

Edit your Flip Chart to make it current

Cut these inserts to cover the words on your flip chart.

You'll need 4-5 small gifts for:

1. **Hostess** *(only if using percentage for hostess gift)*
2. **Referral game** *(additional SMALL gifts for those who give 5 names)*
3. **"It's in the Bag" Marketing game**
4. **Face Race**
5. **"It's All About You" Questionnaire** *(filled out completely) *optional*

Marian Forrest's Flip Chart Skin Care Class

Compiled from multiple sources: BIG THANKS to Maureen Shipp, Cindy Williams, Allison LaMarr, and the countless others who shared their words so many others could be successful. THANK YOU!

(Tape this to the back of your flip chart—the one that says “Tip”)

Arrive at least 30-45 minutes BEFORE the scheduled class time. *Arrive at her door with one bag. Give her a sincere compliment and find out where you will be setting up. Go to the car for your other bag(s). Be careful not to bring too much stuff! You are selling your position—don't make it look so hard that no one would want your job! Set up trays and mirrors. Have your Travel Roll Up bag rolled out with the products you will use set out in front of each pocket. These are the products you demo from!*

While setting up –*1st point of 4 point recruiting plan (W-I-S-H)*

“W” *Who is coming today who would be Great doing what I'm doing? Ask your hostess “Tell me about your friends who are coming?”—listen for clues.*

Hostess Makeover *(only if this is her 2nd appointment—if not, only come 30 minutes early)*

Still prior to the scheduled time—*take guests, as they arrive, to the class table to **MATCH HER FOUNDATION** while she completes her **CUSTOMER PROFILE CARD**. Write her foundation color on her profile and put the foundation in her tray. Get to know each guest—find out how she knows the hostess. Have the guest go to the kitchen for a **SATIN HANDS & SATIN LIPS** treatment (Hostess assists).*

Begin at the scheduled time for the appointment—*ALWAYS honor those on time and NOT those who are late!*

Page 1-Welcome Guests and Thank Hostess

WELCOME! Thank you SO much for taking time out of your busy schedule to be here!!! My name is _____ and I am SO grateful that _____ (hostess) has invited you today! Let's give her a great big hand! (applause!)

THANK YOUR HOSTESS—Give her a small gift if using a percentage hostess program or "MK hostess gift" if based on attendance or other criteria—**ROMANCE IT!!!!**—tell **what** she earned and **how** she earned it--**ROMANCE IT!!!** Share your hostess program!

Today we are going to do 3 things: First I am going to tell you a little about me, then I will tell you a little about the Mary Kay company, and last we are going to learn about skin care and play with color! Everyone ready?

2nd point of 4 point recruiting plan (W-I-S-H)

"I" Tell your "I-STORY" -2 min. MAX!

I'd like to share a little about myself and why I started my Mary Kay business!!

Page 2-Mary Kay Company and History

**Now let me share with you a little bit about this impressive company!
Did you know that Mary Kay is the #1 Best Selling Brand in the entire Nation!
There's FDA standard, and then there's Mary Kay Standard! Did you know that
in a typical year, Mary Kay Corporate conducts over 300,000 tests to ensure that
Mary Kay meets the highest standard of safety, quality and performance?
Would it surprise you to know that Mary Kay Sales Directors are the highest
paid women in America? According to the Wall-Street Journal, there are more
women in MK making over \$50,000 a year—more than any other company in
the NATION! And you thought, "Bless her heart, she couldn't get a REAL job "**

3rd point of 4 point recruiting plan (W-I-S-H)

"S"- Select a guest

**Mary Kay Ash, the lady, always said that at every skin care class there is 1 or 2
guests who would be GREAT doing what I'm doing and I don't know who that
is—You may know! *(if someone starts pointing or commenting-possible good recruit!)* I want
you to watch me today. If it looks like I'm having fun and reading off the back
and you think you "I could do that—she just read off the back!!!" then we can
talk about that at your private consultation!**

**Now, today we are talk about skin care, but I will get back together with you at
your second appointment for your color consultation. I will teach you
techniques for your eye and face shape and show you specific colors for your
signature look. If we try to do that all today, we will be here all night and _____
has to find out if you like your eggs fried or scrambled. SO Today, we're going to
focus on skin care...and we'll schedule you for your color consultation appt at
the end!**

So let's get started!!

