

# THE FABULOUSLY BRAVE

## 13 STEP PARTY

### WHAT TO PACK FOR YOUR PARTY:

#### "I DESERVE IT ALL" ROLL UP BAG

**Pocket 1:** TimeWise 3-1 Cleanser (N/D OR C/O), Day Solution, Night Solution, TimeWise Age-Fighting Moisturizer (N/D OR C/O), Liquid Foundation Brush

**Pocket 2:** TimeWise Microdermabrasion Set, Oil-Free Eye Makeup Remover, Indulge Soothing Eye Gel, TimeWise Firming Eye Cream

**Pocket 3:** Empty Compact Mini filled with Eye Applicators & Cheek Brush, Powder Brush, Translucent Powder, Black Ultimate Mascara (Color customized at Follow Up appointment).

**Pocket 4:** Satin Hands Pampering Set & Satin Lips Set

#### ROLL UP BAGS:

- **ONE "I Deserve it All" Roll Up Bag for EACH guest (take ALL product out of boxes and bags). Color code EACH bag with a cute PINK ribbon for N/D & PURPLE ribbon for C/O. Pre-profile guests to know which bag is best for them.**
- **Facial Demo Roll Up Bag OR Color Demo Roll Up Bag (depending on which type of appointment it is)**

#### FACIAL DEMO ROLL UP BAG

**Pocket 1:** TimeWise 3-1 Cleanser (N/D & C/O), Day Solution, Night Solution, TimeWise Age-Fighting Moisturizer (N/D & C/O), TimeWise Microdermabrasion Set

**Pocket 2:** TimeWise Repair Set OR Clear Proof Set OR Botanical Set

**Pocket 3:** Oil-Free Eye Makeup Remover, Indulge Soothing Eye Gel, TimeWise Firming Eye Cream, Foundation Primer & CC Cream Foundations (ALL 4 shades), Liquid Foundation Brushes

**Pocket 4:** Satin Hands Pampering Set & Satin Lips Set

#### COLOR DEMO ROLL UP BAG

**Pocket 1:** Oil-Free Eye Makeup Remover, TimeWise 3-1 Cleanser (N/D), TimeWise Age-Fighting Moisturizer (C/O), Foundation Primer, CC Creams (one of each), Liquid Foundation Brushes

**Pocket 2:** Concealers (one of each), Highlighters (one of each), Translucent Powder, Powder Brushes & Eye Primer

**Pocket 3:** Cream Eye Colors (one of each), Cream Cheek Colors (one of each), Glosses, Black Ultimate Mascara

**Pocket 4:** Satin Hands Pampering Set & Lip Mask

\*Pack Hostess Look in Starter Kit.

#### ALSO PACK:

**STARTER KIT:** Demo Roll Up Bag (depending on appointment), Clean "I Deserve It All" Closing Bag, ONE Demo Brush Set (for hostess), one CLEAN Mirror per guest (packed in zipper pouch) with Tray Facial/Glamour Card, 1 Plastic Tray Insert, 1 Facial Cloth, Wash Cloth, 2 Cotton Balls or Rounds & a WORKING pen.

**FABULOUSLY BRAVE BINDER:** Zipper pouch (filled with Customer Profile Cards, Look Books, Sales Tickets, Hotline Cards & Hostess Bucks), THIS "13 STEP PARTY" Guide in a clear protective sleeve, Candy Marketing Info Sheet in a clear protective sleeve, Candy Marketing Quiz Pocket, Laminated Mary Kay Menus Pocket, Hostess Packet Pocket & Agreements

**CANDY MARKETING BAG** (filled with ALL Candies as described on info sheet), **3 PRIZES & HOSTESS GIFT**

## SETTING UP FOR YOUR FACIAL\*

**\*Don't squirt until your guests arrive! Follow the "cheat sheet" insert for filling each tray. Place wash cloth, disposable facial cloth, cotton round to left of tray. Place "Customer Profile," "Candy Bar Marketing Survey" (faced down) and pen to right of tray. Nametags are also helpful. DO NOT PUT OUT "SHOPPING SHEET/MENU" OR "LOOK BOOKS!"**



