

Power Start - 30 faces in 30 days!

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Before you call:

Do 10 jumping jacks or run around so you sound excited, out of breath, rushed and completely different than normal =)

What to say when you call:

"Hi ______, guest what, guess what, guess what? I just started a new business and I now teach skin care and color cosmetics with the #1 brand in America, Mary Kay. I have a HUGE goal to finish 30 practice faces & makeovers in 30 days and I immediately thought of you. There's no obligation I just need to borrow your face please. I am available 1. _____ 2. ____ 3. ____ date, which one works best for you? (Pause and Silence – wait for their response)

Take it one step further:

Sounds perfect. I just knew that I could count on you to help me out. Thank you for being a GREAT friend. I am so excited to see you on ______ date at _____ time. You know, its just as easy for me to do your face as it is for me to do yours and 2 friends...is there any reason why you couldn't invite your mom and your sister or 2 friends to help me out? (Pause) Thank you so much...you're the greatest. (Then mail her a handwritten thank you/reminder postcard)

What if no one answers?

NEVER, NEVER, NEVER, NEVER, NEVER, NEVER, NEVER leave a message. Wait for them to return the missed call and then say the script. When you leave a message you are adding to someone else's "Things To Do" list and you are setting yourself up for a disappointment if they don't call you back. Just keep calling until you reach them live. =)

