any questions you may have and to get your opinion of my presentation and the products you tried. I can also help you with your product selections and we can even schedule your **Check-Up appointment** where you will get a customized look like the Hostess.

\*Asking everyone to tell their favorite product will sell everyone at the table on these products. Also, it invites any product concerns right up front. If someone had a bad experience in the past, just appreciate them for being willing to come tonight to support the Hostess. If they're not sure about trying the products again, let them apply the products to the back of their hand if they would like. Most of the time, they're willing to give it a try. You do not want to get into defending the products saying "they've changed" or "I'm sure you won't have any problems this time."

\*\*You can go to [www.marykayintouch.com](http://www.marykayintouch.com) under Business Tools and Create a Look for her. I like to print it off and put it in a page protector for her. You may not have all the colors it calls for, so just select one of your color cards that's the most complementary. You can tell her this is a "trendy" look, and the Create a Look would be what she could look great in any-time!

### Now I'd like to present the Hostess with a THANK YOU GIFT:

- This gift is for having me over and sharing me with your friends, which is the greatest complement you could ever give me. It says you LIKE ME and TRUST ME,!

- Now I'd like to share with you what she gets for being a HOSTESS:

I want you all to relax and have fun because there is **no purchase required**. Just for sharing me with her friends, our Hostess could receive **\$75 in product for only \$35!** **That's \$40 in FREE product!** Or, she could earn up to **20% of her total sales in FREE PRODUCT, whichever ends up being more.**

- **Now, if you are tempted...and I know you will be...I have most of the products here with me** so you can take them home and start using them right away!
- Just so you know, I take **VISA, MASTERCARD, DISCOVER, CHECK, CASH and H.U.P.** (H.usband U.nawareness P.lan.)

- Now, let me tell you about the PERFECT HOSTESS GIFT:

- She can also earn one of these fabulous gifts: **Roll-up Bag, Brush Collection or Compact Pro** when she has **\$200 in sales, 2 bookings, and 2 people take home a \*\*cd or dvd.** (listen and return for a 50% off item)

- Which gift would you choose? Write that on the top of your profile card. I will help YOU earn that at **YOUR CHECK-UP APPOINTMENT.**

- And finally, she gets to compete in the HOSTESS CONTEST:

- **If she's the #1 Hostess in the area, she gets \$100 CASH!** Her name will also be in the drawing for additional cash for every \$100 in sales at her class and for orders throughout the quarter.

- **If she's one of my TOP 3 HOSTESSES,** I will come pick her up and we'll grab dinner before the event. Now, you guys can come too and maybe WIN the \$100 Door Prize but you'll have to just meet us there, or YOU could be my NEXT TOP HOSTESS!

- Speaking of CONTESTS "If it's FREE it's for ME!":

How many of you COULD GET EXCITED about taking home a **\*FREE** gift tonight? Every time you hear me say the word "FREE" if you're the first person to say, **"It's for ME!"** you get an extra ticket towards the door prize. So here's your first ticket just for coming and because you're cute and because I like ya but the rest you get to earn!!

#### **\*HOSTESS GIFT**

Another option is you can give her the **PCP Gift with Purchase** and let her guests know that they can earn one too with a purchase of \$40 or more at their CHECK-UP appointment.

#### **\*\*TAKING HOME A CD/DVD...SPECIAL UNIT PROMO:**

Our goal is to share the info with **60 women** this month. We're giving away **\$50 in FREE MK** to one lucky Customer when we hit our goal! Plus, you could help me earn a **Shopping Spree!**

(Must have 60 or more Questionnaires turned in as a Unit for giveaway.)

# I ♥ MY HOSTESSES!

## Hostess Contest Tracking Sheet for your *Flip Chart*

Created by Sr. Director Melissa Mays

*“When you help enough others to get what they want, you will inevitably get what you want!”-Mary Kay Ash*

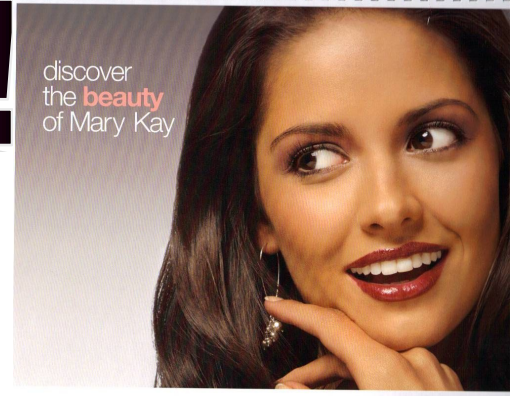
Repeat after me, *“My job is to help people get what they want.”*

Trust me, *women are competitive and they will work to be your #1 Hostess* if you talk about it at EVERY Class & Facial.

