

# DIVA'S

*Divine Inspiration Victorious Attitudes*

Senior Sales Director, Maggie Hammond   www.maggieh.com   956-464-6340   rosebud@maggieh.com



## *#1 Welcome to Mary Kay*

Welcome to our winning Mary Kay team!! We're THRILLED you've joined us! To help you get off to a great start, I will be sending you a series of ecards with training and tips. They will be quick to read and will guide and motivate you to get off to a great start and achieve your heart's desire in our wonderful company.

These *ecards* will cover topics such as the **Star Consultant Program, Preferred Customer Program, the NEW BizBuilder Bucks Program, Direct Deposit, Personal Website, MK Image, Moving Up, Full Circle Success, Perfect and Power Start, Moving up into your Red Jacket, Social Media**, and so much more. Do not worry if this sounds Greek to you, it won't for long!

These cards will arrive on **Monday's, Wednesday's and Friday's** in your email. If you do not wish to receive these ecard tips and trainings, simply 'opt out' or remove your email address from your profile. Or you might consider **setting up a separate email** account that would be only for your Mary Kay business email.

There is a wealth of training and information on **www.marykayintouch.com**, **\*Education**, \*Consultant Education, There you will find these 4 areas full of training to get you off to a great start!



**These Areas contain** both audio trainings and educational resources that you can print.

Also, check out **Product Central** for all of your product education and selling tips.

Do not forget to take advantage of your special limited-time First Steps offers. You must go to [www.marykayintouch.com](http://www.marykayintouch.com) to activate your First Steps offers.

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## #2 Star Consultant

Anyone can be a STAR!

Star Consultant is one of the most recognized and respected awards in Mary Kay. You can earn, based on your wholesale purchases to the company, your **Ladder of Success** and first star your very first quarter when you are a Star Consultant! Plus, you'll receive the prize that goes with your level from the prize brochure. Also you can earn your *All-Star Consistency necklace* with key charm when you achieve Star Consultant all 4 quarters June 16, 2011 through June 15, 2012.

Quarters begin on the 16th of December, March, June, and September. They run until the 15th, 3 months later. (ex: Dec. 16-March 15) Each quarter is 13 weeks.

Be a STAR by the 10th of the month the quarter ends to qualify for the **\*Early Ordering Privilege**, ordering 5 days earlier than Consultants who are not Stars!

And that's not all!!! You can also earn an additional **600 contest points** for each **qualified team member** you add during the contest period, once you reach Sapphire Star.

The perks of being a Star and having a **Mary Kay Personal Website!** When you have a Mary Kay® Personal Web Site you have the opportunity to have your name in the first search of the **Consultant Locator**. **That means** when potential customers visit [www.marykay.com](http://www.marykay.com) or call 1-800-MARY KAY to look for an Independent Beauty Consultant in their area, they could be referred to you. Having a strong business foundation on selling products, and that means more income for you!

### \*Early Ordering Privilege

The Early Ordering Privilege is available to Consultants who have achieved Sapphire Star Consultant status **and/or** who enroll their customers in the Preferred Customer Program to order the new products 5 days earlier than Consultants who are not Stars and who do not enroll their customers in the Preferred Customer Program.



**Sapphire Star**    \$1800 wholesale per quarter  
\$250 x 13 weeks = \$3250 retail  
40% profit = \$1300  
60% re-invest = \$1950  
Profit approximately  
\$100 per week



**Ruby Star**    \$2400 wholesale per quarter  
\$350 x 13 weeks = \$4550 retail  
40% profit = \$1820  
60% re-invest = \$2730  
Profit approximately  
\$140 per week



**Diamond Star**    \$3000 wholesale per quarter  
\$400 x 13 weeks = \$5200 retail  
40% profit = \$2080  
60% re-invest = \$3120  
Profit approximately  
\$160 per week



**Emerald Star**    \$3600 wholesale per quarter  
\$500 x 13 weeks = \$6500 retail  
40% profit = \$2600  
60% re-invest = \$3900  
Profit approximately  
\$300 per week



**Pearl Star**    \$4800 wholesale per quarter  
\$500 x 13 weeks = \$6500 retail  
40% profit = \$2600  
60% re-invest = \$3900  
Profit approximately  
\$300 per week





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## #3 Preferred Customer Program

Preferred Customer Program — Sign up your customers to receive The Look through the Preferred Customer Program and they'll be among the first to experience the newest product samplers each quarter.

There are 4 enrollment opportunities each year to send The Look. Each name cost only .70 and features the **\*Gift with Purchase** information and 2 free samples of a new product.

