

## **Auri Hatheway Coaching Your Hostess**

### **Things to remember:**

When you meet opportunity with preparation you will achieve success!  
You will need to be committed to the cause!  
Get back to the personal touch with your business.  
Carry cards and stamps with you all day and every day.

Once you have booked her follow the following process for success with coaching your hostess and achieving a 90% Hold rate.

Send the following hand written cards to your hostess:

### **CARD 1 – sent immediately after booking the party**

Dear Suzie...Thank you so much for helping me reach my goal of (whatever your goal is) I knew I could count on you! I can't wait to see you on \_\_\_\_\_@\_\_\_\_\_.  
You can count on me rain or shine! Living the Dream, Your Name

### **CARD 2 – sent out on day 2 (This mailing is highlighting what she is getting for free (download picture of the item from MK In touch, print, and write this directly on the paper)**

Dear Suzie...Thank you so much for helping me to reach my goal. I had to send you a picture of what you are going to get for free on Saturday. This has been customized just for you! We're gonna have so much fun! Thank you again! Living the Dream, Your Name

### **CARD 3 – mail on day 3 – a special gift for her the MK Pink Doing Green Tote (buy on section 2 for \$1.50)**

Dear Suzie...I just want to thank you again! This is your MK Pink Doing Green tote so that I can watch you shop for free in my Mary Kay store. Fun right? ☺ Again, thank you for helping me reach my goal of (whatever your goal is). Living the Dream, Your Name

### **CARD 4 – mail after the party**

Send a personal thank you note that includes a sincere compliment.

## **Texting scripts**

1. These are your invites tell me what your girlfriends say. I'm so excited to see when they receive them!
  - a. For the RSVP on the invites just put your cell phone number and not your name when they call back to RSVP you will then preprofile them by asking a few questions

Day before party, send this text to hostess and have her to copy and paste in a text to her girlfriends

2. Can't wait to see you tomorrow for our much needed girlfriend time at 7pm. I'm totally in love with this company and their products. Can't wait for you to see my results. Again, thank you for helping out my friend (Your Name) She is (whatever your goal is), (Hostess Name)

Getting guest list at a party

## **Close her at the couch using these words:**

- Did you have fun today?
- How does your skin feel?
- Well girlfriend I cannot wait to see you again and next time we're gonna do your makeover like Julie did today. What would work better for you is next week good for you?
- Do you wanna get free stuff?
- Were you interested in that compact that I talked about? Did that really get you excited if not in to makeup switch it up and just ask what gets her excited
- Great you're gonna get that compact for free. Now listen Lisa this is what we're gonna do we're gonna invite these girlfriends you put here, is that good for you? You wanna invite these girlfriends? Yes
- Do you have their mailing address? No
- This is what we're gonna do. Let me get your cell phone.

## **When you get the phone this is what you do:**

- 1. Take a picture of her because she looks great with her MK dash out the door look**
- 2. Type this message into her phone: This is me with my new look! Thanks Mary Kay! Want one too? Then save the date for our girlfriend pampering session next Saturday at 2. I have a cute**

**invite for you what's your mailing address? Please reply now for a gift!**

**She sends this to her girlfriends and you send her back to the table with the instructions to write down the addresses when they reply write on her profile card**

Other nuggets to remember

No guest list = no party

You have to EXPECT the guest list

If they do not buy product – double book

No guest list – double book

You must be smart, proactive and committed