

Kick Off Party Flow

1. Pencil in the date

2. Make your list of people. Include ALL. And don't pre-decide for them. Include guys because they have wives, sisters, moms, daughters, etc.

3. Invite people one on one. Here is the hierarchy of best forms. When it's closer in person, the better it is. Remember sprinkle it in.

- in person
- paper invite
- phone call
- text message
- social media

4. Know what to expect. Some will be able to. Some won't. Some might make fun of you. Some might be excited. It does not matter. One person will never break or make your business. So don't let ONE person hold you back. This is about following the process.

5. Take them to their next step. If they can't come, share your sales challenge. If they can come, share your sales challenge and how they can bring a friend. See example below.

6. Follow up is king. You'll have couple different folks:

- people who say yes/no right away
- people who kinda respond
- people who don't respond

For those that kinda/don't respond, follow up with them a couple times, and space it out. People forget to reply/answer.

7. 24 Excited to See You Text. This goes a LONG way. I recommend a 24 hour "I am so looking forward to seeing you tomorrow" text.

Example 1: Free + Can Come

Hey Angie, I had something fun - could I call real quick?

Are you free on _____?

Oh awesome, I am having a "Coming Out" Party for Mary Kay. I know, kinda fun and surprising and exciting. I have a goal of having 15 people there - any reason why you couldn't be one of my faces? (I need practice lol)

Oh great! And what to expect - my coach Amanda will be there. It's a chance for me to learn about the product, and company. We'll be doing some skincare demos + product giveaways along with food. There is no obligation to buy anything, but if you find something you like, totally welcome too. :) I have some product on hand too actually!

Oh and could you check with your (friends, mom, sister, coworker etc) to see if they are free too? More the merrier.

Awesome, and before I go, I am working on my first challenge to learn about the business and product. My goal is to sell 24 items in 24 hours to earn my first jewelry with MK. I wanted to see if you could take a peek at this picture of some of my favorites or website? Wasn't sure if there was something you might be looking for that we carry.

PS, our charcoal mask is awesome right now for summer to help with oil AND our after-sun gel works wonder after sun burns (this one is limited edition though).

OR

Awesome, and before I drop the MK, you probably expecting this. You know I sell MK... And I love MK. I am in a sales challenge. It be silly not to share with you with about some new products. I have a flyer with some of my favorites and some before/after pictures. Is that ok to for me to send to you? And is there something that has been bugging you about your skin/face? Like a product you've been looking for? (My goal is 24 items)

Example 2: Free + Maybe?

Hey Angie, I had something fun - could I call real quick?

Are you free on _____?

Oh awesome, I am having a "Coming Out" Party for Mary Kay. I know, kinda fun and surprising and exciting. I have a goal of having 15 people there - any reason why you couldn't be one of my faces? (I need practice lol)

Oh could you let me know by ____ this date for sure? (Helps with me prepare and have enough food on hand). Thanks so much!

And if you are able to come, what to expect - my coach Amanda will be there. It's a chance for me to learn about the product, and company. We'll be doing some skincare demos + product giveaways along with food. There is no obligation to buy anything, but if you find something you like, totally welcome too. :) I have some product on hand too actually!

Awesome, and before I go, I am working on my first challenge to learn about the business and product. My goal is to sell 24 items in 24 hours to earn my first jewelry with MK. I wanted to see if you could take a peek at this picture of some of my favorites or website? Wasn't sure if there was something you might be looking for that we carry.

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Example 3: Free + No

Hey Angie, I had something fun - could I call real quick?

Are you free on _____?

Oh awesome, I am having a "Coming Out" Party for Mary Kay. I know, kinda fun and surprising and exciting. I have a goal of having 15 people there - any reason why you couldn't be one of my faces? (I need practice lol)

Oh well if you change your mind, let me know. It's going to be fun - my coach Amanda will be there. It's a chance for me to learn about the product, and company. We'll be doing some skincare demos + product giveaways along with food. There is no obligation to buy anything, but if you find something you like, totally welcome too. :) I have some product on hand too actually!

Awesome, and before I go, I am working on my first challenge to learn about the business and product. My goal is to sell 24 items in 24 hours to earn my first jewelry with MK. I wanted to see if you could take a peek at this picture of some of my favorites or website? Wasn't sure if there was something you might be looking for that we carry.

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Example 4: Not Free

Hey Angie, I had something fun - could I call real quick?

Are you free on _____?

Oh bummer, we'll miss you, I am having a "Coming Out" Party for Mary Kay. I know, kinda fun and surprising and exciting. I'll be actually having practice makeovers in July after my test is done. Could I follow up then? And borrow your face?

Awesome, and before I drop the MK, you probably expecting this. You know I sell MK... And I love MK. I am in a sales challenge. It be silly not to share with you with about some new products. I have a flyer with some of my favorites and some before/after pictures. Is that ok to for me to send to you? And is there something that has been bugging you about your skin/face? Like a product you've been looking for? (My goal is 24 items)

And because I know messages get lost... cuz they do for me, I'll loop end of week if that's ok, if I haven't heard anything. That ok?