



Everyday Heroes

Enriching Women's Lives...



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 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, Girl Clubs, Volunteer Organizations, Clinics, Nursing Homes and your neighborhood.



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, Receptionist, Doctors, Lawyers, Police Officers, Military (or wives of military personnel), Volunteers, or Government personnel. The responsibilities are endless.

Everyday Heroes... Are EVERYWHERE!

Skin care classes
Networking Events
Schools
PTO
Everywhere you go — when you warm chatter
Friends
Referrals

Facials
Community Groups
Library
Church Functions
Family
Neighbors



To kick-off your Everyday Heroes 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 works
2. Create your Everyday Hero Portfolio (use simple binder and the cover sheet on the unitnet site as an insert)
3. Print a supply of Everyday Hero pages for your portfolio. Each one will have a photo attached, so slide them in clear sheet protector
4. Print a supply of Everyday Hero note cards that you will put 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 minutes appointment you will make her feel fantastic, introduce incredible products, sell, book and recruit.

Introduce your Everyday Hero to your Mary Kay friends during your local success events. It's easy. Use the scripts presented 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 Hero(es)
- 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.

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?



Copies of the scripts are found at www.unitnet.com/gbanks. Click on Everyday Heroes Program on the Tool Bar. Color copies are the best. When you visit the site, please be sure to sign the guest book.