

Women·Helping·Women

Professional Women's Network

- All women want to be considered professional
- Women like to support other women
- You want to give facials to professional women—they wear more makeup and have more money to purchase
- You will build your clientele with professional women who would make quality team members
- You can also have a wife or secretary of a man's profession (mechanic) to represent his business
- You could call up a business and offer this service for their advertising in your portfolio
- We'll offer networking opportunities for these women, such as coffees or teas, so they can meet one another.

Script:

Hi Suzie, this is Donna Bayes with Mary Kay. Do you have a minute? As you might be aware, Mary Kay's mission is to enrich women's lives. And as part of that mission to help other women, we are compiling a network of professional women—and I would like to include you!

You know, women are always wanting to know the best mechanic and a plumber they can trust. They want to know, "who does your hair, who does your nails? Who's a good realtor?" And so, we are forming a professional women's network of women in all walks of life. Suzie, I would love to have you included in the (Medical/Dental) professional category.

We'll feature your picture in our portfolio after a makeover using one of our new career looks. We'll include your business card, plus your business bio where you can promote your business and your career. When others are looking through the portfolio, they will learn about you and the services you have to offer. Or it will just be a great form of recognition from one professional to another. We've found that women do want to support other women, and this is a great way.

Is there any reason why you wouldn't want to be featured in our network as a professional woman? I think you'd be perfect!

Great! We need to schedule a makeover so we can take your picture and fill out the bio. Which is better for you—the first part of the week or the latter? Tuesday or Wednesday? Right after work or later in the evening? 7:00 or 7:30?

Great! I have you down for Wednesday at 7:30. By the way, you probably know other women who would also like to promote their businesses in our Professional Women's Network. I would love to feature them, too. Please feel free to ask other quality women like yourself to also join us. We have categories that include medical/dental, executive/management, education, self-employed, services, insurance, administrative, real estate, manufacturing, homemaker, retail, finance, legal, sales/marketing, retired, and government/political.

In fact, if you can bring along 2 or 3 others, I will reward you with lots of free products! And you'll all be featured in our portfolio.

