

Class Outline *(Be sure to have a Complete Clean Retail Set out for display of all the items we use and offer at ½ price...preferably in a rollout bag and a brush set to display and the Fab Referral Sheet and the updated closing sheet and the VISC Marketing Sheet and Party setup tray sheet and all supplies needed!.....all on my website: www.ruthiebrette.com under education and class information)*

Welcome guests as they arrive and warm shake their hand (both hands on their hand/hand hug) smile and take them to their seat to fill out portfolio. Ask how they know whomever and say it's going to be fun.

Open the class with: Relax, have fun, no obligation to purchase. We will have 3 parts: Trying the products, then I will offer specials in case you want to take advantage of them, but no obligation, and then we will do a quick talent scout /referral career info sheet at the end for a free prize.

Make sure you have the \$100 Free Hostess sheet each coupon cut out.

Thank the hostess for getting her guests there for a fun day/night! Hand her each coupon that she has already solidified. (holding party on originally scheduled date, have 5 ladies in attendance, etc.) And say, "also, when 2 of you choose to host your own party, (your hostess name) will receive an additional \$20 in free products once your party holds in the next 2 weeks! So, be thinking about which of you would love to host!" Then hand her a gift that is beautifully wrapped and ask if she is ready for it...have her open it. (PCP gift or something like Satin Hands)

Say, "Are free gifts so much fun!?! Well, guess what! You too can win a free gift! You will receive tickets throughout the class and your first opportunity is now! We are going to do intros! I want each of you to say your name, what you do, a fun fast fact about you and one thing you absolutely love and adore about your hostess. And just for saying that, you will receive a ticket!" Listen for other opportunities.

Take mirrors out and go around table and say your name again and the things you would like to correct on your face. (Take mental notes or physical notes so you remember to offer what is needed for ½ price and to cover their concerns throughout the class).

Romance the 2nd session: Everyone is entitled to a 2nd session to make sure the products are working correctly or to have an individualized color session with friends or another microdermabrasion/peel session with friends and an opportunity to earn free products. O, and one more thing! Every time you hear me say 2nd appointment, the first person to say "2nd appointment!" gets another ticket!

Start the product explanations: (Show and tell) Hold up each items as you talk about it...at least one fact and one emotional statement about the product from your personal experience....

All products today are noncomedogenic (meaning they won't clog your pores causing blackheads or whiteheads), fragrance free, and 100% clinically tested for skin irritancy and allergies and they have the Good Housekeeping Seal of Approval! They are 40-60% less expensive than the department stores since you are not paying for retail overhead too. If use microdermabrasion regularly, you will save 3 times the

money too because the products aren't getting soaked up and wasted in a sponge of 80% dead skin cells.

All TW products today have our patented Age-Fighting Complex which have so many anti-aging ingredients that they can't list them on the packaging. Fun. (Have them leave a tiny amt of cleanser, micro scrub, moisturizer and foundation in their trays for closing on the hand at the end. If they use it all just squirt a tiny dab on their hands at the end)

Cleanser: cleanses, masks and freshens all in one step. Most cleansers only clean the top layer of skin (80% dead) but our goes 2-3 skin layers deep each time and lifts out the dirt and impurities w/o clogging your pores.

2nd session statement could be: "We will make sure that is the best formula for you at your 2nd appt."

Lip Mask: Gross but cool step...will gunk up the dead skin on your lips to remove it so you can actually hydrate them. Can use 1/wk or daily or whenever needed. "While this is drying let's do a competitive game where you write down everyone you can think of that might possibly love to get a free microdermabrasion facial or makeover with me and the first one finished will get a prize from my basket!" (have them get out cell phones and say "go" when ready to start. Can also have them text invite right there on the spot and the first to get 3+ to respond with a yes get the prize!!!!!! Can also **take a selfie with them** THEN so they can text or FB Blast it and get more response quickly! **Use the Fabulous Referrals Sheet on my website or they can list their referrals on the back of the profile sheets #11.** *There is scripting that goes with it to text the referrals too after the class and you can send the selfie!!!!!!!!!!* **OR you can use the Fabulous Referrals with character traits.**

"At your 2nd appt. let me know how many times a week you are needing to use the lip mask."

Lip Balm: Will hydrate your lips for 6 hours!

Microdermabrasion Refine: Same aluminum oxide crystal that they use in the professional salons. Normally \$100 treatment but free today and the main feature!!!!!! Will make an immediate difference in pore size, fine lines, wrinkles and texture. It takes that 80% dead skin sponge off and goes 2-3 layers deeper in exfoliating so that your products will be able to soak into living skin cells and do their job w/o being wasted into the nasty sponge of dead skin. Can do 3 times a week (2 days in between) or just pick 2 days you can remember like: church day and trash day, Monday and Friday, Holy day or hump day. Easiest to use in the shower for removal and to keep just the right dampness. Massage for 60 seconds and move down neck to chest. Avoid delicate eye tissue under and above eye.

