



# coach it

**IF IT'S WORTH HOLDING**

- **Your Coaching Conversations**
  - **Deb's Rule: Connect. Connect. Connect.**
  - **Mary Kay Ash: A party worth booking is a party worth coaching**
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# COACHING CONVERSATIONS (VIRTUAL)

**TEXT 1:** See **BOARDS APP** of Deb's **HOSTESS COACHING** to copy & paste.

Hey ! It's \_\_\_\_\_! Whoop Whoop!! I've got your party all set up and you will find the direct link below! You'll want to invite at least 80-100 ladies in hope that 50 will join the party!!! You can even send them a little private message when inviting them. Something like this: Here's a script to copy & paste---

**TEXT 2:**

Hey\_\_\_\_\_! I hope you're doing well! I'm helping my friend out and hosting a virtual Mary Kay Party and would love for you to join! My MK Gal is giving away some pretty awesome prizes too! I hope you'll be able to join!! By joining you help me get FREE Products just for checking out the posts and commenting!! She's also sending out some Beauty Swag! Here's the link to where the party is → (GROUP NAME LINK)

**TEXT 3:**

Hey gal! I'm SOO excited for your party and again THANK YOU SO MUCH for helping me reach my goals!! How is the inviting going? Here's the hostess plan you get for hosting! So the more people in the group, the more free you will earn!! What items are you thinking for your FREE Stuff? I'm soo excited for you!!

**TEXT 4:**

Hey ! I hope you're having a great day!! Your group is growing!! Lets keep inviting and checking back in with those you've invited! Your friends can also invite their own friends, so you can let them know that. Here's my website if you want to browse & start thinking about your Wish list!!  
[www.marykay.com/](http://www.marykay.com/) \_\_\_\_\_

**TEXT 5:**

Yay! So excited! The party is going GREAT! Here are some TIPS on how to have a successful Party \*Keep Inviting throughout the week & encourage your friends to invite their friends! \*Comment on every post yourself! This will make your posts get more interaction & Be Seen more! \*I Can take orders at any time, but we will close out all the sales by Sunday. Your friends can shop anytime on my website! Heres the link → [www.marykay.com/](http://www.marykay.com/)\_\_\_\_\_ \*Be taking notes on what you like that you see, so you know what to get for your FREEBIES! \*You get DOUBLE FREE Products when 1+ friend hosts her own virtual beauty experience like yours! So be sure to mention how easy it is to your closest friends in the party, I bet you can really get lots FREE from that! Its so easy and they get free stuff too! (Get 10% of party sales w/no bookings) Let me know if you have any questions & again THANKS SO MUCH for hosting, it will be so much fun!

**TEXT 6:**

Hey !!! Today is the last day of product postings!! Would you do me a huge favor and make a post Thanking everyone for joining and encourage them to shop @ [www.marykay.com/](http://www.marykay.com/)\_\_\_\_\_ I can't wait for you to get all of your FREE products! How's your wish list coming along?

# COACHING CONVERSATIONS (IN PERSON)

It is extremely important to reach out and connect with your hostesses/appointments a minimum of 3+ times between the booking of the appointment and the appointment holding. I recommend you reach out every 3 days or so. Failure to do so may leave that person wondering "is my consultant coming and doing this party?"

## TEXT 1: SEND IMMEDIATELY AFTER SENDING EMAIL

I just sent the confirmation email...let me know if you did not get it. I am excited for us to do your party! I will need everyone to fill out the Registration Form by < days before her session> so I know what treatments to bring with me. Here is the link, it only takes a few seconds! Let me know if you have any questions. ~ (your name) <attach your google link>

## TEXT 2: ONE DAY AFTER BOOKING

Hi! Just touching base to see if you have any questions about your amazing party. Are there any specific products you for sure want me to be sure and talk about?  
(If she says NO, ask her how many guests she is inviting to her beauty session, reminding her you have X # of spots available, 6 for in person/50 for virtual. Then let her know you will check back to see how many we are expecting so you can be prepared.