### 1. WELCOME GUESTS

Do Satin Hands on the GUESTS and MATCH CC Cream Foundations on HOSTESS & GUESTS. \*If Color Appointment, have the Hostess Color Look and samples (eye liner, mascara, lip liner and lip gloss) at the Hostess Seat in a goodie bag. **Place ONE "I Deserve It All" Roll Up Bag behind each mirror.**

### FACIAL OPENING

**Make it FUN!!! They will do business with you because they like you, not necessarily because of the products!**

**Apply Hand Softener: super hydrator for dry skin**

**Apply Hand Smoothie: cleanses and exfoliates**

**Rinse and dry with paper towel**

**Apply Hand Cream: hydrates through 10 hours of hand washing**

**Once back at table...**

**Don't your hands feel soft? Well, your face is about to feel even softer! My name is \_\_\_\_\_, and I am a \_\_\_\_\_ (your MK title). Thank you for sharing your time with me today.**

**2. THANK EVERYONE:** Have guests fill out the front of the Customer Profile Card as they arrive.

Thank HOSTESS for hostessing party and opening up her home (present her with small gift).

Thank GUESTS for coming. Say, "This is the first of 2 APPOINTMENTS:

If FACIAL, say "At this appointment, you are being treated to a pampering facial. At your FOLLOW-UP APPOINTMENT, you will receive a personalized color makeover."

If COLOR, say, "Our HOSTESS \_\_\_\_\_ will be receiving her personalized color makeover TODAY and you will receive your personalized color makeover at your next appointment. Tonight, GUESTS, you get to "play" with makeup." Say, "Just so you know, our HOSTESS can earn up to \$200 in FREE Mary Kay today/tonight just for partying with me! That's right, YOU can earn up to \$200 in FREE Mary Kay when you book a party from this party! Who likes FREE stuff (raise your hand)? I'll give you more details at the end of the party during your individual consultation.

**3. HAVE EVERYONE INTRODUCE THEMSELVES:** Before I tell you about me, I want to get to know you.

What's your name?

How do you know the HOSTESS?

What is your favorite cereal?

**4. TELL YOUR "I" STORY** (write notes below)

TRANSITION: Say, "Mary Kay always said that there is **AT LEAST ONE person at EACH party** who would make a GREAT Mary Kay Consultant! So, throughout the party, if you feel like you can squirt a few tubes and ask people how their skin feels, I would love to give you more information at the end of our party!"

"I'm looking for THREE types of women today:

**We need customers!** My goal is to earn this Star Consultant prize (show pic). When you fall in love with the product today, and notice I said "when," you can become one of my customers! I give great customer service! In fact, everything you try today I have in stock. And, for your shopping convenience, I accept MasterCard, Visa, Discover or American Express. I also accept cash, check, any combination of the above and creative financing (only if you have a STAR inventory). And, if you are married, I operate on the Husband Unawareness Program (which is a little over here, a little over there, and then you smuggle it in in pieces)!

**At least TWO people who will book a party.** We need faces! My goal is to put our product on 30 faces EVERY month! Raise your hand if you know 5 people with skin (raise your hand). Great! You can ask them to join you at your follow-up appointment OR you can refer them to me a little later on in our appointment! When you have at least 2 people join you for your follow-up appointment, you'll qualify for hostess benefits! Who likes FREE??

**Women who are looking for extra money, something fun OR to change their lives!!** My goal is to add \_\_\_\_\_ NEW BRAVE women to my team this month! In fact, Mary Kay is actively putting on more Consultants right now. We can't say that we are "hiring" in Mary Kay, because you actually make the choice to start your own Mary Kay business! And now is the perfect time! We rank #1 in the Nation in sales AND customer loyalty! And, we are recession proof! In fact, there are three things that are recession proof: alcohol, tobacco and cosmetics! So, not only are we selling the #1 product, but we are also selling something that is recession proof and consumable! When was the last time you heard a woman say "I'm only moisturizing half my face?" or "I'm only wearing mascara on weekends?"

