

# Karen Cole

## Building a Million Dollar Unit

### Welcome Super Star!

We are making **HISTORY** in Maryland this 2011-2012 Seminar Year! Not only have you been accepted into the most progressive and positive company in the world, but you have also become a vital member of the fastest growing and most dynamic units in Mary Kay—Coles Comets! The reason we keep getting better is because we select quality women, like you, to join our team. We believe that Together Everyone Achieves More.

As your director, I'll be your business advisor, YOU set your own goals and your recruiter and I will be here to help you reach them. I will teach, guide and motivate you but I won't take credit for your successes. The bottom line is: You are the one who will be studying, scheduling the appointments, getting out the door and holding those facials and skincare classes, attending unit meetings and functions. This is YOUR business! Your success will be yours alone because YOU decide what you want and YOU discipline yourself to reach your goals. You're in business for yourself, but never by yourself!

Each week, we have success meetings for training and recognition. If you are not local to me, I will locate a Mary Kay Success meeting near you. Attendance to success meetings, whenever possible, will be vital to your success in this business. It is a fabulous opportunity to learn the business and get to know other consultants and directors. The Cole's Comets meet in Loch Raven, Maryland on Thursday evenings from 7-9pm. There is a New Consultant Training conference call every Tuesday evening at 9pm Est. We also have a unit meeting conference call on Wednesday evening at 9pm Est. You will get email reminders every week about the upcoming conference calls.

Our exciting unit goals this year include \$650,000 in unit sales and having 5 NEW DIRECTORS! Will one of them be YOU? Whatever goals you have for your Mary Kay business, I will be watching with pride as you carve your own path and pursue your dreams.

As your director, I will match 100% of my time with your efforts. This business is truly what you design it to be, and I'm here to help in any way that I can. Again, Congratulations on your new business and welcome to our Cole's Comets Unit!

Love,  
Karen

## *Success Training Opportunities*

**Power Start Plus** will give you confidence in skin care class procedures and product knowledge in addition to immediate income as well as future income from your reorder business in three months. Also Power Start Plus provides excellent team building opportunities. This may be one of the most powerful ways to grow a successful business. A Power Start Plus worksheet is also enclosed and we will discuss this tool further at your orientation appointment.

Win the “**Woman of Excellence**” ring. When you achieve a “**Power Start Plus**” in your first 30 days of business, you will receive a beautiful “**Woman of Excellence**” ring. Power Start and Perfect Start are the most successful ways to get a solid business growing. When you add the “**PLUS**” you are also building your team and your future.

### *Perfect Start*

14 days

#### *Schedule 8 parties*

- ❖ Hold 5 parties
- ❖ Will average \$1000 in sales
- ❖ Will take approximately four hours of teaching time

### *Power Start*

30 days

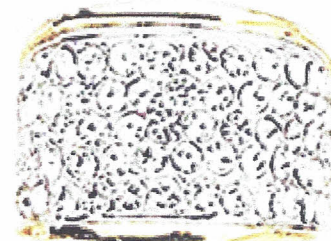
#### *Schedule 15 classes*

- ❖ Hold 10 classes Will average \$2000 in sales
- ❖ Will take approximately ten hours of teaching time.

### *Power Start Plus*

#### *Schedule 15 classes with in 30 days:*

1. Hold 10 classes  
or 30 faces
2. Have 15 women hear the  
business facts.
3. Will average \$2000 in sales
4. Will take approximately 11  
hours of teaching time
5. **Will likely will earn Red  
Jacket Position!**



*Wisdom from Mary Kay Ash – “What is it that makes the difference between the successful and the unsuccessful Consultant? Each of us two hands. We all have the same Guide to study. Each has the same showcase, the same flip chart – that cant’ be it. Each has the same class procedure. So what is the difference?”*

*“The difference I believe is attitude. A person can always find something to blame if he is not doing well. Many people go through life blaming their personal failures on one thing or another, but of course the same excuses are available to Consultants who are climbing the ladder of success— Anyone can locate an excuse but it take courage to find a way to go over, around, under or right through any obstacle that might stand in your way.”*  
*(Workshop ’73 Speech)*

# POWER START PLUS CHECKLIST

Consultant's Name \_\_\_\_\_  
 Consultant's Phone (Day) \_\_\_\_\_ (Evening) \_\_\_\_\_  
 Beginning date: \_\_\_\_\_ Date to be Completed: \_\_\_\_\_

