

Stack Pack was a Hostess incentive

Thanks to Debra Bishop for taking the time to create and share this!

Many years ago, Mary Kay taught us to use a STACK PACK. A Stack Pack was a Hostess incentive. You gave her a stack of boxes (we call them towers now), larger on the bottom and they gradually got smaller. You wrapped them beautifully and on the outside of each, you put a tag with a goal for her to reach to be able to open that box at her party.

For example, there was a box she got to open when she had 2 bookings before you arrived. One she opened when she had her guest list to you within a preset time. One she opened if she had a certain amount in outside orders.

The idea was that the hostess would look at those beautiful boxes from the time she booked her party until it held and when you got there, she would have met her challenges and you would have a fantastic party. She got to open them in front of her guests and that made them want to hold a party and get a Stack Pack.

I revived that idea but using envelopes instead of boxes. I've attached pictures for you to see, as well as the labels I created.

Here is what you do:

You'll need small security envelopes, a hole punch, curly ribbon, paper and labels (Avery 5859).

First, print off the labels. I used name badge labels - AVERY 5859. I found that the Dollar Tree has labels 80 in a pack for \$1. You'll need 2 packs. Or you can get them at any office supply or Walmart.

The attached labels have 8 to a sheet, so each set will do 8 sets of envelopes for 8 Hostesses.

Next, apply one label to the front of each envelope. Then hole punch the envelopes in the top left corner. (If you don't have labels, you can print them on white paper and glue stick to the front of the envelope.)

Print off the gift certificates and cut. On the gift certificate, write the product or item you want to give when the hostess achieves that challenge. Base it on what you have in stock. Also take into consideration what the value of that goal. For example, for the outside order challenge, I give 20% in free product....so if she got \$100 in outside orders, I'd give her a \$20 to use to buy any MK product she wanted.

For others, like getting 2 bookings, you might want to give some Section 2. You can also give the BONUS product you get when you place wholesale orders. That doesn't cost you a thing!

I left the lines blank so that you could write in the items that you want to promote.

Take that product and gifts and put in a basket to take to your parties. You can wrap some in cello bags with tags or labels on the bottom of the bag (so you'll know what is in it). That makes it more of a "gift."

Seal the envelopes. Take some curly ribbon and thread through the hole and curl. The purpose of the curly ribbon is not only to keep the envelopes together, but to make it eye catching so that it will draw her attention all week!

Make several sets!! How many sets?? Well, how many hostesses do you want to have in the next month? You'll want to carry them to all of your parties and have a few sets with you so that as you book hostesses while you are doing deliveries or chatter booking, you can give them to that hostess right then.

They have her goals right in front of her so she'll know what she is working on. At her party, you'll make a big deal of all of the challenges she met and let her open the envelopes and then present her with her gifts!! You can do it all at once OR you can give her a few after you do some steps of the skin care and spread it out.

However you do it, you'll want to create an atmosphere that makes everyone else at the table want to be a hostess.

Speaking of which.....the next set of envelopes is the LOOK TO BOOK ENVELOPES. The labels for those are also attached, as well as the certificates. Follow the same directions, only keep those separate from the other envelopes.

You'll show those at your party and everyone who books a party that night will get an envelope to take with them. They can't open it until they have their party. Just a little incentive to get them excited and booking.

Then when they do, you'll present them with their own set of envelopes AND a hostess packet.

DO NOT PRINT THIS PAGE!

USE AVERY 5895—I purchased labels at the Dollar Store that were comparable to Avery that worked great. No labels? Print on paper, cut out and glue stick to envelopes!

First 9 are for hostess—hole punch top corner and tie with lots of curly ribbon.

Last 2 labels go on one envelope and are for those from the party who book.

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OPEN THIS ENVELOPE...

At your party when you have at least 3 guests (over 18) who do not use Mary Kay!



(All envelopes to be opened AT your party.)

OPEN THIS ENVELOPE...

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OPEN THIS ENVELOPE...

When you hold your party on the original date & time, with at least 3 guests (over 18) who do not use Mary Kay!



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OPEN THIS ENVELOPE...

When you have your guest list
to me by (date)_____!
and (time)_____!

**Make sure they know I
may be calling them.**



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and (time)_____!

