

Pink Boot Camp 3

Checklist #3:

Complete all five items and win the audio "Limiting Beliefs by Julia Burnett"!

- 1 Watch all audios and videos on Pink Boot Camp 3 on www.lafricanerichie.com.
- 2 Highlight the slots in your MK date book when you want to hold appointments in the next month.
- 3 Contact 30 people using the enclosed Power Start booking scripts. If you're having a debut, use this script with those who cannot come. Track your results.
- 4 Select the hostess program you will be using and put together 5-10 hostess packets.
- 5 Book a party and use the enclosed Party Coaching Sheet to coach it.



**When you've finished all 5 steps, go to www.lafricanerichie.com,
New Consultants, Prize Redemption to redeem your prize.**

Booking from your Appointments

If you want to ALWAYS book appointments from your appointments, use this checklist!

Preparation for the Party

- My date book is highlighted with dates when I want to hold MK appointments each week/month.
- I visualize myself getting future bookings on the way to my appointments.
- My #1 goal heading into an appointment is to get future bookings; sales are secondary.
- I hold more parties (group appointment) than facials (1-2 people).
- I contact every guest on the guest list before the party asking questions about her and about her skin.
- My party size is usually more than 4.
- At the start of each month, I have 15-30 packets made up with all applicators (cotton pads, facial cloths, etc) and EVERY sheet I use at my table close printed in color.

Using the Hostess Program

- I know what products my hostess wants to get free with her hostess credit before the party.
- My hostess program is visible to every guest at the party throughout the party (color copy in her packet, laminated as a placemat, etc.).
- I romance the hostess program, walking through each component during the appointment.
- I present the hostess's free product to her in front of the group.
- I give my hostess special "perks" at the party – she gets to use the Skinvigorate brush, etc.
- I could be woken up from a dead sleep and explain my hostess program in one minute or less.
- I PASSIONATELY LOVE my hostess plan.
- If I was a guest at a MK party, I would book a party with my hostess program.

Introduction of the Party

- I affirm and appreciate my hostess with specific, meaningful praise in the introduction of my party.
- I talk about the second appointment and let everyone know she can share it with friends.
- I tell everyone she will be meeting with me individually at the end of the appointment in a separate location AWAY from the table.

Glamour

- I only use extensive glamour products on my hostess IF this is her 2nd appointment.
- I ONLY use skin care & a dash out the door look on guests at a facials or parties

Body of the Class

- I follow the flip chart because it has been PROVEN to produce second appointments.
- I have a referral sheet in each guest's packet and use the words in the flip chart to ask for referrals.
- I offer a fun incentive for anyone who fills her referral sheet with names.
- I mention a 2nd appointment at LEAST 8 times during each appointment.
- I go through a sets sheet at the end of each appointment and offer incentives for purchasing in sets.
- I offer the 21-Day Glow & Tell challenge to anyone who purchases a 4-piece skin care set.
- I ask all of the guests all of the scripted closing questions at every appointment.

Individual Close

- I go through each of the closing questions with each guest at her individual close.
- I schedule follow up appointment with anyone who purchases a skin care set.
- I ask if she'd like friends to join her at her follow up appointment to earn free product.

Hostess Packets

- I carry enough hostess packets for each guest to each appointment.
- I go through hostess packet with anyone who books in detail.
- I give an incentive to my hostesses for giving me a guest list.
- I make a reminder contact to my hostess to get me her guest list within 48 hours.



Hostess Name: _____
Address: _____
Email: _____
Phone: (____) _____ - _____

Hostess Checklist

- ☐ \$25 - Provide Guest List in 48 hrs
- ☐ \$25 - 5+ guests 21 & older and do not have a consultant
- ☐ \$25 - \$225+ in Total Sales
- ☐ \$25 - 2 Future Bookings
- ☐ \$100 - \$100+ in Outside Sales

STEP 1

Party Prep

- ☐ Invites Sent
- ☐ Guest List Received
- ☐ Review Hostess Packet with Hostess
- ☐ Pre-Profile Guests
- ☐ Arrive 1 hour before the party to set up

Party Information

____/____/____ : ____
DATE TIME (AM or PM)

STEP 2

Collect Guest List & Pre-Profile

Name & Phone	Tried MK?	Skin Tone IVORY, BEIGE OR BRONZE	Skin Type NORMAL/DRY COMBO/OILY	1 Thing to change	Notes
1)					
2)					
3)					
4)					
5)					
6)					
7)					
8)					
9)					
10)					
11)					
12)					
13)					

STEP 3

Manage Your \$\$

Party Wrap-Up

TOTAL SALES
↓
REORDER: 50% SUPPLIES: 10% PROFIT: 40%

Sets Sold: _____
Parties Booked: _____
Sharing Appts. Scheduled: _____
New Team Members: _____
Follow up on "Tell Us What You Think" form: _____

Power Start Booking Script

Phone

Hi ____, this is _____. Do you have a quick minute? (Chit chat) I just started a business with Mary Kay and my first challenge as a consultant is to practice putting our products on 30 faces in 30 days! I'd love to borrow your face and for you to be one of my first 30. Could I ever borrow your face? I'd love it! Would a week night or weekend be better for you?

(SET DATE AND TIME WITH HER BY GIVING 2 CHOICES)

Awesome! I'm just thinking...it's just as easy for me to do one face as it is for me to do several at one time, plus pampering is always more fun with girlfriends. If you have a few friends join us, I will give you free product and it will help me get closer to my 30 faces too! What do you think? Is alone or with a couple friends better for you?

(IF SHE SAYS SHE COULD ASK A FEW PEOPLE....THEN SAY)

Great! I think that would be so fun. Here's what I'll do. I can create a cute, fun text image for you to pass along to them to invite them.

(CREATE AN IMAGE LIKE THE ONE HERE USING THE FREE RED STAMP APP)

And are you on facebook? We can create a facebook event too! Just don't invite your ENTIRE contact list, just a select group of 20-25 or else it's super annoying. We want them to feel special and hand-selected! I'll create the event and invite you and you can add your people!



Text

TEXT SCRIPT for Power Start Booking

- Always start with a personalized ice breaker text first, just saying something unrelated to MK and make sure she replies first, THEN, ask the MK question.
- Use LOTS of fun emojis

After initiating chit chat texts....

While I've got you, I'm super pumped! Did I tell you I just started a brand new business with Mary Kay?

I know! Who would have thought, right? I'm excited. Loving it already. One of my first challenges is to practice putting our product on 30 faces in 30 days! Could I ever borrow your face as 1 of my 30? ☺ I'd love to spend some time together too!

Great! Thanks SO MUCH! Are week nights or weekends better for you?

(GIVE TWO CHOICES UNTIL YOU SET A DATE...THEN....)

And...I can do 4-5 faces just as easily as I can do 1! If I make a cute text image for you to share, would you ever want to invite some fun girls to join us? You'd get some free product if they come too!

(You can also ask if she's active on facebook and offer to create an online event there too!)

If you haven't heard back from someone for 3-4 days after asking to book them, then I check back in using this script with LOTS of emojis....

Hey _____! Just checking back in to see if you got my text – I know sometimes mine get buried on any given day! I sure would love to borrow your face and to spend some time together! I'll check back in a few days if I don't hear back from you!