**Have this sitting on your desk** as you’re making phone calls during the quarter and of course at every class and facial. This will keep you focused on helping your Hostesses Win Big at our quarterly Hostess Contest. When your Hostesses play to WIN, you WIN!

### **DIRECTIONS:**

Write or type your Hostesses names on a separate piece of paper. I like to use card stock because it is more sturdy. Cut them out and place them on your tracking sheet in order of highest sales to lowest. I like to use double stick tape so I can move them up and down on the chart as they pass each other up in sales totals. Or, you can always just reprint it out each week as your Hostesses change and attach to your Flip Chart.



Covers front side of page 1

**TRAINING PAGE  
DOESN'T GO ON FLIP CHART!**

# I ♥ MY HOSTESSES!

1	13
2	14
3	15
4	16
5	17
6	18
7	19
8	20
9	21
10	22
11	23
12	24

## Perfect Party Gift:

- **\$200 SALES**
- **2 BOOKINGS**
- **2 CD/DVD'S**



**BRUSHES, BAG, or  
COMPACT PRO**

## HOSTESS CONTEST:

- **FREE GIFT**  
for my  
**#1 Hostess!**
- **\$100 CASH**  
for the area's #1 Hostess  
*Chance at CASH for every  
\$100 sales all quarter long!*

**Now let me tell you why you will LOVE MARY KAY and having ME as your PERSONAL BEAUTY CONSULTANT. Also, so I can be the best Consultant for you, I want to make sure you fill out your Profile Card fully.**

- **100% money back guarantee.** No more **MAKEUP GRAVEYARD!!!** Be sure you put your **phone number** on your **PROFILE CARD** so I can call and check to make sure you're happy with your products.
- **GIFTS WITH PURCHASE** all year long and **5% back** of what you spend for the year in \*FREE product at my annual Christmas party which is always held \_\_\_\_\_.
- **TOP 20 CUSTOMERS AT END OF THE YEAR GET A CHRISTMAS PRESENT, #1 CUSTOMER GETS A RING.**
- **SHOP 24/7 on my website. \*FREE SHIPPING & DELIVERY**
- My **GIFT GIFT-GIVING SERVICES!** Write down your **Spouse's name** and contact information. As we try the products today/tonight please **write down your favorite products on your WISH LIST** which is **#9** on the back of your **Profile Card** and I can put together a gift to surprise you with on special occasions like your Birthday. Men love this service because they hate to shop but they really want to get you something you want. If you're not married, write down a boyfriend's name, your mom, grandma, sister, anyone that could use some **gift-giving ideas**.
- A **CHECK-UP FROM THE NECK-UP,** couple times a year. You get to invite a few friends to see what's new, learn some new tricks, reorder products you're running low on, rematch foundations, and just have some **GIRLFRIEND FUN**. When we get together next time, write on your **PROFILE CARD** whether you want to focus on **SKIN CARE, COLOR, or SPA PRODUCTS**.
- Speaking of **GIRLFRIEND FUN**, you get a **VIP PASS** to our **FUN EVENTS** like **BUNCO, DINNER & A MAKEOVER, ADVANCED GLAMOUR, & PHOTO SHOTS**. Write down on your **PROFILE CARD** which events you would be most interested in coming to!
- A \*complementary magazine subscription of the Look which includes **\*FREE SAMPLES OF HOT NEW PRODUCTS**. So be sure to **fill out your address** so you'll get these **GOODIES IN THE MAIL!**
- You get me, your own **PERSONAL BEAUTY EXPERT** who will help you look your **BEST** for special occasions like **PROMS, WEDDINGS, HOT DATES, HIGHSCHOOL REUNIONS**, etc..
- **SUPPORTING GREAT CAUSES** like **eradicating cancers that affect women** and **stopping domestic violence**, and **supporting a small business in your community & your local economy**.