*FLIP to page 7--Paperclip or sticky tack together pages 2-6 so that you were showing the picture of
Mary Kay Ash, and you are now showing the statistical results of the Miracle Set.*

How many of you believe in Miracles? Well today you are going to get to try one! This is the #1 Skin Care in the entire Nation!

_____ (pick a guest) Would you please read these results that you will expect to receive 12 weeks of using this set!

83% reduction in fine lines and wrinkles!

25% improvement in elasticity!

100% softer skin –YOU CAN'T GET BETTER THAN 100%!

46% more even skin tone!

How many of you want healthy, young looking skin throughout time? Great! There are 5 things to good, healthy skin care:

1st: you need to CLEANSE your skin: Taking dirt and impurities off of your skin every day, twice a day. Our cleanser also softens the skin and removes makeup...

2nd: you need to EXFOLIATE your skin: You produce new skin cells every 4 to 7 days, but don't naturally exfoliate themselves, so they come off when you touch your face or take your shirt off and become 90% of the dust in your house, so I am helping with housework and helping you to look fresh and balanced...

3rd: you need to FRESHEN your skin: You need to close the pores and balance the pH on your face

4th: you need to MOISTURE protect your skin: Our moisturizer adds moisture back to the skin, pulls the pH of your skin back to that of normal skin and makes it behave more normally!

5th: you need to PROTECT your skin with a foundation: From the environment and the Sun. Our foundation protects your skin from pollutants, impurities, toxins so that it collects on the foundation and you wash it down the sink at night!

Mary Kay is the only cosmetic company to have this-TimeWise Cleanser-it's the cleanser, plus the mask, plus the freshener-All in one! And you put it on, you take it off, you're done! You don't have to sit around and wait for the mask to work. And you're going to do this morning and night; just like brushing your teeth! When you sleep, your body lets off toxins and those are not good for your face. At night, you have dirt, makeup, impurities; you need to get that off your face.

Now, everyone scoop out your cleanser and put that on your face in upward, outward motions. (Show them. While they're cleansing, keep reading and wet their washcloths) (The reason you go in upward, outward motions is because your skin cells grow downward, like shingles on a roof and this gets the most product up into the skin cells, pulling out the dirt and impurities so that your cleanser does the cleaning, and not your scrubbing action; because that can cause you to lose elasticity! Today we're going to work with the face, but at home, go all the way to your collar bone. Let's wipe it away in the same upward, outward motions!)

FLIP to page 10

Page 10—TW Age-Fighting Moisturizer

Now we're going to put on our AGE-FIGHTING moisturizer in the same upward, outward motions.

(While they are moisturizing, read the next paragraph)

If your cleanser was white, for normal to dry skin, your moisturizer is going to fight age while hydrating the skin for 10 hours! If your cleanser was the gel, your moisturizer will fight age while absorbing oil for 10 hours!

SKIP BACK to page 9

Page 9-Applying TimeWise Day Solution Sunscreen SPF 25 and Night Solution

This next product is our ACCELERATING AGE-FIGHTERS! This is a product for those of us who are “further away from 16”

This is the Day Solution ! *(Show it, and then begin applying it to their wrists as you speak)*

This normally goes on the face, but today we are going to put it on the wrist because EVERYTHING you put on your face today, you will see results in ONE USE! This product shows the maximum results in 8 weeks and it accelerates the repairing process during the day when your skin received the most brutality. Day Solution has SPF 25, which is what dermatologists recommend for daily sun protection. It also has vitamins and antioxidants that fight free radicals, which are cancer-causing agents in the environment.

This is the Night Solution! *(Show it, and then apply to the other wrists as you speak)* **See these beads, I call these the stars at night, and these beads are encapsulated vitamins! When you pump the bottle, the bead bursts and you have the freshest vitamin on your face! THIS IS LIKE CONTROL TOP PANTY HOSE FOR THE FACE!**

SKIP to page 11

You can begin applying your foundation. If you aren't sure how, just dot it on your faces, and blend the dots! Today, we will be using the liquid, but I'm going to share with you other formulas so you can customize your look! We have:
Crème to powder that goes on like a crème and dries to a powder
Crème foundation for those who are amazingly dry!
AND WE NOW HAVE A MINERAL POWDER FOUNDATION that gives complete coverage and mineral PRESSED for portability!
At your individual consultation, we'll select the formula that is right for YOU!

Now, who loves to play games?! I LOVE TO PLAY GAMES!!!

