

New Consultant *Steps to Success*



WE'RE 
ALL IN!
#teamMK



Rivers of Leads

1. Initial Contact List
2. Bookings from bookings
3. Referrals
4. Vendor Events
5. Fish Bowls or Lead Boxes
6. Warm Chattering
7. Scavenger Hunts
8. Rose Promotions

Proven Booking Method

NOTES:

Start with 30 contacts - friends & family or customer profile cards.

The key is to contact someone at least 5 times...because that is when your booking rate will skyrocket!

2% of sales /bookings happen on the 1st contact	48% of people give up after their first contact.
3% on the 2nd contact	24% give up on their 2nd try
4% on the 3rd contact	12% give up on their 3rd try
10% on the 4th contact	6% on their 4th
81% on the 5th contact or after!!	10% on their 5th.

In calendar or trello system, put name & # of ten contacts on day 1 of 21. On day 2 of 11 put name &# of next 10 contacts. On day 3 of 21, put name &# of last 10.

On day 1 call the names on your calendar (& leave a message) and then text immediately using appropriate booking script.

Highlight in...

Yellow if LM and sent text with no reply

Blue if they want you to call them back

Pink if booked

Green if interested in business

Orange if spoke with & didn't book

If they don't reply, roll their name to 3 days ahead on your calendar to call & text again. If they don't reply after 3rd & 4th attempts, roll their name ahead 3 days again. Make a 5th & 6th attempt. If they still don't reply, put them in a file to call 2 months from now.

On day 2, call the names on your calendar (& leave a message) and then text immediately using a good booking script.

Roll over any names to the 3rd day if necessary.

On day 3, call the names on your calendar (& leave a message) and then text immediately using a good booking script.

Day 4 will be calling all 10 of your first leads again (unless someone booked or said no). If that happens, fill in your 10 calls with addition leads you have so you're always calling 10.

This system prevents you for making snap judgments, like "nobody's calling me back." Or "this isn't working." These are feelings & thoughts that might make you quit calling sooner than you should.

NEW CONSULTANT POWER START -SCRIPTS FOR WHEN THEY ANSWER

As a brand new beauty consultant, one of the most important things you can do is to learn the proper techniques of a teaching a Skin Care Class at a PARTY! Practice makes perfect! Just as it would take you a week to ten days to learn the ropes of a traditional job, it will take you 5-10 classes (15-30 faces) to become confident as a Beauty Consultant! The Perfect Start (15 faces/15 days) and the POWER START (30 faces in 30 days) will allow you to have the MAXIMUM BENEFITS from your new business and will set you up for INCREDIBLE SUCCESS!

Practice these scripts. The more you practice them, the more they will feel comfortable using them. Book 8-10 parties in a span of two weeks—usually only half will hold!

Okay! Let's get started!!

BOOKING YOUR SKIN CARE CLASSES/PARTIES:

“Hi _____! This is _____! I'm so excited! Do you have a quick minute? Great! I couldn't wait to call you! You are never going to believe this, but I've just started my very own business teaching skin care and color cosmetics with Mary Kay—and part of my training is to facial 30 women in the next 30 days and get their opinions! _____, you were one of the first women I thought of because _____! Is there any reason why you couldn't help me out by letting me borrow your face? (haha) Awesome! Thank you! So, what works best for you—days or evenings? (BEFORE YOU ASK THEM THIS, BE SURE YOU HAVE DETERMINED WHEN YOU ARE ABLE TO FACIAL THEM!) (Book a date and time)

TURNING A FACIAL INTO A PARTY:

_____, would it be possible for you to find a couple of girlfriends to join you? It would really help me get closer to my 30 and it is fun to do with friends! I could even give you some hostess credit to help you out too!

IF THEY SAY, LET ME CHECK MY CALENDAR AND WITH MY FRIENDS:

_____, that sounds great! Why don't you take a couple of dates that work for me to see what is best for you. I have (give her two day and time options) Do either of these sound better for me to pencil your name in? That way, I have you in my calendar and if something comes up for you or for me we can switch the date to a better time.”

Then see your Power Coaching Plan.

NEW CONSULTANT POWERSTART - LEAVING MESSAGES WITH NO ANSWER

(IF YOU ARE GOOD FRIENDS WITH THEM, JUST TELL THEM YOU ARE SUPER EXCITED AND YOU NEED TO TALK TO THEM!)

Voicemail 1-

Hi Sarah, it's Rachel! I recently started my own business teaching skin care and makeup with Mary Kay, and I'm so excited! I need to do practice facials and I wanted to see if you would let me borrow your face? (or enjoy a free facial)?! Please call me back ASAP so I can fill you in on details!

