

Color 101—\$101 For Free

The LOOK Every Woman Wants,
at the Price Everyone Wants—FREE!



Here's How to Get Your 101 Color Compact for FREE:

When Your Show:

_____ Holds on Original Date w/ min. 3 guests

_____ Totals 5 Adult guests who do not have a Mary Kay Consultant

_____ Generates a minimum of \$300 Sales

_____ Has 2 committed bookings from attendees

_____ Accomplishes all 4 above

You Get:

⇒ A CUSTOM COMPACT

⇒ 1 EYE COLOR

⇒ CHEEK Color

⇒ 2 PENCILS

⇒ BRUSHES

When You:

_____ Get your Guest list [names and phone numbers] to me by _____

_____ \$100 in Outside Sales - Sales from those not attending your class

_____ Book your COLOR CLASS within 4 weeks [date]

_____ Share 10 Referrals from those not coming [give me phone, Email + mailing address]

_____ Listen to Audio Tape or CD & give feedback

You Get:

⇒ 1 EYE COLOR

⇒ 1 EYE COLOR

⇒ MASCARA

⇒ LIP GLOSS




⇒ LIPSTICK

Guest List:

Name:	Phone:	Confirmed:
1. _____	_____	_____
2. _____	_____	_____
3. _____	_____	_____
4. _____	_____	_____
5. _____	_____	_____
6. _____	_____	_____
7. _____	_____	_____
8. _____	_____	_____

Guests who want to hold their own shows:

1. _____
2. _____



- Invite friends, family, work associates, neighbors and friends from church exercise group etc. Have a few extra in mind in case of cancellations..! 
- Call each guest the day before and remind her of the time and that you are counting on her! 
- Keep refreshments simple! Coffee / tea and cookies are just great! 

I'm partnering with You! I Want YOU to get MORE out of this show than you put into it!

Suggested Dialogue to Call to invite your friends:

“Hi____, I'm so excited, do you have a quick minute? I have a trained Skin Care Specialist & Certified Color Consultant with Mary Kay Cosmetics coming to my home to pamper me with Mary Kay's newest skin care, anti-aging supplements and color samples on _____ at _____. She has told me that I can have friends to join me but I must limit the number to only 5 so that we all get personalized attention. Is there any reason you couldn't come over on _____ at _____? It will take about 2 hours, and I'll have some snacks. ~~~ [Pause] ~~~ Yes? GREAT! I'll be giving [*beauty consultant name*] your name and phone number so she can call you to find out what samples to bring for your skin needs and coloring - so expect a quick call from her in the next couple of days. [Friend], I'm so glad you're coming! I am only allowed five, so I am counting you in as a reserved spot! I know this is going to be a real treat.”

Suggested Outside Sales:

-  From the LOOK BOOK enclosed: Satin Hands, Lipsticks, Lip Liners, Eye Colors...
-  Make sure the customer fills out the information on the Outside Order Form, including phone number, so I can get the products to her!