

Get excited about "Hostesses"

The following is an email from NSD Kay Hall (who received it from NSD Denise Kucharski). Thanks to Sheila Gladys for providing it for the Training Center.

Have you heard the new buzz word in Mary Kay??? My favorite word???? It's "hostesses!" I told 5,000 Directors at Leadership that my favorite new word is "hostesses!" Last week, just before leaving for Nashville, I sat at my desk, and thought, "I should book 10 classes. Nope, don't want to. I should hold 10 classes. Nope, don't want to. Well, if I did, who would be my 10 "hostesses"?

The minute I thought of hostesses, I got truly excited!!!! So what's the difference in my head between holding classes or having **hostesses**? The first sounds like work. The second sounds like girlfriend fun!!! **Hostesses** are people **hostesses** are partners **hostesses** can become recruits **hostesses** are people you can give loads of gifts to! In 15 minutes on the phone, I got me 3 **hostesses**!! My class/party (I've changed over to calling them parties & girlfriend time) was last Thursday and it was \$500. Tomorrow night, my **hostess** has 6 girlfriends coming to her party am I ever excited about THAT! Aaaaand, both **hostesses** won the "Beat Denise Race" prize (full size \$10 buffing cream, wrapped cute) for calling me with their girlfriend list (old name was guest list) before I called them for their list. I told them exactly what time I would call for their list (3 days after booking them), and told them if they could "beat me" they would win a full size \$10 Buffing Cream that would get them so soft and sexy they could hardly stand it!! Every guest at my Thursday party BOOKED! Why? Because from the very beginning, I used the word "**hostess**" over and over, with breath and lift in my voice. I said, "Jolene is our **hostess** tonight ... thank you Jolene for being a wonderful **hostess** ... here is your first gift of the night for being a **hostess**, aaaaand for winning the 'beat Denise race' game!! Jolene called my office with all your names before I called her, and if any of you want to be a **hostess**, you can play the 'beat Denise' game too!!" It went from there, using the word **hostess** any time I could, and every guest booked like there was not hesitation!!!!!! Gave the next **hostesses** Look Books with outside order page tucked inside, and set the time for their girlfriend list, and they left excited and sure they would "beat me" and win the prize!! Ok, I loooooooooooooooooooooove this business!! HOW MANY HOSSSSSTESSES DO YOU WANT?

Mary Kay Cosmetics

Dear _____,

I am really looking forward to seeing you and to be given the opportunity to showcase the wonderful products of Mary Kay.

I have you in my appointment book for a **Mary Kay "Party"**
on _____
at _____

I will arrive 15-30 minutes before the class to set up.

In this **H**ostess **P**ackage you will find some simple hints and suggestions to help you make the most from your appointment as well as some fantastic discounts or even **FREE** Mary Kay products you can receive simply by hosting this class.

I know you will just love the pampering you will receive.

Thank you again and I will talk with you soon.

Sincerely,



Hostess Rewards

The Best of Beauty

Make time for yourself, or spend it with a few special friends. Scheduled when it's convenient for you so you can enjoy a free personalised beauty makeover from your very own Mary Kay Independent Beauty Consultant. You and your friends can learn how to pamper your skin and apply the latest makeup looks with products from Mary Kay Cosmetics.

Reward yourself

You can receive fabulous free Mary Kay products and help your friends discover their beauty potential at the same time. All you do is hold a class and you will enjoy fantastic rewards with a choice of free Mary Kay products.



- Bookings must be held within the next 2 to 4 weeks
- Products showcased are only a sample of what products can be chosen
- Refer to the Mary Kay "Look Book" for details on the full range of products available

Hostess Rewards Earn Free Products with Mary Kay

Earn **10%** of your party's total sales in **FREE products** for sharing Mary Kay with 3 or more friends! Outside orders count.

Earn **15%** of your party's total sales in **FREE products** when one guest schedules a party of her own.

Earn **20%** of your party's total sales in **FREE products** when two guests schedule a party of their own.

