

Mary Kay Recognizes Our

Everyday Heroes

Our Everyday Heroes are the woman who exemplifies outstanding service or achievement in their field. This person may have touched your life or the lives of others. Examples include: Nurses, Doctors, Teachers, Realtors, Hairstylists, Moms, Social Workers, Accountants, Receptionists, Doctors, Lawyers, Police officers, Military (or wives of military personnel), Volunteers, or Government personnel. The possibilities are endless.

Everyday Heroes is a fun way to successfully build your business many different ways:

- Get lots of guests to your local success meetings
- Create a fun reason to meet new people (warm chatter) while you are out and about
- Book Skin care classes!
- Reach out to new organizations in your community – churches, schools, Girls Clubs, Volunteer Organizations, Clinics, Nursing Homes and your neighborhood.

Our Everyday Hero Portfolio features a full color photo of our heroes with a full page profile. Each Hero is presented with her Everyday Hero Certificate at your local success meeting. When we ask our customers to nominate their Everyday Heroes, we are generating referrals we can't wait to work with.

Imagine how great your Everyday Hero honoree will feel when she receives her recognition, including a special certificate, at your local success meeting. Wouldn't you take being honored as an Everyday Hero as the highest compliment?

Everyday heroes ... **Are EVERYWHERE!**

Skin Care classes
Facials
Networking Events
Community Groups
Schools
Library
PTO
Church Functions
Everywhere you go – when you warm chatter
Family
Friends
Neighbors
Referrals

To kick-off your Everyday Hero program, you will want to:

1. Print out and use the Everyday Hero Scripts. Now is NOT the time to get creative. Use the words that really work.
2. Create your Everyday Hero Portfolio (use a simple binder and the attached cover sheet as an insert)
3. Print a supply of Everyday Hero pages for your portfolio. Each one will have a photo attached. You'll use sheet protectors.
4. Print a supply of Everyday Hero note cards. You will hand them out at your classes and ask the guests to write a note to their Everyday Hero. When you hold the appointment with that hero, you will share the card with her.
5. Print a supply of gift tags to be used to wrap the hand cream you will present as a gift to your hero at the meeting.
6. Print a supply of Everyday Heroes Certificates

Once you find your everyday hero, feature her in your Everyday Hero Portfolio. Use After Pictures only. During a 20-40 minute appointment you will make her feel fantastic, introduce incredible products, sell, book and recruit.

Introduce your Everyday Hero to your Mary Kay friends at your local success events. It's easy. Use the scripts presented below and be sure to:

- Send a postcard confirmation immediately after extending the invitation to confirm the date and tell her how proud you will be to present her with her certificate
- Call your director in advance of the meeting with her name and a little information about your Everyday heroe(s).
- PICK HER UP! Guarantee that she will be there. Make her feel important. Remind her to dress up for more pictures! If your guest plans to meet you there, you are setting yourself up for disappointment.

Copies of the forms are found at www.unitnet.com/NancyMcCabe Click on Training. Color copies are the best. When you visit the site, please be sure to sign the guest book!

Everyday Heroes - Scripts That Work

How to invite a hero to be a guest:

"Hi _____ this is _____, how are you? Great! DO you have a quick minute? Good - because I am so excited I just had to call you. I have just been asked to take part in a new program designed to honor women in our community for being "Everyday Heroes". An Everyday Hero is someone who enriches the lives of women around them and sometimes doesn't get the appreciation they deserve. You know _____, you were one of the first people I thought of to honor as one of my Everyday Heroes because _____ . Would you be willing to accept the award on this Monday at 6:30? Great! In addition to presenting you with this award, you will also be treated to a special facial and glamour makeover AND a special gift! I can't wait to show you off to my sister consultants on Monday! How about I swing by at (time) to pick you up? Great! See you then ..."

How to offer this program to those at your classes:

"Wouldn't you agree that today we never get the chance to appreciate friends, family, and coworkers like we should? In fact many times we leave a conversation or a situation and think ... 'Wow - that was sure nice' or 'I appreciate what she said to me'. With today's hectic world, it is getting harder and harder to squeeze in the time to do the little things, the thoughtful things, to let women know how much we appreciate them! Because our company is about Enriching Women's Lives ... I would like to fill you in on a program that I am participating in. It is called Everyday Heroes, and it honors women who you feel are your Everyday Hero for doing the little things that make a difference. (give a couple of examples ... i.e. It could be a teacher who took the extra effort with your child. Or a Nurse who made your Mom at ease during a difficult time.) I am going to pass out a note card on which you can write a few lines to a special friend who lives on your area. I will present your friend with your note, a complete facial and glamour makeover. This gorgeous gift is absolutely free with your compliments! What a great way to let her know how much she has enriched your life. Let's take a minute now to fill out your note cards.

How to follow up on the friend who was referred:

"Hi _____ this is _____ with Mary Kay. Do you have a quick minute? Great! We haven't met yet, but I've met one of your dearest friends (or whatever the relationship), _____ . She has a special gift for you, and I have the honor of delivering it to you on her behalf. The first part is a complete facial and glamour makeover. the second part ... well, I am going to wait until I see your face as you open _____ 's gift and read

her personal note to you! I know you are quite busy, and so am I -- so when would be a good time to get together?"

Special thanks to National Sales Director, Cathy Bill-Malpica . The program was designed by Future Executive Sales Director Sarah Hjelle-Bjorgarrd and Sales Director Mandy Lien. If you have trouble opening any of the Adobe Acrobat files let me know.