

“ROCK, SHIMMER & SHINE” OUTLINE

July, August and September



1. Promotion:
 - A. Any hostess with 10+ guests earns a Pink Ice Ring (\$75)!
 - B. One lucky guest will win the ring also!
 - C. You will be responsible for contributing \$5 per ring.

2. Booking: The booking & preparation segments listed below will make you shine!
 - A. You may need to have at least one other person help you do your party who will act as your assistant during the class. This is for you to train your team members.
 - B. Call all potential customers and share the ring excitement!

I'm so excited to be able to share this new party with you. Could you get excited about earning a 6 karat Pink cubic zirconia ring set in Sterling Silver? How would you like flashing some new bling-bling to your friends? Well, you can when you and your friends have a fun, pampering “Girls Night Out”. You will earn the ring when you have 10 or more of your friends, family, co-workers, etc. at your Rock, Shimmer & Shine Party. PLUS, one of your guests will also win the ring. We will be sampling, sniffing, coloring and generally having big girl playtime. What works better for you weeknights or weekends?...
 - C. Set a time within 48 hours to call the hostess back to obtain names, addresses and phone numbers of her guests!
 - D. Mail invitations (See invitations for guests)
 - E. Call every guest the Sunday prior to the party.

“Hi ____ this is _____. I am the Mary Kay consultant holding the Rock, Shimmer & Shine Party for _____ on _____, Do you have a quick minute? Great! I am so excited you were invited to this incredible event...will you be able to make it by (time)? Well, _____ I am excited to meet you in person, _____ has told me so many wonderful things about you! Before I run, let me ask you a few quick questions about your skin. What is your skin type? Have you ever used MK before? If so, how long ago? Do you have any allergies or sensitivities? If you could wave a magic wand, what is one thing about your skin that you would like to change? Well, I will have a special seat for you at the party. Looking forward to seeing you then! Now, there is one last quick thing I'd like to share with you. I provide on-the-spot delivery and many of our guests enjoy knowing in advance that we accept check, cash, MasterCard, Visa and Discover. Also, if you would like to share this stunning ring with one of your friends, they too would be eligible for the ring drawing! We must have 10 guests to be able to give away the 6 karat ring to _____ and one for a guest”

III. Preparation (ORGANIZE...ORGANIZE...ORGANIZE!)

- A. 4-6 roll up bags filled with everything except the foundation.
- B. Wrapped Gifts
 - 1. Hostess Thank You - items like PCP premiums or Satin Hands Sampler
 - 2. Tell Us What You Think door prize - a limited edition or discontinued item
- C. Fragrance and spa samples for demonstration purposes.
- D. Satin Hands/Satin Lips demos.
- E. Facial Clothes - 2 bags of them - one left whole and one cut into quarters.
- F. Expandable pocket folder
 - 1. Customer Profiles
 - 2. Tell Us What You Think form
 - 3. Sales Tickets
 - 4. Beauty Books
 - 5. Look Books
 - 6. Rock, Shimmer & Shine Treasure Chest
- G. Calculator/Money Bag/Change
- H. 2 part tickets for the guest ring drawing
- I. Full size foundation color demos
 - 1. Medium Coverage
 - A. Ivory 100
 - B. Ivory 200
 - C. Beige 300
 - D. Beige 400
 - 2. Bronze 808 in full size Medium Coverage and other Bronze colors in packets
- J. Oil-Free Eye Makeup Remover, Charcoal eye liner demo pencil and Q-Tips
- K. Recruiting Packets (PMS Bag) and Hostess Packets



IV. Rock, Shimmer & Shine Party Procedures

- A. As guests arrive, complete Satin Hands and Satin Lips.
- B. Present each guest with the following:
 - 1. Look Book
 - 2. Beauty Book
 - 3. Rock, Shimmer & Shine Treasure Chest
 - 4. Pen
 - 5. Customer Profile
- C. Have guests complete the customer profiles. Collect them when they are completed.
- D. Welcome and present hostess with a nicely wrapped product gift.
- E. Thank every guest for coming.
- F. “Now, what everyone is sooo excited about is the drawing, for the 6 karat Pink cubic zirconia ring set in sterling silver, that we will be doing at the end of the party tonight. You must be present to win! The first way for you to get in the drawing is because you brought a friend tonight that our hostess didn’t invite. Who here brought someone else with them that is 18 or older? The second way to increase your chances to win is by shopping. For every \$10 in sales before tax, you will receive one ticket...so let’s go shop!!
- G. Select three customer profiles to be the models for the 20 minute facials. All other guests listen, watch and learn about the benefits of our Miracle Set.. The assistant completes the wrist facial as the class goes through the steps. Use Bronze 808 medium coverage for the foundation color.

- H. Tour them through the “Rock, Shimmer & Shine Treasure Chest”. Have them check off what they like while we do the show and tell of the products.
- I. Finish with the roll up bag close.
- J. Assistant(s) (hostess and assisting consultant) collect treasure chest forms from the guests and fill out sales tickets completely. Return drawing tickets and sales ticket to the guests for form of payment.

Marketing: “We are going to do one more thing...it will only take about 15 minutes. This is the best part. How many of you would like to earn more tickets for the ring drawing? We would like to get to know you a little better and wanted to ask you a few questions. Then you’ll get to ask me questions and earn tickets for the ring! Isn’t that exciting?”

- a. Raise your hand if you work a full time job?
 - b. How many of you enjoy going to work everyday?
 - c. Do you have financial freedom or job security?
 - d. Do you have all the freedom and flexibility you need in your life?
 - e. Are you able to keep your priorities of faith 1st, family 2nd and career 3rd?
- Let’s pretend you are a little girl again.

2. You used to have slumber parties and play with makeup. Well, that is what we do in Mary Kay. We let women have fun and play with makeup, just like when they were kids. PLUS...we have many other great benefits. Here is where you can get more tickets. As I go through the information, you get to ask questions. You get a ticket per question you ask about our career opportunity.

3. Go through flip cards of marketing pictures.

VI. Class Wrap Up: After all the questions have been answered.

- 1. After Q & A, have guests fill out the Tell Us What You Think. Each one that is turned in will be entered into a door prize drawing. Anyone who would like more information on how we make money in Mary Kay, please see me before you leave.
- 2. Now the final way to earn tickets for the ring drawing is also how you can guarantee that you will earn the Pink Ice ring. Anyone who schedules their own Rock, Shimmer & Shine party will get 5 more tickets. Many of the guests who win the ring hostess a party too, so that they can give them as gifts. If you want to earn FREE products instead of a ring, you can earn 2 extra tickets for hosting a skin care party. You will only need to bring 3-5 guests. Please indicate on the sign up sheet which party you would like to have.

- A. Do Tell Us What You Think drawing for door prize.
- B. Do ring drawing

VII. After Class Follow Up

- A. Be sure to let your director know of the winner and hostess qualifiers right away! Invite your hostess and winner, to the second success event of the month, so they can be presented with their ring! (If they do not show up, the ring will be mailed). If the paperwork is received after the last day of the month. The rings won’t be ordered until the next month.
- B. You **must** turn in to your director: 1) Rock, Shimmer & Shine Party Coaching/Tracking Sheet, 2) Ring Redemption Form(s) (one for each winner), 3) Weekly Accomplishment Sheets and 4) \$5 per ring.
- C. Follow up on your other Ring Parties that you scheduled.