

# PopUp Boutique SCRIPTS

## **You're new:**

Hey! I hope you are doing great! I'm so excited! I've launched my own business with Mary Kay! I'm having my launch boutique--it would mean so much to have you there! It will be fun, no stress and everyone gets a gift for coming. It will be fun & chill (no makeup removal required)! I want to get a great group together for shopping, great deals & light snacks-- It's (date and time(s) at (location) - can you come? (or 'which option fits best for you if we have 2 times) Just text me so I can count you in!

Sometimes you just need a little verbiage and you can adapt, make it your own, and run! All you need are the elements of a great booking approach: 1) enroll them in your why/something bigger than themselves is engaging 2) tell them WHAT you are asking of them 3) give urgency/timeframe/goal 4) What's in it for THEM 5) give them 'choices' not a yes/no or totally open answer (not all in that order. It's also perfect ok to copy these scripts exact (well substitute their name, ha!)

## **You've been trying to book this person for awhile:**

Hey there friend! I know you've been thinking on this party possibility —so here I am again/still 😊 but a bit more urgent as I have an assignment for growth of my leadership team! So —I have a new Gorgeous Skin Pop Up party that I need to do some trial runs with to refine so I can train my consultants--(new format does not include taking makeup off! And very chill-sit around living room vs table etc—guaranteeing FUN!!) would you be willing to \*keep considering\* (but maybe move to looking at dates?!) helping me by gathering some friends or colleagues and letting me test it out? I'll totally spoil you 😊

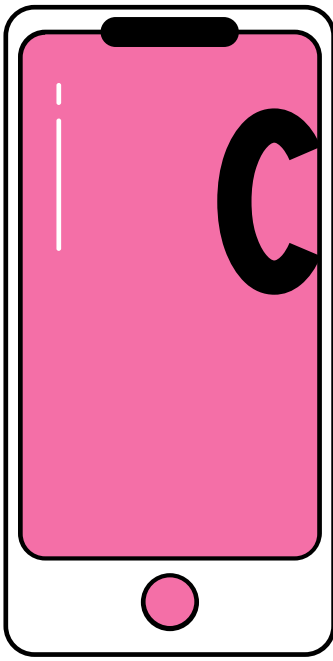
## **They get it, they love you...but their life looks like it's a 'crazy' ask:**

So I know my dear friend that you keep a full plate--so it may just not be feasible to consider but I need some help 😊 again/still but a bit more urgent as I have an assignment for growth of my leadership team! So—I have a new Gorgeous Skin Pop Up party format that I need to do some trial runs with to refine so I can train my consultants--(new format does not include taking makeup off! And very chill-sit around living room vs table etc—guaranteeing FUN!!) would you be willing to help me by gathering some friends or colleagues and letting me test it out? I'll totally spoil you

## **Perfect for relaunch/training:**

Hello Sadie! I hope you're doing well! I am reaching out because I'm working really hard to relaunch my Mary Kay business (again lol) using a new format, pop-up boutiques! I'm really needing to try the new format out with real ladies! All sampling is done on the back of the hands so no trying stuff on your face or taking off makeup!

Would you consider getting 5-10 ladies together to help me out? They are so much fun and I'd make it worth your time with some freebies!



# COACHING

There are 5-ish touches with this coaching plan.

You will send out the save the date and initial communication early (if you are new, you will keep chatting with and inviting more as the days go on, if you are coaching a hostess you want to encourage her to be inviting 8-25! Remind her that a gr8 party has no less than 5 and you'd love to have MK's lucky 13 in attendance! You could offer her the % off her next order equal to the # of people attending and if she has 13+ you give her either 15% or 20% off her NEXT order! It cost you nothing now, and it's a great incentive to get her to engage in attendance!

**Touch 1: save the date graphic with request to attend**

**Touch 2: 3 days before party = ask about guests' skin type**

**Touch 3: 2 days before party = ask guests' fave color (gift)**

**Touch 4: 1 day before party = watch the video for bonus entries**

**Touch 5: Can't wait to see you! Bring a friend/show up a little early!**

## Simple verbiage:

**For hostess to send with your save the date invite 5-10 days early.**

Hey girl, I hope you are doing great My friend is launching a new part of her skincare business and asked me to gather friends to help! It will be fun, no stress and she will have a gift for everyone, just for coming. We will have light snacks and a chance to hang out and shop! I want to get a great group together and thought of you! It's {insert date} at {time} at {location} - can you come? Just text me so I can count you in!

**For hostess to send to all yes's and anyone who didn't say no! (3 days before)**

Hey! Just a reminder I'm excited to have you join me for some girl time, laughs and shopping! Tuesday (6:30) as you know— No makeup removal required! Melissa is wanting to make sure she has our appropriate skin care on hand . She's wondering what is your skin type? More normal to dry or combo to oily?

**For hostess to send to all yes's and anyone who didn't say no (2 days before)!**

Thanks for the scoop on your skin! I'm getting excited to see you (day). So Melissa wants to honor everyone with a little prezzie. She's getting "favorite color" gifts for each of us and she needs to get them ready! So what's your favorite color?

**All those planning to attend (day before):**

I got your fave color passed on to Melissa so she will have your fun gift {\_\_day} night. Thank you And there's a chance for another gift she didn't want you to miss out on! Just click this link to view a short video (scroll down it's embedded IN the form if you go beyond the start of the form) then after you watch you can submit your feedback!  
<https://forms.gle/eC5oJcbGiC126vDU7> Melissa will tell you about the quarterly \$500 drawing & give you 5 bonus entries for the drawing at our boutique when you view and complete the form. The video will allow you "meet" Melissa in advance. Thanks so much! Excited to see you {day of party}!

**Day of: I often suggest they remind about the video! >>**

Excited to see you tonight at 6:30(my place, holler if you need directions etc) if you haven't had a chance to access the form/video there's still time (it's like 8 minutes) its a great way to "meet" Melissa in advance— and get a bonus gift (she has your color prezzie already!) and extra entries for our drawing tonight for submitting your feedback via the form (video is included)  
<https://forms.gle/z7RvMGGugCCPwUau8>  
See you tonight!