



MAGICAL

MARY KAY®

'How to'
guide





How to create a 'Magical' Christmas

The fourth quarter is the biggest opportunity of the year, with many people buying gifts for the festive season. The average person spends £550 on gifts, so think about if all your Customers, friends and family spent just 10% of their budget with you, your sales would soar.

Not only is it a great time to sell products but it is a great time to recruit as you are in with more people when holding open house events, skin care classes and parties. Remember to talk to everyone about the Mary Kay Business Opportunity.

To support you throughout the fourth quarter a whole campaign has been created so you have a full range of beautiful gifts to offer your Customers as well as all the marketing tools you require to run open houses, parties and events.

This 'Magical' guide gives you a complete overview of the campaign and is packed full of top tips and ideas to help you maximise the fourth quarter.

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'Magical'

Marketing Essentials

'Magical' is made up of a range of marketing tools that are required to maximise fourth quarter selling. See the full overview below of everything that is available to order from Section 3:

Gift Giving Guide

The 20 page gift giving guide contains 21 gift sets under the headings of:

- Stocking fillers
- Gifts for her
- Luxury gifts
- Gifts for him

Perfect to give to Customers, friends, family and people you meet. Also compact and light so perfect to send in the post.

Also available to download on InTouch in £s and €s.

Pack of 10 - £3.00

Code: 082694

Gift Packaging

There are two different sized luxury gift bags with rope handles and ribbon ties. All the gift sets in the 'Magical' gift giving guide come with a free gift bag. If however your Customer would like to make a personalised gift set they can purchase the gift bags individually.

Large gift bag - £3.00

Code: 082693

Dimensions 270mm x 260mm x 100mm

Small gift bag - £2.00

Code: 082692

Dimensions 160mm x 160mm x 88mm



'Magical'

Support Essentials

There are various 'Magical' materials that will also help to support your business during the festive season. These include:

Prospecting Flyers



These flyers are a perfect tool for handing out to prospective Consultants, giving them a brief overview on the Company and the benefits of running a Mary Kay business. These are also great to pop in with orders to your Customers or put inside the 'Magical' gift giving guide.

Pack of 50 - £2.00

Code: 082697

Party Invites

Use these professional and branded invites to invite your Customers to a Mary Kay 'Magical' event, leading up to the festive season.

Pack of 25 - £2.00

Code: 082696



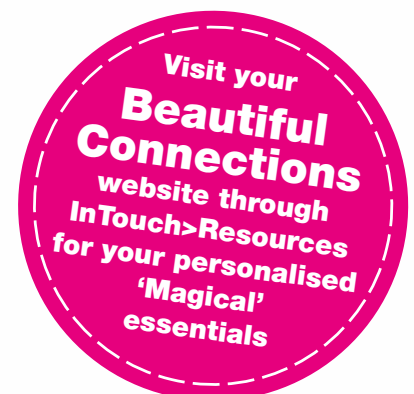
Wish List

At your Mary Kay event encourage your Customers to fill out a wish list of 'Magical' items they would love to receive or perhaps give to a loved one over the festive season. You will then be able to follow-up with a phone call if they are not ready to purchase on the night. It's also great for ladies to fill in and give to their loved ones as a Christmas shopping list!

Also available to download on InTouch in £s and €s.

Pad of 25 sheets - £2.50

Code: 082695



How to Hold an Open House

The fourth quarter is the best time of year to hold an open house event, so check out some top tips on how to make your event a success.

- Ask for some help, your Director may help you with your first open house or ask a sister Consultant or two – many hands make light work.
- Make a list of guests and send them an invitation a couple of weeks before the event. You can either order 'Magical' invitations on Section 3 or personalise them on the Beautiful Connections website.



- Once you have sent your invitations out, remember to follow-up with a phone call to see who is coming. If she can't come, either take her Christmas order over the phone or post her a 'Magical' gift guide.



- Invite all your regular Customers, friends, family and people from work and tell them all they are welcome to bring a friend or two – the more the merrier! You may want to offer free samples or do a prize draw. Samples look pretty tied onto a small Christmas tree so your guests can select their favourites to try.



