

# Beauty Book Outline for Instructor's Guide

March 2012

Tape into page 2 of your Instructor's Guide.

If you want complete wording, go to [www.donnabayes.com/flipchartfeb11.pdf](http://www.donnabayes.com/flipchartfeb11.pdf)

For the opening below, I'd encourage you to memorize NSD Auri Hatheway's opening and presented on the Starter Kit DVD. For a script, go to [www.donnabayes.com/OpeningAuri.docx](http://www.donnabayes.com/OpeningAuri.docx).

## Satin Hands

### Introductions—

- Name,
- Family
- Occupation,
- Tried Mary Kay before?

### Hostess gift and explain hostess credit

#### Opening—p. 2-3

- **The company** (1963, Enriching Women's Lives, flexibility)
- **Mary Kay, the lady** (#1 entrepreneurial woman in American history)
- **About me** (supporting me, a local business owner/co does good)
- **Why women join Mary Kay:** MRS CAB: Money, Recognition, Self-confidence, Cars, Advancement, Be your own Boss

#### What I offer...p. 4-5

- Complimentary **magazine subscription** to The Look, including free samples of hot new products.
- **Personal Website**—shop 24/7
- **Free Shipping** and delivery, including gift-giving services!
- **Birthday discount**
- **Update makeover** every season or for special occasions

#### Pick up mirror and take a close look at your skin

- **How old you are** is your business, but how old you look is mine!
- Next 30 minutes: **3 min in morning, 3 in evening**. See results in 3 days, 3 wks, 3 years!
- Can't wait to **see your results** when we get back together for **check-up facial**
- **Costs less per day** than a cup of coffee or a can of pop.

#### Satisfaction Guarantee—p. 5

Tape into p. 7

## **Miracle Set—p. 6-7**

### **11 Age-Defying Benefits**

- Cleanse
- Exfoliate
- Freshen
- Moisturize
- Protect
- Smooth
- Help reduce fine lines and wrinkles
- Firm
- Soften
- Energize
- Rebuild

### **Statistics**

- 83% had a reduction in fine lines and wrinkles
- There was up to a 25% improvement in skin elasticity
- 100% had softer, more supple skin
- There was a 46% improvement in more even skin tone

### **Order of Demonstration**

1. Oil-free Eye Makeup Remover
2. 3-1 Cleanser **(take before picture)**
3. 1/2 Face (“Pampered Side”)
  - Microdermabrasion Step 1 and 2 —p. 12 (optional on face; could do it on back of a hand)
  - Night Solution
  - Day Solution (on top of Night Solution)
4. Age-Fighting Moisturizer
5. Eye Cream—p. 13 (one eye on pampered side)
6. Satin Lips—p. 13

**Foundation—p. 10-11**

**Specific Needs—p. 16-17**

**Color p. 18**

- At your **Personal Makeover Session**, I'll create a look for you like I did for the hostess.
- I'll be helping \_\_\_\_ with her look while you guys have a **Face Race**.
- Pretend you have just five minutes to get your face on before leaving for work!
- Just follow the instructions on your card. I like the classic application.

**Review Application Steps and Prices**

- **Tonight, when you go home**, you'll first cleanse, then apply Night Solution, then Moisturizer, and finish off with an eye cream.
- **In the morning**, you'll again cleanse, but this time apply Day Solution, then Moisturizer, and then eye cream. Easy! Three minutes, tops!
- **Two or three times per week**, add Microdermabrasion set right after cleansing and before day or night solution.
- **Compliment time.**
- **3 things everyone wants to know**
  - How do Mary Kay products come?
  - When can I get them?
  - How much are they?
- Show roll up bag
- Cover specials and prices.
- Closet Close
- Name Game

Tape into p. 19.

### Closing

- **Sales Tickets**—have each person fill out top of sales ticket
- Will use for a **drawing**. (show drawing prize)
- Write down any sets or products that you wish to purchase today.
- I'll meet with each of you
  - To mark all the products you used today and to give you an **Extras** sheet
  - And to make sure I have all the information I need to create your Personalized Makeover Look.

### Individual Consultation

- "Did you have fun?"
- "How does your skin feel?"
- "What was your favorite part?"
- "Are you as excited about the way your skin looks and feels as I think you are?" (nod your head)
- "Well, you know your situation a whole lot better than I do, whatever works for you is fine with me."
- "Would you prefer to splurge and take advantage of our Create-A-Roll-Up and choose four sets, or do you need to be more conservative and just begin with the Miracle Set?" (Don't talk until she does. Give her time to think.)
- (Fill out ticket.)
- "Is there anything else you'd like to purchase today?" (remind her of all the items she tried today—mark products in wish list in back of beauty book)
- Fill out Extras sheet based on other products she marked on profile
- Collect payment.
- Set date for Check-up Facial.
- Set appointment for Sharing Opportunity.