**Facials & Interviews must be completed within 30 days of this date.**

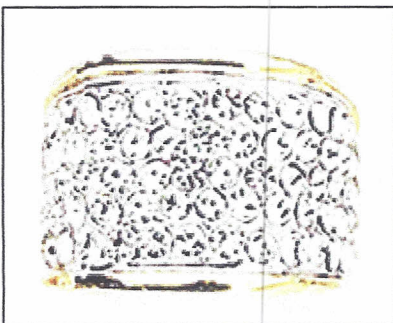
Return Power Start Registration to your Director.

## 10 Parties (30 faces)

Name	Date	Name	Date
1. _____		16. _____	
2. _____		17. _____	
3. _____		18. _____	
4. _____		19. _____	
5. _____		20. _____	
6. _____		21. _____	
7. _____		22. _____	
8. _____		23. _____	
9. _____		24. _____	
10. _____		25. _____	
11. _____		26. _____	
12. _____		27. _____	
13. _____		28. _____	
14. _____		29. _____	
15. _____		30. _____	

## 15 Sharing Appointments

1Name: _____	Date interviewed: _____	yes/no
2Name: _____	Date interviewed: _____	
3Name: _____	Date interviewed: _____	
4Name: _____	Date interviewed: _____	
5Name: _____	Date interviewed: _____	
6Name: _____	Date interviewed: _____	
7Name: _____	Date interviewed: _____	
8Name: _____	Date interviewed: _____	
9Name: _____	Date interviewed: _____	
10Name: _____	Date interviewed: _____	
11Name: _____	Date interviewed: _____	
12Name: _____	Date interviewed: _____	
13Name: _____	Date interviewed: _____	
14Name: _____	Date interviewed: _____	
15Name: _____	Date interviewed: _____	



**ALL NEW CONSULTANTS COMPLETING THE POWER START PLUS WILL RECEIVE THE WOMAN OF EXCELLENCE RING.**

Completed checklist must be returned to your director at the end

## Perfect Start Booking Conversation)

Hi (Debbie) this is \_\_\_\_\_. Do you have a quick minute? Great I'm so excited I have just become a professional beauty consultant with Mary Kay and I could use your help to qualify for training...in order for me to qualify for the perfect start training program, (Debbie) I must conduct 8 facial parties in my first 2 weeks of business, All I need you to do is to have 3-6 friends over for a facial. I'll do all the work, there is no obligation to buy, but I'll have product with me just in case... For my qualification, I have 3 dates you can pick from to help me (Debbie) the \_\_\_\_\_ at \_\_\_\_\_, \_\_\_\_\_ the \_\_\_\_\_ at -----pm and \_\_\_\_\_ the \_\_\_\_\_ at \_\_\_\_\_ which is better for you? Great! name I really appreciate you being in my corner with my new business and there is a lot of free product available to you. (Debbie) Oh, there's one more thing... for me to get credit for the training, at least 2 of your guests, can't know me, must be over 18, and should not be on Mary Kay products with another consultant, do you think we can do that? Great, I will drop off at your door the free product info packet that explains all the ways you can earn up to \$300 in free product at this appointment. Will you be able to take a quick look through it so we can talk either tomorrow night or the next? Great what would be better for you.. taking a few minutes tomorrow night or would (wed.)night be better for you? Great.. would 8:30 or 9:00pm be better for you? Great.. so we have a date Wednesday at 9.. have the packet handy and I'll help you see how easy getting \$300 in free Mary Kay can be.. thanks again Debbie.... bye.

### Tips

1. Your friends may say "sure, I'll help you, but first let me talk to a couple of my neighbors and see when the right day and time would be, then I'll call you back" This is a red flag for you to say, "that's a good idea, but let's go ahead and pick a date and time that's at least good for you and me, we can always change it. Do you think the first week or the second would be good for you? .....
2. Do not try to book face to face, it's better on the phone at their home or at their place of work. People focus better and are less distracted.
3. Though you are working on Power start (scheduling 15classes, holding 10, or 30 faces with 4 weeks, try to focus on getting half way by the end of your second week. Your second appointments will help to fill weeks 3and 4). That is why the dialogue reads as it does.

