**Welcome To Christy’s Queens**

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Welcome to our Unit!

I am so excited to be the first to welcome you to the best business opportunity for women in America! We are so glad to have you in our group. There must be a million questions running through your mind right now and I can assure you that this is normal. I was so excited when I joined in 2005. I wanted to learn everything now…right now. Be patient with yourself. Your journey in Mary Kay will be one of both personal and professional growth. I encourage you, first and foremost, to be a good student. You can learn all you need to know about makeup in one day but you will spend years learning about yourself and others, attitude management, time management, money management, etc. It will be both exciting and rewarding.

A system of learning has been developed **just for you**. Begin with your welcome packet. Each assignment is designed to build a specific skill. Your weekly success meetings and Mary Kay University (MKU) are your first steps. They should never be missed. We are in the Go-Give Area of Mary Kay so I have been granted permission to allow our Unit to do training (audio and video) from National Sales Director Diana Sumpter’s Website. Our unit “Christy’s Queens” is truly based on God first, family second, and career third. We consider each and every person in our Unit a family member. After going through the package, please feel free to contact me if you have any questions or concerns about this opportunity. I am always available to assist you in pursuing your dreams and outlining a future for your family that will be both fulfilling and profitable.

Your excited Sales Director,

Christy Cox

**Unit Information**

Director’s Cell Phone Number:

479-366-6370

Our Unit Name and Unit #:

Christy’s Queens/KG53

Director’s Email:

[christyrcox@marykay.com](mailto:christyrcox@marykay.com)

Your seminar Affiliation: Sapphire-Go Give Area

Our Go-Give Sapphire National Director’s Website:

www.mkmydreamteam.net

Director’s Address:

Christy Cox

6286 Pierce Manse Loop

Benton, AR 72019

Our Unit Hotline: (**PLEASE CALL DAILY; leave your name/message after mine)**

**641-715-3900,** access code: 38199

**Training Opportunities! Live Conference Call with ME!**

**Thursday Evenings**

**9PM CST Unit Sharing the Opportunity /NEW CONSULTANT TRAINING**

**Dial –in Number**

**805-399-1000 Participant Code 327799**

**(if you miss it will be recorded)Playback Number 805-399-1099)**

**The consultant with the most guest(s) on the call will win a $20 gift card! Starting with 3 guest(s) they must be 18 or older and have tried the product!**

**8AM CST Saturday Morning Training Call with JoAnna Shipe; 218-844-0870 code 1040082# Announce yourself with Christy’s Queens!**

***What to do while you wait for your Starter Kit to arrive:***

**Make a list of at least 30 women who you would like to get their**

**opinion of our product line.**

**Make a decision on inventory and get your order placed so your Starter Kit and product come in about the same time!**

**Decide when you want to work your business by filling in a**

**Weekly Plan Sheet by Sunday to earn your prizes from me.**

**Have 3 women listen to our marketing plan and give their opinion so you can earn your Pearl Earrings. These can guests to meetings or talking with your Directors within your first week.**

**Sign up for your First Steps! Go to** [**www.marykayintouch.com**](http://www.marykayintouch.com/)

**Call in and listen to each of the New Consultant Trainings. At** [**www.mkdreamteam.net**](http://www.mkdreamteam.net) **click on Enter the Video Channel or you can also listen to the 5 basic training calls via phone 641-715-3800 access 469951#. They are the same trainings.**

**Open 2 Checking accounts with Debit Cards.**

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**Observe 2 parties, one at your weekly success event and one with your Recruiter or Director.**

**Attend a local New Consultant training.**

**This is our Playbook** and should help you focus on setting the right goals up front so you can achieve your dreams for you and your family. This is a guide to help you simplify the many options to run your business. I am here to coach you in any way you want. My desire is to **educate, motivate and inspire** you to succeed in your business.

**Ready…** We all have successes and failures to learn from. Use these simple 3 questions to make yourself **ready** for the New Year.

* What do I need to **start** doing this year that is different from last year?
* What do I need to **stop** doing this year that is different from last year?
* What do I need to **continue** doing this year that brought me success last year?

**Set…** Now it is time to **set** your goals for this year. Mary Kay gives you many options to achieve results. Through weekly meetings, conference calls, Leadership, Seminar, Mary Kay InTouch™ and a host of other opportunities you can find many ways to achieve your success. Goals need to be built around the SMART Model.

* **S**pecific
* **M**easurable
* **A**ttainable
* **R**esults-driven
* **T**ime bound

**Go…**  [www.mkdreamteam.net](http://www.mkdreamteam.net); please start your Video and Audio Trainings! Now put those goals into action. Share your goals with your team members, your director and others and have them hold you accountable for the goals you set. As on a successful baseball team, each player will have her own position to play, and we will only accomplish our team victory together as a UNIT when we each reach our own individual goals. As your coach, I will be standing beside you through every play of every inning. I can help you with the game plan, but only you can run the bases. I believe that you have the heart of a champion, and it’s time to put your name on the scoreboard. I know that you are ready, and I believe that this will be our greatest year ever together as a BRAND NEW team BECAUSE it will be your greatest year ever as a champion in this game of Mary Kay. Forgive yourself when you fail and simply start over. It is not the failures you will remember but the successes. Mary Kay is full of folks who have walked through the same issues we have today. Many are successful and many have failed. The difference is simply the ability to do! Find what works for you and **go** forth every day. Thomas Edison said, “I have not failed. I have just found 10,000 ways that won’t work.”

**Now, let’s get started. Batter up!**

Ready to educate, motivate and inspire,

Christy Cox

Proud Independent Sales Director of Christy’s Queens

***New Consultant Checklist***

\_\_\_\_\_ ***1. Make a list of at least 30-50 women who you would like to get their opinion of our product line. Make a decision on Ordering Inventory so your starter kit and product come in at the same time(the Starter Kit normally takes about a week to arrive)***$3600 - $1800 wholesale is your best choice, because you’ll receive over $400 in FREE products from the Company, and you’ll have enough inventory to take a profit immediately. Additionally, the Company will send you free referrals from customers looking for a Consultant in your area. Should you choose full inventory with $3600 wholesale, I will come to you and train you personally, as well as hold your first class or business debut).

\_\_\_\_\_ ***2. Sign up for your First Steps! Go to*** [***www.marykayintouch.com***](http://www.marykayintouch.com)***, Order Business Cards*** Find the "MK Connection” form in your Starter Kit. Your best deal is to order the set of 500 "tent style" cards, 1000 product labels, name badge, and return address stamp. Allow at least 2 weeks for delivery. Open 2 Checking account with Debit Cards.

\_\_\_\_\_ ***3. