



# BOOK 8 TO HOLD 5

## Steps: Book, coach, hold party, share opportunity

Name	Date of Party	Phone No.	Address
1.			
2.			
3.			
4.			
5.			
6.			
7.			
8.			

### Power Start Booking Script

Read and re-read this over and over until it sounds natural to you. Then call your friends and book your Power Start!

"Hi \_\_\_\_\_ this is \_\_\_\_\_. Guess what... I've joined Mary Kay as a beauty consultant. I'm really excited and scared to death. I need a favor and thought of you because I knew you'd laugh with me and not at me. This month, I have to do 30 practice facials on people I don't know. Will you be a face for me and invite a few friends over I don't know? You see, I'm supposed to be practicing on strangers. It's just to practice my presentation and technique. They don't even have to buy a thing." (Wait for response)

"Great, let's pick a date that's good for you." (Select a date during your Power Start) Now we need to have at least three people there, but you can invite up to five beside yourself. Talk to some people about coming and I will call you the Friday before the class to get their names and numbers so I can find out about their skin type. By the way, just for doing me this favor, you'll get to choose some free Mary Kay products for yourself! You'll find that the product is incredible! One last thing... these are practice faces and I have to hold them within the 30 day time period to get credit. Promise that nothing will keep you from holding this appointment for me. Thank you so much for doing this. You're such a great friend. I can't wait to get together with you!"

## Hostess Plan Options

### Hostess Rewards Offer Hostess a Deal to Love

#### **Option 1:**

A good buy gets every woman's attention, especially when you can get \$75\*\* in the Mary Kay® products of your choice for \$35 – just for having a party. That's a \$40 gift of beauty.

What this means to you: You can order \$75 in suggested retail products at the wholesale cost of \$37.50.\* Your hostess pays \$35 for these products, which means you pay the difference of \$2.50, plus freight.

#### **Option 2:**

As hostess you can earn 10, 15, 20 percent or more in free Mary Kay® products.† Here's a quick glance at how this no-limit offer can really add up!

Total Event Sales	10% Product Value (no bookings)	15% Product Value (one booking)	20% Product Value (two bookings)
\$500	\$50	\$75	\$100
\$400	\$40	\$60	\$80
\$300	\$30	\$45	\$60
\$200	\$20	\$30	\$40

† The chart above is for example only and does not represent minimums or maximums. You can earn 10, 15 or 20 percent based on the actual sales total and the number of bookings from your event to use toward your choice of Mary Kay® products.