**5. CANDY BREAK:** Now it's my time to tell you why Mary Kay is so sweet! (read the **CANDY BREAK INFO SHEET** aloud, pulling out **AND** holding up one of **EACH** piece of candy as you describe it ).

**6. HAVE ALL CLEAN THEIR FACES:**

**TIMEWISE FACIAL ORDER OF APPLICATION**

1. Oil-Free Eye Makeup Remover
2. Cleanser
3. Microdermabrasion Steps 1 & 2 (on the back of one hand only)
4. Day or Night Solution on the face (depending on what time of day it is). Demo the other on one elbow only.
5. Moisturizer
6. Indulge Soothing Eye Gel
7. Firming Eye Cream
8. Foundation Primer (optional)
9. Foundation or CC Cream

**TIMEWISE REPAIR ORDER OF APPLICATION**

1. Oil-Free Eye Makeup Remover
2. Cleanser
3. Microdermabrasion Steps 1 & 2 (on the back of one hand only)
4. Moisturizer
5. Day or Night Cream on the face (depending on what time of day it is). Demo the other on one elbow only.
6. Eye Renewal Cream
7. Foundation Primer
8. Foundation

**COLOR ORDER OF APPLICATION**

1. Oil-Free Eye Makeup Remover
2. Cleanser
3. Moisturizer
4. Foundation Primer
5. Foundation

**CLEAR PROOF ORDER OF APPLICATION**

1. Oil-Free Eye Makeup Remover
2. Cleanser
3. Microdermabrasion Steps 1 & 2 (on the back of one hand only)
4. Toner
5. Moisturizer
6. Acne Treatment Gel
7. Indulge Soothing Eye Gel
8. Firming Eye Cream
9. Foundation Primer
10. Foundation

**BOTANICALS ORDER OF APPLICATION**

1. Oil-Free Eye Makeup Remover
2. Cleanser
3. Microdermabrasion Steps 1 & 2 (on the back of one hand only)
4. Mask
5. Toner
6. Indulge Soothing Eye Gel
7. Moisturizer
8. Firming Eye Cream
9. Foundation Primer
10. Foundation

I'm going to take you through my daily routine of looking fabulous. It begins with healthy skin. There are 5 steps scientifically proven for healthy skin:

**Cleansing:** removes dirt and oil

**Masking:** cleans out your pores (your pores are v-shaped)

**Toning:** closes your pores back up

**Moisturizing:** hydrates your skin

**Protecting:** foundation (you either wear pollution or you wear foundation)

**Mary Kay Oil-Free Eye Makeup Remover:** First, you're going to remove your eye makeup with the #1 eye makeup remover in America...our Oil Free Eye Makeup Remover. It's safe for contacts, ophthalmologist tested, conditions your lashes and even removes the eye lash mites that are crawling around on our eye lashes having a party.

**TimeWise 3-in-1 Cleanser:** Next, we'll cleanse our skin with the #1 "Face Wash" in America! In recent years, Mary Kay streamlined our 5 step skincare routine into 2 easy steps. Our TimeWise 3-in-1 Cleanser combines the first three steps for healthy skin (cleansing, masking and toning) and puts them into one tube. And, it's anti-aging! Go ahead and apply the pink polka-dotted cleanser to your face using your fingers in an upward and outward motion (wet facial cloths). Be sure to wash your face every morning and night. Research shows that if you don't, your face will age 13 days! And, be sure to get your neck, because it ages three times faster than your face. It shows it like lines on a tree trunk. This Cleanser comes 4 ways: Normal to Dry, Combo to Oily (lathers up), a bar of soap and disposable facial cloths.

**Satin Lips:** Now, let's treat your lips with Satin Lips. Did you know that our lips are the only part of our body that do NOT exfoliate on their own? They need a little help. First, we'll apply our Lip Mask. You'll find your lip mask in the top right hand corner of your try. We'll leave the mask on for about a minute, long enough for it to work its magic. OK, let's wipe off the dry skin and mask using your wet facial cloth. Now, we'll apply our vitamin-enriched Lip Balm that will hydrate for up to 10 hours without having to reapply. Don't your lips feel amazing?