- When it comes to the time of day to hold your open house you may hold them at different times for different groups of friends, some may want to come during the day when the children are at school and those that work may want to come in the evening. It's a good idea to hold two on the same day then you only have to set-up and prepare once.

- You may wish to offer refreshments, tea and coffee and maybe a mince pie would be nice to get everyone in the festive spirit. It's always nice to have some music playing in the background, festive music would be perfect.
- Order plenty of the 'Magical' gift giving guides, and some 'Magical' wish lists.



- Make sure you ask everyone if they would like to host an open house for you with their friends – offer them a hostess gift if they book a party within the next couple of weeks. Remember that anyone of these lovely ladies could be your next Consultant or Director.
- Use the 'Magical' prospecting flyer to hand out at open house events, parties or even pop them into orders. You can add your contact details on the back and hand them out to everyone you come into contact with. There are hundreds of people this time of year looking to earn some extra money to pay for all the extra expenses during the festive season.



- Order products for your display, a selection of the 'Magical' gift packaging and plenty of samples. All of the gift sets come with a beautiful free gift bag, you don't need to worry about gift wrapping, but you still may wish to offer free gift packaging for Customers that would like to make up a personalised gift from the regular line products. These could be products that you have demonstrated or they have seen in the regular Look Book. Have some Look Books handy so you can show the full range of products and shades.

- Keep your diary handy, you may have guests that want to book on the night, or they may want to book in for skin care advice, a makeover or even to hear more about becoming a Consultant.



How to create a 'Magical' Display

- First decide what products you want to display so you can order them, select one or two gift sets from each of the sections from the gift giving guide – stocking fillers, gifts for her, luxury gifts and gifts for him.
- Choose a nice cloth that compliments the products and make sure it is freshly laundered and pressed for each event as they can get messy when guests try the products. Hot pink is perfect for the 'Magical' display.
- Select your props carefully, you don't want to over clutter your display or distract from the products.
- Group the products together in the order you wish to display them, for the 'Magical' display, use the categories in the gift giving guide. If you were doing a skin care class you would group the products together in the different ranges e.g. TimeWise and TimeWise Repair. Not only does it look professional, it's easy for your guests to understand.
- Make the display look interesting by adding different heights, do this by either using the boxes that the products come in or you may wish to buy some perspex boxes, which are relatively inexpensive. For the 'Magical' display use the 'Magical' gift bags, not only for height but so your Customers can see exactly how the gift sets look. Don't forget to order some pink tissue paper to add a touch of luxury to any of the gift sets.
- Once you have all your products laid out by category you can then have some real fun playing around with props to theme your display. Be careful not to go over board and distract the attention away from the products.
 - Keep it clean and simple
 - Only use colours that enhance your display
 - Don't feel like every product needs a prop, sometimes less is more

Top Tip: Visit your local craft shop for props and accessories to dress your displays.



Essential 'Magical' Activities

Fourth quarter planning is essential to ensure you really maximise the busiest selling time of the year. It takes time to plan all the festive activities and “Failing to plan, is planning to fail”.

- **Set your goal** for the fourth quarter sales you plan to achieve and how many people you need to recruit – you may want to ask your Director to help you. Share your goals, you may even want to do this at your Unit meeting.
- **Make a list** of all the businesses and people you do business with, talk to them about the gift-buying service you can offer. Show them the 'Magical' gift giving guide and get them excited about the products – Who could resist such a great service?
- **Make sure** all your regular Customers know about your festive offering – get in early and save them the hassle and stress of Christmas shopping. Would you rather be shopping at home with friends, with free advice on products, discounts and free gift packaging or battling your way through the crowds on the high street?
- **Target men** – most men don't like shopping. You can offer free advice and amazing products all wrapped up and ready to place under the tree. Offices are a great place to go, ask the receptionist to show her colleagues the gift giving guide and take orders. Offer her an incentive, maybe a free makeover, a gift or a discount on her own order. Who knows, she may become your next best Consultant.
- **Book Open Houses**, parties and even one-hour coffee meetings. Make sure everyone fills in their wish list so you can follow-up. The fortune is always in the follow-up!
- **Talk to everyone** you come into contact with about the Mary Kay Business Opportunity – remember there are millions of people worrying about how to finance the festive season! Mary Kay Ash once said, “Begin by treating your Mary Kay opportunity as a paying career instead of a pastime, and you will be paid handsomely for your efforts”.
- **Recruiting** is the fastest way to grow your business and the most effective use of your time. The fourth quarter really is the busiest time of the year as you are talking to more Customers and holding more events.
- **Decide who** to approach, you want to recruit competent people, but don't exclude anyone, you never know who the star will be. Often the people that you think will be great, never get off the ground and the ones you are unsure of, do great!

