

**Before the show while you are setting up, ask the hostess “Who do you know, including yourself, who would be good at doing what I do?”**

### **OPENING THE SHOW:**

- I want to thank you for being here and being on time for your appointment. If you have a group of ladies, say “I’ve got an on-time drawing for those who arrived a few minutes early, yeah!!” [Complete the drawing].
- Thank the hostess and then begin your class.
- Be honest; let your guests know that you have 3 AIMS at every MK show. Consider this wording or revise to fit your style. “I have three aims at every appointment.”
  1. FIRST, I want to share this beautiful product with you and if you love it as much as I think you will, you can make selections and purchase at the close of the show.
  2. SECOND, as a small business owner I grow my business by referrals from customers like you. If you enjoy what we sample tonight and know someone you believe deserves a complimentary pampering session, I would like to call as many women as you wish to gift with that referral. I’ll let her know that you referred her and you will both receive a gift when she holds her appt. That creates a win for all of us and it’s fun and frivolous... let’s say a part of my mission to enrich women’s lives!
  3. THIRD, if you enjoy the class tonight and feel you could be good at doing what I do, I’d be happy to share more about how a career in Mary Kay could work into your life on a spare time, part time or full time basis.

Does that sound good? GREAT. Let’s get started.

### **AROUND THE TABLE – BODY OF SHOW**

- Guest introductions
- Introduce yourself – short “I-story”
- Introduce Mary Kay the person and the company
- Introduce and Sample the products

### **CLOSING THE SHOW**