P.M.S. Bags are a “FUN” innovative way to build your Mary Kay team! Because every woman can relate to “P.M.S.”... it’s a non-threatening way to get the word out about our Mary Kay Career Opportunity!

Layering your prospects is an important part of Team Building. P.M.S. Bags will most often always be used as a layering tool; meaning you have either brought them to a meeting or talked to them in a Private Consultation and then followed up with this tool. Just imagine with me for a moment... what if you handed out 5 P.M.S. bags a week for an entire month, and out of the 5 handed out each week, you were able to set up 3 Interviews. Would you agree with me that you could easily have a 3 NEW quality team members join our company by months end?? I would dare bet with all of your excitement and the other tools you have at hand besides a P.M.S. Bag you could easily begin your very own Director Qualification within 2 months of using this tool!

WHAT’S IN A P.M.S. BAG? You can either use a MK Signature product bag, or a vinyl bag off of section #2, or a clear decorative bag. You’ll want to make it look fun and inviting! Add some color coordinated decorative shred in the bottom of the bag. Also include: microwave popcorn, soda (either 7-UP or a Cola), a motivational tape of choice (I would use something more detailed than the Something More tape unless you are using the video. Great Tape are: Consider the Possibilities, Choices, Journey, and the new Lisa Madson team building tapes), and a Marketing Questionnaire which you can find listed in our website training center. You could also include some candies and a sample of product! Tie it up with some fun ribbon and attach the below poem!

WHAT TO SAY ON THE PHONE? Hi_____ this is _____, I am so excited and I just had to call you, do you have a quick minute? Great! We have designed a fun new P.M.S. Bag to share with our customers! If you are thinking P.M.S. NO THANKS! I want to guarantee you that this P.M.S. fun Bag will only lift your spirits! It’s microwave popcorn, a motivational tape, and a soda, along with some fun candy and some product samples! We have a contest going to share out P.M.S. bags with 5 women this week! If you would be willing to help me out with this challenge by _____ (only give them 48-72 hours) I’ll give your choice of a free eyeshadow or a free hand cream! Which would you prefer? Great I’ll stop by with your P.M.S. Bag on ____! See you then!

(IMPORTANT: Schedule a time to pick up! Visit—interview—or set up an interview from there!!!!)

I am so delighted because you’re about to see… How this P.M.S. Bag has made changes for me!

So chill the soda, and pop the corn...

It’s time to view or listen to the motivational tape,

Now fill out the form!

Don’t wait to do it...

A.S.A.P. is the key...

In just 72 hours—You’ll be hearing from me!