**Make sure they know I
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(All envelopes to be
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OPEN THIS ENVELOPE...
When you listen to our
Informational Hotline and
complete the questionnaire!

Access Code: _____

Call anytime 24/7

(All envelopes to be
 opened AT your party.)



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CD Questionnaire

Name _____ Date _____
 Address _____ City _____ Zip _____
 Married (Yes/No) _____ Number of Children _____ Ages _____
 Home Phone _____ Work Phone _____ Alternate # _____
 E-mail address _____
 Best Time to Call _____ Current Occupation _____
 Do You Currently Use Mary Kay? _____ Consultant Name _____
 Directors name _____

Mark "A" Describing You the Most, "B" for 2nd Choice, "C" for 3rd , "D" for Last

___ Result Oriented	___ People Oriented	___ Family Oriented	___ Detail Oriented
Quick Decisions	Loves to Talk	Loyal	Perfectionist
Likes Management	Motivational	Slow to Change	Critical
Power & Authority	Enthusiastic	Security Minded	Analytical
Time is Valuable	Loves Recognition	Goes by the Rules	Slow to Change

1. What did you learn about a career opportunity with Mary Kay Cosmetics that was new to you?

2. Do you like the concept of promoting yourself up the ladder of success? _____
3. If you were to become a Mary Kay Beauty Consultant, what would your reason or reasons be for this decision?

4. After listening, what impressed you the most? _____
5. What do you think you would do with an extra \$400+ per month? (reasonable profit for someone investing 4-6 hours weekly) _____
6. Is there anything about our Company, products or opportunity that concerns you? _____

WHY WOMEN ARE CHOOSING MARY KAY:
(Check the ones that appeal to you)

___ MONEY: Unlimited earning potential! Have you ever wanted to write your own pay check and be paid what you are worth?

___ RECONGNITION & AWARDS: Is being recognized for a job well job well done important to you?

___ SELF IMPROVEMENT: Mary Kay's philosophy is God first, family second, career third. Would you like to be associated with people who nurture the growth of your self-esteem and self-confidence?

___ CARS: How much do you spend on your monthly car payment and insurance? Would saving that amount each month assist you in your financial planning?

___ ADVANCEMENT OPPORTUNITIES: No glass ceilings to limit you! Is the ability to advance at your own pace important to you? Would you be empowered by having a support system that encourages your success?

___ BE YOUR OWN BOSS: When you're the boss, you can ensure your financial security and benefit from tax advantages. Would you like to be more in control of your future? Would you like to set your own hours to work around your family?

WHICH OF THESE CHARACTERISTICS APPLY TO YOU?

___ a busy person?
Great! We love busy women! You get more done!

___ a people person, not the sales type?
Terrific! We *teach* skin care and look for women that can build positive relationships instead of give a pushy selling image. Attract not attack!

___ a decision maker?
Awesome! You never really know if you would like it if you don't try? Don't over think it! What's the worst thing that could happen?

___ family focused?
Us too! Faith, family, career! In that order! Want more for your family? College, vacations?

___ have a small circle of friends?
No sweat! We can teach you how to build a strong customer base with a few hours a week.

___ have more month than money?
A Mary Kay business can give you the extra you need or replace your income. It's up to you!

What it takes to get started.....

On a scale of 1-10 how interested are you in becoming a Mary Kay consultant?
 1-3 (no way) 4-6 (possibly) 7-8 (very interested) 9-10 (let's give it a try!)

OPEN THIS ENVELOPE...
When you have at least two
future parties booked for me
before I arrive!



(All envelopes to be
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OPEN THIS ENVELOPE...
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(All envelopes to be
opened AT your party.)

**OPEN THIS ENVELOPE...
When you have at least \$50
in outside orders!**

**(From people unable to
attend the party)**



**(All envelopes to be
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**(From people unable to
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**(All envelopes to be
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OPEN THIS ENVELOPE...
When you have at least \$100
in outside orders!
(From people unable to
attend the party)



(All envelopes to be
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OPEN THIS ENVELOPE...
When you have at least \$100
in outside orders!
(From people unable to
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(All envelopes to be
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OPEN THIS ENVELOPE...
When you have at least \$200
in outside orders!
(From people unable to
attend the party)



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(All envelopes to be
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OPEN THIS ENVELOPE...
When you attend a Mary Kay
meeting with me!