# ON THE SPOT DELIVERY

## How to work smart, not hard!

You are not in business for yourself, and any good business needs capital, inventory and work to continue to operate. This sheet is designed to show you how to start your business and how to manage your money so that you always have plenty of merchandise on your shelf and plenty of capital with which to order when necessary.

In Mary Kay we have discovered we work more professionally when our customers know they will have their products immediately after they learn to use them. The advantages to having your products with you at your skin care class are many.

1. Your customers will take them home while they are still excited to begin using them.
2. Women buy more when they can have it right away.
3. You save time when you don't have deliveries, and time is money and you save gasoline too.
4. You see your profits immediately.
5. You book more skin care classes. (It's hard to book a follow-up facial if she won't be using the products for several weeks.)

Now, how do you get merchandise on your shelf in the first place? There are several different methods. Whichever you choose, take a small loan for your initial inventory purchase, rather than use your own savings. This forces you to get right to work and it's a good business decision.

Set up your loan with \$125 to \$150 per month payments. That means you only have to sell one complete "Set" or hold one show per month to make your payment? You can certainly do that, CAN'T YOU!

1. Your loan interest is tax deductible because you are self-employed!  
\*Remember, all the payments are always made out of your money from Mary Kay sales – NEVER out of your own personal budget or your husband's money.
2. Decide how you wish to finance your inventory. Loans you may want to consider.
  - a. Passbook savings loan
  - b. Credit Union loan
  - c. Credit line checking with MasterCard/Visa/Discover advance.
  - d. Personal Loan.
3. Having decided how you wish to finance your inventory, choose one of the following suggested methods for your initial order.

YOUR DIRECTOR will assist you in making up your first order. Simply tell her with which order you wish to begin your business. (from the order choices earlier in the manual)

# THE VALUE OF GOOD INVENTORY

Maintaining a good inventory is the first step towards building a strong customer service business. Just as you depend on your florist to carry fresh flowers, your clients depend on you to offer the same professional service. A good inventory will also motivate you to reach higher sales goals, increase customer satisfaction, and reduce business costs.

Some new recruits and potential recruits do not understand the total value of their initial order for their inventory. This is very understandable because it is new and let's face it, borrowing money can be a little overwhelming. However, you are borrowing money to make money. In addition, you're making 50% on your money. That's a good investment.

We must remember from the beginning that starting our own business with inventory is one of the keys to success. Can you imagine the difficulty of a retail store opening for business with a couple of items versus the same store with complete inventory? What the eye sees, the eye will buy. Customers will purchase more when they can feel, touch, and smell it. Some refer to it as impulse buying. Think of how many times we go to the grocery store for a gallon of milk, do we ever leave with just a gallon of milk? Of course not, we pick up dog food, bread, chips, etc.

## OUR FIRST FEAR – BORROWING

Many bankers are more willing to make a loan to a stable woman, regardless of age, than a man, as they have a better repayment record. That usually means if we try to do something, we usually do it. Isn't that the first thing we learn in Mary Kay from our Recruiter and Director, "You can do if U" Remember, the Company offers the 90% buyback guarantee. Don't just try one source when you borrow. - Donald Trump wouldn't have given up after visiting only one bank.

## OUR SECOND FEAR - INTEREST RATES

Is money too high? Should I wait? Should I only order a minimum amount? Do not let these things bother you. You are not borrowing that much and it's only short term. Do you realize there is only a \$35.00 difference between borrowing \$3,600 for six months at 18% versus 14%? Did you realize that if you borrow \$600.00 at 18% for six months versus borrowing 3,600 that is only about \$95 more?

Would you rather go to a clothing store and see what you need and buy it, or would you rather wait until they ordered it? Would you rather make one trip to one appointment and sell product to 3 people at one time or would you rather take orders and make 3 additional deliveries? If you don't have product at your appointment, how many customers will say "No, or I guess you can call me when you get it"? In other words, HOW MANY SALES ARE YOU GOING TO LOOSE and how many additional hours will you work delivering, reselling, collecting, and revisiting to finally collect your profit? Time is precious to everyone and we are all given the same amount of hours in a day. By starting your business at profit level of \$3600, your business will run much smoother. Remember, you can't sell out of an empty wagon.

