

About 2 weeks before the event I started calling all of my good customers (mostly ones that are prospects) and continued calling customers until the night before. All of them had been facialed before.

Hi \_\_\_\_\_,

This is \_\_\_\_\_ your Mary Kay Beauty Consultant. Do you have a minute?

Great! I have a special Mary Kay speaker NSD Lisa Madson coming to \_\_\_\_\_ on \_\_\_\_\_ at \_\_\_\_\_ and I am responsible for having guests. If you come as my guest I would give you a \$\_\_\_\_\_ in Free products just for coming. Is there any reason you would not be able to join me?

**\*\*If they say yes-**

Great! Will you please meet me 15 minutes early that night so I could get you to your reserved seat? Also, would you please pick out the products you would like on my website so I can have them ready for you that night? If you do not pick the products on the website I will not be able to have them there for them that night, I would have to deliver them later. Here is my website \_\_\_\_\_ and could you do it by \_\_\_\_\_ so I have enough time to get them ready by the night of the event. Also, I will mail you a postcard (or text or email) with my website and confirming our date and time and location.

(Then I mail out a postcard (or text or email) w/ my website and information on it to confirm them and make sure they had my website address correct. The orders should start to come in. If they do not, I called or texted or emailed them to see if they were having any problems and to remind them that if they did not pick out their products on the website I can not have them ready for them that night. Once the orders start coming in, you know who is coming. )

**\*\*If they said “no” they couldn't come that night, ask them to another event or ask them for reorders.**

I have \_\_\_\_\_ event on \_\_\_\_\_. Would you be able to join me then?

Are there any items you are low on or need to reorder?

I am running a special for \_\_\_\_\_ or \_\_\_\_\_ of \_\_\_\_\_ free for getting \_\_\_\_\_ of your funniest adult girlfriends or adult girl family members together to give their feedback on our awesome new \_\_\_\_\_ products. Would there be any reason why you wouldn't have a class/party and get some friends together to earn some free product?

If she agrees book her.

If not thank her for her time. And, let her know her new book will come \_\_\_\_\_ and if there is anything she needs before then she can call, text, or shop on line.