(This envelope can be
opened at our event.)

OPEN THIS ENVELOPE...
When you attend a Mary Kay
meeting with me!



(This envelope can be
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(This envelope can be
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Book to Look!

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Book to Look!

This envelope contains a fabulous free gift when you book your check up facial! To receive your gift:

- 1. Schedule your check up facial today to be shared with at least three friends who don't use my products.**
- 2. Have your guest list ready for me within 48 hours; and**
- 3. Hold your appointment on the originally scheduled date!**

You will open your envelope at your party!

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If you can put a \$\$ value to it (such as \$100 in outside orders), give her a gift certif or product valued at 15-20% hostess credit.

Other ideas—former PCP gifts, Section 2, gift certifs., any product you wish to give.

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(over 18) who do not use Mary
Kay, you have earned
\$75.00 worth of Mary Kay
products for only \$35!!**

CONGRATULATIONS!

**Just for being a fabulous
hostess with at least 3 guests
(over 18) who do not use Mary
Kay, you have earned
\$75.00 worth of Mary Kay
products for only \$35!!**

CONGRATULATIONS!

**Just for being a fabulous
hostess with at least 3 guests
(over 18) who do not use Mary
Kay, you have earned
\$75.00 worth of Mary Kay
products for only \$35!!**

CONGRATULATIONS!

Because you held your party
on the original date & time,
had at least 3 guests (over 18)
who do not use Mary Kay,
you have earned



CONGRATULATIONS!

Because you held your party
on the original date & time,
had at least 3 guests (over 18)
who do not use Mary Kay,
you have earned



CONGRATULATIONS!

Because you held your party
on the original date & time,
had at least 3 guests (over 18)
who do not use Mary Kay,
you have earned



CONGRATULATIONS!

Because you held your party
on the original date & time,
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Because you held your party
on the original date & time,
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Because you held your party
on the original date & time,
had at least 3 guests (over 18)
who do not use Mary Kay,
you have earned



CONGRATULATIONS!

Because you held your party
on the original date & time,
had at least 3 guests (over 18)
who do not use Mary Kay,
you have earned



CONGRATULATIONS!

Because you held your party
on the original date & time,
had at least 3 guests (over 18)
who do not use Mary Kay,
you have earned



HOORAY!!

**Because you had your guest
list to me by the deadline,
you have earned**



HOORAY!!

**Because you had your guest
list to me by the deadline,
you have earned**



HOORAY!!

**Because you had your guest
list to me by the deadline,
you have earned**



HOORAY!!

**Because you had your guest
list to me by the deadline,
you have earned**



HOORAY!!

**Because you had your guest
list to me by the deadline,
you have earned**



HOORAY!!

**Because you had your guest
list to me by the deadline,
you have earned**



HOORAY!!

**Because you had your guest
list to me by the deadline,
you have earned**



HOORAY!!

**Because you had your guest
list to me by the deadline,
you have earned**





I'M SO EXCITED!!
Because you listened to
our Informational Hotline and
completed the questionnaire
you've earned



I'M SO EXCITED!!
Because you listened to
our Informational Hotline and
completed the questionnaire
you've earned



I'M SO EXCITED!!
Because you listened to
our Informational Hotline and
completed the questionnaire
you've earned



I'M SO EXCITED!!
Because you listened to
our Informational Hotline and
completed the questionnaire
you've earned



I'M SO EXCITED!!
Because you listened to
our Informational Hotline and
completed the questionnaire
you've earned



I'M SO EXCITED!!
Because you listened to
our Informational Hotline and
completed the questionnaire
you've earned



I'M SO EXCITED!!
Because you listened to
our Informational Hotline and
completed the questionnaire
you've earned



I'M SO EXCITED!!
Because you listened to
our Informational Hotline and
completed the questionnaire
you've earned

CONGRATULATIONS!
Because you had at least two
future parties booked for me
when I arrived, you have
earned



CONGRATULATIONS!
Because you had at least two
future parties booked for me
when I arrived, you have
earned



CONGRATULATIONS!
Because you had at least two
future parties booked for me
when I arrived, you have
earned



CONGRATULATIONS!
Because you had at least two
future parties booked for me
when I arrived, you have
earned



CONGRATULATIONS!
Because you had at least two
future parties booked for me
when I arrived, you have
earned



CONGRATULATIONS!
Because you had at least two
future parties booked for me
when I arrived, you have
earned



CONGRATULATIONS!
Because you had at least two
future parties booked for me
when I arrived, you have
earned



CONGRATULATIONS!
Because you had at least two
future parties booked for me
when I arrived, you have
earned



HOORAY!!

