

THE LETTER GAME

Background:

This game is fun to play and serves several purposes. 1) It makes sure your guest has her purse with her. 2) It covers almost every aspect of our Company. 3) It gets bookings, interviews for you. After we play the game, I go right into the Basic/TimeWise.

You need:

A roll of tickets and a beautifully wrapped doorprize

Instructions:

When you start the class, tell everyone to get out their purse. Let them go to the car and get them if necessary. Display a beautifully wrapped doorprize. (Shands sampler, handcream, anything) You'll call out the name of a letter and the 1st person to find an object in her purse that starts with that letter and shouts it out, gets 3 TICKETS. The second person who shouts out a different article gets 2 TICKETS and the 3rd who shouts out still a different article, gets 1 TICKET That is with 6 people there. If you have less, adjust your tickets - you might do just 2 and 1. Award BONUS TICKETS for booking classes and interviews.

G - is for GOLDEN RULE!

Our Company is built on this principle. We treat others like we want to be treated. So if you are here tonight and have a Consultant who is servicing you, then you may purchase tonight so that your Hostess can get credit, but I won't be adding you to my customer list. Don't we wish all businesses followed this rule?

T - is for TRY BEFORE YOU BUY!

If I opened up the drawer where you keep your cosmetics, would I see lots of "buying mistakes"? In Mary Kay, you get to TRY BEFORE YOU BUY so you know how our products look and feel. You'll know if that lipstick color is what you want and if your foundation is the right shade. We also offer a 100% GUARANTEE on all of our products! If you buy MK and for some reason, don't like it, it doesn't work, whatever the reason, you can return it and get new product or your money back. We return your used product to the Company and they send us new product. Isn't that wonderful?

S - is for SKIN CARE!

Our focus tonight will be on letting you try the #1 BEST SELLING BRAND OF FACIAL SKIN CARE AND COLOR COSMETICS IN THE U.S. FOR THE 7TH YEAR IN A ROW!! Tonight we will only be doing the TimeWise Basic, which includes your foundation, concealer, loose powder, cheeks and lips. You'll have an opportunity to have your own GLAMOUR APPOINTMENT to learn how to do more detailed glamour, including your eyes. PLUS, while you certainly do not

HAVE to buy anything tonight, should you decide you want any of our products, I keep a full-line of inventory and you can take them home with you tonight!

B is for BOOKINGS!!

Anyone who books a class tonight will earn 5 extra tickets for the drawing!! Your class will be your GLAMOUR APPOINTMENT and you'll get to select a look just for you from my "LOOK BOOK". (Romance this). You'll have a few friends join you, like (Our Hostess) did and you, too, can earn up to \$100 in FREE MK!! I'm going to pass around my calendar so that you can choose the time you would like to have your appt. I've got the times highlighted when I'll be holding appts. So....who's going to book a class and get their 5 tickets?

P is for PRIORITIES!

In Mary Kay, we tell you from the time we interview you that in this business, we put God first, Family second and Career third. I've worked in jobs where we didn't dare mention God without the risk of offending someone. I appreciate so much being able to get my priorities in order.

W is for "WATCH WHAT I DO!"

Mary Kay says that at every SCClass, there is a future Beauty Consultant! I wonder who it is at this class? What does it take to become a Beauty Consultant? Well, you have to be at least 18, be able to read, flip and squirt! I'm serious! Just watch what I do and see if you think you could do it.

R is for RECRUITING INFORMATION!

I don't know if Mary Kay is anything you have ever thought about doing, but after you WATCH WHAT I DO and you decide that you would like a little more information, please let me know and I'll give you some to take home with you. I promise....No Pressure!! We don't want you in Mary Kay unless you want to be! By the way, if you already know that you want to take some info home with you, I'll give you another 5 tickets for the drawing right now!!

BONUS TICKETS - I give 5 bonus tickets for anyone who books a CLASS in the next 2 weeks (depending on your schedule) with at least 3 friends. I give 5 bonus tickets to anyone who will take home a tape and book an interview with me.

Hold the drawing at the end of the class. You may think of other ways to give out more tickets.

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