**Fall/Holiday** — enrollment 7/16-8/15 begins mailing 9/20

**Winter** — enrollment 10/16-11/15 begins mailing 12/20

**Spring** — enrollment 1/16-2/15 begins mailing 3/21

**Summer** — enrollment 4/16-5/15 begins mailing 6/20

And that's not all.....When you enroll in the Preferred Customer Program you will qualify for the **Early Ordering Privilege, ordering 5 days earlier** than Consultants who do not enroll in the Preferred Customer Program.

There is also a **Month 2 Mailer** that will feature products, application tips and gift ideas for each quarter. Each name cost only .40.

**Fall/Holiday** — enrollment 7/16-9/15 begins mailing 9/20

**Winter** — enrollment 10/16-12/15 begins mailing 12/20

**Spring** — enrollment 1/16-3/15 begins mailing 3/21

**Summer** — enrollment 4/16-6/15 begins mailing 6/20

There is also the **Anytime Customer Brochure** that you can send 'anytime'. Cost is only .45 per name and expected delivery is 12-14 days after enrollment.

Follow Up Tips and Dialogues are available on [www.marykayintouch.com](http://www.marykayintouch.com) Business Tools' 'Preferred Customer Program'.

### \*Early Ordering Privilege

The Early Ordering Privilege is available to Consultants who have achieved Sapphire Star Consultant status **and/or** who enroll their customers in the Preferred Customer Program to order the new products 5 days earlier than Consultants who are not Stars and who do not enroll their customers in the Preferred Customer Program.

### \*Gift with Purchase

Give your customers a reason to shop with YOU — offer them a free gift with purchase! Customers love free gifts so why not offer them a free gift with purchase when they buy \$40 or more in Mary Kay products.

Gift with Purchase are available in Section 2, pack of 5 for only \$20.

Limited edition and available only while supplies last.

The Gift with Purchase gift changes each quarter. Be sure to order plenty for your regular customers.

Sometimes, the Gift with Purchase is a 'travel' size product and sometimes it could be a gift item. Always remember to order a few extras to have on hand, they make a perfect hostess gift.





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## #4 Personal Web Site

It's so simple! You don't have to know a thing about the web to have your very own Personal Web Site and your customers can shop 24/7! It's automatically updated each quarter. **You pay just \$25 for the first year** and \$50 for each year after.

### Here's what you get:

**Virtual Makeover**, *The Look* online and Gift Ideas allow your customers shop 24/7.

**Beaut-e-News®** drives customers to your site every month (over 3 million copies sent monthly).

**MKeCards®** link directly to your Web site (customize to fit customers' needs).

**Advertising a Gift with Purchase** could increase your average sale.

**Free Sample offers** customers the opportunity to try products they're sure to love.

**Free Shipping** incites online purchases.

**Last Chance** can help move inventory from previous quarters.

**The Consultant Locator** can help new customers find you and your Personal Web Site.

So, what are you waiting for? Get your Mary Kay Personal Website NOW!

## *Experience valuable program benefits*

### Ship to customers for only \$5\*!

Enjoy this low fee on all orders under \$100 wholesale.

- **Include a FREE copy of *The Look* or two FREE samplers in every order.**
- Save time, gas and money!
- Say goodbye to costly packing supplies and long mailing lines.
- Enhance your Golden Rule Service!

**Why wait?** Immediately ship products you may not have in inventory.

### Here's how:

- Be in active status
- Have a ProPay® account.
- Get started in the myCustomers® program.

**Your customer** can order from you on your personal website and pay for the order on your personal website or request you to contact her for payment. But **YOU** must place the CDS order with the Company.

\*The shipping and handling fee for Customer Delivery Service orders of \$100 wholesale or more is \$8.75.

\*\*An Independent Beauty Consultant is considered active in the month a minimum \$200 wholesale Section 1 product order is received and accepted by the Company and in the following two calendar months.





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## *#5 BizBuilder Monthly Bonus Program*

New! Now **ALL NEW** Consultants can qualify to receive a BizBuilders bonus with their initial order!

Under this new program, new Consultants are now eligible to participate and earn **BizBuilder Bucks** beginning with their initial order. BizBuilder Bucks is an enhancement to the existing new Independent Beauty Consultant offers (i.e. First Steps, Signature Look, and Ready, Set, Sell bonus). Take advantage of all of these offers to get the most from your initial investment.

### **How does this work?**

Place a BizBuilder qualified order (minimum \$400 Section 1 wholesale/\$800 suggested retail)

Receive BizBuilder Bucks (credit) to use on your next\* BizBuilder qualifying order. The amount of BizBuilders Bucks awarded will be based on the total suggested retail amount of the order.