## OUR THIRD FEAR - CAN I PAY IT OFF?

The average conservative sale is \$200. That means you will make \$100 profit at that appointment. Depending on how much time you take. Also, after 30 days your reorder business will kick in, and that's another 50% profit. What does that mean? It adds up to this. If you only hold 3 appointments per week, you can pay your loan and have a profit too. More importantly, you have \$3600 worth of product that you own, and it worth \$7200.



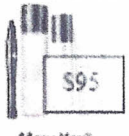

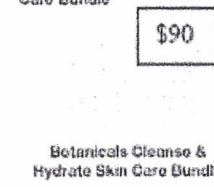
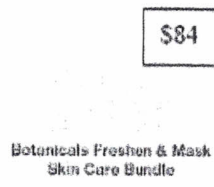
Planning a good inventory is vital to building a strong, growing business. Without products, you can't sell them and without sales, you are out of business. Keep your product inventory up to date and plan for your future needs.

P.S. As you begin to build your team, your new consultants will always ask, "Where did you start?" They follow in your footsteps. You don't want to say, "Well, if I could do it over again..."

ready set, **Store Options for New Consultants**



**MARY KAY®**

<b>ready set, sell!</b> Wholesale Order (Your Cost)	<b>DISCOUNT</b>	<b>New Consultant Welcome Bonus</b> (Must place order within 15 days of the agreement)	<b>Ready Set Sell Bonus FIRST ORDER ONLY</b> (Must place order in the same month as the agreement or the month following)	<b>TOTAL Free Bonus Product</b> (when ordered within 15 days)	<b>Total Investment</b> (Including tax on retail amount and shipping) *Example of monthly loan payment if borrowing @ 13%.
<b>\$6000+</b> Pearl Star	50%	<b>\$115.00!</b> <i>(\$115 value yours free!)</i> 	 \$85  \$95  \$87  \$90  \$84	Up to <b>\$860.00 FREE!!</b>	<b>\$6500</b> *Business Loan payment of \$219 per month for 36 months - 2 roll-ups sold per month
<b>\$4800</b> Pearl Star	50%	<b>Free Color Look!</b>		Up to <b>\$860.00 FREE!!</b>	<b>\$5800</b> *Business Loan payment of \$195 per month for 36 months - 2 roll-ups sold per month
<b>\$3600</b> ★ Emerald Star	50%	PLUS BizBuilder Bucks \$125	1 TimeWise Skin Care Bundle and 2 Travel Roll-up Bags + Choose 5 bundles worth up to \$620 FREE!!!	Up to <b>\$860.00 FREE!!</b>	<b>\$4400</b> *Business Loan payment of \$185 per month for 30 months - 1 roll-up sold per month
<b>\$3000</b> ★ Diamond Star	50%	PLUS BizBuilder Bucks \$100	1 TimeWise Skin Care Bundle and 2 Travel Roll-up Bags + Choose 4 bundles worth up to \$525 FREE!!!	Up to <b>\$740.00 FREE!!</b>	<b>\$3600</b> *Business Loan payment of \$175 per month for 24 months - 1 roll-up sold per month
<b>\$2400</b> ★ Ruby Star	50%	PLUS BizBuilder Bucks \$80	1 TimeWise Skin Care Bundle and 2 Travel Roll-up Bags + Choose 3 bundles worth up to \$430 FREE!!!	Up to <b>\$625.00 FREE!!</b>	<b>\$3000</b> *Business Loan payment of \$150 per month for 24 months - 1 Ult Miracle Set sold per mo.
<b>\$1800</b> ★ Sapphire Star	50%	PLUS BizBuilder Bucks \$50	1 TimeWise Skin Care Bundle and 2 Travel Roll-up Bags + Choose 2 bundles worth up to \$335 FREE!!!	Up to <b>\$500.00 FREE!!</b>	<b>\$2300</b> *Business Loan payment of \$110 per month for 24 months - 1 Miracle Set sold per month
<b>\$1200</b> Starter	50%	PLUS BizBuilder Bucks \$35	1 TimeWise Skin Care Bundle and 1 Travel Roll-up Bag + Choose 1 bundle worth up to \$210 FREE!!!	Up to <b>\$360.00 FREE!!</b>	<b>\$1600</b> *Business Loan payment of \$90 per month for 24 months
<b>\$600 Personal Use</b>	50%	PLUS BizBuilder Bucks \$15	1 TimeWise Skin Care Bundle and 1 Travel Roll-up Bag worth up to \$115 FREE!!!	Up to <b>\$245.00 FREE!!</b>	<b>\$800</b> * Loan payment of \$70 mo /12 mo