## Covers front side of page 2



**TRAINING PAGE  
DOESN'T GO ON FLIP CHART!**

### **DIRECTIONS:**

Write or type your **Top Preferred Customers** names on a separate piece of paper. I like to use card stock because it is more sturdy. Cut them out and place them on your tracking sheet in order of highest sales to lowest. I like to use double stick tape so I can move them up and down on the chart as they pass each other up in sales totals. You could also reprint it each week or just write them in pencil. Whatever you prefer.

Trust me, women are competitive and they will work to be your #1 Customer if you talk about it. Mary Kay always said, **“You bring about what you talk about.”**

Have this sitting on your desk as you're making Preferred Customer calls during the quarter and of course at every class and facial. This will keep you focused on helping your Top Preferred customers Win Big at our quarterly Hostess Contest and Customer Appreciation Night. When your Customers play to WIN, you WIN!

My Customers are always so excited about competing to win the Ring I give away to my #1 Customer at my Christmas Party each year. (usually a \$20 cz ring I picked up at a vendor or TJ Maxx which I carry to every appointment and let them try it on) I always hold my Christmas Party/Open House the first Saturday in December so I track their sales December 1 of the previous year to November 30th of the current year. I really start working this chart BIG with my TOP 20 starting in September. I look back at my Top 20 Customers in the past and they usually ended up either a customer for life or a great recruit!

# PREFERRED CUSTOMERS!

<b>1</b>	<b>11</b>
<b>2</b>	<b>12</b>
<b>3</b>	<b>13</b>
<b>4</b>	<b>14</b>
<b>5</b>	<b>15</b>
<b>6</b>	<b>16</b>
<b>7</b>	<b>17</b>
<b>8</b>	<b>18</b>
<b>9</b>	<b>19</b>
<b>10</b>	<b>20</b>

**#1**

**Customer** at the end of the year earns a

**RING!**

- **5% Back** on all purchases!
- **FREE gifts** w/ purchase of \$40!
- **FREE delivery & shipping!**
- **FREE samples** of NEW products!
- **EXCLUSIVE INVITATIONS** to FUN EVENTS!
- **Birthday Gift & 20% OFF** all month!

## **Now I'll tell you a little bit about myself and why I LOVE what I do:**

I've been building my business for \_\_\_\_ and before Mary Kay I was \_\_\_\_\_. I decided to become a Consultant because \_\_\_\_\_. What I love most about my business is the.

**M-oney:** More money, buying my products at cost . Instant income! Paying off DEBT!

(tell them something about the money you've made, what you've bought with the money or a bill you paid for)

Ladies, if you had extra money, what would you do with it? Write that on the back of you Ponder Pink Sheet.

**R-ecognition & Prizes:** Diamond rings and other fabulous prizes like handbags, trips, appliances, AND Big Screen TV's for **\*FREE\***

(tell them about a prize you've earned or are working for)

**S-elf-confidence:** When I first started I was really nervous about doing classes. Now I LOVE it and it has given me so much more confidence!

**C-ars:** Earn a car in as little as 15 hours a week, tags, tax and most of your insurance paid.

If I came into your checkbook and erased your car payment, would you have more money at the end of the month. (share your personal car story...if you don't have one, tell them about your Directors or another Consultant in your Unit.)

**A-dvancement:** Build a business at your own pace, choose to promote yourself when I make the decision. (tell them about your current career goal and how they can help)

How many of you at your job you have to wait until someone dies, quits, or retires to get a promotion?

**B-e your own boss:** Working from home, living my priorities, taking time off without having to get permission.

Have you ever noticed when you work for someone else, you give them your BEST and your family what you have left over?

You know, Mary Kay says that at every class there's a future Beauty Consultant waiting to be discovered. I wonder who it could be? Watch me tonight and if you'd like more information at the end, I'll send you home with an info packet which could help the Hostess earn an additional gift for **\*FREE\***.

