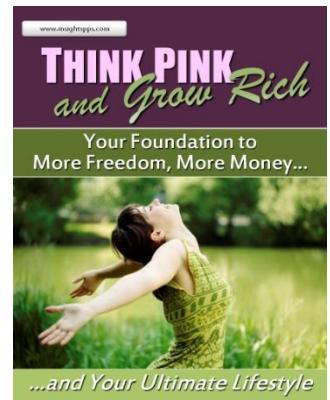


THINK PINK AND GROW RICH

Coaching Program

“Post this page on your wall next to your phone or computer so you won’t forget to call in.”



There will be two training calls and one Q&A call per month.

~~Training call - Tuesday, March 6~~
~~Training call - Tuesday, March 20~~
~~Q&A call - Thursday, March 22~~

~~Training call - Tuesday, April 3~~
~~Training call - Tuesday, April 17~~
~~Q&A call - Thursday, April 19~~

~~Training call - Tuesday, May 1~~
~~Training call - Tuesday, May 15~~
~~Q&A call - Thursday, May 17~~

~~Training call - Tuesday, May 29~~
~~Training call - Tuesday, June 12~~
~~Q&A call - Thursday, June 14~~

~~Training call - Tuesday, June 26~~
Training call - Tuesday, July 10
Q&A call - Thursday, July 12

Training call - Tuesday, July 24
Training call - Tuesday, August 7
Q&A call - Thursday, August 9

TIME: ALL CALLS ARE AT 8pm EST (7pm CST, 6pm MST, 5pm PST)
CALL-IN #: **(559) 546-1000**
ACCESS CODE: **107541#**

CALL 10 WORKSHEET

DYNAMIC EMAIL MARKETING

- 1) The purpose of our emails are different based on our audience:

TEAM: _____ & _____

CUSTOMERS: _____ & _____

PROSPECTS: _____ & _____

- 2) With every single email, our intention is to get it _____,

_____, and _____.

GET IT OPENED



- 3) **Reality Check!** Nowadays, a _____% open rate is considered great!

- 4) Three things determine your open rate:

W_____

W_____

W_____

- 5) Subject lines must meet certain criteria to be effective:

- Must be _____.
- Must be _____.
- Must be about _____, NOT _____.

Examples of headlines

BAD	GOOD
We've changed our logo	Goal setting is useless
September's newsletter	3 Ways to turn "no" into "yes"
We're having a sale	Name, the #1 Secret to lowering stress

6) When to send emails depends upon the best time for your _____.

a) Moms of school age children? _____

b) Women with JOBS? _____

c) Business builders? _____

7) How often you send emails depends on your _____, as well.

a) Team? _____

b) Customers? _____

c) Prospects? _____

GET IT READ



8) If someone has opened your email, you have _____ to _____ seconds to catch their interest.

9) First line or headline must answer _____ OR be about the _____ already going on in their head.

10) Make it easy for them to read by adding Visual Appeal:

W_____ S_____

B_____ F_____

P_____ & G_____

11) The P.S. of a letter is the _____ read part of an email after the opening line.

GET IT RESPONDED TO



12) You must have only ONE specific _____ or “_____ - _____ - _____”

13) Without a _____, people will always default to “I'll do it later.”

14) Move people to action by creating _____.

15) Women love the F-word: _____, so give them _____ for action!!

Dear _____,

WOWWEE...we are in our last 7 days of our Seminar year in making unit HISTORY!! History you ask..what history? Glad you asked! We are finishing up being a brand new PINK Cadillac unit (Cadillac units are units of excellence in Mary Kay...you get the distinction of being a part of that; as well as special recognition at Seminar (ribbon & dining hall) and Career Conference (ribbon & stage march). Also in making 'history' will be reaching \$350,000 Unit Club (we reached \$300,000 Unit Club last year..and have been in Unit Clubs of \$300,000-\$400,000 9 times -great consistency- but need to stretch/grow to a new level!) Two years ago we were in car requalification and did not qualify for the Cadillac but stepped into the Premiere Unit Level and I am grateful to drive a silver Chevy Equinox SUV. However, it is so important to me to represent you and our unit as a Cadillac Sales Director so that you will receive the recognition our unit so rightly deserves once again. We are women of high integrity and work ethic providing excellent customer service and I want you to all hold your heads up high and proudly tell the world you are part of a PINK Cadillac unit in Mary Kay.

So in doing that- YOU will be known as one of the TOP 1% UNITS/performers in all of Mary Kay! Here's the important part..it's a reflection of all of us and it will require all of us working together to achieve that goal. We currently need \$7,399.75 more wholesale by June 30th to finish Cadillac & Unit Club. In our unit of 108 women...34 of us have already ordered this month~ which is great! So if we could get the remaining 74 unit members to order \$100 each or even ½ of them or 37 people to order an additional \$200 ~ we would be DONE!! Anyone able to bump up their order to \$200 wholesale will stay active all summer long (until September), start receiving the Applause magazine again, and earn a nice heart keychain from me. Many of you can bump it up to hit the \$400 wholesale (earn a beaded crystal bracelet), \$600 (earn MK sunglasses or beaded crystal bracelet); and \$1,000 (Mary Kay watch). Many are so close to a prize or able to bump up to the next level..so don't miss out! And we want our 74 sisters who haven't ordered yet..to come on along in the victory! Great time to stock up on your summer must have items, as well as checking out some of the new products.

We need YOU..this is the time (you know I don't ever bug about ordering...I'm persistently pleading NOW!!) We need 3 P's- prayer, production (wholesale orders) and people (ordering, making more sales and new folks joining our unit). I know it's a BIG goal, however I know my belief in our working together is BIG, as well!

Thank you to each & everyone of you as we finish the race..hand in hand...across the finish line. Last day to order is JUNE 30- don't wait...get yours in TODAY!!!

Love & Belief-A
Alice

Dear ,

WOWWEE! We are in our last 7 days of our Seminar year in making unit HISTORY!!

“History,” you ask...”what history”? Glad you asked!

Added
WHITE
SPACE

We are finishing up being a brand new **PINK Cadillac unit** (Cadillac units are units of excellence in Mary Kay...we get the distinction of being a part of that; as well as special recognition at Seminar (ribbon & dining hall) and Career Conference (ribbon & stage march)).

Also in making 'history' will be reaching **\$350,000 Unit Club** (we reached \$300,000 Unit Club last year..and have been in Unit Clubs of \$300,000-\$400,000 9 times - great consistency - but need to stretch/grow to a new level!)

Two years ago we were in car requalification and did not qualify for the Cadillac but stepped into the Premiere Unit Level and I am grateful to drive a **silver Chevy Equinox SUV**. But let's face it – it's just not the same as a Cadillac!

Made it
more
about her
(personal)

It is so important to me to represent you and our unit as a Cadillac Sales Director so that we all will receive the recognition our unit so rightly deserves once again. We are women of high integrity and work ethic providing excellent customer service and I want all of us to be able to hold our heads up high and proudly tell the world we are part of a **PINK Cadillac unit** in Mary Kay.

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by June 30th to finish Cadillac & Unit Club.**

Called attention
to what was
needed - call to
action!

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Those of you who can bump it up to hit...

- The **\$400** wholesale level earn a *beaded crystal bracelet*
- The **\$600** level earn *MK sunglasses or beaded crystal bracelet*
- The **\$1,000** level earn a *Mary Kay watch*

Called
attention to
the bonuses
available!



Many of you are so close to a prize by bumping up to the next level...so don't miss out!

And we want our 74 sisters who haven't ordered yet...to come on along in the victory!
(Great time to stock up on your summer must have items, as well as checking out some of the new products.)

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