

- When having a skin care class, don't book classes with women that will you know will say yes, book with sharp, professional women! This means they have a job or their husbands have jobs--teachers, bankers, corporate women, entrepreneurs.
- What you need for the class:
 - Roll up bag filled
 - Roll up bag placemats
 - Receipts
 - Calculator
 - Raffle Tickets
 - Mary Kay products wrapped beautifully to give away. Any regular section 1 products. Do not use Section 2 unless absolutely necessary.
 - Steps to Success Brochure to show the steps of the Career Path
 - Demo Roll up bag
 - Facial cloths
 - Mineral powder foundations
 - Mascara
 - Lip gloss
 - 6-second makeover bronzers
 - Empty compact for display
 - Your inventory of product on hand with roll up bags

Skin Care Class Outline

For all guests that arrive on time, they will receive Satin Hands Pampering Treatment.

- 1) Satin Hands---apply then rinse. Use the paper towel to that you used for your hands on to wipe off your lips. Do not give them the lotion when they are done. They will be touching their face so we do not want the cream to work into their facial skin.

Go around and do introductions, when it gets to you do a 3 minute I-story.

To guests: *"Thank you for coming to _____'s Skin Care Class tonight. You were hand selected to be here tonight! By the time you leave tonight you will fall into one of three categories and you will get to decide which one you will fit into!"*

- *"The first category is customers! We love happy customers! Who here uses lip liner, mascara, cleanser, moisturizer, lip gloss, body wash, body lotion, etc.? (continue until all hands are raised--they can now be a customer). I ask that when you purchase your skin care and color cosmetics, that you purchase them from me. Not only are you helping a local business woman, but I will personally deliver your products to you and I have a full inventory. Also, have you ever taken something home from the department store and it was the wrong color or just didn't work for you? How many of you have a drawer full of buying mistakes? That won't happen with MK*

because all of our products are 100% satisfaction guaranteed? I'll be following up with you to make sure you LOVE everything you have. And if we ever need to change a product for you, MK will replace it and it never comes out of my pocket. Isn't that great? Plus I have everything in stock with me today so whatever you like you get to take home with you!!

- *"The second category is hostesses. They are the lifeline of my business and the highest compliment you can pay is to share an appointment with 2 or 3 of your friends. WHO is willing to help me out and book an appointment today?"*
- *"The last category is business associates. I am looking for women who need more, want more and are willing to do the work. I will teach you everything that I know. Mary Kay always said there is one beauty consultant at every class so watch me today and see if this is something you would be interested in doing."*

Tell the guests what they can expect

Now we can get started!

- *First, we will do skin care and that will take 15 minutes.*
- *Second, I will tell you about Mary Kay and how its been a blessing to me*
- *Third, I will tell you how you can take the number one selling skin care home with you.*

Skin Care Segment

- Now we're going to talk about skin care. Is anyone here excited about looking old? I didn't think so! All the make up in the world will never give you the look you want if you don't take care of your skin. Pretty make up on bad skin is just that...pretty makeup on bad skin. It is important to use all Brand A with Brand A or all Brand B with Brand B. There are different ingredients in the different skin care lines and the last thing you want to do is create chemical warfare on your face!

Question-Raffle Ticket= Does anyone know the 5 steps to good skin care?

- There are 5 essential steps to great skin:
 - 1) Cleanse-to remove dirt, oil, make up and impurities
 - 2) Exfoliate-to remove dead skin cells that can clog your pores or keep your skin from receiving moisture
 - 3) Freshen-to tone and tighten pores and restore the skin's natural PH balance
 - 4) Moisturize-to increase hydration to keep skin soft and young looking
 - 5) Protect-from the environment and the pollutants.
- We are going to have a race but first I am going to go over all of the products with you.

- Take your mirror out of your tray and really look at your face. How old you are is your business but how old you look is mine!
- 1st well -TimeWise 3-1 cleanser. The first 3 steps that we discussed are condensed into one product! It cleanses, exfoliates and freshens in one step. The tiny, pink, microbeads you see are gentle to use in the morning and at night.
- 2nd well- TimeWise Day Solution with SPF 25. This product protects your face from UVA and UVB rays. Even the fluorescent lights in your house and office emit UV rays. It contains botanical extracts and antioxidants that support the skin's daytime energy needs. Peptides are the latest in skin care technology, and Day Solution contains these calming peptides that enhances collagen and relaxes expression lines.

Question-Raffle Ticket= What side of the face is affected by skin cancer the most? The left.

