

**Check out this awesome idea which is fantastic for all you new consultants out there but would also work for even the most seasoned of consultants! Stuck for a strategy for this time of the year.... try the Mystery Hostess Party!**

By inviting people to your party and then having a draw for the Surprise Hostess to receive 10% of the sales, people will be more willing to attend as they don't have to set up the party. Here's a guide for an invite.....

Dear Friends,

As many of you know, I recently decided to start my own business. I have decided to become an Mary Kay Independent Beauty Consultant! Mary Kay provides (describe your product line briefly) in a fun relaxing home shopping experience. In order to help "boost" my new business, you are invited to my first party!!

I am having a "Surprise Hostess" party on \_\_\_\_\_. This party will be my very first party, and I would really love you to come and support me in my new venture. Listed below is all the information for the upcoming party! Hope to see you there!!

Date:

Location:

Time:

Hostess: It could be YOU!! (See below for details)

RSVP:

This is a "Surprise" hostess party. No one knows who the hostess is! The larger the party, the more FREE product she will receive!! (remember: it could be you!) Listed below are 8 ways you can have your name entered in the draw. If your name is drawn, you will receive 10% of the party sales FREE!! GOOD LUCK!!

1. RSVP by .....
2. Bring an order for someone who can't attend. You get your name entered for EACH order you bring!
3. Attend the party!
4. Bring a friend..or two..or three! You get your name entered for EACH person you bring.
5. Make a purchase
6. Purchase \$50 or more
7. Book a party

I look forward to seeing you there!

From.....