Referral Game: The biggest compliment you can give me is to share me with your friends, so turn your profile over and you are going to fill in names AND phone numbers and you can use your cell phone and it is NOT cheating!!! *(Show them where to write)* The first one to get all 5 filled in wins! On your mark, get set, **GO!!!** *(Give a prize to the winner and romance the prize!)*

Marketing Game: Now we are going to play another game! I'm going to pass around this bag and you are going to take one item out of the bag. When everyone has an item, then you are going to tell me what benefit of my Mary Kay business it represents! If you get it correct, you get a ticket and we'll do a **drawing at the end!** *(Draw and give the winner a gift! You can tape the It's in the Bag Marketing Game cheat sheet here. If you are confident in sharing how we make our \$, you can just give tickets for asking questions about how we make our \$--no bag 😊)*

Face Race: This is a card with samples of eye shadows, cheek color and lipstick on it. Everyone take the plastic off the samples or bend up the corner. There is a diagram on how to apply color that looks good on MOST people. You can follow the diagram or you can do what you like to do. Here's an eye applicator and a cotton ball for cheek color and let me know when you have completed your eyes and I'll give you mascara! **GO!** *(Give the winner a gift!)*

Page 17-Closet Close

(You will do the Closet Close 1st, then the Table Close)

Now, everybody take the back of your hands, because you have more nerve endings here, and feel your cheeks *(show them)* How does that feel?! Softer?! And that's after one use! Can you imagine how your skin will feel after a month, 6 months, a year!

Now, everyone close your eye, no peaking! I want you to picture your closet. Pick out an outfit that makes you feel DROP DEAD GORGEOUS and put it on. See yourself in a full length mirror. Get a total cost for that outfit. And include anything that gives you that "I've got it goin' on" look! Purse, jacket, belt, scarf, JEWELRY! When you get a total cost, open your eyes and look at me. *(wait and ☺ as they look at you.)* GREAT! Now, what I am interested in is how that outfit makes you feel! I don't care about the cost. It doesn't matter if it's \$10 or \$10,000—and I've heard it all-what matters is that you feel BEAUTIFUL! *(go around the table and ask how much their outfit was-don't respond whether high or low, just repeat the number)* Now, we have amounts somewhere between \$__ and \$__ *(repeat the lowest and highest cost)* And how many times last month did you wear that outfit? *(go around the table)* GREAT! So you wore it between __ and __ times last month. It makes you feel Beautiful, and you wore it between __ and __ times. *(Gesture to the first person and ask)*-How many times last month did you wear your face?

*(pause)...***EVERYDAY!!!!**

Everyone close your eyes one more time. Picture your best friend. *(Pause)* Now open your eyes. What did you see? Did you see their accessories and their matching shoes, or did you see their face!? *(pause)* They remember your face! You won't have that outfit in 10 yrs. It'll be stained, it won't fit, or your taste will have changed. But you'll still have your face, and you'll have it in 20 yrs, 40 yrs. INVEST WHERE IT MATTERS!

EVERYDAY!!!!

EVERYDAY!!!!

EVERYDAY!!!!

EVERYDAY!!!!

(Table Close with the beauty book insert)

If you know what a Juego is, you can read from that side, otherwise, turn it over to the English side! 😊 On the sheet, you will notice white boxes.

On the bottom row, 2nd box from the left, is our Basic skin care set, this is the crux of our business because if your skin looks good, then you look good, whether you are in a \$400 suit, or a \$4 shirt—you're gonna look good. This is what you used today and it's like brushing your teeth. This set counts as 1 *(have them place 1 finger over this set)*

Now go one square to the left—this is our Miracle set for those of us who need a miracle! This is our Basic Skin Care set PLUS the age-fighters! This counts as 2 sets! *(have them place 2 fingers over this set)*

Above that is our ULTIMATE MIRACLE SET!!!! Raise your hand if you have ever had a microderm treatment in a salon? Microderm treatments run between \$75-\$100 per treatment and they'd like for you to do 6—yea, I'll bet you would! Our set is aluminum oxide crystals-the same grade they use in a dermatologists office. Step 1 takes the top 5 to 7 layers of skin called the stratus corneum off, removes the dead sebum layer from your skin and reduces fine lines.