Text 1

Hi Sarah! I left you a voicemail earlier today and wanted to make sure you received it! You were on the top my list for a free pampering session (and I need your help to practice)! If I don't hear back from you, I will follow up in 3 days.

Voicemail 2:

Hi Sarah, it's Rachel with Mary Kay again. Just wanted to follow up with you regarding the free facial I spoke about! It will be fun girl time and it will help me jumpstart my business. Please connect with me when you can! I know you're super busy, so I will follow up again in a couple days if don't hear from you.

Text 2:

Hi____! It's Rachel with Mary Kay checking back in. I left you another quick voicemail. I didn't hear back from you & wanted to make sure you listened so you didn't miss out on the free facial! I can't wait to fill you on all the details!

Voicemail 3:

Hey Sarah, it's Rachel following up one last time, regarding your facial package. If I don't hear back from you I will assume you're just super busy and follow up with you in a couple of months.

Text 3:

Hi Sarah, this is Rachel with Mary Kay trying one last time to reach you regarding the free facial I spoke about! Please call or text me today to book this fun appointment! If I don't hear back from you, I will assume you're really busy right now and will follow up in a few months!

CALLING REFERRALS—SCRIPT FOR WHEN THEY ANSWER

Hi is this ____? Hi ____ this is _____. You'd probably have no idea who I am, we have a mutual friend in common ____! (she'll go oh yes, Susie!) Anyways I'm actually _____(friends') Mary Kay Consultant and I was calling because we recently got together for some super fun facials and makeovers, and at that appointment she was actually able to choose a few girl friends she wanted to win a free facial pamper package and a gift card and you were one of the friends she chose!!!! (she'll say oh great! Or so what do I have to do?)

So basically what we do is get together for a **quick** hour to hour and a half, it's for you and a few friends and we'll just pamper your skin! We do a 3-step hand treatment, a 2-step lip treatment and we'll do a full facial that includes a deep pore cleanse, and you'll also get an incredible microdermabrasion treatment. (they usually respond here with questions or excitement or no thanks)

Depending on above, awesome! So what works best for you—days or evenings?

Ok great my next openings are ____ or _____.

And then what is your email and I'll send you a confirmation email with all the details? Ok awesome, I'll send you that email tonight and it'll have a couple questions for you to answer and it also confirms your appointment, and then if you could put your friends info in there as well and that way I can just check in with them real quick about their skin and be prepared for everyone! Ok great I have you down for _____. I'll look forward to seeing you then!!!!

Then see your Power Coaching Plan.

CALLING REFERRALS - LEAVING MESSAGES WITH NO ANSWER:

Voicemail 1:

Hi, _____, this is Rachel and your friend _____ entered you in to win an Ultimate Facial Package for you and up to 4 of your girlfriends I can't wait to share more details with you, so please give me a call back at _____. Again congratulations!

Text 1:

Hey Sarah, it's Rachel with Mary Kay! I left you a voicemail earlier today and wanted to make sure you received it! You were one of my facial package winners! (_____ entered you!) Congratulations! Please get back to me ASAP for details. If I don't hear back from you, I will follow up in 3 days.

Voicemail 2:

Hi Sarah, It's Rachel with Mary Kay calling you back like I said I would! Just wanted to follow up with you regarding you being one of my winners! Please connect with me when you can! I'm sure you're super busy, so I will follow up again in a couple days if don't hear from you.

Text 2:

Hi___! It's Rachel with Mary Kay checking back in. I left you another quick voicemail. I didn't hear back from you & wanted to make sure you listened so you didn't miss out on the awesome pampering session you won! I can't wait to fill you on all the details!

Voicemail 3:

Hey Sarah, it's Rachel following up one last time regarding your pampering session that _____ entered you in to win. If I don't hear back from you, I will assume you're just super busy and pass it along to another winner for the time being and then follow up with you in a couple months.

Text 3:

Hi Sarah, this is Rachel with Mary Kay trying one last time to reach you regarding your pampering session. Please call or text me today to book this fun appointment! If I don't hear back from you, I will assume you're really busy right now and will follow up in a few months!

LEADS THAT HAVE WON SOMETHING SCRIPT - WHEN THEY ANSWER (entry forms from booths, facial boxes, rose promos etc...)

Hi is this ____? Hi ____ this is _____. You'd probably have no idea who I am, but I was calling because you entered in for a free facial and makeover at_____ and you were actually one of my winners!!!! So you've won a free facial pampering package for you up to 4 friends!!!! (she'll say oh great! Or so what do I have to do?)