FOR EXAMPLE:

\$500

In class sales

- ♥ you will receive complimentary Mary Kay Products to the value of \$50
- ♥ or, \$500 in sales and one booking, you will receive Mary Kay Products to the value of \$75

\$750

in class sales

- ♥ you will receive complimentary Mary Kay Products to the value of \$75
- ♥ \$750 in sales and one booking, you will receive Mary Kay Products to the value of \$115
- ♥ or, \$750 in sales and two bookings, you will receive Mary Kay Products of the value of \$150

Hostess Hints & Suggestions

Suggestions

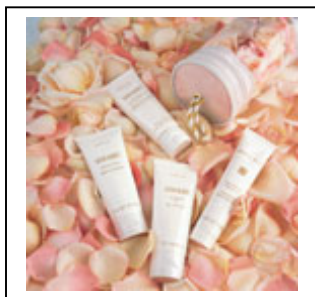
Here are some suggestions to help you have an awesome class!

- ♥ Have 6 to 8 “Yeses” to have 4 to 5 guests for a skin care class
- ♥ Call them personally
- ♥ Let them know there are products available to take home that night
- ♥ Send them invitations
- ♥ Give them a reminder call the night before
- ♥ Ask them to bring a friend
- ♥ Take outside orders
- ♥ Keep refreshments simple and serve after the class
- ♥ Start on time
- ♥ Help me get 2 bookings
- ♥ Relax, have fun and pamper yourself!

Not sure about who you might invite?

Why not invite:

- ♥ Someone who likes to try new things
- ♥ Someone who loves makeup
- ♥ Someone who enjoys looking good
- ♥ Someone who has great skin
- ♥ Someone who has troubled skin
- ♥ Someone who just had a baby
- ♥ Someone who just had a promotion
- ♥ Friends you don't get to see often
- ♥ Someone who loves to be pampered
- ♥ Someone that could use a night out
- ♥ Someone who is getting married



Not sure what to say when you call people?

Try using this to invite your guests:

Hello _____ this is (your name). Do you have a minute? Great! I am so excited! I just scheduled a fantastic **girls night out** with my Mary Kay Consultant on ___/___/___ at ___:___ . She wants me to invite a few of my favorite people to have some fun and be seriously pampered. I thought of you because (you are so much fun, you like to try new things, love cosmetics etc). We're going to have a great time and I would love for you to be there. It is by invitation only, so I'll need a definite “yes” or “no”. Can I save you a spot?

Guest List

Guests Name	Confirmed
1	
2	
3	
4	
5	
6	
7	
8	
9	
10	

Outside Orders

« Track your outside sales here:

Name:	Phone:	Total amount of order

Outside Order Total \$ _____

Outside Sales BONUS:

When your outside orders total \$100 or more you will receive a FREE Mary Kay High Profile Crème Lipstick (color of your choice)

Payment Methods

Cash, check, Visa, Mastercard and Discover are all accepted.



The Mary Kay Opportunity

Imagine the life of your dreams. A career that inspires you. Boundless earning potential. The flexibility to create your own schedule. Time for your family and yourself and the emotional support of a remarkable community of women.

Hundred of thousands of women have found something more with Mary Kay - you can too!

If you or any of your friends are interested in learning more about this fantastic opportunity, just let me know and I'll only be too glad to share it with you.

Guests who might want to hostess a class:

Guests who might be interested in finding out more about becoming a Mary Kay Independent Beauty Consultant:

Products or gifts you would like to earn from your class:

A Tale of Two Hostesses

Congratulations, and way to go!
Lot's of free gifts...you couldn't say "no!"
Here's a tale of two Hostesses, as you can see,
Read on, and pick the one you'd like to be!

First, there was **Jane**, so proper was she,
Her invitations were written in calligraphy!
"I'll just invite six, I don't know too many.
I'm sure they'll all come, so there will be plenty."

Her brochures and Hostess Booklet sat home on the table,
"Outside orders?" she asked, "Oh, I wasn't able."
She prepared a buffet that was fit for a king,
But forgot to give her guests a reminder ring.
Only one guest arrived, the glamour to see,
"Why," Jane wondered, "Does this happen to me?"

And then there was **Mary**, so excited was she,
She was planning on getting her products for FREE!
"She called 8-10 people, the date they were told
She invited more people than the table could hold!

People wanted to know what the excitement was about,
So she'd stop and pull her catalog out.
She bragged about the products and the great guarantee
Outside orders were no problem...no sir-ee!

She called the night before to remind them once again,
And said, "Don't forget the prize you might win!"
She didn't have time to prepare a buffet!
She stopped by the bakery, her class was that day.

Mary was thrilled with the products she won,
"Wow!" she exclaimed, "this really was fun!"

The moral of the story won't leave you to brood:
Concentrate on your guests, not your home or your food!

Which hostess will you be?