Microdermabrasion Pore Minimizer: Will cool the skin down, take the redness out, calm the skin and put all the nutrition back in while minimizing your pore size!!!!!! Has our patented triple tea complex in it.

OR the NEW Revealing Radiance Facial Peel: Here's how TimeWise Repair™ Revealing Radiance™ Facial Peel helps transform the look of skin:

- The glycolic acid goes to work immediately, removing dead skin cells from skin's top surface layer.
- This exfoliating ingredient also works on the remaining surface layers, breaking apart the bonds connecting thousands of other dead cells so they can be released and plumper, fresher cells can take their place.
- This advanced exfoliation method also significantly smooths skin, reducing the "hills and valleys" associated with a drier rougher texture.
 - Once the layers of dead surface cells have been removed, your skin will be primed and ready to accept the benefits of other age-fighting treatments.
 - Because we wanted the formula to be gentle enough to use twice a week, we paired the glycolic acid with an exclusive blend of calming botanical extracts+.
 - Since some people can experience dryness after using a peel, the formula also contains a marine extract which has been shown to have hydrating benefits.+

While the peel is sitting for 10 minutes, play (on your phone or ipad or tv, etc) either the Leah Lauchlan video at <https://youtu.be/tYvc7i6YO7A> (18min) OR the Jordan Helou video at <https://youtu.be/xg0sQMkv5pQ>. (4:33min.) Other videos are listed at the bottom of this outline.

Have everyone wipe the peel off and have them ask questions for tickets.

"You will see a huge difference in your skin by your 2nd appt."

Day Solution: (1/2 Face first to see the difference and then the other 1/2) Has pronewal in it and spf 35 and botanicals and anti-oxidants and peptides! Peptides relax and *repair the fibers connected to your tissue so it won't continue to loss elasticity and sag!*

"Let that set for a moment and you will see a difference tonight; let alone by your 2nd appt!"

Night Solution: (On 1 elbow and compare later) Has pronewal also along with vitamins A,C & E, Botanicals and Anti-oxidants and peptides as well. It is comparable to an Anti-Aging Serum in the department stores that run around \$120-\$600!

"Let me know which one you like best at your 2nd appt."

[Talk about the Serum C while the Day and Night are on 1/2 face and elbow to give it time to tighten and soften and then have them pull OUT their mirrors and compare 1/2 of face to the other and compare elbows! It is like a miracle!]

Serum C: (On the neck) Our facelift product! Elixir is online for \$523 but ours in only \$56 and it is an item we will offer at 1/2 price at the end. It is packed with collagen and vitamin c. The Vitamin C in ours is from 3 fruits from all over the entire world that have the most powerful vitamin c they can find! The collagen is a filler, firmer, tightner for the skin and will help produce youthful skin cells again!

“Sometimes this ends up being a top loved product by the time we have your 2nd appt.”

TW Moisturizer: Oil free and the longest hydrating lotion on the market. It will hydrate for 10 hours! If using the c/o formula, it will actually absorb extra oils for up to 8 hours!

Firming Eye Cream: You are only 12 years old when your oil glands under your eyes quit producing oil! Our F. Eye Cream is the ONLY eye cream on the market that can make the product claim of: INTENSELY hydrate (they will all say hydrate, but not intensely!) it also firms and tightens, reduces lines and wrinkles, depuffs and has light defusing microspheres which cause the light to bounce off of the dark pigmentation under the eyes.

“A lot of women say this is their favorite product with the micro at their 2nd appt.”

Primer: Silicone based with an spf of 15 and oil absorbing properties. Will fill in any crack, pore, crevice and cause your foundation to go on flawlessly. We call it the crack-filler!

“Let me know how much foundation you feel like you save at your 2nd appt from using this primer and how much better it goes on.”

Age-Fighting Foundation: Has age fighting properties, Buildable, non-transferable, and lightweight!

Mineral Powder: Most have 17-36% minerals, but ours has 90% minerals. It helps hide flaws, gives extra coverage, absorbs extra oils and can be used alone or with foundation and also as a bronzer.

Done with face now....**close on the hand:** Do cleanser, micro scrub, moisturizer and foundation on left hand...foundation only on right hand and compare the BIG difference! Say, “That is only after one use! Can you imagine how much better your skin will look by your 2nd session/appt.!?”

Now do Satin Hands

Show Specials: Say, “Now we are getting to the fun part! I am going to share the specials with you but don't feel obligated, promise? If you want to take advantage of them you can, and I will work with you to help you be able to take them home with you.”