Receive Seminar credit at the time BizBuilder Bucks are earned (the first order).

Think about which Section 1 or 2 products you'd like to spend your BizBuilder Bucks on, and select those products on your next order.

It's that simple!

### **Wholesale credit will be rewarded as follows:**

**Retail order \$800** (\$400-\$599 wholesale), **earns \$10 BizBuilder Bucks** and \$20 Seminar Credit.  
**Retail order \$1200** (\$600-\$799 wholesale), **earns \$15 BizBuilder Bucks** and \$30 Seminar Credit.  
**Retail order \$1600** (\$800-\$1199 wholesale), **earns \$25 BizBuilder Bucks** and \$50 Seminar Credit.  
**Retail order \$2400** (\$1200-\$1799 wholesale), **earns \$35 BizBuilder Bucks** and \$70 Seminar Credit.  
**Retail order \$3600** (\$1800-\$2399 wholesale), **earns \$50 BizBuilder Bucks** and \$100 Seminar Credit.  
**Retail order \$4800** (\$2400-\$2999 wholesale), **earns \$80 BizBuilder Bucks** and \$160 Seminar Credit.  
**Retail order \$6000** (\$3000-\$3599 wholesale), **earns \$100 BizBuilder Bucks** and \$200 Seminar Credit.  
**Retail order \$7200** (\$3600+ wholesale), **earns \$125 BizBuilder Bucks** and \$250 Seminar Credit.

**The BizBuilder Bucks credit will be applied toward the next order of at least \$400 wholesale (\$800 suggested retail) as long as the order is placed while the Consultant is still in active status.**

A Consultant is considered "active" in the month a minimum \$200 wholesale Section 1 product order is received and accepted by the Company and in the following two calendar months. The credit will expire upon the expiration of the Consultants active status.

\*\*Seminar credit will be given when the credit is rewarded, regardless if it is redeemed.

The Company will send an email to a Consultant when she earns her BizBuilder Bucks and then another email when those BizBuilder Bucks are about to expire.

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## #6 ProPay and Direct Deposit

You are eligible to participate in Direct Deposit! In a few easy steps any time of the day, you can sign up safely and securely for direct deposit of your monthly commissions (including bonuses and/or other earnings) into your banking account or your ProPay® account.

### Check out some of the great benefits of using direct deposit to manage your funds:

Assurance that your Mary Kay commission check will not be misplaced, stolen, lost or delayed in the mail;

No more running to the bank to deposit checks; and

Quicker access to your funds – they're available in your account the same day your check would have been placed in the mail.

### And what are the benefits of depositing funds into your ProPay® account?

You can use the funds to reinvest in your Mary Kay business through Online Ordering by using your ProPay balance to pay for your Mary Kay® product orders;

At the end of the year, ProPay® will send you a statement of all activity that occurred in your ProPay® account that may help simplify tax preparation; and

If you have a ProPay® Premium Account, you can use your MK pink Cash MasterCard to spend your funds where MasterCard is accepted – with no transfer fees!



**ProPay Premium Account transaction fee is 2.69% + \$0.30** (Visa, MasterCard & Discover). And American Express™ is 3.19% + \$0.30.

### ProPay Premium Account offers you lower fees plus these additional great benefits:

**Faster Funds Availability:** You'll receive the funds from your credit card sales (to your ProPay account) within 24 hours - giving you faster access to your money.

**MK pink cash MasterCard:** This debit card is linked directly to the funds in your ProPay Premium Account. Spend your funds where MasterCard is accepted ... with no transfer fees!

**American Express Acceptance:** Give your customers added flexibility in making their purchases and increase your sales at the same time! Since introducing American Express in July 2005, the average American Express purchase amount, for Mary Kay Independent Beauty Consultants, has been more than double the average purchase amount for other credit cards.

**Annual Fee Summary:** Simplify tax preparation with a **FREE** annual tax statement ... a \$14.95 value!

**Mary Kay Online® Product Purchases:** When placing a product order through Mary Kay InTouch® you'll have the option to use any or all of the funds in your ProPay account (along with one additional credit card) ... with no transaction or transfer fees!

**More Payment Options:** ProPay Premium Account is available for an annual fee of \$39.95. Now you can choose to pay this amount in one single payment and be eligible to qualify for a rebate credit of \$39.95. Or choose to pay this amount in three (3) easy payments - at sign-up pay \$13.32, 30 days after sign-up it's \$13.32 and the final payment 60 days after sign-up is \$13.32.



