

# POWER COACHING plan

DO YOU NEED A *great* COACHING PROGRAM?

An experience worth booking is an experience worth coaching!

You've booked them... now what?

WE WILL TAKE YOU THROUGH THE FOLLOWING 3 STEPS...

*step 1*  
PREPARE

*step 2*  
COACH

*step 3*  
CONFIRM

WHAT'S

*Included?*

- We have included simple **SCRIPTS**
- Tracking... for the communication process
- Tips and **IDEAS** to coach your way to success



We are going to keep things *simple* and help you get **RESULTS!**  
This is a combination of different scripts, coaching systems and hostess programs.

**The idea is to connect with each potential guest through two methods of communication {ie. Text, Facebook, Email, Voxer, Phone Call, In Person etc} each time.**

How they respond to you is likely their preferred method of communication.

## COACHING *steps:*

- 1 BOOKING & HOSTESS PROGRAM** - Coaching starts at the time of booking. The main question is -What is in it for her? There are a gazillion hostess programs out there. The most important thing is to pick one that you are excited about. We've included a few examples of popular hostess programs in this packet. At the time of booking, go over your hostess program with her. Explain clearly what you are going to do to help her experience be a success, and get the maximum hostess rewards for her. Clearly explain what you expect her to do to earn her hostess rewards. Set a time to get her guest list, then invite and confirm her guests.
- 2 GETTING THE GUEST LIST** - It is critical that you get the guest list from your hostess. This will ensure that you can successfully book guests for her experience. Even if the experience does not hold, you will have a list of referrals you can contact. Make sure her list includes at least 25 people older than 18 without a current consultant. If your coaching is on point, you should have at least 5 people in attendance at each experience. Give an incentive for getting the guest list to you within 48 hours. Schedule in a reminder for her at 36 hours.
- 3 INVITING GUESTS** - There are several different ways you can invite your hostesses guests to the experience. **Again, we suggest using at least two methods of communication each time you attempt to contact them.** Popular methods include invitations sent by mail and email, Facebook events, invites by text, Voxer and private Facebook message. You can also create an invitation using free apps like Pic Collage or Publisher, email, text or post it on your hostesses Facebook page and having her tag all of her friends. From there you can private message each guest.
- 4 PRE-PROFILING GUESTS** - Pre-Profiling is communicating with your potential guests to establish a relationship of trust and gather information to help make the experience a success. **We recommend using at least two methods of communication each time you attempt to contact your guests.** Be friendly and create a relationship of trust. If they feel like they know you and you care about them, they will show up. We have included pre-profiling questions for each type of experience you can hold.
- 5 CONFIRMING GUESTS** - The day before the experience contact each guest that hasn't said no to confirm they will be attending. Give a brief description of the importance of arrival and ending times and send directions. Share your excitement in meeting and having the opportunity to pamper them.



TYPE	EXAMPLE SCRIPTS {NEED EDITING}
Invite	Hi! _____ {hostess name} is hosting an MK indulging/stress-relieving/pampering Spa Experience OR a contouring/lash bash/love your lips Beauty Experience ____ {day} at ____ {time} at _____ {location} and wanted me to invite you to join her. You will be able to enjoy a relaxing environment and learn DIY beauty tips/skin care secrets to use at home! I have a few quick questions about your skin. Text me back within 24 hours and I will prepare a customized BEAUTY/SWAG BAG for you! _____ {Your Name, Hostesses Beauty Consultant}
Guest List Script	Hi _____! This is _____ your Beauty Consultant. Just a reminder to send me your guest list so that you can earn your ____ {guest list incentive} and I will get to work inviting them for you. Email it to _____. Make sure to include _____ and _____ {2 methods of communication you have planned to invite}.
Facebook Post on Hostess's Wall and in Facebook Event (with Invitation)	Need some FREE mid-week/weekend pampering? Come enjoy an _____ {type of party} with {hostess name} _____ {date and time} at _____ {location}. Bring a friend and win a FREE EYESHADOW!! Can't come? Help her earn FREE PRODUCT by ordering at <a href="http://www.marykay.com">www.marykay.com</a> .
Text to Hostess after Creating Facebook Event and Posting Invite	Hi _____! This is _____ your Beauty Consultant. I'm excited for your experience _____ {day} and to help you earn _____ {hostess program} in free product! I just posted a fun invitation and description on your Facebook wall so you can tag your friends you want to invite {doing so allows you to earn ____ free} and I'll take care of the rest :)
Text for Hostess to Forward to Guests	Hey friend! I'm super excited! I am hosting an MK indulging/stress-relieving/pampering ... Spa Experience OR a contouring/lash bash/love your lips.. Beauty Experience and get to have 5 friends join me. It's on _____! You know how much I LOVE you so you are one of my 5 that I picked! You get a customized SWAG BAG with some fun products in it! Can you text my consultant (name) (number) with your RSVP so she can make sure she customizes your swag bag with products YOU WILL LOVE!
Confirmation to Hostess	Hi _____! This is _____ your Beauty Consultant. Just checking to make sure you are as excited about your experience tomorrow as I am! I have all the customized SWAG BAGS ready to go! I have confirmed _____, _____, _____, _____ and _____ and sent them directions. Have you had anyone else RSVP to you?



# INVITE templates:

Invite Templates for Facebook posts or Texting {use pic collage or similar editor} & postcard templates.  
If you have a pic of you and your hostess together, that would be really fun to add in.  
If not, just use text with the details, example below.



ORDER	PRE-PROFILE EXAMPLE SCRIPTS {NEED EDITING}
#1	<p>Hi! _____ {hostess name} is hosting an MK indulging/stress-relieving/pampering Spa Experience OR a contouring/lash bash/love your lips Beauty Experience ____ {day} at ____ {time} at _____ {location} and wanted me to invite you to join her. You will be able to enjoy a relaxing environment and learn DIY beauty tips/skin care secrets to use at home! I have a few quick questions about your skin. Text me back within 24 hours and I will prepare a customized BEAUTY/SWAG BAG for you!</p> <p style="text-align: center;">{Your Name, Hostesses Beauty Consultant}</p>
If she says "Yes"	<ul style="list-style-type: none"> <li>• Do you have any sensitivities or problem areas with your skin?</li> <li>• What type of skin do you feel you have? Dry, normal, combination or oily?</li> <li>• Do you prefer a natural, classic or dramatic makeup look? {Beauty Experience ONLY}</li> <li>• What color are your eyes? {Beauty Experience ONLY}</li> </ul> <p>Great! I'm excited to meet you in person. We'll start right at _____ {time} and we'll have an on time drawing. If you bring a friend {who is 21 or older} you get a free eye shadow of your choice. Do you need directions?</p>
If she says "No"	<p>That's ok! _____ {hostess name} has 5 pampering packages reserved for those that can't make it. It includes a \$25 gift card. I can totally squeeze you in for a separate appointment in the next week or two. It's free and will take just under an hour. What might be best for you: morning, afternoon, evening or a weekend?</p>
Confirmation	<p>Hi _____ ! This is _____ your Beauty Consultant. Just checking to make sure you are as excited about your experience tomorrow at ____ {time} as I am! I have all the customized SWAG BAGS ready to go {here's a pic!} Do you need directions?</p> <p><b>Attach pic of personalized swag bag</b></p> <p>Note: take a pic of a swag bag with a blank name tag and add each of your guests name with Pic Collage {or similar app} and text to them. Be sure to send correct one :)</p>