1st Set: Basic Skin Care Set: Cleanser, Moisturizer, Foundation w/brush \$76 (Average price in department stores is @ \$250)

2nd Set: Day/Night Solution \$64 (Just the night solution would normally run from \$120-\$600 in Dept. Stores)

3rd Set: Microdermabrasion Set with Firming Eye Cream \$87 (Just one microdermabrasion Treatment is normally \$100 and there are 30-40 treatments in here so the equates to \$3000-\$4000 worth besides an eye cream which normally runs @ \$60 in the dept. stores)

Total for all 3 is \$227...less that what the average BASIC set costs in the department stores!

With each set you purchase tonight you can get a ½ price item to go with it (those we used: Serum C \$56/\$28, satin lips \$18/\$9 or hands \$35/\$17.50, mineral powder w/brush \$30/\$15, primer \$16/\$8 or bag \$35/\$17.50)

Now say, “Any Questions? If you do want to take advantage of the specials I offer a few payment options to help you! You can do cash, check, charge or a little of all of them or split it into 2 payments. I just want you to be able to use them right away if you loved them.”

Turn over your profile sheets and see where there are 1. 2. 3. 4. 5. Listed out? I’m going to ask you 5 questions so you don’t feel any pressure and you don’t have to even look me in the eye.

#1...Write down if you want your 2nd appt to be a mineral makeover or a microdermabrasion session...write makeup or micro.

#2. Write down if (day)_____ or (day)_____ would work better for you.

#3. Knowing I will work with you, write down if you want to take home one set, two sets, or all 3 sets.

#4. Write down which ½ price items you want to go along with them. (Have them abbreviate. For ex: Satin Hands would be SH...Lips would be SL...Primer would be P...etc and re-tell what the ½ price items are while pointing to them *since you have them displayed*)

#5. Write down which payment option will work best for you today/night.

Collect profiles, look at their answers and read them back to them so you are clear as to what they want and start the marketing.

Have them rate their interest level when finished with marketing and write down referrals:

1 (never)

2 (annoyingly intrigued and want more info) and **then schedule a 3-way followup call from me and you w/in 24 hours** preferably in person. Text them right then the links to listen to and ask them to write down 5+ questions and 5 ways they believe MK can change their life.

3 (intrigued and want me to take you to coffee and put pen to paper) and **then schedule the appt for the next day** (always 24-48 hours max). Text them right then the links to listen to and ask them to write down 5+ questions and 5 ways they believe MK can change their life.

4 (ready to sign now) Have your iPad or Phone or a paper agreement there for her to sign up. Then schedule a call with me the following day. Tell her I will email her a welcome email and to complete Day 1 by the time I call her.

(If she is a 1,2, or 3 interest level)... **Get their 2nd appt in your books** before handing them their products. Give them recognition for being **1 of the women to help the hostess earn her brush set**. Then ask if they are inviting their referrals they wrote down and **send them a text script on how to invite them** and schedule an appt/time the next day to confirm their guests and to get their names/numbers so you can

preprofile them....preprofiling in under coaching on my website and in the Voice Cast section under Class Procedure. **Tell them you will have a “Woman of their Word” gift for holding at the originally scheduled date and time** and they will love it!!!!!! (You can tell them what it would be...any PCP gift you have...mascara, oil free eyemakeup remover, travel micro set, etc)

Bag their products preferably from each individual rollout bag you packed for them prior to the class based on their preprofile answers. Take out what they want and bag it and take the bag home to refill it.

Have all **supplies needed ready** and you can access them off my www.ruthiebresette.com website for Skin Care and for Color.

Congratulations...**you have just worked a full circle class:** 3 Booked 2nd appts, sold, shared and hopefully signed someone or will.

Link Options below(please get these into your phones for easy access to text them out to them)

Text to send:

Thank you sooo much for helping me learn to Innerview!

It's pretty simple...just select a link below and write down 5+ great questions and 5 ways you believe Mary Kay can change lives.

If you love 1 link, you are welcome to look at all of them and/or pass them on.

Leah Lauklin: (D personality/Dominant)

<http://youtu.be/tYvc7i6YO7A>

Jordan Helou: (I personality/Peppy & Fun)

<http://youtu.be/xg0sQMkv5pQ>

www.amykemp.me (S and C personalities/Family Oriented and Detailed)

Youtube Stacy James Dream Company (Our NSD who touches your heart!)

Youtube Gloria Mayfield Banks Magic Happens (African American)

<https://vimeo.com/131995707>

NSD...Never Stop Dreaming (great **4 min** video with great messages **for everyone** to couple with a link)

Retirement or extra income or Part-time or Hobby Level Consultants

<http://www.forbes.com/sites/robertlaura/2014/08/29/would-you-join-a-multi-level-marketing-company-for-retirement-income/>

Have fun! We'll do a 3-way followup call within 24 hours. When can you be reached later today or tomorrow?

Thank you again!