## YOUR IMAGE SAYS IT ALL

*Your image is one of your most important business assets.  
Your professionalism- the way you conduct yourself and your  
business - is key to the image you project.*

1. A business-length dress or suit is the best choice for skin care classes and Mary Kay functions. Wear hose and closed-toe shoes. **Please don't wear pants of any kind.** When you have a guest with you, you'll be glad others look the part.
2. Always be at least 10 minutes early to any function and plan to stay the entire time. Be at your hostess' home at least 30 minutes in advance.
3. Be the best you can be! Ask your hairstylist about a new hairstyle if yours needs updating. Keep your hands and nails manicured. Don't use slang, smoke, or drink alcoholic beverages at any Mary Kay function.
4. Turn your cell phone off when you arrive at any Mary Kay event.
5. Leave your problems at home. Your hostess doesn't need to know what went wrong today. Avoid drawing attention to yourself. Take the *you* out of your classes, be there for you guests. Act and speak as Mary Kay would.
6. Don't criticize. Refrain from blaming others or making derogatory remarks about other product lines.
7. Make sure the information you are giving at your classes can be found in your Career Essentials.
8. Disposable brushes and trays are used for sanitary reasons. Don't share or reuse them.
9. Your purpose is to teach your customers how to apply skin care and glamour products themselves. Never apply product to a customer's skin.
10. Deliver all product orders immediately. Give your customers the best service possible. They will treat you the same way you treat them.
11. Reward your hostess with the special product gift she has earned with her hostess credit at the skin care class.
12. Sell basic skin care as a program. Believe Mary Kay when she said breaking the basic will hurt your business. Keep your customers happy by checking back with them to make sure they are using the products properly. Use the 2+2+2 plan.
13. Honor the Mary Kay satisfaction guarantee at all times!
14. Stock your shelves to service your customer base. Plan ahead. Don't buy products from other consultants or combine your order with that of another consultant. When you do this, you cheat yourself and someone else. You could also lose prizes, awards and recognition— even your active status!
15. We all love children, but a Mary Kay event is not the place for them. Your sister consultants and their guests have made arrangements for the care of their children, so please respect them by arranging for the care of your and your guests' children.
16. Keep your Go Kits and car as clean as possible.



# SCHEDULING APPOINTMENTS



*The caterpillar cannot be a butterfly until it prepares to be a butterfly. If a caterpillar never takes the action to be a butterfly, it won't become one. He must crawl into the unknown and do what he has never done before, purely through faith. - Mickey Ivey*

<b>Law of Averages</b>	
<b>Scheduled</b>	<b>Will Hold</b>
<b>10</b>	<b>6</b>
<b>8</b>	<b>5</b>
<b>5</b>	<b>3</b>
<b>3</b>	<b>1</b>

## Common Objections and Correct Responses

**“I’m too busy!”** - “Great! Mary Kay has taught us that it is the busiest people who get things done. That’s one reason why I chose you.”

**House Problems (Husband, guests, redecorating)** - “Great! This will give you a chance to make some new friends! Just ask two or three people and have each of them bring two or three friends.”

**“I’m allergic!”** - “Great! Mary Kay has just recently improved all of our skin care products. They are now allergy tested and fragrance free! Mary Kay gives you the opportunity to try they products before you consider purchasing and you are protected by a satisfaction guarantee! You see, \_\_\_\_\_, Mary Kay caters to people with skin problems!”

**“I don’t use makeup!”** - “I can appreciate that. I believe you will really be impressed with our skin care. I would certainly value your opinion and I believe you would have fun with it!”

**“I’ve been using brand X!”** - “Great! I’ve heard a lot about that product but I’ve never tried it. Getting your opinion would really help me later because I will be talking with others who use your brand too and your opinion will give me a good comparison!”