So basically what we do is get together for a **quick** hour to hour and a half, it's for you and a few friends and we'll just pamper your skin! We do a 3-step hand treatment, a 2-step lip treatment and we'll do a full facial that includes a deep pore cleanse, and you'll also get an incredible microdermabrasion treatment. (they usually respond here with questions or excitement or no thanks)

Depending on above, awesome! So what works best for you—days or evenings?

Ok great my next openings are ____ or _____.

And then what is your email and I'll send you a confirmation email with all the details? Ok awesome, I'll send you that email tonight and it'll have a couple questions for you to answer and it also confirms your appointment, and then if you could put your friends info in there as well and that way I can just check in with them real quick about their skin and be prepared for everyone! Ok great I have you down for _____. I'll look forward to seeing you then!!!!

Then see your Power Coaching Plan.

LEADS WHO HAVE WON SOMETHING! - LEAVING MESSAGES WITH NO ANSWER(facial boxes, rose promos, booths)

Voicemail 1:

Hi Sarah, it's Rachel with Mary Kay, and I'm calling with some fun news! I just picked your name as one of my winners from the _____ show! You've won a Pampering Session for you and up to 4 of your girlfriends - Congratulations! I can't wait to share more details with you, so please give me a call back at _____. Again congratulations!

Text 1:

Hey Sarah, it's Rachel with Mary Kay! I left you a voicemail earlier today and wanted to make sure you received it! You were one of my facial package winners! Congratulations! Please get back to me ASAP for details. If I don't hear back from you, I will follow up in 3 days.

Voicemail 2:

Hi Sarah, It's Rachel with Mary Kay again. Just wanted to follow up with you regarding you being one of my winners! Please connect with me when you can! I know you're super busy, so I will follow up again in a couple days if don't hear from you.

Text 2:

Hi____! It's Rachel with Mary Kay checking back in. I left you another quick voicemail. I didn't hear back from you & wanted to make sure you listened so you didn't miss out on the awesome pampering session you won! I can't wait to fill you on all the details!

Voicemail 3:

Hey Sarah, it's Rachel following up one last time regarding your pampering session. If I don't hear back from you, I will assume you're just super busy and pass it along to another winner for the time being and then follow up with you in a couple months.

Text 3:

Hi Sarah, this is Rachel with Mary Kay trying one last time to reach you regarding your pampering session. Please call or text me today to book this fun appointment! If I don't hear back from you, I will assume you're really busy right now and will follow up in a few months!

SEASONED CONSULTANT SCRIPT – WHEN THEY ANSWER (calling friends, family and customers)

Option 1

Hi _____! This is _____ with Mary Kay! Do you have a quick minute? ...GREAT! It's a new year, or spring time or and I have selected 10 deserving women to receive ultimate facial packages for you and some of your girlfriends and I have a \$25 gift card or something you know she would love as a free gift (preferable)!!!

What works best for you... days or evenings? ☺

Option 2 – be sure to adjust your text and phone message to reflect which script you use

Hi _____! This is _____ with Mary Kay! Do you have a quick minute? ...GREAT! I was just looking through all my customer profile cards and decided to do a quick drawing for some of my customers and I drew your name to win an ultimate facial package for you and up to four of your girlfriends (and a gift card if you feel like you want to offer that as well!) Congratulations!!

What works best for you... days or evenings? ☺

Option 3 - be sure to adjust your text and phone message to reflect which script you use

Hi _____! This is _____ with Mary Kay!! I had a quick question for you, do you have a minute? ☺ GREAT! Well, my director has selected me as one of her key consultants to help move up the career path this month and she personally challenged me to pick 10 of my favorite customers to re-connect with! I was going to see if you'd be interested in grabbing a couple girlfriends for an updated (Spring, winter, fall) facial and makeover to try all the new products!! (You can get a \$25 gift card if you share your checkup facial with 4 friends ... or 10% off shopping spree for each friend you bring for up to 5 friends, as long as they are over 18 and don't have a consultant already! OR... insert hostess program here!)

What works best for you... days or evenings? ☺

SEASONED CONSULTANTS – LEAVING MESSAGES WITH NO ANSWER (calling friends, family and customers)

Voicemail 1-

Hi Sarah, it's Rachel! It's a new year, or spring time or and I have selected 10 deserving women to receive ultimate facial packages for you and some of your girlfriends and I have a \$25 gift card or something you know she would love as a free gift (preferable)!!! Call me back ASAP and I will fill you in on details! If I don't hear from you, I will follow up in 3 days.

