

PURSE GAME!!!!

By Julia Burnett

Great Booking & Marketing Tool - The two gals with the most tickets at end of game get gift certificates to spend at their check-up facial within next two weeks!!

Have **HOSTESS** give out tickets (or take points) – You don't want your hostess winning, b/c the rewards are gift certificates for **FUTURE APPOINTMENTS** so this takes her out of the game!

I do this game at **EVERY** skin care class - either as an ice breaker at the beginning or right after they've completed the skin care. Ask everyone to grab their purse, and make a joke "don't worry, you're not going to buy anything!" and tell them you are going to call out a letter, and the person who grabs something out of their purse that begins with that letter & shouts it out the fastest gets 2 tickets and the gal who pulls out a **DIFFERENT** object that begins with that letter gets 1 ticket. Each letter will stand for something about Mary Kay, so they can understand a little bit more about the type of company they are supporting when they purchase Mary Kay Products. And they **WANT** tickets b/c they are playing for **gift certificates to spend with you at their check up facial within the next 2 weeks and prizes** (and crinkle your beautifully wrapped prize in your bag so they can hear something is in there – I usually have a couple of little goodie bags of samples).

Acronym – is MRS W CAB

M – Money

One of the main reasons women join Mary Kay is to make extra money. Whether that is extra money to supplement your income or just “mad money” to have fun with, I don't know anyone that couldn't use a little extra \$!

There are 4 ways to make money in Mary Kay:

1. Selling the Product

Mary Kay is the #1 Best Selling Brand of Skin Care and Color Cosmetics in the **NATION** for the 15th Year In a Row (2009)...Therefore it's very easy to sell b/c of the quality of product for the price & the name recognition! Basically we make 50% of what we sell – so we buy the product from the company for a dollar & sell it for two.

2. Re-Orders

The great thing about Selling Skin Care is the **Re-Order business!!** If you ever consider selling anything, you want to sell something that people wash down the sink 2 times a day!! Once a customer base is established, the re-order business is strong!!

3. Sharing the Opportunity

Mary Kay pays us to Share the Opportunity with other women. When a woman decides to join your team, Mary Kay pays the seasoned consultant a commission anywhere from 4-26% based on her team's success. MK is not a pyramid - pyramids are illegal, MK's been around 40 years! You don't take any money from your team-members, the company just sends you a love check each month automatically based on your team member's production.

R – Recognition

Did anybody received a standing ovation when they walked into their job, school, home today? (wait for a laugh) In Mary Kay, we do! We praise you to success!! Mary Kay recognizes everything you do!! At our weekly success events, we get recognized for the sales we had, etc. I don't get recognized every day at my regular J-O-B, so it's nice to be appreciated and get applause! The corporation also gives money, cars, diamonds, and trips to top performers!

S- Self Improvement

You get out of Mary Kay exactly what you put into it and this leads to increased confidence, self esteem, etc. Mary Kay is a great forum for brainstorming, learning from others, learning to be a business woman, and earning your own money!! I personally think there's not a woman in America who couldn't benefit from being in MK for a year, just to learn how to run a business, balance her checkbook, be a good steward of her time – and in return receive the increased confidence & self esteem that naturally follows. I think there's nothing more fulfilling in the world than building up people, and that's what we do every day in MK.

W- W is for Watch what I do and see if you think you could learn to do what I do!

(and they are thinking – “honey, I can learn to do anything you can do”). Mary Kay says that at every party there's a future MK consultant sitting in the audience, so I wonder who it's going to be tonight? (Pause – they'll either point to a gal or look at you like you're crazy – here is where you cast YOUR VISION – lower your voice). Well, I am building THE MOST INCREDIBLE TEAM of SHARP, dynamic women in all of Kentucky (or wherever) and I am always looking for women who want to win. You know, MK may or may not be for YOU, and that's totally OK, but it may be for someone you know, so as I go along, be thinking about if this is something you may ever want to learn to do or perhaps women in your life who may benefit from a career with MK.

C – CARS!!!

What do you see driving on the road (hold your hands like you're driving)? Hopefully the audience says “CARS!!” Remember when I said that Mary Kay pays us to share the opportunity? Well, not only do they pay us, we can also earn the use of a FREE CAR! You have the opportunity to drive FREEno car payments or insurance payments for the Rest of Your Life!! How many of you could get used to driving FREE??? The first car is a Chevy Malibu & MK pays 85% of insurance!! OR if that doesn't float your boat, then you could take

the cash option of \$375 a month. (Toyota Camry/Chevy Equinox or \$500/mo. cash payment or Cadillac or \$900/mo.)

A – Advantage

Does anyone here work from home? Well, if you do, then you know about all the awesome tax advantages of working out of a home office. For example a percentage of your mortgage interest/rent, cell phone, internet connection, mileage, trips, computer, printer, etc... are all a tax right off!