### **NOTE TO CONSULTANTS:**

**You can either use this page to tell your I-STORY Or if you have your DREM BOOK completed, you can use that instead.**

- And speaking of recognition and prizes, here is the prize I'm working on right now and by you being here tonight, you are helping me to earn it!!!
- All I have to do is \_\_\_\_\_ faces by \_\_\_\_\_ and I'll earn this \_\_\_\_\_.

***I AM SO EXCITED!!!***

Okay, are you ready to be PAMPERED????

Let's get started! Go ahead and pull your hair back with your (head band/clips).

OPTIONAL:

Now, on the next page there's a **picture of me naked, ....from the neck up!** It's me before Mary Kay.









Everyone tells me I look YOUNGER/BETTER NOW than when I first started with MARY KAY!

NOW LET'S TALK ABOUT THE 5 SECRETS TO GREAT SKIN:

- How did you like the TimeWise MicroDermabrasion that you tried on your hand? Look at the difference it made on your one hand. Imagine the results you'll see when you use it on your face!
- The **GOOD** news is your skin is **constantly regenerating itself, and our products just speed up that process.** When you're young your skin regenerates in about 24 to 48 hrs. **BAD** news is Mature skin can take up to 120 days!
- NOTE: **Micro-D** is not your skin care. It's just the most popular non-surgical cosmetic treatments on the market today. It helps your skin care work FASTER!

- The **Time Wise Set**, which is the most important part of the **Miracle Set**, takes care of the **five essential steps to ageless skin**:
  1. **Cleansing** to remove makeup and impurities.
  2. **Exfoliating** to remove dead surface cells that dull the skin.
  3. **Freshening** to tone the skin and refine pores.
  4. **Moisturizing** to keep skin hydrated, soft, smooth, and more firm and lifted.
  5. **Protection** from the sun and environmental damage.
- Now, look at your skin in the mirror. We have a saying in Mary kay...**how old you are is your business, but how old you look is our business.** What we'll be doing over the next 30 minutes will only take you about **3 minutes in the morning and 3 minutes at night and you're worth it!**

## Time Wise 3 in 1 Cleanser

- Before we get started, let's remove your eye makeup with our Oil Free Eye Makeup Remover. It removes waterproof mascara easily. It's safe for contact lens wearers. Leaves no greasy residue. It even gets rid of eyelash mites and that's why I call it "The Critter Getter!"
- First, let's try your 3 in 1 Cleanser. Always apply your Cleanser in an upward and outward motion. Remember this...."up is young, down is old!"  
(\*PREPARE THE WASHCLOTHS)
- Your Cleanser takes care of the first 3 steps to healthy skin. **It cleanses, exfoliates and tones.** As you massage the cleanser into your skin, the micro-beads go to work! You're treating your skin to a facial just by washing your face every day!
- 
- We also have it in a Cleansing Bar! (Best for oily skin.)
- Now, just remove it with your damp cloth.
- I'd also like to mention we have a great Skin Care Program for teens called **Velocity**. It's great for young and sometimes problematic skin.

\*Washcloths can be pre-moistened and micro-waved in a baking dish at the beginning of the class. The Hostess could bring them out and "serve" them to her guests. Or you could put them in a gallon size plastic bag, fill it with HOT water, squeeze out the excess and give them to your guests.

## Day & Night Solution

- Before we move on to your Moisturizer, I have a special treat for you! These two bottles are your “Fountain of Youth”.
- The **Day & Night Solution** can be added to your Time Wise Set to make it a Miracle Set! It delivers **seven additional benefits** for your skin.

### Day Solution:

- Protects & shields the skin from UVA/UVB rays with SPF 25.
- It has calming peptides that relax expression lines.
- Contains antioxidants that neutralize free radicals.
- It also contains light diffusers that soften the appearance of fine lines & wrinkles. (let them try this on their face)

### Night Solution:

- Repairs your skin while you sleep by counteracting daytime damage with botanicals and peptides.
- Restores elasticity and firmness, and helps fine lines and wrinkles fade away.
- The little microcapsules (or Nutribeads) burst to deliver a fresh supply of antioxidants and vitamins which are essential for the renewal process! (let them try this on their hand or décolleté)

