

Script to Call the Queen's Guest List:

Hi _____! My name is _____. We don't know each other, but I'm calling on behalf of _____(hostess). She's having a healthy skincare pampering social you may or may not already know about on _____(day AND date) at _____ sharp. It's casual, it's comfortable, and it's totally free! It's being hosted with the By Invitation Only brand, Mary Kay Cosmetics, and I'm calling to see if you're going to be able to join us. (If you're talking to her live, stop here and wait for her response.) **You've been invited to be a special guest! So please RSVP to me either way. If you're able to attend, I do have a few quick questions about your skin so that I can set a place especially for you and your skincare needs. So when you have a sec, give me a quick ring or a text back. Again, my name is _____. My number is _____, that's _____. I look forward to hearing from you either way. Talk to you soon!**

If you leave a message, EXPECT to text again 2 DAYS PRIOR to the party with this:

Hi ____! I know life can get busy. I'm preparing for _____'s party on _____. Just reaching out to see if you're able to join us. 😊

If yes: Great! I have literally 90 seconds of questions to prep for your personalized station. Do you have a sec? When she says "yes", CALL her right then. If she says "no", ask when she'll have a moment and book a specific time to connect.

If no to coming: Thank you for letting me know. I'll pass that on to _____, ok?

If you feel she's open: Since this time doesn't work for you, I can offer a special time to pamper your skin for free as a friend of _____. Would a weekday or weekend be more what you had in mind?

(If no to attending because of other obligations, write "can't" next to her name and call her as a referral later. If no to attending because she doesn't want to, write "no" so you don't call again.)

If yes to coming: Great! I just have a few quick questions about your skin so I can prepare a station specifically for you & your skincare needs. Is that OK?

1. How would you describe your skin: dry dry dry, oily all over, t-zone oiliness, or normal?

- *You especially want to find out extremes of the skin (very dry or very oily)*

2. What are you currently using to take care of your skin?

- *Want to see if she is mixing brand lines or using the same brand line*
- *If she's an "extreme" and is currently mixing brand lines, you can still start her on Timewise because her "extreme" skin may be caused by ingredients clashing on the skin*
- *If she's REALLY extreme, she may need a different formula (i.e. Botanicals). Just use the appropriate tray insert & squirt her tray with the formula she needs & she can follow along the class with everyone else*

3. If I had a magic wand & could change or improve anything about your skin, lips, or eye area, what would you love for me to change or improve in the health of those areas?

- *This is her buy-in to come (other than her commitment to her friend) & will help her to look forward to her time with you*
- *Quickly check the profile card "cheat sheet" to see which product addresses her specific need and mention it to her. Or just tell her you have the perfect product to help with that issue, and then check Product Central (Mary Kay InTouch) or call the Mary Kay licensed dermatologists (800-272-9333) to see which product that is. If it's not a product you would normally show at the party, take a sample to give her or set near her station.*

4. As far as you know, are you sensitive or allergic to anything?

- *If yes: "Do you get itching, burning, or rashes?" If yes: "Do you know what specific ingredients you need to avoid?"*
- *If she is truly sensitive, say: **Our products are tested for skin irritancy and are fragrance free (unless otherwise stated), safe for sensitive skin, and non-comedogenic. But everyone is different, so we're going to do a "patch test" upon arrival and place a formula on the inside of your elbow, which has the most similar skin to your face, to see if we feel safe to apply it. We have 9 different formulas, so I'll be sure to take great care of you!***
*Then write, "*sensitive skin" on very top of profile card to remind you.*
- *Look up those ingredients on Product Central (Mary Kay InTouch) or call the licensed dermatologists at Mary Kay to see what products are safe for her.*
- *If she says she gets acne breakouts from certain ingredients, that's not an allergic reaction. It may be pulling out all of the impurities from under her skin. (If she isn't masking at least twice a week, she could have a lot of dormant impurities. It takes 3 weeks for skin to purge all of that. **Stick with it for 3 weeks and you're going to have cleaner skin than you've ever had before!** If she's still regularly breaking out after 3 weeks, change her formula.)*

Great! Well, I am so excited! I have just the product to help with your (specific need) and I'll be sure to show it to you on (day of party). Now, I will be there rain or shine with a place set specifically for you. Do you see any reason why you wouldn't be able to make it? (If yes, schedule a specific time to reconfirm her so you know for sure whether to set her station. It's better to set up for 3 SURE people than 8 iffy people.)
We'll begin at ____ sharp at ____'s home. If you arrive 15 minutes early, you'll have time to get settled in for the hand and lip treatment too. Here is my phone number should anything come up: _____. If you could give me a courtesy 24 hour notice, that would be wonderful because I'm going to show up an hour early to set up for you and I'm going to prepare for that a day or two beforehand. Can't wait to see you there! We're going to have so much fun!

***OPTIONAL for my visionary/time efficient biz owners. IF she seems open/nice/not in a hurry (OR you can even call back your favorites a day or two prior to the party and ask this):*

I have a crazy request that you can say “no” to, but if you say “yes”, I will PAY you for your valuable time with a FREE color cosmetic of your choice for helping me reach a passionate goal. Would you be open to listening to a recording or watching a video online or via your phone and giving me the passcode when I see you? I have to have a certain number of women listen in order to obtain my ____ knowing that some will just be educated clients and others may have more questions. Either way, it’s a blessing (or big help)! It’s about 20 minutes about Mary Kay as a business and you can listen all at once or little by little anytime before I see you at ____ on ____.

If yes: GREAT! Which type of color item would you most prefer? Mascara? Eye Liner? Lip Gloss? Etc. Then narrow down the type/shade to better paint the picture for her. The night before a morning party, or the morning before a day or evening party...take a photo of the item (with her name on a gift tag) and text it to her with the video link or recording number again, thanking her for her help. This will solidify the completion AND save you TONS of career survey time outside of the parties.)

If no: Don’t worry at all whatsoever. You never know until you ask, right? I’m so grateful to get to know you and have a great time at ____’s party! I’ll have that station set just for you! See you at ____ on ____!