- 3rd well- TimeWise Night Solution. This is your botox in a bottle. I like to refer to it as pantyhose for your face! It delivers a blend of Vitamins A, C, and E that are contained in these Nutribead capsules. They burst when you dispense them delivering fresh, highly effective antioxidants that are essential for the skin's renewal process. This amazing solution also counteracts daytime damage with botanicals and peptides. The ingredients over time, will dramatically reduce the appearance of fine lines and wrinkles.

Question-Raffle Ticket= Is it necessary to moisturize if you are oily? Yes. Your skin will try to overcompensate causing you to be oilier than if you moisturized.

- 4th well- The next step in your skin care routine would be to moisturize morning and night. Did you know that lack of skin firmness is caused, in part, by loss of moisture? You can help prevent this moisture loss with TW Age Fighting moisturizer. It gives you 10 hours of hydration, plus powerful antioxidants that guard against free radicals to help your skin look and feel smooth and radiant.

Question-Raffle Ticket= Where is the first place we tend to notice wrinkles?

- 5th well- Firming Eye Cream. And since laugh lines aren't funny, it is so important to moisturize and hydrate the skin around your eyes. It's ¼ thick as the skin on the rest of your face and contains very few oil glands so it tends to dry out and get crepey looking. (You can use the elbow skin as an example). It takes serious eye cream to deliver serious results. TW Firming Eye Cream is a high performance eye cream that does four things at once! It firms, brightens, moisturizes and reduces the appearance of fine lines and wrinkles. And for those who prefer a more light-weight eye cream, we have the TW Age Fighting Eye Cream.

Question-Raffle Ticket= Has anyone here ever had professional micro dermabrasion performed on their skin?

- 6th well Microdermabrasion is one of the most popular non-surgical procedures and Mary Kay has an at-home treatment that delivers instant results you will love! It is like Satin Hands for the face! Step 1 instantly fights fine lines and refines pores by using the same alumina oxide crystals they use at the dermatologist. The average treatment in this area is \$140.00. Step 2 instantly replenishes skin with a soothing, pearlized pink serum that nourishes and calms. This is not to be confused with moisturizing. We're not going to do this today but will do this at your follow up appointment.

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Now we're going to have a race to see how fast we can finish our face!! Lets pretend you are on your way to an important meeting, and you are LATE but you still need to look fabulous!! When I say go, this is what you will do. Damp you face with the facial cloth. Cleanse all over with the cleanser in the top well. Rinse your face, pat dry with your paper towel. Then put day solution on the left hand side, night solution on the right hand side, moisturizer all over, except in the eye area. Then with your ring fingers pat the firming eye cream in the eye area. The first person to finish gets 3 tickets, the second person 2, and the third person 1. Are you ready? Get set, GO!! (*create excitement by saying where everyone is ie Sally is already rinsing her face!!*) You may need to explain the next step as they are going, ie next is day solution, hurry and put that on the left hand side of the face!)

When they finish, Wasn't that fast? We spent about a minute on it!! Don't you think you would have time to do that in the morning? Doesn't your face feel great? Nice and refreshed, and soft and smooth? It will keep getting better as we go!!

To put this in perspective for you, TimeWise skin care is like brushing your teeth. Day/Night solution is like flossing. Microdermabrasion is like polishing or whitening-the results are instant!

Now we're going to do mineral makeup and the dash out the door look! (*You have already set their color of foundation in front of them*) For mineral makeup you need to use this brush. It has flat bristles and works like a dispenser for the makeup to make it even. Other brushes won't work because of the way the bristles are formed. Second you only get a little on the brush (*demonstrate*) and tap and swirl it into the lid (*demonstrate*). Then you swirl in little circles all over your face. (*Get everyone's brush ready*). Now we're going to race!! I want you to do at least 3 layers as it creates a slowly buildable coverage, and stop when you see the amount of coverage you like. Ready, Set, GO!! (*As they are going, explain the foundation further*).

You want to do a number of light layers as opposed to one heavy layer, so 2-3 layers is light air brushed coverage, 4-5 is medium coverage – like going to work, and 7-8 is fabulous flawless I'm going out and need to look absolutely perfect. I want you to do at least 3, then stop when you see the amount of coverage you want. Don't worry 7-8 layers doesn't look like a mask, I am wearing 7. It also doesn't feel heavy. The makeup also has vitamins and minerals in it so it is good for your skin. It is also non-transferrable so it will stay on your face all day long and won't

rub off. So...it will stay on all day at work...at the end of the day you may want to touch up, so you can do one quick layer with the brush or do a dusting with the sheer mineral pressed powder. It will look like you just put your makeup on without that heavy feeling. Now whether you use the powder or the sheer mineral pressed powder to touch up is up to you. I personally prefer the sheer mineral pressed powder because it fits in the compact and I don't have to worry about leaving the mineral powder and brush places. YOU DO NOT need to put on the sheer mineral pressed powder now. Your face is finished except for color. The sheer mineral pressed powder does NOT replace your mineral foundation...it is designed for touch ups.

Ok, Lets do our dash out the door look. (*Either do eyesicles on the eyes or the highlighting powder. If eyesicles...*This is your eyeshadow. Swirl these 2 colors together and put them on your lid. A little goes a long way. Then we'll hit your cheeks with some bronzer to give you a sunkissed glow.

*If highlighting powder...*This is your eyeshadow, point to the highlighter, take the mineral makeup brush and sweep on the highlighter, (*hold up brush*) do you see how there are 2 colors, ok...so light on the top and dark on the bottom close your eyes (*sweep over eyes*) Now pick a lip gloss color. DO NOT actually put it on your lips, just pick a color. (*repeat 6 second look for everyone. Do mascara if you want*). This makeover is supposed to be a quick polishing, not designed to be full glam...We will do that at your next appointment

All right. Doesn't everyone look fabulous!! We spent about 5 minutes on your face and it looks great!! Talk about highlighting your natural features and look great in less than 5 minutes!! Doesn't your face feel great! Nice and light, but still refreshed and soft and smooth!

Lets play the compliment game. We're going to go around and compliment each other, but we'll all compliment the same person at the same time. We'll compliment something about her look, like her skin, foundation, lip gloss, something we did today. Lets start with _____ (let her friends compliment her first and you chime in last, then ask her what her favorite part is, and affirm that, then ask her how her face feels)

Now we're going to play a game to show how you can compliment me. This is actually the biggest compliment you can give me. Its by referring me to girlfriends that you think might like to get together with me. As long as they are over 18, females with skin who don't currently have mary kay consultants they are eligible. So here's how it works, go ahead and grab your phones. (let them get their phones). I'm going to give you this paper, can you promise to leave it upside down until I tell you to turn it over? (give them more on mk survey but have the blank side up – so they can write on it). If you were stranded on a desert island and you could bring one cosmetic product with you, so eyeliner, mascara, lipstick, lip gloss, eye shadow, cheek color, bronzer, any of those (only do glamour products here – not foundation or skin care), which would you bring. Write that product at the top of the page. Ok great! Now here's how it works, I'm going to time you, and you can write down names and numbers of any adult female, who doesn't have a mk consultant who lives within (give her where you want to work...Winston

area...whatever it is). If you list 7 names in 2 minutes you get that item 25% off tonight, if you list 14 names you get it half price! Ok...ready ...set....go!

(As they are writing take down their mirrors and clean up the table. Encourage them by saying, ok a minute and a half left, one minute left, etc – it helps them to go faster!)

(When they are done say) Ok, times' up so write down the last name you just thought of, and count how many names are on your page and write that number at the top of your paper!

Now I want to tell you a little bit about me, and then I want to give you some information on Mary Kay and how we make our money.

Dream book – Do the dream book

For every question you ask about how Mary Kay works as a business you get 3 tickets, for every question you ask that I can't answer you get 5 tickets. (Do Q and A) with them for a few minutes)

Ok, now is the time, flip over your paper (the more on mk survey) It will help me a ton to work toward (my pearl earrings, my red jacket, my car,...whatever you are working on) if you fill this out. Ok...Lets start in the upper left hand corner. These are 6 qualities that generally describe successful MK consultants. We say if you have 4 of the 6 you would be great at MK. As I go over these write Yes or No if they apply to you (Go over the qualities – You can read them off the survey). Now I want you to go to the bottom left hand side of the page, Please write your name, phone number, and the date here. Also put my name at the bottom. Now this scale is your interest in Mary Kay as a potential part time or full time opportunity. 1 is thanks for the info but I would never sell Mary Kay in a million years, I'd rather eat grass. 10 is Oh My Goodness this is fabulous, please sign me up right now!!, 5 or more, is hmmm I'm not sure if this is for me, but it sounds interesting, and I'd like some more information Does that make sense??

We are looking for women who want more out of life, whether that's extra money, a new career or they just feel they were created for more and can get excited about helping improve the life of their family and enriching other womens lives.

When you are done circling a number put down your pen.

Don't you LOVE how your face feels?

Now I'm sure you want to know how you can take all of these great products home with you tonight, right?

Roll Up Bag Close-sell the on 2 and you will sell 1

ROMANCE, ROMANCE, ROMANCE the bag!

"Is this bag not to die for? Would you agree that this bag is incredible? Ok, it's a no brainer...you're going to the gym and you just need to take your skin care, just rip off the top pocket. If you need color and skin care, just rip off both pockets." Rip off the pockets as you are talking about them.

"Isn't this the great thing you have ever seen? You really do need two. If they don't ask why, say, "Don't you want to know why you need two of them?"

"I'm glad you asked! One you will need for your bathroom-this one will get dirty from hairspray and perfume that hit the bag as you are getting ready daily. You will no longer have to rummage through your drawer looking for the eye shadow that has broken up and left dust in your drawer. You know you have a drawer just like that. Everyone has taken their makeup brush and stuck it in the corner trying to get that last bit of dust onto the brush so you can get just one more use out of it! This is great because everything you need is right at your fingertips. No more cluttered countertops or jam packed drawers. This is keeping everything simple!" The second bag is will be tucked away under your sink or you can keep it in your luggage. How many times are you trying to get ready to go away or you have to leave on a spur of the moment trip and you get to your destination to find that you have two mascaras and no foundation? Or you grabbed your lip liner instead of your eyeliner? Then you have to run to the store and buy brand X that gets you by but now you will go home and add it to your smorgasbord of items you will never use again? This keeps everything together and you will never go without. You will no longer waste time putting together your essentials before leaving town. This makes a huge difference in your stress level, wouldn't you agree?"

Now for the best news of the evening, how much does it cost? This beautiful Travel Roll Up bag retails for \$415 dollars (say Dollars). The value of the bag alone is \$75 dollars. But tonight because you took the time to be here with me, you will save over 110 dollars and have it for only 299 and get the bag FREE which is our Queen bag (and the best deal) or you can have the princess bag for only 199. We take payment several ways:

- *Cash*
- *Visa, MC, Discover, American Express*
- *Check*
- *And creative financing----credit, check, cash...a little bit of each.*

Pass out the roll up bag sheet explaining the 2 roll up bags, and go over the different sets, briefly. Have her write down the sets she would like to customize her bag with. .

Do this after you customize your bag.

IMPORTANT!! As soon as they are done checking what sets they like start calling girls over to close individually. This will make your class shorter.

When closing,

Individual close: ask these questions in this order

Did you have fun? Great! What was your favorite part? Great!

What would you customize your roll up bag with? *(Look at her sheet, cuz she checked off what she liked. Count her sets, and say...Well that is a queen/princess bag if you did that today.)*

Is that comfortable for you today? *(If yes, pick up your jaw and write it up, if no, how about the princess for today? If no, you can also purchase individual sets and we can work towards the bag at your next appointment. Continue to work her down slowly, then, ask, do you need any mascara? Eye makeup remover? Lip gloss? Lipstick? Eyeliner? Keep adding til she makes it clear that she is done. Then add up her total quickly, show her the ticket, point out the items she has on it – NOT the prices, and say and here is your subtotal, tax total, please sign here and fill in your name, email and phone number. How did you want to take care of that, cash or check work best for me but you can also use credit or a little bit of each.)*

Ok...when is a good time for us to do your second appointment... *(pick a day and time)* Is there any reason why you couldn't bring some girlfriends and get the rest of your products at a discount? Great!

My last question was what did you think about the business? *(agree with whatever she says, if she is sharp and you want to work with her say this)* I ask because you seem to be the sharp woman of excellence that I am looking for, now this may not be anything you would ever consider and that is fine, but I would love to tell you a little bit more about it and we can go over things and just see. How does that sound? *(she'll probably say ok, if not agree with whatever her objection is and say you may be right, but I feel like I owe it to you to tell you how it really works and give you some more info so you can make a wise decision – but just cuz we talk doesn't obligate you to anything and I would really value your opinion.)* When would be a good time for us to talk in the next 24 hours? We can do it by phone or I would love to treat you to a cup of coffee. *(set up the specific time and hand her a recruiting packet)* Look this over and write down any questions or first thoughts that you have and we'll go over it tomorrow. I'm really looking forward to getting together with you. It was great to meet you!

Fill everyone's orders at the same time and bring them all in at once. If they have to leave early you can set up delivery with them for the next day or leave it with the hostess.