

"I STORY" OUTLINE

1. Tell a bit about yourself
2. Previous/Current Job
3. How were you introduced to Mary Kay?
4. What impressed you about the products/opportunity?
5. Tell your first fears and what helped you through them.
6. Why are you glad you started your business with MK?
7. How is MK different from other careers you've tried?
8. Tell about positive changes in our life and your family's life
9. Tell about your Awards
10. Tell about your Goals

I am often asked why I chose MK as a Biz opportunity so I'd like to take a moment to share with you why I started my Mary Kay business.

My name is _____ and I have been building my MK business for _
_____. I am (1)_____ (married/single/kids/hobbies/pets/ etc.) Prior to MK
or in addition to MK I (2) _____. I was introduced to MK (3)_____ (at a
party just like this one) and (4) _____ (I immediately fell in love with the
products, service, Hostess credit, etc). My Consultant also shared some Business
information with me about the Company and what it could do for me and my
family with our busy life style. I was excited and amazed what the Business had
to offer but I did have some fears, like (5) _____ (could I really do this? Where
would I find customers?) I found comfort with MK's No Risk try it and see
opportunity. I had nothing to lose and so much to possibly gain I knew I had
only one way to find out! I am so glad I did (6)_____ I was amazed how
simple it was to get started and make money with MK. MK is (7) __besides the
wonderful income, MK Awards, beautiful prizes like gorgeous jewelry, home
furnishings, free cars, trips, etc. and who doesn't enjoy prizes or gifts?! All of it is
great but, it really is the intangibles that are most important to me like (8)____
(Personal Growth, Valued Friendships, positive changes in my family). MK most
recently awarded me with (9)_____ for doing what I enjoy. It is my goal to (10)_
_____(make a difference in lives of others besides my own through this
AMAZING product and business opportunity. I enjoy pampering women like you,
having you look and feel your best and inform you what MK could do for your
life).

THANK YOU in advance for allowing me to pamper and share with you today! It is my passion to share this **MOST LOYAL CUSTOMER BRAND – MARY KAY-** with women like YOU, who want to look your best and it is also my mission to share this incredible **INCOME** opportunity with women and families who like me and millions of others ... want to make **A DIFFERENCE!** Whether you are interested in **EARNING** a little or **A LOT OF MONEY**, home office tax advantages, meet more friends, have more fun, receive lots of prizes and praise, more positive influence or more personal growth. If any of this is appealing to you - I invite you to schedule a coffee with me to hear more exiting details, after the party during our one on one private consultation . Did you know that ...Mary Kay Ash would often say " at every **PARTY** there is at least one woman who would benefit and be great at doing what we do? " Hmmm who could it be? ~ **LETS GET THIS PARTY STARTED!!**