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## #7 MK Image

Our company is so special! Mary Kay has asked us to maintain a feminine image by wearing a skirt or dress to every Mary Kay function, including sales meetings, workshops, classes, and deliveries. We are a "cut-above" everyone else and it shows! Know that you'll always be appropriately dressed in a skirted outfit. I want to share with you Mary Kay's own words on the importance of image.

*"It is very important for each of us to maintain the "Mary Kay image" at all times....I believe that every time we step out of our homes, we are representing "Mary Kay." ...*

*Sometimes the image someone else has of you is determined by the way you look when you go to the grocery store or to pick up your children.*

*Remember when we decided that if we were going to be Beauty Consultants, then we have to project beauty all the time! We decided that we would never be seen in public unless we looked our best...*

*Please remember that YOU are "Mary Kay" to every single person you meet. Please help us maintain and uphold, every day, the beautiful image we have earned over the years."*

(Mary Kay Ash, September 1980 Applause From the Heart)

Suggested attire:

- Independent Beauty Consultant: Business/Sunday dress or Suit
  - Star Team Builder, Team Leaders and Future Independent Sales
  - Director: Red Jackets with white blouse and black skirt
  - Future Sales Director and Sales Directors-in-Qualification: Red Jackets with black blouse and black skirt and Future Sales Director scarf
- Men: Jacket or shirt/tie



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## #8 Moving Up the Career Path

Did you know that *you* can promote yourself on your own time schedule in Mary Kay? You don't have to wait for someone to die, move, or quit before you can advance up our career path! Advancement in Mary Kay is based on your own personal work ethic, goals, and dreams! You can promote yourself to sales director as quickly as you desire! You can earn an executive income with flexible hours! It's all up to you! Isn't that exciting! Would you be interested in knowing more? Let's talk if your goals and dreams might include a management position.

But, no matter how far up the career path you want to advance, your first step is to move to **Senior Consultant**. The Senior enhancer holds a dazzling crystal, indicating you've added one team member. You don't want a "naked" pin, so let me help you recruit that first team member. Let's get you promoted to senior consultant in your first month!!

As you move up, you can also earn your recruiting medal:

**Bronze Recruiting Medal:** Add 3 new personal team members in one calendar month

**Silver Recruiting Medal:** Add 4 new personal team members in one calendar month

**Gold Recruiting Medal:** Add 5 new personal team members in one calendar month. Your name will also be in the Applause magazine!

You become a **'Star Team Builder'** with your third active team member. You will also earn your pin enhancer and be eligible to wear your **Red Jacket**. You will earn a 4% team building commission on all of your team members orders.

You become a **'Team Leader'** when you have five to seven active team members. You will also earn your pin enhancer and be eligible to go on target for your Grand Achiever Car, qualifying in one to four months. You'll also earn a 9% or 13% team building commission on all of your team members orders.

Become a **'Future Independent Sales Director'** with eight or more active team members. You will be eligible to wear your FID pin and scarf, and you will be eligible to go on target for your Grand Achiever Car, qualifying in one to four months.



For complete details about all of the career levels, visit [www.marykayintouch.com](http://www.marykayintouch.com), you can type into the 'search box' 'advance' and it will bring up the Advance Brochure for you to see all of the requirements for each career level.

I am ready to help you move up the career ladder, just let me know when you are ready.



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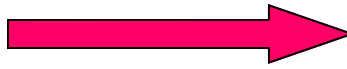


## #9 *Perfect and Power Start*

One of the most prestigious awards in our unit and in Mary Kay is the PS pin, awarded for achieving Perfect Start and Power Start. The pin for Perfect Start is a shiny gold, but the pin for Power Start is paved in beautiful, sparkling crystals! When you're wearing your PS pin on your jacket lapel, everyone in Mary Kay will know what you did to achieve this impressive award! And what's more—you can repeat your performance month after month!

### **Perfect Start**

Facial 15 customers  
Do this in a 2 week period



Perfect Start

### **Power Start**

Facial 30 customers  
Do this within a one-month period



Power Start

### **Power Start Plus**

Facial 30 customers and share the opportunity with six people  
Do this within a one-month period



Power Start Plus

Achieving PS in your very first month is a tradition in Mary Kay! You can do it, too! You will be so proud to earn your Perfect **and** Power Start pins! And watch for your name in the newsletter!

Call me with the dates that you will be achieving your PS goal, so I can be your best cheerleader!

**You can do it!**

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## #10 Business Supplies & Resources

Visit MK Connections on [www.marykayintouch.com](http://www.marykayintouch.com) to see all of the professional business supplies available.

