

MASSIVE ACTION LEAD GENERATING EVENT

Prep your 20 lead boxes, 20 lead slips and 20 pens.

Details are at the last page of this document.

GOOD IDEA to get more leads: When putting out lead boxes, put two leads in the basket, so it looks like several people have already entered.

Where to Put Them:

Great places: Non-franchised hair salons, nail salons, dry cleaners, tanning salons, salad places, smoothie places, places women go, daycares, kids playing areas, small mom and pop places.

Franchised Restaurants will let you put them in their bathroom if you will come back within 6 hours to pick it up. Great for the weekend crowds are restaurants. Just add "I'll be back tonight to pick it up.." to your script.

MAGIC SCRIPT when you walk in:

Hi! Can I leave this here so people can enter to win?

Thanks.

Make sure you put the lead slips on the table with a few pens on top. Put the lead box next to it.

I'll be back in a week to check on it. Bye.

RARE BUT, If they ask, What is it?

Oh, we are with Mary Kay (or Studio Pink) and we are giving away 100 free pampering sessions this month. So we made up these boxes so people can enter to win. Cool to leave it here? I'll be back in a week to check on it.

If they say they have to check with a manager, I don't leave the basket. I ask, "Okay, when a good time to come back when the manager is here?"

SCRIPTS TO REACH GRAND PRIZE WINNERS

First Message on Day 1:

Michelle: Hi (client's name)! You entered our spa pampering package at (location and city) and you were chosen as THE grand prize winner! This is Michelle Cunningham from Mary Kay in Westlake. Is it better to text you or would you prefer I call you?

Second Message on Day 3:

Hi(client's name)!! I have your pampering package that you won sitting on my desk here and wanted to check in. You entered our spa pampering package contest at (location and city) and you were chosen at our Grand Prize Winner! You get an ultimate pampering package for you and up to ten friends at my brand new studio in Westlake (photo attached). You'll get a anti-aging facial treatment, a microdermabrasion, expert foundation matching plus a Satin Smooth hand treatment. Better to text or call you to set it up?

Third Message on Day 7:

Hi [name]! Just wanted to check in to make sure my text went through ok :) You entered our spa pampering package contest at [custom1] and you were chosen at THE grand prize winner! Is it better to text you or would you prefer I call you with the details? Or if you are super busy right now and would like me to check in in a month or so, I can do that too! Let me know what's best for you. :)

EMAIL to ALSO send on Day 1:

Hi Sara!

I sent you a text message but I had your email too, so I figured I would email you just in case! You entered to win a spa pampering package at PRIVE and you were chosen as our GRAND PRIZE winner!

Basically, you won an in home FREE pampering package for you and up to ten of your friends to be pampered for two hours. You'll all receive anti-aging facial treatment, microdermabrasion treatments, expert foundation matching plus a satin hands treatment that will make your hands super soft. And we use Mary Kay products (safe for super sensitive skin and top of the line!). You'll leave feeling totally rejuvenated!

So...you can email me back or text me back. And if you want to chat live, we can

do that too! Congrats again! I'll keep your package on my desk here until we connect!

Chat soon,
Michelle Cunningham
Mary Kay Cosmetics

PHONE CALL: The REAL Sounding IMPERFECT Phone Call

You'll book double the amount of people if you leave them all a message or talk to them live to set the date.

If you don't like the phone, use the APP Called SLYDIAL because if you don't like talking on the phone...it goes directly to voicemail:

Hi Sara! This is Michelle with Mary Kay. Okay, so uhh....awesome. You were.....(delay) our grand prize winner of our spa pampering package that you entered at _____ Location.. YAY!

Okay, so, Let me read off what it includes:

An anti-aging facial treatment customized to your skin type

A satin hands treatment that your hydrates hands for 24 hours

A Facial microdermabrasion that shrinks your pores and makes your skin ultra smooth

Expert Foundation Matching because most women are wearing the wrong type and shade of foundation

The packages is free for you and up to ten of your friends

Okay, thats HUGE. ummm, let me think...okay, I'll text you..maybe that's a better way to reach you. Congratulations! Uhh....you can text me or if you want to call, uhhh, that works too. Uhh, okay! Congratulations by the way!! Oh and my number, is blah blah blah. Bye!