## TEXT 3 & BEYOND

Hi (first name)! I am getting Beauty swap bags ready for your Beauty Session, and touching base to see how many girlfriends will be joining us. I absolutely want to be sure to have enough for everyone!

When you have count say: Awesome! Will you send each of them the Registration Link today and ask if they will please fill it out so I can see what they are wanting to improve about their skin & customize their Swag bags? Again, here is the LINK:  
(send your google link in a separate text so she can easily copy and send it)

## TEXT MORNING OF SESSION

Hi (first name)! I am soooooo looking forward to us getting together tonight! Got any last minute questions? We are going to have a blast!

# CONFIRMATION EMAIL EXAMPLE

SEND @ BEGINNING OF MONTH:

HUGE FAVOR ALERT! Emailing you today as a confirmation for the party you booked with me in (month). I have a huge goal (insert goal) and because of that, I've set a target to hold more appts in a month than I ever had (ex: 10+ this month)! The reason I'm emailing is because you booked with me this month and i SOOOO thank you ahead of time for holding your party. Can you please look over the date we booked and let me know by Friday this week if that won't work for some reason? I'm putting the "puzzle" together of time slots I have open so I can fit them all in! So excited about this that I'm offering you an EXTRA gift on top of your free stuff!!

CONFIRMATION EMAIL

Hi \_\_\_\_\_!

Your session is booked for (date) @ (time)! I can hardly wait! You can invite up to 6 gals to join you. I am so excited about honoring you and pampering you & your friends for a relaxing session! Do not think twice about contacting me, in fact, I want us to stay connected between now and your session!

FREEBIES FOR YOU!

When you have 3+ gals join in on your session who are 18+ & don't already have a MK beauty consultant, you will receive the roll up bag as my gift to you & (ex:40%) off anything you can fit inside!

REGISTRATION FORM!

So that I can customize your look, would you mind answering the questions below in this link and send the link to your friends so they can fill it out too? It helps me pick the correct products:  
(insert google link)

HOW TO PREPARE

This will be totally casual & comfy, so no need to go all out in preparations on your end. Have everyone come casual & comfy. I will need a table with chairs for every person coming, and will have my own table cloth and supplies to set up when I arrive about 40 minutes before we start.

BONUS!

If you like free stuff, I will include a FREE EYE SHADOW in your Beauty Swag Bag when you click this link and watch a quick video, fill out a few questions for feedback prior to your Beauty Session! I get credit for my leadership training (insert video link & career survey link)

BE PREPARED TO RELAX & TAKE YOUR BEAUTY GAME TO THE NEXT LEVEL!  
- (your name)

# MORE COACHING CONVERSATIONS (for IN PERSON)

Do not ever be afraid to ask what you are thinking. Be open and honest when you are communicating, just be sure to be kind. And pick up the phone and call her, do not just text.

## **If you have NOT GOTTEN A REPLY BACK from the hostess:**

Hi \_\_\_\_\_ this is (your name) with Mary Kay. Just giving you a quick follow up call. Wasn't sure if you got my email, but wanted to make sure that (date of party) at (time) worked for you as it was a more tentative date when we booked it. You can either call, text or email me back and let me know either way. Thanks again!

## **If you DID CONFIRM the party/appt earlier in the month, but it's now within the week of the party:**

Phone call: Hi \_\_\_\_\_ this is (your name) with Mary Kay. I like to call and confirm all my appts for the week on Sunday. I'm coming to your house on (date) at (time). If you could let me know how many gals you have coming by Monday at 5 that would be great! You can either call, email or text me and let me know.

## **If it's the week of the party and you've called/emailed but haven't hear from your hostess & you aren't sure it's holding:**

Phone or text: "Hi \_\_\_\_\_ this is (your name) with Mary Kay. I have you booked for tomorrow night at (time) and I haven't heard from you yet. I'm still really excited about meeting you and your fun friends. I need to hear from you by 9 pm tonight in order for me to come and do the party tomorrow. You can either call, text or email me. THANKS SO MUCH!"

## **You should NEVER show up to someone's house without them confirming with you!**