**Microdermabrasion Step 1: Refine:** Next, we're going to deep clean your skin with our Microdermabrasion Set. Microderm removes 16 layers of dead skin cells all at once. It instantly reduces fine lines and wrinkles, break outs, scarring from past break outs or surgeries, stretch marks and lightens dark areas. Did you know that dead skin holds stains? Yes it does. So it will lighten and brighten your skin because you are removing all those dead layers of skin! I like to call it the "magic eraser!" It's a two-step process and so for Step 1, Go ahead and wet your face, and apply our Microdermabrasion Step 1: Refine onto your face (okay to be on top of cleanser if no water available). You'll scrub this in a circular motion for 1-2 minutes, concentrating it in those "problem" areas. Keep in mind, you can only do this once or twice a week as this is a super-exfoliate!

You'll remove everything with this warm, wet facial cloth, including the lip mask!

**Microdermabrasion Step 2:** Replenish: How does your face feel? We're going to follow Step 1 with Step 2. Apply this serum over the areas where you scrubbed. This serum is actually a pore-minimizer that can be used twice daily to reduce the appearance of large pores. When you use it after the Microderm Step 1, your skin is re-growing, and you are replenishing your new "baby" skin with fresh vitamins and tea leaf extracts. This serum also takes the pink out of the skin after exfoliating. You'll want to use Step 1 of the Microderm 2x/week, but the pore minimizer is safe for daily applications!

**Day and Night Solution:** Now I want to introduce you to our Mary Kay "pro-renewal set" our Day & Night Solutions. One you use in the Day, it's called our Day Solution—it has an SPF 35, so it protects against both the UVA & UVB rays: the ones that age you and burn you. It's a light weight and oil free daily use sunscreen. The second bottle we use at night, it's called our Night Solution. It renews your skin at night while you are asleep! Do you see these little beads? These beads encapsulate fresh vitamins A, B & C—the most important being Vitamin C because, scientifically proven, it is the only vitamin that helps skin reproduce collagen. Collagen is what keeps your skin from drooping and sagging. So these beads are formulated to renew and repair daily environmental damage to your skin. The night solution helps your skin cells turn over so your cleanser is more effective and the new skin comes to the surface faster. Doesn't everyone want new and younger skin? Because of the time of the day, we are going to use the \_\_\_\_\_ Solution on your face and the \_\_\_\_\_ Solution on the neck.

**TimeWise Age-Fighting Moisturizer:** The fourth step for healthy skin is Moisturizer. Our moisturizer is oil-free, light-weight and non-comedogenic, so it won't clog your pores. It comes in three formulas: Normal to Dry, Combination to Oily and with Sunscreen SPF 25. By the way, if you are oily, the last thing you want to do is avoid moisturizer. When you do, your skin must compensate for the lack of hydration and it does so by producing more oil. So, you actually become more oily.

How does everything feel? Great. What you just experienced is our Anti-aging Miracle Set, the #1 skincare set in the U.S. It starts with our 3-in-1 Cleanser, includes our Day or Night Solution and your moisturizer. This skin care regime has been scientifically proven to reduce fine lines and wrinkles by about 1/2 and makes your skin softer and firmer! We all want firm, soft, younger looking skin, right?

**Indulge Soothing Eye Gel:** Let's talk about taking special care of the eye area.... Our first product is perfect for women who have allergies or who "don't sleep." It's called our Indulge Soothing Eye Gel. It's a blue gel that acts as a "cool drink of water for your eyes." This cucumber gel de-puffs eye lids within 10 minutes; it wakes up tired eyes (great out of the fridge with your coffee in the am) AND soothes itchy, watery allergy eyes. You'll want to use your ring finger to pat this product all the way around the eye, avoiding application too close to the eye itself.

**TimeWise Firming Eye Cream:** Next, we'll apply our Firming Eye Cream, which instantly reduces dark under eye circles and crow's feet. I like to call it "Botox" for your eyes without the needles and toxins. And, it's safe for sensitive eyes. You'll also want to pat this product all around the eye using your ring finger, which has the lightest touch to avoid pulling wrinkles.

