

Lisa's Leading Ladies Mary Kay Pinkalicious Party

Step by Step Flip Chart

Created and produced by J.S. Heartwood, Inc.

Pinkaliciousness

The idea behind our "Pinkalicious Party" is to promote the sale of our awesome Mary Kay products while meeting new people in order to build our customer base and team.

*Guests are invited and told that they will receive one ticket (toward drawings) for each pink item that they wear.
(This includes: clothing items, hats, jewelry, nail polish, etc.)*

Be sure to be properly prepared with all items shown on back page of this flip chart.

Opening

(If you do not yet have profile card filled out for each individual guest be sure to get this information at some point later. You do not want customers distracted by filling this out during party. If you do not have a full inventory, you may need to leave out mention of taking product home tonight.)

- I want to welcome everyone to our skin care class and thank you for taking time out of your busy schedule to come this evening. Special thanks goes out to our hostess (*Hostess Name*). Aren't you glad she has gotten us all together here tonight? Here is a little something special for her to enjoy (*give a small gift*)
- As we go around the table, please tell us a little about yourself. Your name, how you know (*Hostess Name*), if you work inside or outside the home and what it is that you do. (*Jot down first names and make a few quick notes of what they say – may come in handy later to use in conversation ☺*)
- Thank you ladies for sharing with us - Now there are two additional people that I would like to introduce....
- Our company founder *Mary Kay Ash* is the woman behind this powerhouse skin care and captivating color. She was quite the visionary, founding her company over 50 years ago on the Golden Rule (*do unto others...*) strongly emphasizing the importance of giving to others. That's why *Mary Kay* is still changing the lives of women and their children around the world every day. We have over 3 million beauty consultants, in 39 markets worldwide, which makes us one of the largest direct selling companies out there today. Many a college education has been paid for by Mom working her *Mary Kay* business.
- I guess that brings us to me. (*Create your "I story" – Start with your name, why you signed up, how long, YOUR GOALS, etc.*) (*It is important to talk about your goals!*) I love this business for the direct access it gives me to such great products and the opportunity to spend time getting to know awesome women like you. I want you to know that my main goal here tonight is to make sure you have a good time and leave feeling just a little better than when you came.

Now, if you happen to fall in love with the *Mary Kay* products that you try here this evening, like I did, I want you to know that I'll have it all for you TONIGHT! (*only say this if you are prepared with product*) Me...I'm a "life-er" in this awesome company and plan to be around a long time. I am passionate about my business and make it my #1 priority to provide superior service, so as my customer that means you will be super spoiled. I truly consider providing you with all your skin care and beauty needs to be a sheer privilege.

(Now is the time to draw a ticket from those collected for wearing pink.) "Hold on to tickets for more drawings later"

(Next bring your hostess up front and count out the "hostess bucks" that she has earned this evening.)

Product Introduction

- The skin care system you are going to test drive tonight is a premium collection of *Mary Kay* products that work together to deliver maximum anti-aging benefits in a short amount of time. This system is the best of our famous "TimeWise" line. This combination of products, specifically designed to work in conjunction with each other, is called the "ULTIMATE MIRACLE".

(Hold up the prop of your choice: pink sunglasses, tiara, boa, mask, etc. Then hand to a guest and explain that every time you say the words "ULTIMATE MIRACLE SET" they are to pass it to the person to their left. The person with the item at the end of the presentation will win a prize. This encourages guests to listen and participate.)

- Does diminishing the signs of aging and looking fabulous appeal to anyone here? *(raise your hand)* How about miracles... Could anyone at this table use a miracle right about now? How old you are is your business...how old you look is mine 😊

- This next hour you will be having a lot of fun learning proper techniques to care for your specific skin type. By giving yourself the facial you will be able to "try before you buy" plus see just how easy this is to do yourself at home.

- I want you to relax and totally enjoy yourself. You are under absolutely no obligation to purchase, however just in case you're tempted... I accept: cash, Visa, MC, Discover, American Express and your personal check.

