

Fabulous Referral Game Explanation

Have you ever run out of leads in your Mary Kay business?! Not a good feeling! Use this quick/fun game to ensure you never leave an appointment or party without MORE names & numbers to contact!

What you will need:

Printed copies of the Fabulous Referral pdf (attached)

When to say at parties:

After foundation, mascara, lip gloss, etc- after all products but before any set sheet or individual close or marketing.

Script to say at parties:

"Oh my goodness, I know you loved everything you tried today, right?! Did you have fun?! Did you learn something new about skin care?! Ok, great! Well, we are going to play a game now! This is called the FABULOUS GAME because you are looking & feeling FABULOUS right about now, right?! Right! You got to come experience all these amazing products absolutely free today! From the #1 best selling brand in America- Mary Kay, which is so awesome! So now, here's your chance to be a really great friend! You have the chance to nominate any friends you would like to give a FREE MK facial to, just like you experienced today, AND a \$10 gift certificate - from you to them, but it doesn't cost you anything! You're seriously going to get the best friend of the year award!! Ok, so I'm going to pass out the Fabulous game sheets, make sure to write your first & last name at the top, but don't start filling it out yet! Let me explain how this works- I'm going to start a timer, you will have 3 minutes to write as fast as you can & at the end of the 3 minutes the person with the MOST amount of names gets 10 tickets OMG! The runner up gets 5 tickets!! But just know the ticket-fairy will be bouncing around during also blessing you with tickets too :) Please know, we are not going to stalk your friends, if we send a text or phone call & she isn't interested that is totally fine...but you won't know until you nominate her, right?! Also, this has to be someone over 18 & not already sitting in this room! The goal is that they are local enough that we can drive to them but if you don't know anyone local, you can put down people from other states, just write their state in parenthesis next to their name! Ok! On your mark, get set, GO!!!

((I turn up the music & watch my phone for 3 ish minutes. Just know I don't stop people right at 3 minutes if everyone is going to town giving me names & numbers!))

At the end of the time-- I say "Ok, put your pens down!! Yay!! Now this is how we are going to find out the winner! If you have at least 1 name on your page,

so 1 or more names, stand up so we can clap for you! Woo hoo! Ok, if you have 5 or more names keep standing! Yay! If you have 10 or more names keep standing...etc etc." Giving the last few standing the winner's tickets. Then ask them to hold their pages in the air for you to collect & MAKE SURE their first & last names are on the pages before you collect them!

Follow up: The text that you send to these people is crucial & within a timely manner of at least within a few weeks.

Text Script:

Hi Stephanie!! :) This is Sarah Anderson with Mary Kay! I got your name & number from your friend Anna Wagner! She had a facial recently & loved it! She thought you might love one too :) So I have a \$10 gift certificate from Anna for you to spend & all we have to do is get together at my place or yours for a quick 45 minute facial with microdermabrasion treatment! It's totally free & then at the end you'll have \$10 to spend on any of the products you fell in love with! :) Also, it's my goal to have 100 people try MK products in May to help earn _____ (*insert your goal!*) Can you help me out? :)

Additional Tips:

*I like to add people on Facebook soon after I meet them or make a connection with them. I usually text the girls from the party looking at their Tell Us What You Think Forms within 24-48 hours of meeting them to follow up on their product purchase or interest in the opportunity. I also add them on Facebook then too & begin texting their referrals within that day or the next so that it is all fresh on their mind if their friend asks them about getting a text from me. It also allows me to find their friends (referrals) on FB too & start building that relationship even before we meet for our facial. The stronger our relationship is the less likely they are to cancel :)

*When doing this at a one on one or double facial that is less of a party environment, the game or race against the clock may feel awkward. In that setting, I just explain the same information & don't offer them any type of prize or tickets or time limit. I leave the Fabulous Referral Sheet with them & start cleaning up a little, maybe go to the restroom & come back & collect :)

Remember: MK is a numbers game. It is not magical, it is mathematical. You may send 20-40 texts to book a few appointments, but it is not a waste! Just know your numbers :)