

# Booking Parties

1) Decide what hostess promotion you are running--check out the ones on the Area site!

- ✓ Create a PicCollage of your Hostess Promotion or download a jpg of the Hostess Promotion you prefer off the Area site so you can text it out easily.
- ✓ Create your contact list: circle of influence and really great customers.

2) Book your parties

In Person or Leaving Message: ***Hello \_\_\_\_\_ . This is \_\_\_\_\_ with Mary Kay. I'm in a challenge to do (5 parties / 10 parties / 15 parties) this month, and I know you love me and love the product, so I was calling to see if you would please help me with this goal. I have a fabulous hostess promotion I'm running where you can (earn \$50 dollars of free product / shop at 50% off and then earn free products too)! I'll drop you a text with all the information So, I'm basically wondering if I can pamper you and your friends and help you earn free Mary Kay???***

If Leaving a Message: ***Let me know if I can count on you to help me with this goal. My number is \_\_\_\_\_. Talk with you soon!***

TEXT her the hostess promotion right after leaving message. Include a Picture of the Hostess Promotion and the following message: ***I just left you a voicemail, and I wanted to give you more information about the hostess promotion I'm running. I have a goal to do five parties this month! Is there any way I can bribe you to help me with this goal?!?! ;-)***

Once you get the YES, book it IMMEDIATELY!!! Booking means: time, place, date. :-)

If she says, "Well, let me see what dates will work with my friends...", you respond with: ***Why don't we go ahead and set up a date that works for both you and I, then we'll invite your friends and see who can make it. My calendar is filling up fast because this promotion is so great, and I would hate not to have a date set aside for you.***

### 3) Coach your parties

Right after booking (setting up time, date, and place), ask: ***What's a good time to call you (or meet up) so that we can discuss the finer details of your girlfriends night.*** You want to coach your party to make it a HUGE SUCCESS!!! ***Also, I'll be sending you a cute invite that you can text out to your friends.***

Within 24 hours:

Email her a confirmation, include the date, time, and place of the party; hostess promotion; a link to your website so she can start shopping/picking out free stuff; and confirmation of your coaching appointment.

- ✓ Create a cute invite (PicCollage is great for this) for her to text out to her friends with the following script: ***Hey there! I'm having a Mary Kay girl come over and pamper me and my friends, and if you come I get free stuff! Can I count on you? :-)***

About a week before the party, have your coaching call or meet up for coffee and COACH YOUR HOSTESS!!! Follow the coaching checklist on the Awesome Area Website.

### 4) Preprofile the guests

Three days before the party, get the guest list from hostess. Call each guest the day before the party, thank her for coming, and preprofile using script.

### 5) Hold Your Party, Have Fun, & Sell Roll-Ups!!!