## **OPTIONAL:**

Foundation Primer: Love love love this. Our foundation primer is spackle for your face or the glue for your foundation. Adding our foundation primer under your foundation will get your makeup looking fabulous for up to 10 hours. ( we do not use Foundation Primer with CC Creams, but we do with all the other types).

**CC Cream Foundation:** The final step for healthy skin is our protection step or Foundation. You wear foundation, not to look like a different person from the face up, but to protect your skin from the environment. You actually get less acne when you wear foundation, because it seals the skin. We pride ourselves in finding the perfect match for you. At your Color Makeover, we'll find the perfect foundation match and formula for you!

**LIP TAC TOE GAME:** Let me ask you a question? Who likes gifts? (raise your hand fast) ME TOO! The highest compliment you can pay me is to refer me to your friends. I make it a goal to share these products with 30 women each month! So, who do you know with skin? Well, if you flip over the sheet of paper you will find a LIP TAC TOE GAME! For every girlfriend you put down that holds an appointment with me you will receive a FREE glamour item!. So let's have a race—and you can use your phone to cheat! Ready, set, GO!! The first to finish gets a gift! (give them 2-3 minutes to finish!) (small wrapped purse sized hand cream or several lipstick/gloss samples wrapped pretty is the gift I give)!

**Use this time to clean up your table so you can complete your table close. Trays, washcloths, cottonballs, candy trash.**

## **8. HOSTESS COLOR MAKEOVER (COLOR ONLY)**

Guide HOSTESS through her makeover (5 minutes). While HOSTESS is applying COLOR using the DEMO BRUSH SET, explain a quick DASH OUT THE DOOR LOOK for the guests using two CREAM EYE COLORS of their choice, one CREAM CHEEK COLOR of their choice, mascara & gloss. (or use color card on Section 2)

## **9. COMPLIMENT TIME**

Go around the table and ask EVERYONE: What do you love most about your skin? HOSTESS: What do you love most about your look (COLOR ONLY)? GUESTS: What do you love most about our HOSTESS'S look (COLOR ONLY)?

## **10. CANDY BREAK GAME**

Hold up EACH candy and ask the guests to recall it's meaning. Give the candy to the guest who answers correctly.

## **11. CANDY BREAK QUIZ**

Pass out ONE to each GUEST and ask them to fill it out. Draw ONE Quiz for ONE MORE PRIZE.

## **12. PASS OUT MARY KAY MENUS**

Say, "Now we come to one of my FAVORITE times of my parties, which is when I get to tell you how you can take this FABULOUS product home with you! I want everyone to reach behind their mirror for YOUR personal "I DESERVE IT ALL" BAG (I've been working from mine during this party). Go ahead and open it up! In YOUR bag, you have in POCKET #1 YOUR Miracle Set complete with Foundation Primer and CC Cream; in POCKET #2 YOUR Microdermabrasion Set, YOUR Eye Makeup Remover, YOUR Soothing Eye Gel AND YOUR Firming Eye Cream; in POCKET #3 YOUR Personalized Color Look (which we will fill up at YOUR Color Makeover Party); AND in POCKET #4 YOUR Satin Hands Set AND YOUR Satin Lips. NOW, if you were to walk into the Department store and ask THEM to bag up their "I Deserve it All Collection" they would charge you over \$700 DOLLARS (say dollars), but with Mary Kay, your "I Deserve it All" Collection retails for just under \$500 (do not say dollars), but we offer a class special for you to take home for just \$299 (do not say dollars)!

Now, if you DON'T feel like you deserve it all, you could start with our customizable PRINCESS BAG. . This bag is completely CUSTOMIZABLE. Tonight, with your 150 purchase (do not say dollars) you'll receive the bag for FREE!

LASTLY, we have the MIRACLE SET. This includes the top pocket of your bag. The Miracle set is your cleanser, your moisturizer, your day and night solution and your choice of foundation. This set retails for \$130 DOLLARS, but tonight it's ONLY 105.

Let me share one final thing... the best deal in the room is the I Deserve it All Forever Collection. For \$100 you can choose to be your own boss, have a flexible schedule, fun girlfriends, financial security and be a part of our record breaking year! I'd be glad to chat with you more about this when we meet tonight, send you home with more information, or meet for coffee.