There are also exclusive savings on printing, phone service, computers and more. You can order **Product Protection Insurance, and there's New! Business Inventory Insurance and Home Based Business Insurance** plus Health, Dental, Identity Theft, Vision and more endorsed by the Direct Selling Association.

Order your professional **beauty coat, business cards and labels, stationery, facial box, name tag** and so much more on **MK Connections**.

On your [www.marykayintouch.com](http://www.marykayintouch.com) page, under **Business Tools**, you can access more resources, such as: **Building your own brochures** for the **Travel Roll Up Bag, Brush Set, MKMen, Team Building, Party Flier**, and **Mirror with Tray Party Placement**.

You can also send company designed ECards to your customers. And you can set up Product Reorder Reminder Email Notices for certain products. You must have a Personal Website to participate in the Product Reorder Reminder. Just another reason to make sure you have all of the tools available to you to work your business.



### **NEW! Insulated Carrier System**

Stay ready to deliver product orders with this exciting, convenient, three-piece storage system. Each component of the system is insulated and customizable, allowing you to protect your products and make it your own!

It's as easy as 1-2-3

Complete 31" three piece system includes:

1. Top Case with Lipstick Tray measures 5" x 15" x 13"
2. Color Cosmetic Case includes 2 color trays and 1 pencil tray and measures 10" x 15" x 13"
3. Wheeled Base with kickstand measures 16" x 15" x 13"





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## #11 Full Circle Success

You'll hear us talking about working "**full-circle**" a lot! And, it is what you want to master. I believe in **working SMART, not HARD!** And working full circle is working smart! It keeps you in business with future appointments and builds your team to earn the car or go on to directorship!

### A Full Circle Appointment involves:



**Selling sets** (as in the Beauty Essentials travel roll-up and the sets inside.)

**Booking two replacement classes** while you're at the appointment. Every woman at the class should have two facials—the one that day and a check-up facial/personal glamour makeover within 2 weeks. Attempt to book everyone, but make it your goal to book two.

**Scheduling two Interviews** (the hostess plus one more)

Take recruiting literature with you to send home with at least two people. Literature from the company is available on Section 2, so order plenty to send home with them to read.

Learn the recruiting scripts to use so you can build your team, and then call me with their names and numbers so I can follow-up with you. They would be perfect people for a 3-way call the following day.

### Scripts for Scheduling Interview

By Julie Potts, Sales Director

\_\_\_\_\_, I've been thinking about you lately. I realize Mary Kay is something you probably haven't considered for yourself, and that is OK. I need customers, too. But I think you'd be great because you are \_\_\_\_\_. Could we meet sometime soon for coffee so that I can share some facts about how Mary Kay could work into your life? I would really value your time and consideration. If, after we talk, and you decide it's still not for you right now, I will honor your decision. When's the best for us together, breakfast or lunch? Tomorrow or (next day)?

\_\_\_\_\_, I've been thinking about you lately. I realize that MK is something you probably haven't considered yourself, but I think you'd be awesome because \_\_\_\_\_. I know you are very busy, so could I have my Director call you this week and give you some facts about our business? She is sweet and not pushy at all. Just keep an open mind and see if it's for you. If you decide it's not for you now, then we will honor that decision but remember the opportunity is always available to you. I just think you could be so good and I'm sure the extra money would be nice. When's the best time for \_\_\_\_\_ to contact you? What's the latest she can call you? It will only take about 20-30 mins. I appreciate you helping me meet my goal, too.

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## Digital Zone

### Your Guide to Interactive Success

#### *#12 Digital Zone: Your Guide to interactive Success*

On [www.marykayintouch.com](http://www.marykayintouch.com) under '**Business Tools**' you can access the '**Digital Zone**'. This area will teach you all about the Social Media Guidelines designed to keep you in compliance with the terms of your agreement and the company when it comes to sharing your Mary Kay business in the social media world.

Becoming familiar with these guidelines is important to your Mary Kay business.

Also available are **Company Approved Facebook and Twitter status up-to-date** post already waiting for you to send to your customers to promote products. These are always up to date so there is no need for you to spend your time on this, just use what the company already has available for you.

You can also access Company videos from [www.youtube.com/marykay](http://www.youtube.com/marykay) and there are many company approved images of products to use should you wish to design a postcard or flier to send to your customers.

And instructions on how to share from your personal website, facebook, twitter and youtube.

The Digital Zone is definitely a resource that you can put to good use promoting your business while staying within the guidelines of your agreement.