Because you had \$50 in outside orders for me (from people unable to attend the party), you have earned



HOORAY!!

Because you had \$50 in outside orders for me (from people unable to attend the party), you have earned



HOORAY!!

Because you had \$50 in outside orders for me (from people unable to attend the party), you have earned



HOORAY!!

Because you had \$50 in outside orders for me (from people unable to attend the party), you have earned



HOORAY!!

Because you had \$50 in outside orders for me (from people unable to attend the party), you have earned



HOORAY!!

Because you had \$50 in outside orders for me (from people unable to attend the party), you have earned



HOORAY!!

Because you had \$50 in outside orders for me (from people unable to attend the party), you have earned



HOORAY!!

Because you had \$50 in outside orders for me (from people unable to attend the party), you have earned



AWESOME!!

Because you had \$100 in outside orders for me (from people unable to attend the party), you have earned



AWESOME!!

Because you had \$100 in outside orders for me (from people unable to attend the party), you have earned



AWESOME!!

Because you had \$100 in outside orders for me (from people unable to attend the party), you have earned



AWESOME!!

Because you had \$100 in outside orders for me (from people unable to attend the party), you have earned



AWESOME!!

Because you had \$100 in outside orders for me (from people unable to attend the party), you have earned



AWESOME!!

Because you had \$100 in outside orders for me (from people unable to attend the party), you have earned



AWESOME!!

Because you had \$100 in outside orders for me (from people unable to attend the party), you have earned



AWESOME!!

Because you had \$100 in outside orders for me (from people unable to attend the party), you have earned



AWESOME!!

Because you had \$200 in outside orders for me (from people unable to attend the party), you have earned



AWESOME!!

Because you had \$200 in outside orders for me (from people unable to attend the party), you have earned



AWESOME!!

Because you had \$200 in outside orders for me (from people unable to attend the party), you have earned



AWESOME!!

Because you had \$200 in outside orders for me (from people unable to attend the party), you have earned



AWESOME!!

Because you had \$200 in outside orders for me (from people unable to attend the party), you have earned



AWESOME!!

Because you had \$200 in outside orders for me (from people unable to attend the party), you have earned



AWESOME!!

Because you had \$200 in outside orders for me (from people unable to attend the party), you have earned



AWESOME!!

Because you had \$200 in outside orders for me (from people unable to attend the party), you have earned



I AM HONORED
that you attended a Mary Kay
meeting with me!
You have earned



I AM HONORED
that you attended a Mary Kay
meeting with me!
You have earned



I AM HONORED
that you attended a Mary Kay
meeting with me!
You have earned



I AM HONORED
that you attended a Mary Kay
meeting with me!
You have earned



I AM HONORED
that you attended a Mary Kay
meeting with me!
You have earned



I AM HONORED
that you attended a Mary Kay
meeting with me!
You have earned



I AM HONORED
that you attended a Mary Kay
meeting with me!
You have earned



I AM HONORED
that you attended a Mary Kay
meeting with me!
You have earned



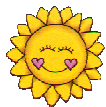
THANK YOU!!
Because you booked a party
with me, you have earned



THANK YOU!!
Because you booked a party
with me, you have earned



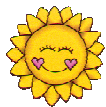
THANK YOU!!
Because you booked a party
with me, you have earned



THANK YOU!!
Because you booked a party
with me, you have earned



THANK YOU!!
Because you booked a party
with me, you have earned



THANK YOU!!
Because you booked a party
with me, you have earned



THANK YOU!!
Because you booked a party
with me, you have earned



THANK YOU!!
Because you booked a party
with me, you have earned