ACTUAL Booking by text:

Michelle: Hi (client's name)! You entered our spa pampering package at (location and city) and you were chosen as THE grand prize winner! This is Michelle Cunningham from Mary Kay in Westlake. Is it better to text you or would you prefer I call you?

Client: I am at work right now so texting is better, thank you!

Michelle: Great! Basically you won our Spa Pampering Package at our new studio in Westlake called Studio Pink! You and up to ten others will receive a 2

hour appointment where you will be totally pampered for free. You will get an anti-aging facial, a microdermabrasion treatment, expert foundation matching plus a satin hands treatment. I'll text a picture of my studio... it's posh with pink couches & chandeliers! 😊



Michelle: We just need to pick an appointment that works best for your schedule and our studio schedule and then I can send the invite over to you. Do you prefer a weekend, weekday or weeknight? Congratulations again!

Client: I think probably a weekend depending on the date... I work every other weekend until 6pm, this being my weekend off. I could also do most weeknights after 7pm with the exception of Tuesdays.

Michelle: Ok would you have Saturday, December 10 off? If so, I have an opening at noon on December 10. I can also do Thursday, December 1 at 7pm.

Client: I'd like Thursday, December 1 at 7pm please. Thank you!

Michelle: Okay perfect! Here is the invite for your upcoming appointment! We are so excited to meet you guys! If you want to keep a headcount of how many are coming, that would be great. Alternatively, I've included a text you can send with the invite to your friends and they can RSVP directly to me.



sprinkles & CONFETTI

GRAND PRIZE PACKAGE
Studio Pink Pampering Session

Date: Saturday, December 3
Time: 12 PM to 2 PM

Location: Studio Pink - 25092 Center Ridge -
Westlake (Studio Pink is pictured above.)

You will receive a Satin Hands Pampering
treatment, an anti-aging facial, expert foundation
matching, plus a Microdermabrasion treatment!
You will leave looking and feeling rejuvenated!

Red Stamp

Hi friend! I'm super excited. I just WON a Facial Pampering Packet for myself and ten of my friends from Mary Kay. You know how much I LOVE you, so you are one of the ten that I picked. And yes, it's free for you too. (See the Invitation attached). Part of my package was that you get to pick if you'd rather have the ultimate facelift facial or more of a botanical facial? And would you prefer mineral powder or liquid foundation as your perfect match foundation finish? Can you text Michelle at 834-333-3333 with your RSVP? And let her know 1. Facelift or Botanical 2. Mineral or Liquid Thanks!

Be prepared for these BLESSINGS to happen:

(Somehow they are blessings)

1. 50% of your lead boxes will go missing when you go to check on them. Hence, don't spend too much on them.
2. I upgrade them to my NICE \$5.99 lead box if they don't throw out my 50 cent lead box the following week.
3. Several Places will have NO leads in them. Move the boxes to another location.
4. A GREAT Lead box location will net you 2-3 leads a week.
5. Remember, success takes effort. It's not all EASY.

HOW TO LAUNCH YOUR OWN LEAD GENERATING WORKSHOP WITH YOUR TEAM:

Make a Facebook Group. Mark the group as CLOSED. Give your team the link to the group and anyone who joins is a Participant.

Post this in there:

ONLY HOMEWORK Assignment from now until (Set Date for 10 days from now):

Create 20 lead boxes and entry forms (15-20 slips per form) and buy 20 pens.

Boxes need to be prepared for our event on ----- . If you have lead boxes and you can share a quick one minute video below on how you made them, post below in this Facebook Group.

This course is designed for total results. And if you like friendly competition and prizes, post your COMPLETED lead boxes in the comments below this post and the first person to complete the homework with 20 lead boxes, lead slips and pens will get a FABULOUS gift from me!!

And the person with the CUTEST lead boxes also gets a prize. #Hustle
#DoWhateverItTakesForYourDream

Here is your files for your only Homework Assignment this week:

FREE Lead Box Sign (THANKS Sales Director Rachel Bond):

http://media.wix.com/ugd/e0a1ec_41c47681590748aebd9aceb4a22776ba.pdf

Detailed Entry Forms:

http://media.wix.com/ugd/e0a1ec_522e297715d14788b3d2ecb279030234.pdf

Michelle Haggard's Cute Entry Box Sign:

http://media.wix.com/ugd/e0a1ec_0fc57fa8dee64127af58d959f6a44931.pdf