Text 1:

Hi Sarah! I left you a voicemail earlier today and wanted to make sure you received it! You were on the top my list for a free pampering session and a special gift! If I don't hear back from you, I will follow up in 3 days.

Voicemail 2:

Hi Sarah, it's Rachel with Mary Kay again. Just wanted to follow up with you regarding your ultimate facial package! I have an awesome gift waiting for you! Please connect with me when you can! I know you're super busy so I will follow up again in a couple days if don't hear from you.

Text 2:

Hi____! It's Rachel with Mary Kay checking back in. I left you another quick voicemail. I didn't hear back from you & wanted to make sure you listened so you didn't miss out on the free facial package and fun gift I have for you! I can't wait to fill you on all the details!

Voicemail 3:

Hey Sarah, it's Rachel following up one last time, regarding your facial package. If I don't hear back from you, I will assume you're just super busy and follow up with you in a couple of months.

Text 3:

Hi Sarah, this is Rachel with Mary Kay trying one last time to reach you regarding your free facial package. Please call or text me today to book this fun appointment! If I don't hear back from you, I will assume you're really busy right now and will follow up in a few months!

A CLASS WORTH BOOKING IS WORTH COACHING!

Use the following checklist coaching your classes and then evaluating yourself.

<u>Date of Class</u>										
<u>Hostess Initials</u>										
1. When I booked my hostess for her class, did I make sure it was a firm business appointment by saying, "You can count on me to be there. May I count on you?"										
2. Did I book the studio and send the hostess a pic collage / invite?										
3. Did I coach her thoroughly, telling her how to invite her guests so that she would have a good class in order to "earn" the hostess credit she wants and deserves?										
4. Did I give her a specific time when I would be calling her to get her guest list and phone numbers?										
5. Did I call her back at the appointed time and accurately get the guest list?										
6. Did I call those guests promptly and complete their skin care profiles?										
7. Did I coach and confirm each of those guests on the phone and send them a personal picture of their goodie bag?										
8. Did I arrive at the class early in order to coach my hostess and ask which guests would be booking classes, and which might be interested in the Mary Kay opportunity?										
9. Did I give an informative and enjoyable class?										
10. Did I do a strong, individual closing in another room separate from the other guests?										
11. Did I schedule everyone for definite dates for their second appointment and turn them into classes to be held within the next 2 weeks?										
12. Did I choose at least one person from the class to share the recruiting notebook with & set a definite time to see her again?										

What to put in a goodie bag!



* You can purchase gusseted cello bags from your director OR from

www.nashvillewraps.com

www.mygirlfriendshouse.com

* We recommend getting candy or mints in BULK either at Costco, Winco, etc.

* For your nametags - you can purchase blank labels from Staples, Walmart, or the Dollar Store. If you purchase Avery labels, you can download a template so you can simply put the document in your printer and print beautiful labels!

Thank You For Being My Hostess!



YOUR PARTY IS SCHEDULED FOR:

DATE: _____

TIME: _____

AT: _____

I'm so excited about our upcoming party! I can't wait to share the latest and greatest Mary Kay Products with you and your friends! The information will help you have a terrific party. Follow the steps below and leave the rest to me for a GREAT PARTY!

My goal is to pamper you and your friends and get you as much in free and discounted products as you desire. Let's work together!

Please call me with any questions you may have. I will be contacting you soon for any assistance I can give you to have a terrific party!

Tips for a great party:



- ✓ Begin making your guest list. To ensure that 5 attend, invite 15!
- ✓ Text out your picture invite that I will send you.
- ✓ Tell everyone about your party. (Friends, Neighbors, Family, Church, School, Work)
- ✓ Make a note of any questions you might have and call me.
- ✓ Encourage your guests to find a babysitter so they can enjoy some quality girlfriend time. **(Due to liability reasons, there are no children allowed at the studio.)**
- ✓ Use the Outside Order form to begin collecting orders toward your goal.
- ✓ Tell your guests to RSVP to me for a free personalized gift! (At least 24 hours prior to your party!)
- ✓ A few days before your party, call anyone who has not contacted you to RSVP. Let them know we need a confirmed head count ASAP.
- ✓ 1 day before your party, check in with your guests who said YES and encourage them to arrive 10-15 minutes early to the party to ensure we begin on time.
- ✓ ***Make sure your guests have RSVP'ed to me for their FREE GIFT!***
- ✓ Keep refreshments simple. Coffee/tea/soda and cookies are great! The refreshments need to be in a separate area away from the skincare party area and will be served AFTER the party.

HOSTESS REWARDS!

If it's FREE it's for ME!



Earn up to 20% in FREE*
Mary Kay® products.



TOTAL PARTY SALES	10% OF PARTY SALES WITH NO NEW PARTY BOOKED	15% OF PARTY SALES WITH ONE NEW PARTY BOOKED	20% OF PARTY SALES WITH TWO NEW PARTIES BOOKED
\$500	\$50	\$75	\$100
\$400	\$40	\$60	\$80
\$300	\$30	\$45	\$60
\$200	\$20	\$30	\$40



OR \$75 for
\$35 -
whichever is
GREATER!

FREE GIFT for
your guests
if they RSVP
to me

Success Is IN THE BAG!

THE \$100* STARTER KIT IS MORE THAN A BAG. **IT'S A BEGINNING!**

It includes these must-haves and more. PLUS, access to the must-watch *Skin Care Party How-To Video!*

Flip Chart

Get the party started with a guide just for you.

Full-Sized Products** and Samples

Start smart with Mary Kay® best-sellers† and more!

The Look

Amaze your customers with new looks and products in this catalog.

Skin Care Party Supplies

Colorful party supplies and more to brighten the party décor.

Contact me to start your Mary Kay business today!

MARY KAY®

* Plus shipping, handling and tax ** Intended for demonstration purposes. Not for resale.
† The best-seller logo/designation refers to top-selling products within the Mary Kay® product line.

A Life-Changing OPPORTUNITY

What if you could love your work and enjoy doing the things you love in life? *Mary Kay gives you the chance to do that and MORE* as a small business owner while you support your family and your own dreams.

These are some of the reasons people choose to **START A MARY KAY BUSINESS:**

MONEY

You can make money having parties, and your earning potential is up to you!

RECOGNITION

From fabulous prizes to heartfelt words of praise, it feels good to be appreciated for your every accomplishment.

SELF-CONFIDENCE

You can become more confident, empowered and inspired as you use your strengths to discover success.

CARS

The Mary Kay Career Car program is one of the largest in the world and it drives so many women to succeed!

ADVANCEMENT

See how far the Mary Kay opportunity has taken real women on Instagram® **#MyMKLife**. No glass ceilings here!

BOSS

You can start your own business and decide the working style that works best for you!



The proof is in the numbers!

MARY KAY OFFERS A SOLID OPPORTUNITY. These are just a few of our most impressive figures.

MORE THAN \$50 MILLION

Mary Kay Inc. and The Mary Kay FoundationSM have donated to help end domestic violence.

MULTIBILLION-DOLLAR COMPANY

Mary Kay's global annual sales.

NEARLY 40 COUNTRIES

Mary Kay[®] products are sold all over the world.

Skin Care Class Packing List

- Skin care bag and roll up bag
- Goodie bags for each confirmed guest
- Gift bags / Raffle Prizes (optional)
- Raffle Tickets (optional)
- Money Bag with change
- Credit Card Processor
- Calculator
- Selfie Stick
- Black Table Cloth
- Washcloths for each guest
- Spray Bottles or Water dishes
- Cotton Balls for Translucent Powder

• Pre Packed Mirrors For Each Guest

- Mirror and Tray with Insert
- Head Band
- Mascara Wand or sample (Optional)

Suggested Products to use at Skin Care Class

- 4-in-1 Cleanser
- Day & Night Creams
- 3D Eye Cream
- Satin Lips Scrub & Balm
- Foundation Primer (optional)
- CC cream with liquid foundation brush
- Translucent Powder
- Satin Hands
- Microdermabrasion Set
- Optional Dash out the door Color (Mascara, Lip Gloss, Cream Eye Shadow)

• Documents to have with you ie Expandable File Folder or Notebook

- Profile Cards
- Sales Tickets
- Fabulous Referral Game Sheets
- Wish List (Holidays)
- Interview Packets / Recruiting Materials
- Wash Cloths (Disposable or regular)
- Pens
- Cotton Rounds (Optional - if doing color)
- Closing / Set Sheets
- Look Books
- Hostess Packets / Brochures
- New Consultant Beauty Agreements
- Opinion or survey forms if applicable

MRSCAB MARKETING GAME

(DON'T SAY THE NAME OF THE GAME)

This is a purse or person game. I'm going to give you a letter and the first person to identify something on their PERSON or pull something out of their purse wins a ticket! There is a fun prize at the end.

*For example - If I said "letter N" someone could show their NECKLACE to win a ticket! Ready?

First letter is...

M - MONEY

In Mary Kay, you can make a little extra cash or an executive income based on how much time you want to invest! The average skin care class is \$100-150 profit. So _____ (name of someone) what would you do with an extra \$400-600 cash in your pocket each month just from holding one party a week? Are you a "saver" or "spender"?

R - RECOGNITION & REWARDS

One of the most FUN parts of Mary Kay is the prizes and praise! We can earn small prizes on a weekly basis all the way up to diamond rings, designer handbags and cars! Often in regular jobs, when you get pulled into the office, it's not to receive praise (haha!) _____, have you ever been spoiled rotten and treated like a Queen at your current job?

S - SELF CONFIDENCE / PERSONAL GROWTH

Most women benefit from being part of a group that is affirming, positive and loving! It's hard to put value on personal growth, but of course when you're having fun, making money, earning prizes and hanging out with other positive women, you're bound to grow in confidence and overall as a person! You're in business for yourself, but not in business by yourself! Could anyone here benefit from some increased confidence?!

MRSCAB MARKETING GAME

C - CAR

Any beauty consultant can earn the use of a free car in MK - There are 5 car options - from a Chevy Malibu to the iconic Pink Cadillac. The truth is, it takes about 15-20 hours a week and many women have done this while still working another job or going to school full time. (My director earned her first car within her first year in business!) You can also take the cash compensation if you don't want the car with paid taxes, licensing and registration. _____, if it were you, would you take the cash or the car?

A - ADVANCEMENT AND ADVANTAGES

One of my favorite things about Mary Kay is that you can move up into management at your own pace. There's many advantages in MK, too many to count, but one of the biggest is the TAX benefits. Dave Ramsey says that everyone should have a small business purely for the tax deductions. Who here could benefit from a larger tax return each year?!

B - BE YOUR OWN BOSS

In this business, you are your own boss - you work when you want, as much or as little as you want and create your schedule around your priorities. Your starter kit comes with a trained business coach to lead and help you to create your dream business! Your starter kit costs 100 bucks and you get over \$400 dollars of product inside!!!!!!! (And add any promotional items if there's a bonus this month!)

Does anyone have any extra questions about our business? Nothing is off limits! Ok, if there are no other questions, we will finish with our satin hands treatment, but if you are interested in hearing a little bit more about how this might fit into your life OR you want to go through the specific ways we make our money, I'll invite you to stay afterwards to go through my team-building notebook. Part of my goal this month is to share my notebook with _____ women, so there just might be an extra free gift in it for you if you have 15 minutes when we are done to help me out!



TIPS FOR TIME MANAGEMENT

By NSD Karen Ford

Set aside a specific time weekly to run errands. That way you're not running all over town several times.

Six most important things list! DO DAILY. **Learn to Prioritize.** This will change your life - just read about it in the MK Autobiography!

Weekly Plan Sheet - a must! Fill in every spot possible and make sure this is where all family members can see it. They should know you are not to be disturbed if you are working. Especially if you are on the phone. They will get used to looking on the plan sheet and knowing when you can be bothered. Make sure their time is on the sheet so that they get used to telling you ahead of time what you need to do with them. Sr. National Sales Director, Dawn Dunn, recommends that every beauty consultant sets aside at least 20 minutes a day to do a "Plenty in 20". Make your phone calls in this order: Recruiting, coaching, booking & finally, customer service.

Date Book - write everything in it - the busier you look the more you will get accomplished. Write in personal things; things you don't want to forget.

If someone postpones, you are still on the clock. Get on the phone and sell \$100 and book at least 1 class. If on a JOB and something changes you don't stop work so treat it the same.

Pretend you are your own boss. **Set your alarm and get up, get dressed, and be ready for whatever.**

Set a time for housework. Even if you have to set a timer! Remember you have a schedule to follow. On days off, get whatever you have to do done, and you will only have Mary Kay to think about during work time.

Don't make everything a crisis. If you were at a real job, you would still have to work.

Take work with you everywhere you go. For example, the doctor's office, beauty shop, or any place you can write hostess notes, work on prospect lists, or weekly plan sheet. **Bring a charged cell phone and all of your contacts.**

Don't take personal calls during Mary Kay work time. Think about it! Let everybody know what you are doing, so that they understand when you say you are working. Don't do things during prime phone time that can be done at other times.

Delegate! What things do you currently do that you could delegate? Some ideas are housecleaning, cooking, labeling your product, bagging customer orders, arranging product on your shelves, making copies, cleaning mirrors, loading/unloading your car, etc!

Use any TV time to organize and make up trays for SCCS. You won't feel guilty for wasting your time watching TV with your family and you are still getting work done. (Great time for kids to label product—I like to clean house during commercials). Or turn the TV off for 6 months and see how much your business grows!

Bring prospective team members to guest events, Success meetings and other things. They can be recruited right there. Let your director know she is coming.

Listen to your MK Mobile learning app while driving, putting on make up, cooking, etc. Get into a habit of NOT listening to the radio.

Double booking is a MUST. This cuts down on becoming discouraged when a class cancels or postpones. Dovetail if necessary but that won't usually happen. Especially use this for someone that has canceled before or is not dependable!

Making deliveries-pick certain days of the week and let your customer know what day you deliver in that part of town.

Take product to work with you to demo (satin hands, body lotions, fragrances, etc.) or just show people products while on lunch break and to people on other shifts by coming early or staying a little later. If a lot of your customer base is at or near your JOB or you can make it so, you can write mileage off at tax time.

KEEP ADEQUATE INVENTORY ON HAND! Nothing wastes more time than to have to order and deliver later.

My Weekly Plan

My Time	Family Time	IPAs	MK Time	Faith	Job	Recruiting
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	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
6:00 AM							
7:00 AM							
8:00 AM							
9:00 AM							
10:00 AM							
11:00 AM							
12:00 PM							
1:00 PM							
2:00 PM							
3:00 PM							
4:00 PM							
5:00 PM							
6:00 PM							
7:00 PM							
8:00 PM							
9:00 PM							
10:00 PM							

Emotional WHY

Do you know your _____ WHY?

What is your _____, your _____ for being in Mary Kay?

The material WHY is _____

The emotional WHY connects your Mary Kay business to your

6 Most Popular WHYS:

You want more for your family

You want someone to be proud of you

You want something of your own

Significance: Importance in the world

You want to leave a legacy

You want to be successful and accomplish something in your lifetime

Clarifying your Emotional WHY

Some
questions to
ask yourself!

What made you decide to join Mary Kay?

What does success mean to you?

At what point in building your Mary Kay business will you truly feel successful?

What will be in place in your business and personal life when you reach this point?

How will you feel when you achieve this goal?

How will your children feel about you when you achieve this goal?

What will your spouse think about you when you achieve this goal?

Who in your past didn't believe you could build a successful business?

Who would you like to perceive you as a success?

If you had more than enough income to meet all of your family's immediate needs, what would you do with your additional time and money?

What is behind your commitment for making your business a success?

Whose life will you make a difference in when you are successful in your Mary Kay Business?

How to have a positive outlook!

Your Altitude is determined by your Attitude

This business is 10% skill and 90% what you THINK of it!
Hanging around positive people & reading positive material is essential to success. "You're the average of the 5 people you spend the most time with" - Jim Rohn.

Business Building Brain Food:

All Mary Kay Apps!

Call Daily Into The Million Dollar Message 641.715.3900
Access Code 44336#

Book List:

The Bible - Recommended Translations for readability and accuracy: New International Version, The Message, New American Standard Bible.

