



## Speak 1: Requirements

1. Put a variety of samples in little gift bags with ribbons. You'll need at least 20 to complete the homework. Add a piece of candy for fun and your business card if you want! Hand cream samples, color cards, skin care samples, or liner or gloss samples are all great. Put a stack of business and the customer cards that they fill out with your gifts.
2. Print out and bring a Beauty of Friendship sheet from [www.jeaniemartin.com](http://www.jeaniemartin.com) under Skin Care Class. Practice the script.
3. Practice using the before/after booking script.
4. Read over the Creative Networking ideas and decide which one you will do before the first class.



## Speak 1: Script 1 Handing Out Mary Kay “Presents”

### Possible People to Give Presents

- A co-worker you’ve never facialed
- Someone who works in a store or place of business you visit frequently
- A child’s friend’s parent
- Someone who works with a client (ask if you can come in and hand out presents)
- A church acquaintance
- ANYONE who is friendly that you’ve never facialed

### Eye Contact & Body Language

- Look her in the eye
- Smile a LOT, especially while you’re talking
- Give a GENIUNE compliment
- Be EXCITED!
- Getting HER name & # is the MOST IMPORTANT thing!

#### *Sample Conversation with Someone Who Works in a Business You Frequent:*

I just wanted to thank you so much for the great service you always offer by giving a present! I am an Independent beauty consultant with Mary Kay and I have some goodies! Would you prefer a hand cream or a color card or a skin care sample (Give a few options—whatever you have)?

Depending on what she says....you could respond with one of the following.

Are you familiar with Mary Kay products?

Do you have a consultant who currently services you?

Have you ever been offered a free facial?

Write your name and cell number on this card and I’ll text you to see what you thought of the sample and to set something up! I would love to give you the chance to try Mary Kay!



## Speak 1: Script 2 Beauty of Friendship Sheets

*This script is taken directly from your Beauty Book Skin Care Class Script! You should be using it at EVERY class and facial!!*

### **Referrals.**

While that lip mask dries, go ahead and grab your cell phones and pens. We're going to play a little game!

Does anyone have any friends or family members who could who are over-worked and under-pampered and could use a special gift? Does anyone know a WOMAN who cares for everyone else in her life more than herself? Anyone LOVE to earn products for FREE?!?!?

This is what I call my "Beauty of Friendship" offer!

(Pass out Beauty of Friendship sheets - on [www.jeaniemartin.com](http://www.jeaniemartin.com) under Skin Care Class)

Simply write in the cell phone #s of your friends and family members on each line. I'll text and offer them a gift of friendship from you that is a \$10 gift certificate redeemable at a FREE facial! If she books and holds her appointment, you get the item FREE that is above her name and #!

AND, whoever fills her sheet with names and #s FIRST gets an additional special gift from me! Ready, set, go!



## Speak 1: Script 3 Before/After Portfolio Booking Script

### Booking Your Clients for a Before & After Portfolio

“Hi \_\_\_\_\_! This is \_\_\_\_\_, do you have a quick second? Great! (Briefly chit chat about the last time you spoke or saw her. Do a little bonding.) I was just calling with a favor to ask of you. I’m putting together a portfolio of before and after pictures of \_\_\_\_\_ (Magnificent Moms, Terrific Teachers, Professional Women, Moms/Daughters, etc.—pick any category!). I was wondering if I could ever borrow your face for an hour and feature you as one of my models.

*They usually ask for some kind of explanation – how long, where, what it would take, etc.*

It will only take about an hour. You can come to me or I can come to you, and we just cleanse your face, take a before picture, give you a new look, then take an after picture. It’s really painless and fun.

Before we schedule your appointment, I do need to make sure that you don’t already have a Mary Kay consultant. Do you have someone who currently services you?

- A. If they accept, but are lukewarm then just book a facial.
- B. If they are excited, then I say...Well, I don’t know if it’s anything you would be interested in, but I am offering a special promotion right now. If you agree to share your appointment with a few of your girlfriends, I can help you earn FREE PRODUCT! Is there any reason why you wouldn’t want FREE PRODUCT? Great! I will send you a hostess packet tomorrow, and I will call you in two days to go through it with you. The only thing I need from you is a guest list of 20-25 names, addresses and phone numbers. Can I get your e-mail so I can send you a reminder? If I get them within 48 hours of your receiving your hostess packet, you get your first \$25 of free product! I will send out invitations, so you won’t have to do a thing! I can’t wait to see you again on the 10<sup>th</sup>, and to meet your girlfriends!

### **TEXT Before/After Booking Script (to someone you know)**

*Initiate with friendly text and GET A RESPONSE before you ask for a booking.*

Putting 2gether a before/after portfolio w/ my MK biz. Need 30 faces! Cld I use u as 1 of my models in January?



## Speak 1: Script 4 Creative Networking

*Choose one of the following.*

\_\_\_\_\_ Join an organization, club or group where you can meet women  
Church Groups (Moms' group, Bible study, etc.)  
Junior Women's Club  
PTA  
Exercise Groups

\_\_\_\_\_ Schedule a booth at a fair, festival, show, garden walk, etc.

\_\_\_\_\_ Make a list of those people who you've thought of before but were too scared to call or ask. Call 5.

\_\_\_\_\_ Ask a business if you could put a facial box at their front desk.  
Buy a gift certificate from their business as a give away.  
There are great facial boxes available through MK Connections on [www.marykayintouch.com](http://www.marykayintouch.com).

\_\_\_\_\_ Ask a husband or relative for 5 names of people they know that you don't and contact them.

\_\_\_\_\_ Schedule a special Mary Kay event and invite 50+ women.  
Timewise Repair Anti-Aging Class  
Spa Party  
Pedicure Party  
Smokey Eyes & Fake Lashes Night  
Lips & Chips  
Trash It Night—Dump another brand's product & get MK version at 10% off  
Advanced Glamour



## Speak 1: Assignments

In order to “graduate” from Speak, you must attend all four classes and complete the homework from each! You can come back if you don’t finish the homework, but you won’t “graduate” until you take the class and do the homework when it is offered again.

1. Hand out 20 Mary Kay “presents” and get contact information from women you’ve never facialed. You must get contact information to count as one of your 20. Track your results from these contacts.
2. Ask at least 5 people to fill out a Beauty of Friendship sheet. End up with at least 20 new referrals.
3. Use the Before/After Script with 20 women. Track your results.
4. Choose a Creative Networking idea and implement it before the next class. Share your results.