Who needs to leave first? (Pick the most excited or person that needs to leave first). Move to a separate area where you can talk uninterrupted about her needs.

## **13. CLOSING INDIVIDUAL CONSULTATION \*MOST IMPORTANT\***

Ask, "Did you have a great time (nod while asking)? Doesn't your skin feel great? Great! What would you love to take home with you tonight?"

**FIRST SELL:** "YOUR "I DESERVE IT ALL" BAG for 299, the customizable PRINCESS BAG for 150 OR is the Miracle Set more what you had in mind?" (Look down at Sales Ticket and wait for her response. If she wants individual items, pull them out of her BAG and bag it up. Otherwise, let her take HER BAG with her). OK, what else?"



**SECOND BOOK:** Book the GUEST for her COLOR MAKEOVER/PARTY with her friends (perhaps those listed on Profile Card). Say, “When would you like to get together for your COLOR MAKEOVER...do you prefer a weeknight or weekend? \*Always give 2 options and select a date/time). Have HOSTESS fill out her name and number in the time slot. Then give HOSTESS the HOSTES PACKET and briefly explain content.

**THIRD RECRUIT:** Say, “I see that you put a \_\_\_\_\_ on your form...(see below).

- **If a 10,** say “YAY! I’m so excited for you to join me!!!” Pull up the Agreement on your phone, tablet or computer for HER to fill out (DO NOT fill it out for her because it is a legal and binding contract) and ask her what she is most excited about.
- **If a 6-9,** say “What was it about our party that caused you to think about Mary Kay for yourself?” (Find out her WHY).
- **If a 1-4, BUT** you were impressed with her, say “With proper training, could you ever see yourself doing what I do?”

“What questions or concerns would you have about getting started TODAY?” (This is where you will get objections. An objection is simply a question in disguise.) See OVERCOMING OBJECTIONS on the NEXT page.

If she is a 1-9 and is considering joining BUT wants more questions/concerns answered, invite her to listen

# OVERCOMING OBJECTIONS

## **1. I am just too busy!**

Question: If I can teach you how to make an extra \$200 per week working only 3 hours a week, could you find 3 hours? OR ask her about her current schedule for a week and suggest some times maybe she could “plug” Mary Kay in to some slots (“sprinkling” Mary Kay in to her life).

## **2. I'm just not the sales type!**

Question: Great! Would you believe that 90% of Mary Kay women aren't the sales type? We look for women who can simply teach other women how to feel better about themselves through skin care and makeup...or even by sharing this incredible opportunity and impacting their lives! Would you agree that every woman buys skin care and makeup from somewhere? Why not buy the #1 best selling product from you? I believe that in today's world, we don't get service like we should, and because you will provide a great service to your customers, they will have more of a reason to buy from you! \*If you are concerned about being “pushy,” would you agree that women wouldn't want to come back to us for more if we had that approach? I love providing great service to women!

## **3. I really need to talk to my family or husband!**

Question: Great! What do you think your husband will say? Great...why don't we go ahead and fill out and save the online agreement. IF for some reason he has any questions, I will be more than happy to answer them. If he still says “no,” then we can delete your agreement and you can remain a great customer.

## **4. I don't know that many people!**

Question: Do you know 1 person who could be a “practice” face for you? If I can teach you how to turn 1 person into ALL the other people you will ever need to know...would you be willing to learn?

## **5. I don't have the money!**

Question: Do you have access to a credit card? OR if I can show you how to earn \$100 in 2 weeks, could you find someone who can help you get started? Do you know 2 people who love and believe in you \$50 worth or 4 people who believe in you \$25 worth?

## **6. Just not now...not a good time!**

Question: If you were to start a Mary Kay business, what would be your reason? (find out their why and overcome the objection). If I promise to hold your hand and teach you how to do this, what would keep you from getting started today? \*Offer a signing bonus!

The key is once you have overcome the objection...don't stop there!

Ask: “Is there any reason why we couldn't get you started today?”