*Blessed is the one indeed  
Who in this life can find,  
A purpose that can fill his days,  
And goals to fill his mind.*

*Yet with this world, there is a need  
For some to lead the rest.  
To rise above the average life  
By giving of their best.*

*This is your day, a world to win,  
Great purpose to achieve  
Accept the challenge of your goals  
And in yourself believe.*

*The world is filled with little people  
Content with where they are,  
Not knowing joys success can bring,  
No will to go that far.*

*Would you be the one who dares to try  
When challenged by the task?  
To rise to heights you’ve never seen  
Or is that too much to ask?*

*You will be proud of what you’ve done  
When at the close of the day,  
You look back on your battles won,  
Content you came this way.*

## *The Mary Kay Recipe for Success*

If you want the most income, the most recruits, the most customers, the most future bookings use this contest and follow the recipe by using this timeline below. Mary Kay would be proud of you.

Day 1 - Book, Give Hostess Package, Set coaching call

Day 2- Snail Mail the thank you card (steps to take after booking handout)

Day 3 - Coach using coaching card (24-48 hr after booked)

Day 5 - Call hostess for guest list (2 days after coaching call)

Day 6-7 - Call guests find out skin information, one thing they would change about their skin if they could, offer free product if she brings a guest.

Day 8 - Hold appointment, book color and follow time line day one.

Opening

Business interest statement

Referral gathering

Table close ( sets close)

Sofa close

Color appointment set

Potential friends

Hostess packet given and time set for free product call

Day 9 - Call back each guest and schedule appointment for details about the business. ( 24 hrs after held appointment)

Day 11 or 12 - Hold "Information about the Business" appointment.

# Cole's Comets

## New Consultant Checklist

Complete at least 8 out of 13 items:

Select your perfect start dates and fill in the blanks. My 4 preferred dates to hold my PS appointments are \_\_\_\_\_ and \_\_\_\_\_.

1. I have reviewed the enclosed training information and completed the enclosed worksheets.
2. I have set up my Mary Kay checking account.
3. I have listened to the Career Essentials Starting Points CD's that were included with my Showcase.
4. I have listened to the recording about inventory to be sure I make a smart business decision.
5. Read everything given to me about inventory and free product bonuses available to me. I realize I only have one chance to get the New Consultant Inventory bonus.
6. Make an inventory decision within 24-48 hours after completing orientation with my director.
7. I have begun booking hostesses and email my director with names, dates, and cell numbers as bookings come in.
8. Run to the phone and txt Director when I have my 8<sup>th</sup> hostess booked! That is your first step to your PS achievement.
9. I have begun using the Ultimate Miracle on my skin every morning and night. Use the flipchart to speak out loud the names of products and the steps that I am doing. I have done this at least 7 times before my 1<sup>st</sup> appointment.
10. I have put together 8 Hostess Coaching Packets in gallon size zip lock bags. (1 300 Pinkalicious Shot, 1 outside order sheet, 5 sales tickets, 3 look books, to each hostess packet.)
11. I gave each Hostess her Hostess Free Product Packet within 2 days of calling her and asking her to host. In the future, I will keep them in my car and have them to handout to those who book with me at my next appointment.
12. I have attended the training event called "Unit Meetings, Success Meetings, Sales Meeting..."
13. I understand the Star Consultant Program and I have submitted my plan of action for the quarter to my director.

Return this checklist with 8 out of 13 complete and receive a

**MK CHECKBOOK COVER!**

Name: \_\_\_\_\_ Date Completed: \_\_\_\_\_

Checklist can be mailed to:  
Karen Cole, Independent Sales Director  
2027 Knottv Pine Drive Abinadon MD 21009

## *Wise Women, Wise Choices*

### Congratulations on taking *Mary Kay* for a Test Drive!

- \* You'll have fun while you make money.
- \* The bonuses on this sheet are opportunities to put even more money in your pocket or fun prizes to enjoy. It's up to you.
- \* To collect your bonuses, just submit simple tracking sheets to your Director.
- Take product with you everywhere you go!

*\*\*\*\*Check out these AWESOME Prizes\*\*\*\**



**Test Drive Bonus #1**– Submit your Mary Kay Application & receive the Pink Dazzle Ring

**Test Drive Bonus #2**– When you send in your First \$600 in Wholesale Orders within 15 days of your start er Kit, you'll receive a Color Compact from Mary Kay.