## TimeWise Age-Fighting Moisturizer

- Now, go ahead and apply your Moisturizer in an upward & outward motion.
- Did you know that a lack of firmness is caused in part by loss of moisture? What's the difference between a Grape & Raisin?
- Your Moisturizer, which is oil-free, gives you **10-12 hours of moisturization** and contains a **special humectant blend** which draws moisture from the air, plus **powerful antioxidants**. It creates a protective barrier, which keeps the good things in and the bad things out! **YOU WILL LOVE IT!** We also have it with SPF 15.
- Don't worry, the Combo/Oily formula actually helps to prevent shine for those of you with oily skin!
- Also, if you have **COMBINATION skin**, I will work with you to find the right "COMBINATION" of products that will help you achieve the skin you want!
- At this point, I'm going to also let you try the [TimeWise Firming Eye Cream](#). It helps with dark circles, firming, and minimizing fine lines & wrinkles around your eyes. Use your ring finger to gently apply. This is like an instant eye lift!

## Foundation

- Did you know that Foundation is actually a part of your skin care? You either wear protection or pollution. We also have a **Tinted Moisturizer** with SPF 20 if you like a sheer coverage.
- How many of you ever have trouble finding the perfect Foundation shade? This is another benefit of having your own Beauty Consultant. At your quarterly **“Check-Up” appointment**, we’ll re-match your shade.
- I call our Foundation the **“Airbrush in a Bottle”**. It provides build-able coverage, it’s transfer-resistant and it feels so light and natural on your skin!

## CHOOSING YOUR FOUNDATION BASED ON YOUR SKIN TYPE:

- **NORMAL: NEW Mineral Powder Foundation** which is INCREDIBLE!
- **DRY: TIMEWISE Luminous Wear Foundation** visibly reduces the appearance of fine lines, wrinkles and skin imperfections. It’s a moisturizing formula enriched with skin-loving jojoba delivers lasting comfort and hydration.
- **COMBO/OILY: TIMEWISE Matte Wear Foundation** visibly reduces the appearance of pores. Special microspheres work all day to absorb oil and control shine without a heavy makeup look or feel. Provides immediate mattifying benefits.

### APPLICATION TIP:

I like to use a our Mineral or Liquid Foundation Brush for a flawless finish which I’m using on our Hostess tonight. This is the only time you should go downward on your face. This helps to lay the little hairs down for a smooth look. Using your fingers is fine but you’ll definitely want to try it at your **CHECK-UP APPT.**

### **BRUSH CARE:**

Note to Consultants:

Wash the brush between each use to be sanitary.

For now alcohol in a mister bottle works fine but will eventually dry your brush out. A better option is using a

Professional Brush Cleaner from

[www.cinemasecrets.com](http://www.cinemasecrets.com)  
Spray it on a facial cloth or paper towel and wipe the brush across it.

It only takes a couple seconds to dry.

- If you need extra help with hiding flaws, you'll want to try our "**Magic Wand**", the **Facial Highlighting Pen** at your **CHECK-UP APPOINTMENT**. It MAGICALLY lifts the shadowy areas of your face.

## **MIRACLE SET REVIEW:**

### **How does your face feel?**

- I call your Miracle Set "**SPANX for Your Face**" because it instantly makes everything look smooth, lifted and perfect!
- It feels this great after using these products only once! Imagine how great your skin will look & feel using it every day!
-

**Now, are you ready for a TOUCH OF COLOR?**

- At your **Check-Up appointment** I'll **Create a Look** for you like I did for the Hostess.
- I'll be helping \_\_\_\_\_ with her Look while you guys have a "**Face Race**". The first person finished will earn extra tickets towards the door prize!
- Just follow the instructions on your card. I like the Classic application. Here's a tip for the lipstick...peel it off your card and remove the plastic. Now, blot your lips on it.
- **Get ready, set, GO!**

**Now it's complement time. Let's tell each other what we like best about their look.**

“What did YOU like best about YOUR look?”

