

# \$1,000 Day GO KIT



"NOTHING HAPPENS UNTIL SOMEBODY SELLS SOMETHING"

- MARY KAY ASH

# the \$1,000 list

Brainstorm your network!.

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# Plan for *success!*



**Update your records.** Review your list and make sure addresses/phone numbers are current and up-to-date



**Adjust settings on your personal website.** Turn off EZ Ship and Guest Checkout to ensure your clients get their discounts



**Determine your purpose.** What excites you to do this? Finish Star? Save for a vacation? Put money in savings?



**Update your email lists and Facebook groups.** Make sure you have added all your customers, friends and family to your private FB groups. Follow the Golden Rule!

*"Confidence is built by one small success after the other."*

- MARY KAY ASH



# \$1,000 Success checklist

Get ready 10 days before \$1,000 Day



Make a decision on your own discounts and gifts to offer.



Customize your letter, buy stamps, printer paper and envelopes.



Do you have Propay set up for credit card processing? This is the most effective way to collect payment when several people are ordering in one day. Funds are instantly available to you!



Print your letters and stuff envelopes.



Mail out your letter to KEY clients about 7-8 days before your \$1,000 Day. Mail out-of-state client letters as soon as possible.

# \$1,000 Success checklist

## One week before sale



Prepare and send email out. This should be to EVERYONE on your list - not just the people you mailed the letter to. Simply use the same letter and include your website address in the email.



Send a text: "Save the date! It's Mary Kay Ash's Birthday and I am hosting a Birthday Bash in her honor on May 15! Did you receive the letter and email with details?! (include sale image provided in Dropbox)"



Create an event for your sale on your private Facebook group. Use the same info that you mailed and emailed out and make edits as necessary since you are posting on FB.

# \$1,000 Success checklist

## Four days before sale



Text: "Hey {Name}! My big sale is on Friday! I am excited to offer you major discounts! If you have questions, pls let me know. - Kate w/ MK"



Voice Message: I paraphrase from previous info sent. Keep it short and enthusiastic!

## The day before sale



Go to your Personal Website Manager and uncheck "EZ Ship" and "Guest Checkout" for the sale so you can handle the discount and process the credit card yourself.



**MORNING:** Email your entire customer base with all sale details from the letter again with SUBJECT: Reminder: Save BIG on your Mary Kay tomorrow ONLY! Remind them to set an alarm now!

# \$1,000 Success checklist

## The day before sale continued



### AFTERNOON/EVENING

Call: "Hi Ruth! This is Kate with Mary Kay! I'm calling to remind you of my annual Birthday Sale in honor of Mary Kay Ash's Birthday! It starts tomorrow and there are special discounts throughout the day. It's a great way to restock or try something new at a discount! My goal is to sell \$1,000!! Did you see the letter and email with details?"



**TEXT:** "Hi Ruth! It's Kate with Mary Kay! Just a reminder that my big sale starts tomorrow! Have you seen the details?"

Use an app like Pic Collage to create a fun graphic that includes the details of your specific sale!

# \$1,000 Success checklist


It's SALE DAY!



**First:** Update your Facebook groups, pages and social media with an image of the sale. NOTE: If you are posting on public platforms, encourage people to reach out to you if they are not currently working with a consultant so you can add them to your private page.



**Second:** Hold virtual appointments! Go live with demonstrations in your private VIP group or your social media stories! Post on IG, Snapchat, and Facebook. Thank people and give shout outs as they order!



**Third:** Follow up with anyone in the afternoon that hasn't ordered and you expected that they would. Follow up is KEY!



# \$1,000 Success checklist

## The day after the sale



Text: "Hi {Name}! Thank you so much for your order and for participating in my sale for Mary Kay Ash's Birthday! I am processing all orders and carefully packaging them! I will have them ready by \_\_\_\_\_. Thank you again! - Kate"



A cute graphic or gif is a fun touch to the text message and keeps it engaging.

Thank  
you

# \$1,000 Day Sales Tracker

Mark an "X" for every \$100 sold



# \$1,000 Day Sales Tracker

Mark an "X" through for every \$100 sold

