

Mary Kay Easter Egg Scavenger Hunt



Laugh at the silliness and begin with, "Excuse me.... you are going to think I'm crazy, but I'm in a Mary Kay Scavenger Hunt and your description is on here. My fun job today is to give you one of our Happy Easter egg gifts which has a fun sample of Mary Kay's newest _____. AND if you fill out this line on my contest sheet, you'll be entered into a drawing for your choice of either this Limited Edition Lemon Parfait Pedicure Set or the full size product of whatever sample is in your Easter egg!! Drawing will be in 3 days! All I need to do is call tomorrow to get your opinion on the sample. Which would be the better place to catch up with you...work or home? This is such a busy week for me—as I know it is for you too...It may even be the day after tomorrow. Would that be okay??

Description	Name	Phone/Email	Description	Name	Phone/Email
1. A woman who says hello			16. A woman in red		
2. A woman with glasses			17. A woman with a dress		
3. A pregnant woman			18. A woman wearing a scarf		
4. A woman w/ lovely silver hair			19. A woman at church		
5. An attractive redhead			20. Someone who smiles at you		
6. A sales person			21. A blonde		
7. A cashier			22. A woman with a briefcase		
8. A woman w/ beautiful nails			23. A woman wearing glamour makeup		
9. A mother w/ a baby stroller			24. A waitress		
10. A woman wearing a suit			25. A woman with a bracelet		
11. A woman wearing jeans			26. A woman w/ a shoulder bag		
12. A woman in a store line			27. A woman w/ a necklace		
13. A sharp dressed woman			28. A woman w/ a hat		
14. A woman w/ beautiful skin			29. A woman w/ a toddler		
15. A woman with curly hair			30. A woman w/ a lot of rings		



Follow-up, Follow-up, Follow-upthe KEY to your Scavenger Hunt Success!!!

For the winner:

"Hi Mary, this is _____. Do you have a quick minute?" _____ "Great! Do you remember the drawing you entered for the free product for MK? _____ You are the grand prize winner! Isn't that exciting? We just need to schedule your pamper session so we can play with all the new spring products & I can give you your prize! When is better for you _____ or _____? **(Set the time & then add):**

Is there any reason you wouldn't want to share your pamper session with a few friends? It's more fun & it would really help me out. The company has challenged me to test market our newest products on 30 women this month. Plus you can earn more FREE products! Can you think of a few friends that may want to join you? _____ Great! **(The Grand Prize is ONLY awarded at a free makeover.)**

When calling the other names, say:

". _____ this is _____ with Mary Kay Cosmetics. I met you when I was handing out Easter eggs on Tuesday? Do you remember me? _____ Great! Do you have a minute? _____ Great! I did the drawing and unfortunately your name wasn't drawn for the grand prize, but you did win one of the runner up drawings! My runner up prizes are \$10-\$20 gift certificates in my Mary Kay store. You receive the \$20 gift certificate when we get together for a quick pamper session within the next 5 days...or the \$10 gift certificate to shop on my website in the next 5 days. Which one would you like?

Great! _____ Which is better for you, daytime or evening?

(Set the time & then add):

Oh, and _____, if you decide to bring a couple of girlfriends, I can double your gift certificate! How's that for "free goodies"? (send a thank you card that day, so she will have a reminder card and know that you are serious about this date)

(If she responds that everyone always wins a free facial.. say, "Isn't that great? Mary Kay wants everyone to be a winner!")

You can make this a ONE A DAY challenge once a week!!

Take the list with you for the whole month and complete it during your daily errands or business. The idea is to talk to women you see everyday, but may not be "seeing" them as potential customers (or recruits!)

GOOD LUCKand have fun!!!!!!

