

## 24 x 24 x 24 Challenge

The 24 x 24 x 24 challenge can be used to create more sales outside of your Ribbon Cutting Spa Session or at any point in your business with customers too. I will share scripts for new consultants that can be modified if you are using this as a more seasoned consultant with customers.

Reach out to your family and friends and let them know you are in a challenge to sell \$24 to 24 people in 24 business hours. Results will vary based on how many people you contact. The most effective way to get responses and support is through direct phone call, followed up by a voicemail and a text if they don't answer. Some people don't listen to voicemail for days (ahem, me!) so this is a way to catch everyone.

Supporters will often spend more than \$24, so just 10-15 people ordering might generate enough for your initial \$600 wholesale level order. The initial wholesale order, if placed in her first 14 days, qualifies a new IBC to receive up to \$353 in free bonus product bundles. The 24 hours allows you to keep a tight timeline and get results fast.

As a point of reference, I have worked with a handful of consultants who have 24 orders. Most will be over \$600 in sales after 10-13 people order.

**\*\*Be sure your personal web site and propay credit card processing are set up prior to launching this sale.\*\***

## 24 x 24 x 24 Scripts

### Day 1:

*Hey Suzy! 😊 I am reaching out because I am super excited - I decided to be an entrepreneur and I opened my own Mary Kay Business! I am looking forward to (insert what you want: providing extra for my family in a flexible way). My first challenge and that is to sell \$24 to 24 people in 24 hours. Ahh! 😊😄 I personally love the products I've tried so much!! Please take a look at my website - insert website - and text me things you have questions about or want to try or you can order right there! Any amount helps!! 🎉 Plus, when you spend \$24 you can take half off something else - like the sonic cleansing brush could be only \$37.50 instead of \$75 💕💕*

### Day 2:

*Hey friend!! I didn't hear back yet and wanted to make sure you saw my message (or, if you spoke with them: had a chance to browse my site?)?*

### Day 3:

*I'm still working on my goal and only need 7 more orders!! This image has some of my faves on it!! When I get to 24 orders, you get entered to get your order matched in free products!! Want to help me get one closer?!*

## Example Images:

**24 x 24 x 24**

I have been challenged to sell \$24 to 24 people in the next 24 hours! Check out these best sellers or visit my website for more great products!

As a thank you for helping me reach my goal, you can choose

**50%**  
off 1 item of your choice with a \$24+ purchase

**New**

- Mini Hand Cream Set \$14
- Mini Masking Set \$18
- Supreme Hydrating Lipstick \$18
- Pedicure Set \$26
- Clinical Solutions Boosters \$38 each
- Instant Puffiness Reducer \$35

**Skin care**

- Extra Emollient Night Cream \$16
- Oil-Free Eye Make Up Remover \$18
- Moisturizer \$18
- Indulge Soothing Eye Gel \$18
- Miklumi Shave Foam \$18
- Satin Lips Set \$22

**Color**

- Moisture Renewing Gel Mask \$24
- Charcoal Mask \$25
- TimeWise 4 in 1 Cleanser \$26
- TimeWise 3D Travel Set \$28
- TimeWise Age-Fighting Moisturizer \$28
- Hydrogel Eye Patches \$40
- Eye Shadow \$8 each
- Liquid Eyeshadow \$16
- Eyebrow \$12
- Eye Primer \$12
- Blush \$14
- Petite Eyes \$42 (Patches + 1 Eyeshadow)
- Travel Color Bag \$16
- Under Eye Corrector or Concealer \$16
- Lip Gloss \$16
- Mascara \$16-18
- Finishing Spray \$20
- Powder \$20
- Foundation Primer \$20
- CC Cream \$22

**Body care**

- Satin Hands Hand Soap \$10
- Mint Bliss Foot & Leg Lotion \$12
- Shower Gel or Lotion \$14-15
- Hello, Clean (2 in 1 Wash & Lotion) \$32
- Satin Hands Set \$36

**24-24-24**

I've been challenged to sell \$24 to 24 people in the next 24 hours!!!

Check out these best sellers or visit my website for more great products!!!

RECEIVE ONE ITEM AT HALF PRICE WHEN YOU ORDER \$24 OR MORE AS A "THANK YOU" FOR PARTNERING WITH ME TO REACH MY GOAL!

**SKINCARE**

- Hydrogel Eye Patches 30 pairs \$40
- Satin Lip Set \$22
- Charcoal Mask \$24
- Oil Free Eye Makeup Remover \$17
- Micellar Water \$17

**GLAMOUR**

- Under Eye Corrector/Concealer \$16
- CC Cream \$22
- Foundation Primer \$20
- Lash Love Waterproof Mascara \$15
- Unlimited Lip Gloss \$16

**24 in 24**

help me reach my goal to sell 24 products in 24 hours!

FOR EVERY \$50 YOU SPEND, YOU CAN CHOOSE A HALF-PRICED ITEM FROM OUR MONTHLY SPECIAL DEALS!

**mix & match**

- VOLUMIZING BROW TINT \$16
- LIP COLOR OF YOUR CHOICE \$18
- LIP COLOR or EYE LINER \$12
- FOUNDATION PRIMER \$20
- LIQUID EYE SHADOW \$16
- EYE PRIMER \$12
- OIL-FREE EYE MAKEUP REMOVER \$16
- INDULGE SOOTHING EYE GEL \$18
- SATIN BODY SHEA SCRUB, LOTION, or WASH \$20 each
- MARY KAY BRUSHES \$10-16 each

**one & done**

- MICRODERMA PLUS SET \$58
- NATURALLY EXFOLIATING POWDER \$36
- SATIN HANDS PAMPERING SET \$38
- PRO FACET \$25
- DEEP CLEANSING CHARCOAL MASK \$20
- TIMEWISE MATTE 3D FOUNDATION \$25
- HIGHLIGHT & CONTOUR SET \$28
- MICELLAR WATER \$18
- HYDROGEL EYE PATCHES \$40
- TARGETED-ACTION TONING LOTION \$24