- **Now, I'm going to show you some of the most popular Product Sets and how you can earn some Fabulous \*FREE gifts and great BONUSSES!**  
(Pass out the \*Beauty Book Insert..."My Waffle House Beauty Menu")
- **Let's start with the Ultimate Miracle Set.** This has everything you need— TimeWise 3 in 1 Cleanser, Age Fighting Moisturizer, + your foundation, Day & Night Solution, Micro-Dermabrasion, and Firming Eye Cream! Here it is as shown, for \$195. **But looking younger than everyone at your High School Reunion....PRICELESS!!!** You also get a **BONUS—any 3 products for 50% OFF!** You can use them today, or you can bank them for when you run out of your products. That's what most people do!
- **Next, we have the Miracle Set.** This includes your TimeWise Basic Skin Care + Foundation, & Day & Night Solutions for \$109. **BONUS—any 2 products for 50% OFF!**
- **And we have the TimeWise Basic.** This set delivers the five basic essentials of good skin care for \$59. **BONUS—any 1 product for 50% OFF!**
- **And now, my most popular set, the "BUILD-A-BAG".** You can customize your own Collection! Just like Build-A-Bear, YOU can Build-A-Bag! With any purchase of **\$250 or more**, you get your **TRAVEL ROLL-UP BAG for FREE.** That would be like your Ultimate Miracle + one more set.
- **Also, when you Build-A-Bag and book tonight, you get a very special BONUS—your COMPACT PRO or BRUSH SET for \*FREE!**

IF THEY WANT MORE\*\*\***SUPER-SIZE your BUILD-A-BAG, any purchase of \$299 or more get a FREE Compact or Fragrance of your choice!** (at your "high-budget" parties, this will be a popular option!)

**BEAUTY BOOK INSERT**

I laminated mine shut so they see only the 3 collections on the front with the Roll-Up Bag. Then they can flip it over to see the other sets. I did this because it's less confusing since one side is Spanish, it keeps them focused on the BASICS, and it saves you money! Laminated some the opposite way if you have Spanish

- I've enjoyed being here today. **Raise your hand if you had fun!** Great! Now, it's your turn to go to work. Your job is to decide what you would use and benefit from and it's my job to find a way for you to have it.
- Now, **I'd like to ask you some quick questions as a group to save time.** Write these answers on the back of your Customer Profile Card.
- **On the front of your Profile Card:** Please check off the additional things you'd like to learn more about at your **Check-Up appointment.** Techniques for eyes, cheeks, and lips, etc.
- **If you'd like to take home a cd/dvd to help the Hostess earn her Perfect Hostess Gift, check on the box beside Earning Extra Money. To say thanks, I'll give you any one item of your choice for 50% OFF when I pick up your cd at your Check-Up appointment.**
- **If you'd like to share your appointment with 2 or more friends and count as one of the Hostesses 2 bookings, check off Earning Hostess Rewards.**
- **Question #8:** Be sure you fill out your personal information like hair color, eye color, because this is how I will do your **CREATE A LOOK.**
- **Question #9:** This is your **WISH LIST.** Which gift in the middle of the table did you like best?
- **Question #10:** Write down what you liked best about the products you tried. Now, just a reminder, I take **Visa, Mastercard, Discover, Checks, and Cash.**
- **Question #11:** In addition to what you liked best, I want you to tell me, if I were going to let you take any one of the 4 sets home for FREE, which would you choose?  
**\_\_The Build-A-Bag \_\_The Ultimate Miracle Set \_\_The Miracle Set \_\_The TimeWise Basic Set**  
**Write your favorite collection on the line. If you chose the Build-A-Bag, write down the 4 sets you would put in your Bag on the back of your Profile Card at the bottom.**
- **Question #12:** Okay, everybody grab your cell phone. This is the last opportunity to earn some more tickets. As I told you before, I don't advertise. The biggest complement you can pay me is to introduce me to your friends. That tells me you liked me and had fun tonight. **Who comes to mind, had they been here, they would have had fun and enjoyed what we did today? Write their names on your card. You will get a ticket for every name you write on your card. The person with the most names will get a \*FREE\* GIFT!** (example: hand cream sampler wrapped in cello with ribbon)

Now, whoever needs to leave first come with me. The rest of you will get treated to Satin Hands and refreshments that (Hostess) is going to serve. Thank you all again. I've really enjoyed myself! I hope you have too.

Lay your **Dream Book** (or MK Photo Album) in the middle of the table for them to browse thru.