Another advantage of working from home is being your own boss. There's nothing like working for yourself. It's so nice not to have to ask off for vacation days or schedule when you can go to lunch. With Mary Kay, you are in business for yourself but not by yourself b/c of the thousands of women who have gone before you to show you the way. You have the opportunity to run your own business and build your own "corporation" but you have the support of a multi-billion \$ company behind you!

Mary Kay is very unique in that it can ebb and flow as your life changes. There are several ways you can work your business:

Hobby Consultant: Consultant who purchases her product from the company at a 50% discount for herself & sells to family, friends, & a few customers.

Part Time Consultant: This is how the majority of consultants in my unit are working their business. You could literally earn the use of a car on around 15 hours of consistent work a week. When I say "Part-Time" I mean very part time. I actually earned the use of my first 2 cars working another full time job. A part-time consultant is just doing 2 shows a week or less – is building a solid customer base & loves the reorders!

Leadership: At this level, MK can be a full time job & pay a corporate salary. The women in leadership of Mary Kay are some of the highest paid women in America. The advancement potential is limitless & the mentorship of other women along the way is amazing.

B – Beliefs

This is my very favorite letter, because B stands for Beliefs. There are three fundamental principals that MK is founded upon.

1) We live by the Golden Rule, which is to treat other people the way you'd want to be treated. So, along with that is we don't steal other people's customers. We understand that there are 1,000's of women out there who have skin, that we don't need to steal other people's customers. So, if you currently have a MK consultant who is actively servicing you - what I mean by that is you know her name, she's called you in the last 3 months to check on you - then if you'd still like to get something tonight, to support the hostess, then that's fine, as long as you go back to your regular consultant after that.

2) We live by the principles if you put your God first, your family second and your career third, then everything works. If those three things are not in order, then life can work for a little while, but not for very long.

3) Mary Kay Ash, the founder of MK, taught us that we should treat everyone we come in contact with as if they have a big sign around their neck that says, "Make me feel important" – and I just think that's such a great way to not only run a business but also live your life.

Now everyone...count up your tickets.....let's see who has the most tickets? OK, (name) has the most...this is the gal you want to beat. OK, everyone agrees, this is the person you want to beat right? Well, don't despair, because I want all of you to win & because I want this to be *real interactive*, you will have the opportunity to ask questions as we go along & you will be *rewarded* with tickets - so if you ask a question about a product our hostess will give you one ticket and a question about the company, the business opportunity, or Mary Kay Ash, our hostess will give you two tickets.

Remember, you want a ton of tickets, b/c the gals with the most tickets at the end of the night will win gift certificates from me to spend at their color appointment in the next two weeks. And of course, we will also draw for some prizes as well!

Do the rest of the appointment and after you have presented the rollup bag & the sets, do a Q&A so they can earn more tickets.

Here's where you really want to pay attention to who's asking a lot of questions. Note: those who are asking tons of company questions are either 1) not interested but very competitive (so they'd probably be pretty good at MK) or 2) are interested for some reason.....these especially are the women you want to talk to about the company during the consultation.

NOW - it's your job to get her from a \$15 facial appointment to having her inviting her girlfriends over.

This is how, you are at the individual consultation - 1) Did you have fun tonight?, 2) How does your face feel?, 3) make the sale, 4) OK, now here's your \$15 gift certificate for your check up facial/glamour appointment, so let's go ahead and set a time for us to get together for you to SPEND that, what's better for you weekday or weekend (or morning or evening - Tuesday or Saturday)? (Look down at your calendar, let her speak next) - schedule her appt.

THEN I want you to turn it on just a little bit here - THINK LIGHTBULB - I JUST REMEMBERED - "You know what?....I just thought about this, if you want to get some of your girlfriends over there to get pampered with you, at least 3, it's waaay more fun anyway with some friends, then when I come to pamper you, we can increase that \$15 gift certificate to a \$50 one! Basically, you'd be getting \$75 worth of product for \$25. OR if you can get at least FIVE of your girlfriends there you get \$100 worth of Mary Kay for \$25!"

You will literally see her face light up - b/c going from a \$15 gift certificate to a \$50 one is VERY enticing to most women (remember the \$15 one costs you \$7.50 in product and the \$75 for \$25 only costs you \$12.50 in product, the \$100 for \$25 only costs you \$25 in product BUT you are meeting all her FRIENDS, increasing your chances of BOOKING & recruiting ten fold & will make a LOT more MONEY).

Consolation prize: Then say, well, you know even if you can't get 3 over there, if you just get 1 or 2 girlfriends there, then I'll increase your \$15 gift certificate to a \$25 one – basically, you get \$50 of product for \$25.

That's how I have evolved into getting bookings from bookings - it works like a charm! Make it sound like NO BIG DEAL, don't use the word HOSTESS or PARTY - think of her as a "coordinator" in getting her girlfriends together and act like it's no big deal. Using the word HOSTESS implies that she has to clean the house & bake brownies - "getting some girlfriends together" or a Girl's Night Out Gathering sounds like FUN to me!