

Dear Silent Hostess,

Thank you for agreeing to host a Mary Kay "Loaded Look Book Party"! Enclosed please find your "Loaded Look Book," Sales Tickets, Business Cards to share and the attached "Dreams Come True" Business Card with instructions. All will be important for your party success. I am SO excited to include you in our Quarterly Hostess "Crazy for Coach" Contest! And, I am SO excited to share that because of YOU and other faithful customers, my Mary Kay family is ranking in the TOP TEN in the nation in sales! Our goal is to cross the finish line as #1 by Mary Kay year-end, which is June 30. **Because of this, I have three goals for EVERY Silent Hostess:**

1. **CUSTOMERS!** During your hosting week, pass the enclosed "Loaded Look Book" amongst your coworkers, family and friends. Encourage them to have fun sampling the attached product samples. When they are ready to place an order, have them fill out the enclosed Sales Tickets. Please let them know that for their shopping convenience, I accept Master Card, Visa, Discover, American Express, Cash, Check or ANY combination of the above. Be sure to let them know that I keep ABSOLUTELY EVERYTHING in stock. I will service them within 24-48 hours of picking up your Silent Hostess Packet.
2. **REFERRALS & MORE HOSTESSES!** I give away 30 pampering sessions a month! The highest compliment ANYONE can pay to me is to refer me to their family and friends. Who do you know that could use a little pampering? Write them down below. Each referral listed will receive a gift from YOU: a complimentary pampering session of their choice (a Microdermabrasion Skin Polishing Treatment OR a Skin Care/Glamour Makeover)!
3. **NEW INDEPENDENT BEAUTY CONSULTANTS!** Mary Kay is actively putting on more Consultants in the Area. Follow the instructions on the enclosed "Dreams Come True" Business Card by watching an online video that features Mary Kay business owner testimonials. Then, fill out and submit the quick online survey for credit.

YOUR GOAL: to EARN as many Coach Contest entries as possible during your Hostess week. Here's how you can score entries:

- **1 entry** for hosting the Loaded Look Book Party
- **1 entry** for party sales of \$200 or more (taxes not included)
- **1 entry** for every \$100 over the minimum \$200 party sales
- **1 entry** for every referral or party booked from your party (list below)

Name: _____ Relationship: _____ Phone: _____ Text or Call (circle one)

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- **10 entries** for watching the online video AND completing the online survey
- **20 entries** for starting your own Mary Kay business

YOUR DEADLINE: I will pick up your Hostess Packet (with all orders AND referrals) on _____.

May your Mary Kay "Loaded Look Book Party" be LOADED with success!

Loaded with LOVE & GRATITUDE,