Our Promise to You

Has anyone here ever bought cosmetics that just wound up sitting on the shelf? *(raise hand)* Well you are not alone... we call these "buying mistakes". How many of you would say that you have a least 20 - 30 "buying mistakes" somewhere at home? Well, say goodbye to this practice. Our 100% satisfaction guarantee means just that. If for any reason you are not completely satisfied, I will exchange products purchased for something else or give you a full refund. I will work with you to make sure you're getting the results you expect. You'll never have to go to the mall again for your cosmetics. We give two complimentary appointments – The 1st. *(this evening)* to introduce you to our skin care products and a 2nd *(in 7 – 10 days)* to fine-tune your skin care and introduce to our awesome line of color cosmetics. Our customers love the fact that we not only give this free pampering session, we also teach an advanced makeup application lesson".

Future Color Appointment

We will be setting up your separate Color appointment for another time. We take your appearance very seriously and there is simply too much to go over, to do skin care & color all in the same night. *(Have beauty trend pictures on display at table.)* Start thinking about what type of "Look" you would like to learn at your makeup application lesson. Maybe you are a natural girl and would like to just learn correct placement of eye shadow and blush with colors that help to contour the face and eyes. Or maybe you'd like to learn a career look that gives extra polish and sophistication without being overdone. Or some of you who are already confident about your makeup might love to try a totally new look. At your advanced makeup lesson I will share some great tips on how to apply *Mary Kay's* superior color cosmetics, every day. We all have times when we need to look extra beautiful... Wouldn't it be great to know what "Look", looks best on you ☺

(At this time pass around the current Looks and have them choose one and write it down on their sales ticket.)

3 Step Overview

Tonight we are looking for 3 things. *(Everyone present should fit into at least one of these categories)*

1. Customers - *(raise your hand to promote class participation)* Who here uses? - eyeliner... mascara... lipstick... skincare... *(keep your hand up mentioning products until everyone's hand is up)* Then say "This is an invitation to try our *Mary Kay* products and if you are pleased... which I'm sure you will be... make me your consultant.
2. Bookings – The highest compliment you can give me as your consultant is to share your future color appointment with 2 or 3 friends. *(Hold up your "Book to Look" envelopes)* Anyone who books a Color appointment by the end of this party, gets to choose an envelope. *(Ask Lisa what should be in these envelopes and how this works.)*
3. Business Associates - I am also looking for associates to add to my team. So watch what I do and if you think you might be interested in hearing more about the *Mary Kay* opportunity, please speak to me after the party.

Let's get this Party Started!

Now, let's have some fun with the *Mary Kay* products chosen especially for you and your skin type!

Okay ladies listen closely...until further notice, everything we do will be to ONE side of your face ONLY. So look in your mirror and pick the side you love the most! Now, raise your hand and repeat after me: "I promise to apply all products until (*YOUR NAME*) tells me otherwise, to ONLY ONE side of my face." (*Of course smiling the whole time* ☺)

(As you go through the next steps be sure to hold up the bottle, tube, etc. for each item in tray as the guests apply.)

- First, take a cloth and use it to dampen your face...try to blot and not rub! We want to let the product do the work and not the rubbing action. Apply the cleanser from our "ULTIMATE MIRACLE SET" which is in the first well (*Point to where it is and make sure everyone is using the right product in correct order throughout class.*) in a circular motion, avoiding the eye area. (*Offer a little bit of water from a spray bottle or squeeze bottle to increase foaming action of cleanser.*)
This product quickly and easily sweeps away dirt and grime, exfoliates, and works to refine pores all in one step! It is called our "3 in 1 cleanser". It comes in a lotion, bar and facial cloths. It's so important to exfoliate the skin!
- Use the same cloth, that you used to wet your face, to remove the cleanser along with it all of today's makeup & grime.
- Now, take the second cloth and dampen the spot right here in your laugh line area.
(Show on your own face the small oval shaped area you want them to work in)
- Apply the next product in your tray to the SAME SPOT, which is step #1 of our fabulous "Microderm Abrasion" which is a key part of our "ULTIMATE MIRACLE SET" (*show product*). Massage in small circular motions. This treatment is one you do 2 or 3 times a week to immediately refine the appearance and texture of your skin, visibly reducing the signs of aging. Is there anyone here who can get excited about IMMEDIATE improvement? This is a product that polishes the years away. You will feel a very fine crystal called alumina oxide. This is the same ingredient that a dermatologist would use in conducting microderm abrasion in his treatment room. Most charge somewhere around \$130.00 for one application... here we have 34 applications for \$50.00! Now this may turn your skin a little red and that is completely normal. Your blood vessels, near the surface, have been stimulated and your normal skin color should return rather quickly.
- Next we will use your 2nd cloth to remove this product.
Be careful and make sure you are not to leaving any crystals behind.
- Now, apply the next product in your tray. This is step #2 of Microderm Abrasion - "the replenisher" (*show product*). It will smooth, soothe and soften your skin. This product will replenish the skin and bring it into balance, feeding and nourishing with a triple tea complex
- Let's each have a look in our mirror. Can you see a difference between the side you just treated and the side you did not? (*Encourage your guests to comment on how their skin feels... and thank them for their input.*)

