**New Consultant Launch outline**

**SCRIPT for main Facebook or Instagram:**

***I am so excited to announce that I have started my own Mary Kay business! (Consider telling us why you chose Mary Kay, which products you love or what you are most looking forward to with your new business.) Follow along in my new Facebook group for all things beauty and skin care!*** (Tag or link to your new Facebook group).

**Private Message script:**

***Hey! I am kicking off a brand new group on Facebook where we are going to talk about beautifying your heart, your home, your skin and just building a beautiful community of women! It’s all a part of my Mary Kay Leadership program and I would love for you to be a part of it! It would also be an amazing networking opportunity for you as well! What do you think?***

Watch your pages, each time someone likes the page or joins the group post a personal Thank You! on your post page.

**PRE-POSTS:**

3 DAYS OUT:

Keep inviting people to your Private Client Facebook Group via private messaging and text with the collage for your Launch Party. Go through your email, text, Facebook and Instagram list. Please make sure your Director/Recruiter is invited so they can see the interaction.

When they agree to join to group, get together for an appointment or attend your launch, ask them to complete the Skin Analyzer App and send you their results and optional survey.

Post this Mary Kay Video: (You do a drawing from these comments during your launch):

***Please watch this 1-and-a-half-minute video about our amazing Founder, Mary Kay Ash, and what she stood for. COMMENT below: What really touched your heart & inspired you about Mary Kay Ash the woman? (get your name in our multiple drawings by adding a comment - one entry for each comment)*** [***http://marykay.gallery.video?videoId=5808989392001***](http://marykay.gallery.video?videoId=5808989392001)

***Please register on my website at*** [***www.marykay.com/\_\_\_\_***](http://www.marykay.com/____) ***for extra tickets.***

Please watch this thread so you can keep the conversation going with those who respond so you can build more excitement and connection.

**2 DAYS OUT:**

Keep inviting people to your Private Client Facebook Group via private messaging and text with the collage for your Launch Party. Go through your email, text, Facebook and Instagram lists.

When they agree to join, ask them to complete the Skin Analyzer App and send you their results and optional survey.

Post this: ***Do you like free designer purses? If so, please help me with my leadership training by listening to this 19-minute video from my Director about stepping out the box and into your dream life with Mary Kay. Even if you are not interested, you will be inspired! Your name goes into the drawing and I earn jewelry! No obligation would just love your honest opinion. Here is the video and google doc link: https://forms.gle/NPbSwbku9PFUh5Jn7***

**1 DAY OUT**

Keep inviting people to your Private Client Facebook Group via private messaging and text with the collage for your Launch Party. Go through your email, text, Facebook and Instagram lists.

When they agree to join, ask them to complete the Skin Analyzer App and send you their results and optional survey.

Post this (we will do a drawing from this post during your launch as well): ***Which one “fits” you?! Mary Kay is FAMOUS for…. our amazing skin care products! Did you know that your skin starts to break down collagen and age faster in your early 20s?! Make sure you are slowing down that process! From Acne-fighting to Age-fighting…we’ve got you covered!***

***GET IN THE DRAWING FOR EVERY VIDEO YOU WATCH AND COMMENT: Comment if you’re already using or would like to try/give your opinion on one of these sets… and share which set you watched! What really interested you?***

***TimeWise REPAIR VoluFirm Set (for Advanced Signs of Aging) Click here: http://vid.us/z9d7mh***

***TimeWise MIRACLE 3D Set (for Early to Moderate Signs of Aging) Click here: http://vid.us/fqpdjq***

***BOTANICAL Effects Skin Care (Simple, uncomplicated skin care with extracts of the standout superfruit dragon fruit and well-known, centuries-old aloe for an antioxidant-packed infusion in every product.) Click here: http://marykay.gallery.video?videoId=5811844805001***

***CLEAR PROOF Set (for Acne-Prone Skin) Click here: http://vid.us/n0okzd***

***MARY KAY NATURALLY line (Our first Natural-Certified Line. Use alone or add into your current set.) Click here: http://vid.us/ukuobq***

***Please check out my website at*** [***www.marykay.com/***](http://www.marykay.com/) ***---- to learn more about the products or place an order.***

Please watch this thread so you can keep the conversation going with those who respond so you can build more excitement and connection.

**DAY OF EVENT**

Keep inviting people to your Private Client Facebook Group via private messaging and text with the collage for your Launch Party. Go through your email, text, Facebook and Instagram lists.

When they agree to join, ask them to complete the Skin Analyzer App and send you their results and optional survey.

Post this: ***Today is the day!! Soooo excited for my launch party at \_\_\_\_\_\_! So excited to find out how I can be a blessing to YOU! Please join us live or you can watch later in this group!! Lots of drawings for those who attend live and extra goody bags for those who have a friend join us!***

***Please look back over the past couple of days and check out the videos so we can get you in as many drawings as possible!! Thank you again for your support, belief and encouragement. I could not do this without friends and family like you! Here is our e-catalog for you to check out:*** [***https://www.marykay.com/en-us/tips-and-trends/makeover-and-beauty-tools/ecatalog?&docid=5a766d1a-7e6d-42c1-8d49-2066084ac33e&t=ecat\_TheLook051620&cid=eCat\_app\_Share***](https://www.marykay.com/en-us/tips-and-trends/makeover-and-beauty-tools/ecatalog?&docid=5a766d1a-7e6d-42c1-8d49-2066084ac33e&t=ecat_TheLook051620&cid=eCat_app_Share)

Very Important: The morning of your launch, you will need to go live in your group to let everyone know about your launch party. You will want to mark this as an announcement so it stays at the top of the page. Also post your website address in the description of this post. This should only be about 5 minutes and here are some topics to talk about:

 Thank them for being a part of your group and their belief and support

Ask them to follow you so they get all of the notifications and please share with friends (these options pop up while they are watching the video)

 Why you are getting started

 Why you choose MK

 How you want to best serve your clients

 What will happen at the 40 minute launch

 Choose either Zoom or right here in this group

 Prizes for comments

 Will show a few products based on their Skin Analyzer App results

They can order through your website or contact you directly. Let them know you will post your website link in the title of this video and during your launch.