Step 2 replenishes and it feels like liquid silk! It melts into your skin. This set also includes the TimeWise Firming eye cream which has 4 benefits. 1st it is a moisturizer. Your eyes are water glands not oil glands. They cannot produce their own moisture-you have to give it to them. This is a drink of water for your eyes! It also has age-fighters using vitamins and botanicals. It has light diffusers to make your eyes look fresher and younger PLUS it has firmers to keep the skin in place. This set counts as 3!! *(have them place 3 fingers over this set)*

And because I love a great deal...When you purchase 3 sets, you will get the 4th set at 50% off and get this roll up bag FREE! It is the smartest bag I have ever seen! *(Hold your bag and Romance it!! Rip a pocket off!)* Let's say you are running late for an appt. You just *(rip a pocket off!)* grab your glamour pocket and take off! You never forget your mascara!! I'm going to start with ___and take her over to my office which is *(name a place)* and we'll get you taken care of!

(Table Close with the Travel Roll Up Bag Brochure)

On the middle column, 2nd box from the top, is our Basic skin care set, this is the crux of our business because if your skin looks good, then you look good, whether you are in a \$400 suit, or a \$4 shirt—you're gonna look good. This is what you used today and it's like brushing your teeth. This set will count as 1
(have them place 1 finger over this set)

Now go one square to the left—this is our Miracle set for those of us who need a miracle! This is our Basic Skin Care set PLUS the age-fighters! This counts as 2 sets!
(have them place 2 fingers over this set)

And on the left column is our ULTIMATE MIRACLE SET!!!! Raise your hand if you have ever had a microderm treatment in a salon? Microderm treatments run between \$75 to \$100 per treatment and they'd like for you to do 6—yea, I'll bet you would! Our set is aluminum oxide crystals—the same grade they use in a dermatologists office. Step 1 refines your pores, removes the dead sebum layer from your skin and reduces fine lines. Step 2 replenishes and it feels like liquid silk! It melts into your skin. This set also includes the TimeWise Firming eye cream which has 4 benefits. 1st it is a moisturizer. Your eyes are water glands not oil glands. They cannot produce their own moisture—you have to give it to them. This is a drink of water for your eyes! It also has age-fighters using vitamins and botanicals. It has light diffusers to make your eyes look fresher and younger PLUS it has firmers to keep the skin in place. You know how Bob Hope's eyes fell away towards the end of his life, that's because his eyes lost their firmness. This set counts as 3!!
(have them place 3 fingers over this set)

When you purchase 4 sets, you get this roll up bag FREE! It is the smartest bag I have ever seen!
(Hold your bag and Romance it!! Rip a pocket off!) **Let's say you are running late for an appt. You just**
(rip a pocket off!) **grab your glamour pocket and take off! You never forget your mascara!! I'm going to start with _____ and take her over to my office which is**
(name a place) **and we'll get you taken care of tonight! Oh! I have a questionnaire on the back**
(it's all about me form) **and when you fill it out complete I'll have a gift waiting for you in my office! ☺**
FLIP BACK to page 16 -Leave it here while you do your individually close with each guest.

(Individual Close—in your “office” --use their name as much as possible!)

Did you have FUN!?!?

(Coach)-If money were no object--you have \$25,000 in your checking account— what would you take home today, because that tells me what you really liked, not what you can afford? (make list as long as possible and write on back of profile)

(Sell)-Money is an object, although I do offer MC, VISA, AMEX, Check, Cash, and a Payment Plan (only if you have inventory) With that additional info, what would you like to take home today?

(Book)-Ok. Let’s set up your second facial/color consultation. Is there any reason why you wouldn’t like to earn (free products or the discount of your choice) during that appointment? I think you would make a great future hostess. (Explain that she can hold a class and get 10% off for each guest there up to 50% off unlimited shopping spree- with 5 guests there—you get to be a consultant for a day).

(Recruit)-There’s one more thing before you go. I always choose a few women at each appointment who I think would be great at Mary Kay, and I chose you. This may or may not be for you, but I would love for you to help me with my training. Would you be willing to listen about how we make our money? It only takes 15-20 minutes and you would receive a gift just for listening. (wait for her answer)(schedule a time for me to call! ☺)

Thank you SO much for coming! I REALLY enjoyed getting to know you! I’m going to finish taking care of the other ladies and then I’ll go to the car and get everyone’s orders at once, OK? Would you please ask _____ to come see me! (by name, don’t just say “the next person”)

(Delivery: Hopefully you have a full store and will deliver the product immediately. Only those with sufficient inventory can do creative payment. You don’t want to give out the product without the money)

As you are cleaning up- 4th point of 4 point recruiting plan (W-I-S-H)

“H” Hostess-Ask the hostess if she could ever see herself as a consultant. Get permission for your director to call to see how you did for training purposes