

October is for booking “Pretty In Pink” Breast Cancer Benefit Parties

To book your parties, you need *enthusiasm!*

Enthusiasm ends with the letters **i...a...s...m**, which stands for *I Am Sold Myself!*

Follow this plan to construct a booking dialog to bring others on board with you passion and plan:

Tell them what you are doing...tell them what you want them to do...
tell them what's in it for them...then give a choice of dates.

To book your initial parties over the phone or in person:

“Hi _____, do you have a quick minute? I wanted to share with you something wonderful! I am part of a BIG effort here locally to make a difference for women during October, because it is Breast Cancer Awareness Month. Along with my Mary Kay sisters, I am scheduling lots of “Pretty In Pink” Breast Cancer Benefit Parties to raise awareness and money to help fund research to find a cure for cancers affecting women. This is such a great cause!!! And the best part is that girls get together and have fun at the same time! Our “Pretty In Pink” parties are all about girls getting together, wearing their pink and being pampered with beautiful makeovers---we can even take before and after pictures for Mary Kay’s national makeover contest where three winners will win luxurious trips to NYC! I am REALLY hoping that you will partner with me as one of “Pretty In Pink” hostesses---all you have to do is rally some women around you to put on their pink and come over for a makeover party!! Just serve some simple refreshments and I’ll do the rest---YOU will be rewarded with free products as my hostess, and the fundraising part is simple: during the makeovers all the girls will have the opportunity to receive a breast self-exam shower card as a thank-you gift from me---just for making just a one-dollar or more donation. I am committed to doing 20 parties in hopes of raising over \$200 dollars! Could I put you down as one of my “Pretty In Pink” hostesses? We could do it either the first or second week in October.....”

To book a party while at an appointment, take time between the skin care and color demonstration to say :

I am really excited to tell you about something BIG going here locally that I am so proud to be a part of--- **and I need your help!!!** I am committed to holding a massive number of Mary Kay parties this month because it’s October---Breast Cancer Awareness Month! I get to do “Pretty In Pink” Breast Cancer Benefit Parties---which are so amazing! Girls come together for FUN! They wear their pink and get pampered with beautiful makeovers---we can even take before and after pictures for Mary Kay’s national makeover contest where 3 winners will win luxurious trips to NYC! It would be SO GREAT to have you as one of my “Pretty In Pink” hostesses----all you have to do is rally some women around you to put on their pink and come over for a makeover party!! you’ll get free products from me, and at the party the girls all have the opportunity to receive a breast self-exam shower card from me as a thank-you gift for making just a one-dollar or more donation. The money goes to the Mary Kay Foundation, which funds research to find a cure for cancers affecting women---it is SUCH a GREAT cause! I am committed to doing 20 parties in hopes of raising over \$200 dollars! **And you can REALLY help me make a difference!** Is there any reason why you couldn’t rally your girlfriends to come over for fun time and a great cause? We could do it on a weeknight or a weekend--which would work better for you?