



NEW CONSULTANT LAUNCH PARTY

**Earn this Makeup Bag when you
Have a minimum of 10 friends attend your
Launch Party, and you hold it within 2
Weeks of starting your new MK Business**



Invite all of your friends and family to your Launch Party! This is a Party to launch your new business as well as get some good practice in! Friends and Family are great people to practice on. Depending on your location, your Director or Sponsor might be able to help you; if not, your Launch Party will still be a great experience for you and an important part of your learning process! Take pictures and send them to me for the Newsletter and Unit FB Page.

We will need the names and telephone numbers of the guests invited **3 days before the day of your Launch Party**. We will be calling and/or texting each one of them to thank them for supporting you, your new business endeavor and letting them know that you will earn a fun striped Makeup Bag just for having 10 of them attend.

Everyone at the Launch will fill out a Customer Profile, receive a Look Book and will sample Satin Lips and Satin Hands. Anyone who brings a friend will receive a special gift. Have your calendar with you so that you can book parties for the next 2 weeks with your friends.

Make sure to book everyone who cannot attend for their own appointment, party or to come to your Weekly Success Training. Encourage your friends and family not to bring children. Having children at your Launch Party can be a big distraction. If you are serving food, you will want to put it out **AFTER** the product presentation for everyone to munch on and mingle while they are waiting to meet with you for their individual consultation.

Have a separate place set up to hold your individual consultation with: A place for 3 to sit; Pink Sales Slips; Look Books, Hostess Packets; Pens, Calculator; business cards; and your calendar.

Make sure you dress professionally in your MK Attire. Arrive with a smile and an excited spirit.



LAUNCH PARTY SCRIPTS

“Hey _____, how are you??? This is actually a business call, but before that, I saw that you.....” (just bought a new house, went on vacation, got engaged, your son is in soccer now – something that you know about her life. Start of the conversation talking about her for a bit.)

Well, the reason I am calling is because I just started my own business with Mary Kay and I am so excited because...(why you are excited about starting your MK business; i.e. I get to be my own boss and set my own schedule; I get to enrich the lives of other women and make a difference; I am meeting so many awesome new girlfriends – stay away from talking about making money, she'll feel you are expecting her to buy product from you). My Business Coach asked me to think of the women who are fun and a strong support system in my life and invite them to my Launch Party, so of course I thought of you! You have always been such a good friend and I really appreciate you always being there for me! This Party will be great training for me! Can I count on you to be there? My Business Coach also gave me a goal to have at least 10 women attend my Launch Party. When I do, I am going to earn my very first Prize in my business. So, if you want to bring a friend or two, to help me reach that goal even faster, and I will have something special for you! Do you know who you would want to bring with you?”

Have her get the names and numbers of her friends she's bringing to you **BEFORE** the Party, so that you can thank them in advance.

Call people and invite them before you create any kind of “social event” on FB, Twitter, LinkedIn, etc. You want people to know that it really means a lot to you that they are there.

If they can't attend, say: “I understand, I would still love to practice on you and your beautiful face! When can we get together?” Make sure you say **WHEN** and not **CAN** We...book her on the spot for the next 2 weeks. I tell people that my schedule gets full fast and it works best for me if we just figure out a time now for me to put in my calendar, then if we need to reschedule we can. Then tell her if she wants to see if some of her friends want to join her, you will give her some free product. You can tell you will give her \$10 in free product for each friends that joins her that is over 18, and isn't already working with another MK Consultant. Then say: “Who do you think you will have join you?”