Hold on There's More

Now I want to introduce you to the “dynamic duo” of the “ULTIMATE MIRACLE SET”. (*show product*) This is what we like to refer to as our “Botox in a Bottle”. It is going to greatly increase the benefits that you realize from the other products you have used. These are called *Mary Kay* Day and Night solutions.

- The Day Solution of our “ULTIMATE MIRACLE SET” will be found in the next well of your tray, right where we left off. Apply it to the half of your face you have been working on. There is probably more than you need because it only takes small amount. (*Mention that a bottle generally lasts about 6 months.*)
- This product is actually a “serum” that protects from “photo aging” (*from sun*) with an SPF factor of 35. It is packed with powerful peptides that relax expression lines while nourishing the skin with vitamins and botanicals designed to ward off the harsh environment. This is the secret agent you want on your team when fighting the war on aging!
- The sister component in the set is Mary Kay’s Night Solution. (*Since NIGHT solution we will only do on back of hand*) It is an equally important part of this team and does not contain SPF factor ingredients. The specific peptide used in this formula is also slightly different. This product has been developed to promote the production of collagen and to strengthen elastic fibers deep down in our skin.... ALL WHILE WE SLEEP! This is also great for blemish prone skin.

If you want lasting more pronounced results, that you will absolutely love, this DYNAMIC DUO is the way to go! Working as a team, the *Mary Kay* Day and Night solutions will join forces 24/7 to make your skin feel firmer, look younger and more radiant!

The Eyes Have It

- Now as part of our “ULTIMATE MIRACLE SET” it’s time to address the all important area around our eyes. (*Remember just the one side* 😊) The thin skin around our eyes and the backs of our hands dries out faster than any other place on the body. So refresh this area (like giving our eyes a drink of water :) by using our awesome “Firming Eye Cream”. The combined power of collagen enhanced with peptides works to build & restore this critical area of our face. Apply with your ring finger using a stippling motion to revitalize these skin cells for firmer, brighter looking skin.
- *Check with me if for specialty products that Mary Kay offers for other specific needs in regard to your eyes such as dark circles or puffiness.*

Moisturizer

- In the next to the last small well you will find the age-fighting moisturizer that is best suited for your skin type. If you are using C/O, yours contains polymers that control oil throughout the day for a matte look while still providing important moisturizers. If you are using D/N, yours will combat dryness and leave skin feeling supple without feeling heavy. Powerful antioxidants in BOTH guard against the free radicals that cause environmental aging!
- Apply your moisturizer to the HALF of your face that you've been working on! We are almost done...
- Look in the mirror...hold it up. Look closely and compare the two sides of your face. Feel both sides. Can you tell a difference? (*Should be noticeable*) If you can see and feel a difference after only one treatment, imagine what regular use will do to affect the way your skin looks and feels!

Now, let's now take a few minutes and play a little game while our moisturizer is absorbed into our skin.