Main product drawing will be for those who have a one on one video chat after the event to see how you can be the best consultant for their needs, set up their next session and talk about the set specials they might be interested in.

Reach out via private message to those who agreed to come to thank them in advance for joining you.

**LAUNCH OUTLINE**

You and your recruiter will live stream into your private group or you can do your launch by yourself via live facebook.

You will want to have a list of 15 -20 people who have been supportive and want to be on the launch. This is the list you will tag on the video on your “Five minutes until we start” post!! The more you are engaged with their comments the more energy and excitement it will create

New Consultant:

 Welcome and share why you are excited for this evening and thank them for joining

 Show Create a Roll up and let them know which sets you will be showing that night.

 Let them know the launch specials will be available for 3 days (check with Director on Unit record)

 Remind them they get a ticket for every comment or question.

 Get to know you question: What brings you the greatest joy in your life?

Recruiter:

 Shares why she is excited to work with new consultant and ways they can support:

 Product, Prestige Client, Partner together

 Ask the guests to share why they think the new consultant will be great at Mary Kay.

 2-3 minutes Why Wash with Mary Kay…really focus on how specifically it will impact new consultant.

 What was your favorite part? Remember you get more tickets

New Consultant or Recruiter

Demonstrates 1 -2 sets from Create a Roll up and romances the next couple of unit events for them to learn more. (no samples needed) Remind them how to order the products.

 Open up for questions, remind them about the tickets

 What would your dream life look like if you are guaranteed to succeed and money was no object?

Ask them to add 5 or more friends to this group to receive deluxe sample gift or $5 off your order before the launch closes on \_\_\_\_ (date)

 Who wants more tickets? (2-3 minutes max, use team building page)

I am going to share with you a few reasons why people are choosing to partner with us in Mary Kay right now and those who answer get more tickets. Share from the MK Sharing sheet in the power point.

Recruiter:

 Ask them to text or write down the answers to these questions and text to new consultants:

* If money were no object, which of the sets would you like to treat yourself to?
* At your next appointments, which products would you like to experience or learn more about?
* At your next appointment, would you like to experience.. By myself or with friends
* On a scale of A B C what is your interest level in working with me in Mary Kay?
	+ A- Alright let’s get started
	+ B- Beginning to warm up to the idea, please tell me more
	+ C-Client status is all I am looking for, please tell more about the Prestige Client Program.

**Let them know you are sending them a quick private Facebook message or text:**

*Thank you sooo much for joining us!! Can’t wait to hear your feedback and get your name in the drawing!*

 *Do you want to chat now or later this evening so we can get your gift picked out and would love to tell you about our Prestige Client program?*

*No obligation or pressure, just a few minutes for you let me know how I can be the best consultant for you!*

*Here is the quick link to fill in:* [*https://forms.gle/YqMU734rpeL78mRs7*](https://forms.gle/YqMU734rpeL78mRs7?fbclid=IwAR3NwoSUKqgpzvWaXUKMt8ZdHfneSzwHdRt9xC34kU8Xn3az68Y5Lj4VWSk) *This how you get registered for the main drawing!*

*Thank them for attending and do the ticket drawing.*

***When you do the 3 way zoom or facetime with her, here is the conversation****.*

Individual Consultation Conversation:

*Did you have fun? What was your favorite part?”*

*S “I see you marked \_\_\_\_\_\_\_sets. How can I help you treat yourself to one of these specials tonight?”*

*T “What is something you would still like to learn or we did not cover? Would love to show that to you…would you like to join me on an event or set up your private 2ND APPOINTMENT?” Pause for her answer. “Great, which of these time slots works best for you?”*

E *“\_\_\_” I am so excited we are getting together on (date) for your \_\_\_2nd APPOINTMENT! If I could show you how to get up to $100 in free product, would you like to hear more?” It is an easy as 3,2,1 get 3 friends together, $200 in sales and 1 Dream session where I can quickly tell you how MK could be a blessing to you and how we make money. How does that sound?*

P *“You know I want to work with you, right? You are* (*sincere* compliment) *and I think you would be a great addition to our family…Now, you may not want to work with me and that is OK. Is this anything you would consider?”*

 (*Pause and wait for her response*)

*If yes, send her an electronic agreement from Intouch (Business Tools: On Line Agreements) stay on with her if possible as she fills it out and call your Director!*

*If she has concerns but not a definite no:* “Great! What about Mary Kay intrigues you?” (*Do not overcome objections at this point; just acknowledge that they are legitimate concerns?*) “*Can I give you some food for thought? Could we take a few minutes to do a Dream Session? We can talk more about your DREAM LIFE and see if Mary Kay could support any part of making it your REAL LIFE! This may not be for you now, however, you would have enough information to make an informed decision! You would be under no obligation and it helps qualify you for our Prestige Client Program”*

*Send her the google link with my video so she can listen and go into the drawing for a designer bag!* <https://forms.gle/NPbSwbku9PFUh5Jn7>