

## BOOKING CLASSES FROM CLASSES BY SELLING THE "SIZZLE"!

We all know that booking classes from your classes is the easiest and smartest way to keep appointments on your datebook. But how can you do it effortlessly? Let your customers know WIIFM ~ what's in it for me! There are 3 good reasons why women will book with you.

1. They'll book a class for products they haven't yet tried.
2. They'll book a class to get the products at a discount or for free.
3. They'll book a class because you're FUN and informative.

When you *empower* and *train* at the same time, you'll have customers for life! People value a product more with a discount than for free ~ so "romance the cooties" out of the products they want or need!

Do this while the moisturizer is drying, and before the Mineral Powder/Foundation step. Take the MDA set and start asking questions! Women will listen and respond better! Ask....

Who of you have ever had a facial spa treatment of Microdermabrasion at either a spa or at a Dermatologist office?

How much did you pay for that treatment? (\$100-\$150 usually)

How many treatments did they recommend coming back for? (5-6)

Would you be interested in seeing what MK's MDA products can do for you for much less?

Our MDA set is a WOW product! It's part of our Ultimate Miracle Set and will fight fine lines, refine pores and achieve beautifully smooth skin ~ immediately! It's a 2 step process. The first product is our refine step ~ using the same aluminum oxide crystals that dermatologists use in their offices. (It triggers to your brain that your skin is experiencing an "injury", so the brain tells the cells to rush to repair it! The new fresh cells come to the surface of the skin, making your skin appear younger and minimizing imperfections such as age spots, pock marks, lines and wrinkles.) Our 2<sup>nd</sup> step is the replenishing step that soothes and makes your skin feel like a baby's bottom! It's full of antioxidants and botanicals that soften your skin! :o)

And guess what? You can get a treatment for FREE at your **follow-up facial** and get this MDA set for  $\frac{1}{2}$  price! And you'll get approximately 40 treatments!

So tell me ~ Do you have any friends that are stressed out? (Raise your hand) Here's the best part ~ when you invite 3 friends to your **follow-up facial**, they'll get a treatment for free also! This set regularly sells for 55, and you can get it for 27.50! Would you agree that this is a steal of a deal in comparison to the cost of going to a dermatologist? (Shake your head Yes) :o)

Now turn to page (15) in your Beauty Book. At your **follow-up facial**, I will customize this compact for you! We're concentrating on skin care today, but at your **follow-up**, we'll give you a **WOW** look with our Color 101 Set! (Have the compact, liners, lipgloss and mascara ready to show everyone.)

Tell me, have you ever been to a cosmetic counter and you see a compact that has one eye color that you love, but the others are none that you would ever wear? Or what about lipstick shades?

With our new Color Insider Program, I can **customize** all the right colors and shades that fit **your** specific skin tone, eye color, lip shape, and hair color! It will be specifically designed for **you!** And to top it off, I will teach you how to apply it and give you written instructions also! You would pay \$50-\$80 at a spa just to have them do your makeup for you. So you can get this wonderful compact with a lip liner, eye liner, mascara & all your personalized colors for only 111(don't say dollars), and you can get it for  $\frac{1}{2}$  price at your **follow-up** appointment! That's only 55.50 and remember, you'll also know how to apply it and have instructions to take home with you too!

Now let me ask you ~ how many of you have cosmetic brushes? Brushes are the **secret** to all great makeovers ~ it's in the blending of the colors that accentuates and polishes your look! You can pay \$40-\$80 for just 1 natural bristle brush at a cosmetic counter and look at MK's set! (SELL THE SIZZLE!)

Not only do you get 5 natural bristle brushes to complete your overall look, you get an awesome bag to put them into to protect them! And the compact fits in here too! But DON'T BUY IT!

I know what you're thinking! I want BOTH ~ the Color 101 Set AND the Brush Set!

Well, all you have to do is get 6 friends over at your **follow-up facial**, and you get BOTH at  $\frac{1}{2}$  price! Isn't that awesome??? (Shake your head Yes!)

And to top it off ~ if you give me a date **today** that we get back together for your **follow-up**, you'll get this awesome reversible MK watch (or MK Hostess Promo item)! Now you may not have your calendar with you and that's ok, you can pick a date and have 3 days to change it if it isn't a date that works for you after you look at your calendar. You can still choose a date for your **follow-up facial** today and get the watch (promo item)!

(Booking a CLASS only costs you \$5!)

So, are you EXCITED to see me again? (Shake head Yes) I thought you would be!! :o)

In order for this booking to work, you must know how to "sell the sizzle" and it must come naturally. So MEMORIZE, PRACTICE AND KNOW THIS IN YOUR SLEEP!! Use your props and products to practice, say it out loud and with excitement! SELL THE SIZZLE!!! You've said "Follow-Up Facial" 8 times in just this portion of your class, so they will be ready to get back together with you! YOU CAN DO THIS!!! (By the way, you'll still have time to get referral names on the back of your profile cards too!)

Let that GIANT that is within you come out! Use the Mary Kay vehicle to "live YOUR dream"! Remember, that you ATTRACT because of **your dream** and the passion you have for it! Define your DREAM and then COMMIT to **YOU!!** Step into your role! Have the vision NOW! Claim it and abundance will follow! **Have FUN and PASS IT ON!!!**

Thanks to NSD Pam Powell

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