

FACES FOR THE FIGHT... FOCUS FOR OCTOBER!

You can make your own and raise \$ in honor or memory of someone, or use mine, but PLEASE do not just mass post on Facebook, put in the effort to get maximum results!

*GET CREATIVE: figure out a way to donate more, do more, be more!

*Friend your customers on Facebook, have THEM post their selfies on FB with a creative tagline "I just donated to breast cancer awareness by joining the Faces for the Fight! All I had to do was get a makeover! If you are interested in participating like my selfie!"

Scripts:

Warm Chat:

Hello! I am raising funds for Breast Cancer Awareness this month with my Mary Kay business & my Faces for the Fight Campaign. For every person that gives me 30-45 minutes of their time to try our products, I will donate \$1 per face. Is there any reason you can't be \$1 for me? (Insert video link)

Current Clients

Text: Hi Kate! I am so excited to tell you about my Faces for the Fight Campaign this month! Can you watch this short 2 min video? (Add video link or attachment)

Call/Text:

Hi Kate! I am so excited to tell you about my Faces for the Fight Campaign this month! Do you have a minute to chat? I am raising funds for Breast Cancer Awareness and is so easy to help. For every person who has a facial with me between now & Oct 15th, I will donate \$1. Is there any reason you can't be \$1 for me? (Insert video link)

Turn it into a party:

Once they reply, "Absolutely!"

How do you feel about earning some free product as well?

If you host a Faces for the Fight Session with 3-5 people, you will earn (Hostess) program.

Increase Party Size after pre-profiling guests: (text)

Thank you! I will have the correct products for you tomorrow. Also, I am raising funds for Breast cancer awareness this month (\$1 for each person I facial) & Kate has space for 3 extra ladies at her house. If you bring a friend to help me raise funds, I will have a special gift for you! (Insert video link)

Referrals in the party

Ok Ladies, like I told you my goal is to see 30 faces, who do you know that would be willing to give me 30-45 mins of their time & be \$1 for me? When you put down 10 names and phone numbers (no consultant & over 18), I have a free gift for you!

Bookings from Bookings in closing:

Thank you for all the referrals, I have your gift for you! I can absolutely call each of your friends to help me reach my goal of 25 faces, but if you host 3-4 at your house, you can earn free product too! Any reason you don't want free stuff?! Great! What works best for your Faces for the Fight Session in the next 2 weeks?

Referral Script:

Hi Becky! This is Beth with Mary Kay. You don't know me, but we are mutual friends with Kate. I am raising funds for Breast Cancer Awareness this month with my Mary Kay business & my Faces for the Fight Campaign. For every person that gives me 30-45 minutes of their time to try our products, I will donate \$1 per face. Kate said you would be a great person to help me reach my goal of 30 ladies. Is there any reason you can't be \$1 for me? (Insert video link)