The Name Game

- Flip over your sales ticket and write the answer to this question on the back. If you were on a deserted island and you could only have ONE glamour item, what would it be? (*pause*) Now, if your dream man was on the rescue boat that finally came to get you, who would he be? If it is not your husband we won't tell 😊
- Now, how would you like to have that from me for free? Okay not the man...the product 😊 (*Now have them take out their cell phones for contacts.*) The person who can write down the most names and phone numbers of women they know in this area, who might fit any of the following descriptions is going to get the item that she wrote down, from me tonight...FOR FREE! Our hostess (Hostess Name) is going to watch the clock and let us know when two minutes are up.
- (*Make sure everyone is ready with a pen, start the timer and say this as they are writing down names*) I want you to think of someone you'd want on that desert island with you... someone you think would have had fun here with us tonight... someone you wish you could see more of... someone who could use a little pampering ... someone who has a new love... someone who has just lost a love ... someone who is soon to celebrate a special occasion: (birthday, anniversary, birth of child, new job, etc.) ... (*Times Up*) Okay who has 5 names?... 10?... 15? (*Announce winner's name and remember to give her the gift she wrote down.*)

Foundation

How many of you have ever used a foundation primer? Who knows what the benefits are to using one?

Well it keeps your foundation lasting longer and gives you more of a polished look. When applying the actual foundation it goes on much more smoothly and blends easily.

- In the last small well on your tray we find the foundation primer. Using your finger apply this evenly to the same side of your face.
- Now the final step in our "ULTIMATE MIRACLE SET"! In your last well (*large one on the right*) you will find the foundation shade we selected specifically for you when you first arrived. Our foundation reduces the appearance of pores, fine lines, wrinkles and skin imperfections. Your skin is left luminous and radiant.
- Using the cosmetic sponge provided apply it first to the half of your face that we have been working with tonight. Start with only a small amount (*a little goes a long way in Mary Kay*). Take notice of how the foundation feels going on the pampered side. Now apply the foundation to the other side of your face that until now has remained untouched. Notice how different it LOOKS & FEELS from one side of your face to the other.

Wow! What a difference! Must be that "ULTIMATE MIRACLE SET"! (*BIG SMILE ☺*)

Earlier we covered - How to use these products and when to use these products.

Now we come to - How much will it cost to purchase these products that I have used here tonight and how fast can I have them in my possession?

As far as how fast? Reach down and pick up the pretty bag near your feet (*or behind your mirror*)

(*This is why we pre profile our guests and have a Roll-Up Bag ready with their name on a tag. It is very hard for most women to not want everything including the bag.*)

Inside is everything that you have used on your face from our skin care line tonight, already customized for you!

The set you are holding can be yours...It even has your name on it!

Table Close

Let's review the Mary Kay products that we just used. *(Encourage guests to participate in discussion.)*

There is absolutely no obligation to purchase tonight, however if you just can't stand to go home without what's on your face, I would be happy to tell you about our special deals for products that are purchased in sets. Does that sound good?

- Have them look at the "Special Pricing in Sets" sheet. Ask them to pick up their pens and jot down on sales ticket the sets they are interested in. *(for purchase now or possibly later)* After describing each set remind them to mark their choices and wait for them to do so. *(Essential for later)*

(As you romance the products & review the benefits, place them back into the Roll-up Bag. Start with the Basic Set #2 & say.) It starts at 60 *(do not say dollars)*. By adding our incredible Day/Night Solution set #4, you will have what we call the Miracle Set. This is just 110. By adding the Microdermabrasion set #10 and the firming eye cream...you have selected all the products we used here tonight... this is called the ULTIMATE MIRACLE SET which is shown on the sheet as set #1 for \$195.

Now let's take a look at our special deals. Direct your attention to the blue box at the top right hand corner of your sheet. If you select any 2 sets you will receive your 3rd set at half price...if you select 3 sets you will receive this beautiful roll up bag for free. Notice the "ULTIMATE MIRACLE SET" is 3 sets.

We love this Roll-up Bag *(pull one small bag off)* Just grab the one you want to take with you to the gym or wherever. It's perfect for travel or every day use. You can hang it on a door or in the bathroom.