- **Be open-minded** and listen for clues when you are talking to people either at your events or people who you come into contact with on a daily basis:
 - Does she like the product? Product lovers make the best Consultants.
 - Does she like people? Remember like attracts like!
 - Does she know a lot of people?
 - Is she tired of her job? Maybe she is working long hours or never gets any recognition and feels under-valued
 - Does she need extra money? The bills are building up or maybe she wants a nice holiday.
 - Is she worried about all the expense that the festive season brings? She may have a large family to feed and children with long and expensive wish lists.

- **When you are talking** to people always be sincere. Say something encouraging and be honest “I really do think you would be good at doing what I do, and I’d like to work with you.” Follow-up with a note the next day. Let her know you are interested, make her feel valued.

Remember to use a person’s name when speaking to them, as Mary Kay Ash herself once said:

“After I’m introduced to someone, I repeat the person’s name. I do this for two reasons. First, it helps me remember the name, and second, it’s been said that the most pleasant sound to a person is his or her own name. Speaking the person’s name whenever you’re introduced to someone new is a good habit to develop.”



How to use 'Magical' to Maximise the Business Opportunity

During the busy festive period you will be in contact with more people than ever, so this is a prime time to talk about your Mary Kay Business Opportunity and recruit.

- Firstly make a conscious decision to build your team.
- Talk to everyone you come into contact with and keep an open mind.
- Always ask your friends and family to help you out. Tell them that you are looking to build your business and ask them if they know 5 people you can talk to. You may want to offer them a makeover or a free product for helping you out. Referrals are a great way to expand your network of people. Once you have exhausted that method, you can then look at other opportunities.
- Talk to the mums at the school gate, the checkout operator that serves you in the supermarket, your hairdresser and all the people you come into contact with throughout your normal daily life.
- Expand your target audience by putting posters up, dropping off gift giving guides, Look Books, prospecting flyers and maybe even some samples. Here are just a few places to go:

Estate Agents	Beauty Salons
Banks	Solicitors Offices
Post office	Churches
Hotels	Clinics
Restaurants	Offices
Travel Agencies	Nursuries
Doctors Surgery	Health Clubs
Gyms	
- Look at what events are going on in your area; village fairs, Christmas fetes, school fund-raising events and exhibitions. Many of these small events are inexpensive to have a stand, some are even free. Make enquires, look in the local paper and check online. These events are perfect to sell product and also recruit. You have all the 'Magical' essentials to create a fantastic display and all the tools to look professional and make a great impression.



**Remember, the more people you talk to the more people you will have interested in your Mary Kay Business Opportunity and products!
What's not to love?**

It's the most magical
time of the year

The 'Magical' Selling Challenge

The Top 40 Independent Beauty Consultants and the Top 5 Independent Sales Directors who reach the highest sales* from all the 'Magical' Gift Sets in the 'Magical' Gift Giving Guide, will win:



**Luxury Afternoon Tea in London
PLUS a Mary Kay Goody Bag!**



*Terms & Conditions

1. 'Magical' Selling Challenge contest dates are from 16 September 2014 – 31 December 2014. 2. One prize per Consultant and Director only, and a minimum of 25 'Magical' Gift Sets must be sold. Consultants and Directors will not be able to bring a guest to attend the Afternoon Tea in London. 3. Only sales from the 21 'Magical Gift Sets' displayed in the 'Magical' gift guide will be counted (these do not include the individual large and small bags). 4. Winners will be confirmed 60 days after the closing date, 31 December 2014, to allow for product returns. 5. Winners from the 'Magical' Selling Challenge will be recognised at Career Conference in March 2015.