Any Book by or about Mary Kay Ash

"The 4:8 Principle" - Tommy Newberry

Any Book from John C. Maxwell

"Chop Wood, Carry Water" - Joshua Medcalf

"Think & Grow Rich" - Napoleon Hill

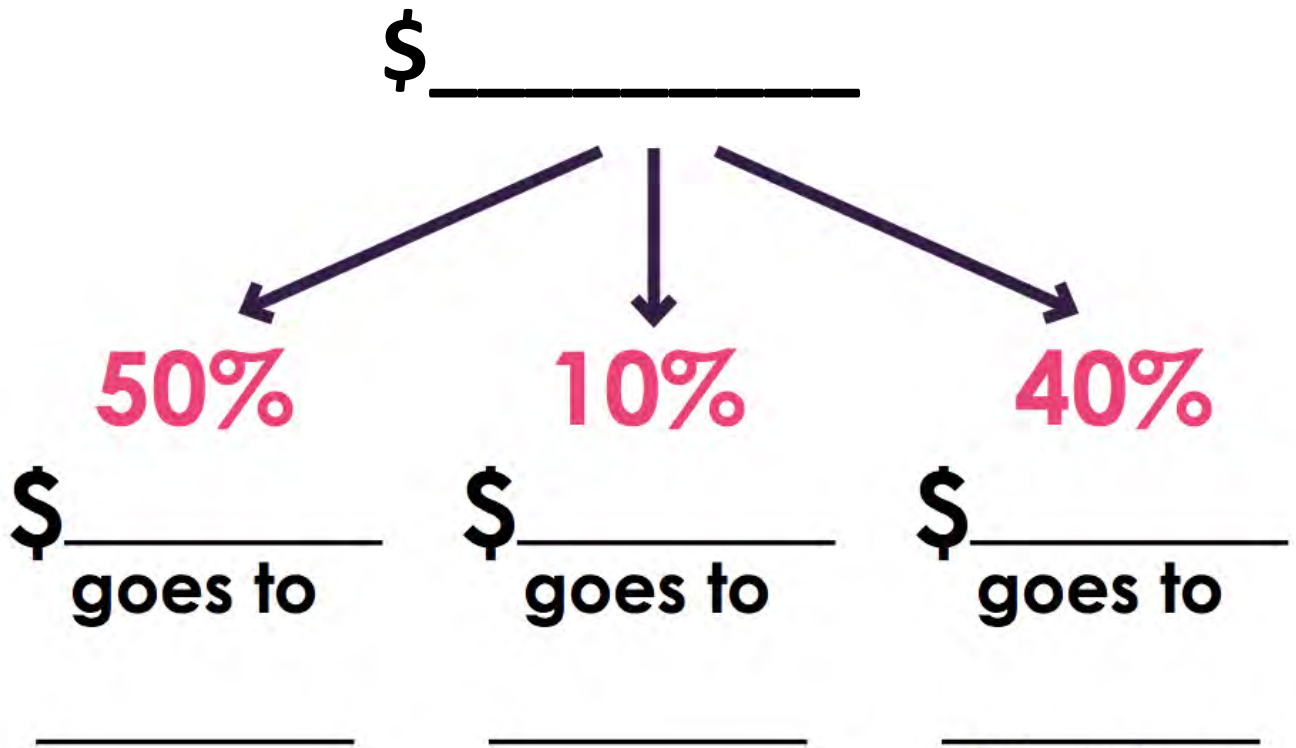
"The Slight Edge" - Jeff Olson

"Unqualified: How God Uses Broken People to do Big Things" - Steven Furtick

"H3 Leadership: Be Humble.
Stay Hungry. Always Hustle." - Brad Lomenick



60-40 Split



*Discounts are taken out of here

Sales Tax is not part of this calculation!



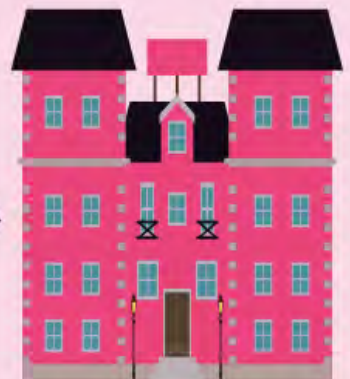
Customer

Tax →



You

Tax →



Company

Money Monday!

THE LUCKY 7

1. Make a _____ run and _____ all cash & checks.
2. Transfer _____ to your _____ checking account.
3. Enter _____ & _____ into InTouch.
4. Log your _____ on your Weekly Accomplishment Sheet.
5. Update your _____ to determine your 60-40 split.
6. _____ the products that you sold.
7. _____ yourself!

**Congrats on Being a
Smart Businesswoman!**

Monthly Income and Expense Tracking

MONTH _____ YEAR _____

Expenses to record

- \$ _____ Cost of Section 1 product Purchases (wholesale amount) \$
- \$ _____ Cost of Section 2 Sales Aids purchased from the company \$
- \$ _____ Non-Recovered Sales Tax
- \$ _____ Product withdrawn for Personal Use
- \$ _____ Section 1 product to use for Demos
- \$ _____ Section 1 gifts (retail cost)
- \$ _____ Advertising/Preferred Customer Program, Names & Premiums
- \$ _____ Office Supplies & Expenses
- \$ _____ Postage & Shipping
- \$ _____ Training Costs (training tapes and CD's)
- \$ _____ Insurance (product replacement
- \$ _____ Seminar and Conference Fees
- \$ _____ Travel Expenses (airfare, taxi, parking)
- \$ _____ Meals/tips/entertainment (business lunches)
- \$ _____ ProPay
- \$ _____ Magazine subscriptions & Printed Materials as Sales aids
- \$ _____ Telephone
- \$ _____ Casual Labor (office help ,baby sitting, cleaning, etc.)
- \$ _____ Professional Services – legal/accounting
- \$ _____ Freight (UPS Charges)
- \$ _____ Monthly Expense TOTAL