

# The Purse Game

Better Parties, Greater Sales, More Recruits, and Fun  
are “In the Bag”!

This game can be played at the opening of your Skin Care Party instead of the Marketing Plan to share information on Mary Kay, the company! Here's how it works...

**After introductions and before you begin the class you will say...**

“I am so excited to get started with our Skin Care Party, but before I do, I want to share some information about Mary Kay, the company! I am moving up into a leadership position, and as a part of my training, I would love to share some facts about our company in a fun way! Would you be open to playing a quick and fun game? I get the opportunity to practice on you, and you have the opportunity to learn about the company that makes the products you'll be trying today! Plus, you'll have a chance to win a great prize!”

“Here's how it works. I'll give you a letter of the alphabet, and your job is to find something in your purse that begins with that letter! The first one to yell, scream, or just raise out your hand wins a ticket! For example, if I say 'F' and you find a 'fingernail file,' you win! Just remember 'phone' begins with a 'P' not an 'F'! **(This is of course a joke, but always gets a laugh, and gets everyone in a playful mood)** I'll then tell you what that letter stands for in Mary Kay and what it means to me in my business. Afterwards, I'll draw from the tickets for our winner!” **(Hold up the prize you've selected! It could be a travel size hand cream or body lotion wrapped up in cello with samples and goodies!)**

The letters are M, R, S, F, T, C, A, and B

Notice they spell “Mrs. FT Cab” ... if you can remember “Mrs. FT Cab” you will remember all the letters! Here is what each letter stands for:

- M = Money!** Explain quickly how we earn our money. Share your largest monthly check or party total.
- R = Recognition!** Share about the recognition we receive in MK! Mary Kay Ash knew that if women were recognized and rewarded for their efforts and achievements, they would want to work hard.
- S = Self Esteem!** MK is a personal growth vehicle! Many times a woman will come into MK a tight little rose bud and quickly blossom into the woman God intended her to be.
- F = Flexibility!** Many women begin a MK career for the flexibility...to be able to work around their family and career.
- T = Tax Advantages!** Having a home-based business provides for many tax benefits. *Explain some of the tax write-offs.*
- C = Cars!** We can earn cars! Share about your Car - it's on order! - or your sister consultant who just earned her car, or your Director.
- A = Advancement!** In MK you can advance at your own pace! In most corporations, you need to wait for someone to retire or move away for an opening.
- B = Be Your Own Boss!** ... nuff said!



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Name: \_\_\_\_\_ Cell #: \_\_\_\_\_

Consultant: \_\_\_\_\_ Occupation: \_\_\_\_\_

Which of these benefits of Mary Kay  
appealed to you most?  
(Check all that apply)

- M = Money!** Extra money when you need it
- R = Recognition!** Praise and prizes
- S = Self Esteem!** Personal Growth
- F = Flexibility!** Work around Family & Career
- T = Tax Advantages!** Business write-offs
- C = Cars!** Earn the use of a FREE Car
- A = Advancement!** The sky is the limit!
- B = Be Your Own Boss!** Set your own ours

On a scale of 1 to 10 (with 10 being the highest),  
how interested are you in learning more about Mary  
Kay and how this opportunity might meet your  
personal needs?

1 2 3 4 5 6 7 8 9 10

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