- When you purchase 4 sets you will receive your 5th set for free.
- When you purchase 5 sets you will receive your 6 set at 1/2 price and the roll-up bag for free
- The ULTIMATE DEAL is to buy 6 sets and get your 7th set and the roll up bag for free. That's like getting the first pocket for Free! This totals over \$100 in savings!

I accept cash, checks, MC, Visa, Discover or American Express. **IF YOU REALLY WANT THESE PRODUCTS, I WILL WORK OUT A WAY FOR YOU TO HAVE THEM.** *(BIG Pause to let that sink in.)*

(At this time see who has the Pinkalicious Prop that has been passed around and award them a gift.)

I hope that you have enjoyed being here this evening and I cannot wait to hear your individual opinions of what you have tried. So does anyone really need to get going? *(If someone is in a hurry to leave, speak to them first.)* Step into my office *(a small seating space preferably in another room of portion of the room)* and please bring along the special pricing sheet, sales ticket, "Book to Look" envelope and roll-up bag. *(if applicable.)*

Hostess Name why don't you go ahead and treat everyone to the refreshments. *(See if hostess can get any late arrivals that did not yet fill out their profile cards, to do it at this time. Also hostess might show things like fragrances, Satin Hands and such.)*

Sofa Close

Tell me Customer Name ... did you have a good time this evening? Great! How does your skin feel? (*touch the side of your face*). You certainly know your situation much better than I do, so tell me do you want to splurge and get the 6 sets so that the Roll-up Bag and the 7th set is free? Or do you want to go with 3 sets and get just the Roll-up Bag for free? Which is our Ultimate Miracle set. Whatever you decide is certainly fine with me." (*Look away from her and begin filling out the sales ticket with as much information as you have available. Keep writing until she responds.*)

Now for your Makeover appointment... Which of our looks did you choose and what appointment time works best for you?

(Have your calendar handy and in case they have not yet committed to a date & time for color appointment say the following.)

Customer Name ... I always try to have my color appointments within 7 to 10 days of this first appointment which will place us in the week of _____. (*Always try to have them come to our unit meeting.*) Or ... I generally conduct my appointments on _____ day and _____ day nights at 7:00 pm. Which night is better for you?

(Vitaly important!) Customer Name, can I ask you one more thing? I always select at least one person that I'd particularly enjoy having as a hostess and I think that you would be great. When we get together for your makeover, and I show you how to contour your face with the _____ look... Is there any reason that you couldn't invite a couple of you friends or family to join us? This would be really a lot of fun." (*Wait for reply*) Being a hostess will entitle you to up to \$300 in free product. Will you be home tomorrow evening or maybe the next, for a quick phone call, so we can go over how you can get lots for free? Perfect!.. (*look in your date book*) Would you be available for a 10 minute call at 9 or 9:15? Great!

My goal is for you to earn as much free product as possible at your makeover lesson. Remember to wear colors that compliment the "Look" that you will be trying out. I look forward to working with you. ☺ Now go ahead and join the others in the kitchen for satin hands and refreshments and please tell whoever is ready next to come on in.

Go through the same procedure and conversation with every guest, then fill orders and pass them out to everyone. After sales are completed with each individual segue into the "Ticket Marketing" and filling out of "Think Pink".

Pinkalicious Check List



Items to go around tray:
 Cosmetic sponges – to apply foundation
 Cotton balls (large)
 Face trays with mirror
 Disposable trays (go into trays)
 Wash cloth or disp. facial cloths
 Sales Ticket & pen – w/name filled in
 Gift for Each Guest
 Hair accessories - if necessary for

Products to go in trays:
 Time-wise 3-in-1 Cleanser
 Microdermabrasion
 Day/Night Solution
 Age-Fighting/Firming Eye Cream
 Time-wise Moisturizer
 Foundation Primer
 Foundation

Other products to demonstrate:
 Satin Hands
 Satin Lips
 Eye liner samples
 Oil-free eye makeup remover

Additional items needed
 Two part tickets for drawing(s)
 Product insert – place under clear tray
 Closing sheets and hostess promo
 Small water spray/squirt bottle.
 Profile Cards
 Beauty Books
 Book to Look envelopes