**Test Drive Bonus #3**– Sell your first 10 items in your first 7 days to earn your Mary Kay Money Bag.

**Test Drive Bonus #4**– Book 5 Mary Kay Facials within your first 10 days & earn the Mary Kay Crystal Bracelet.

**Test Drive #5**– Sell 30 items in your 2nd week and earn the Sparkle & Shine Earrings.

**Test Drive #6**– Send in your first 10 Pondered Pink Surveys to your Director to earn the Jeweled Calculator.

# New Consultant Opportunities for Achievement



**New Consultant  
Pin**



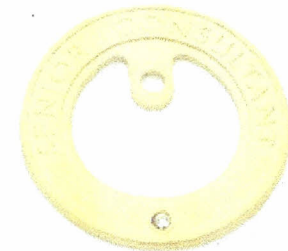
**Pearls of  
Sharing Earrings**



**Pearls of  
Sharing Bracelet**



**Pearls of  
Sharing Necklace**



**Senior Consultant  
Enhancer Pin**



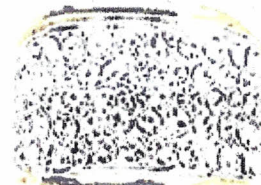
**Perfect Start  
Pin**



**Power Start  
Pin**



**Power Start  
PLUS Pin**



**Woman of  
Excellence Ring**



**Star Recruiter  
Enhancer Pin**



## How do I earn these status awards as a new consultant?

To achieve the **Perfect Start Pin**- schedule 8 classes and hold 5 in your first two weeks.

To achieve the **Power Start Pin**-schedule 16 classes and hold 10 in your first 30 days.

To achieve the **Pearls of Sharing® Earrings**, share the opportunity with 3 women in 2wk

To achieve the **Pearls of Sharing® Bracelet** -share the opportunity with 6 women within a one-month period.

To achieve the **Pearls of Sharing® Necklace** -add one new personal team member who places a min. \$600 wholesale order.

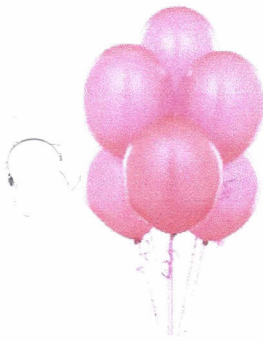
To achieve the **Power Start Plus Pin**, you'll want to complete your Power Start and your Pearls of Sharing®.

**Senior Consultant Pin** Status is one active team member on your team

**Star Recruiter Pin** is 3 Active Team Members on y our team.

**Woman of Excellence Ring** is exclusive to our UNIT and everyone who achieves **PERFECT START PLUS** earns it.

Track your held appointments on the back of this sheet. Turn into your Director to receive pin/enhancer



# Be a Pinkalicious Party Hostess



Take a **SHOT** at \$100 in **FREE** Mary Kay



You can earn up to \$300 FREE in Mary Kay Products of your choice.



You may do any of the following or all of the following

When you complete the **S-H-O-T**, you will have \$100 in FREE Mary Kay products .

**S**trive for 4 guests at your pampering session = \$20 in free product

(4 attending guests who don't have a Mary Kay consultant, and are over 18. Guest names and phone numbers must be given to me 2 days prior to your party so I can preprofile their skin type)

**H**ave an appointment to hear the Mary Kay opportunity = \$20 in free product

(this is information only and does not obligate you or the company in any way)

**O**rders totaling at least \$250.00 = \$20 in free product

(outside orders count)

**T**hree appointments scheduled off your appointment = \$40 in free product

**WOW**



**WOW**

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Plus Complete the following **4 items** to earn **\$200** more!



➔ As a Hostess you can also purchase up to **3** additional products or sets at **1/2 price**. (with a qualified \$250 show)

➔ As a Hostess you can purchase our Professional Glamour brush Set For **\$20!** retail \$48! (With qualified \$250 show)



Your Choice!

➔ Have **\$500** in Sales from your class and receive your choice of the Beautiful Compact Pro (empty) or the handy Travel Roll Up



**This is a total of up to \$300 in FREE Mary Kay Products!!!!**

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You're invited to a...

## Pinkalicious Party!

Come join us for a little "girl-time" at this fun "pinkly" event! Enjoy a little pampering, yummy refreshments and tons of raffles with exciting giveaway prizes!

- Earn a raffle ticket for each *pink* item you wear—anything!
- Earn a raffle ticket for every friend (women over 18) you bring!  
Be sure to tell her to wear *pink*!
- Earn a raffle ticket for being on time!

Date: \_\_\_\_\_

Time: \_\_\_\_\_

Place: \_\_\_\_\_

Phone Number: \_\_\_\_\_



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