

# HONORING YOU!

*I am so excited to share with you a great idea that you can implement to honor working women in your local Daycares. It's called Honoring You!*

1. Find a local Daycare center and ask them if you can come in and honor their Mom's. Working women!
2. Have a table at the entry of the daycare. Make it slamming cute with a pink boa, the 6 minute to sensational fliers, Honoring You information cards for them to fill out with their contact info along with pens, look books and some muffins and bottled water. You could have 4 different types of muffins so they can choose which they want and have it wrapped in cello with a cute bow on top.
3. As the women walk in with their kiddos, greet them by saying.  
"Good morning! We are honoring working moms today so after you drop your kiddo off, stop by and we will tell you all about what we having going on and give you a muffin of your choice and a water to go!"
4. When they came back to the table, say "Oh my gosh I am so excited to get you in our drawing, we are giving a way this cute package of over \$100 in products, Micordermabrasin treatments and pampering sessions. Go ahead and fill out this information card and that will get you into all of our drawings. Let me tell you about our exciting VIP Event we are hosting in your honor." Here is the invitation with all of the info. Its going to be so fun and we are going to teach you how to go from barefaced to sensational in 6 minutes. I hope that works out with your schedule and we will get to see you there. I HOPE YOU WIN! Have a great day!

# FOLLOW UP!

## 4 Types of Communication

1. Email each contact the day of the event thanking them for attending. Here is what we sent in a cute Mary Kay Customer E-Card.

Hi! Mary,

Thank you so much for taking the time to stop by our table today. It was great to meet you! I was so excited to get home and congratulate you on WINNING a FREE pampering session and Microdermabrasion treatment. At any spa this would generally be a \$100++ treatment and when we get together its FREE...ON ME!

I also wanted to remind you about Monday's VIP night. This would be a great time for you to take advantage of your winnings.

Here is some more exciting news! When you register on my personal website [www.marykay.com/](http://www.marykay.com/) you can select \$15 FREE Mary Kay and I will have it gift wrapped and ready for you as a thank you for coming as my VIP guest on Monday.

Looking forward to seeing you and if you have any questions please feel free to email or call me. Congratulations again!

2. Send a cute post card out the following day as a reminder.
3. Call and follow up to get a Yes or No 2 days before the event.
4. Text them the day of the event as a reminder.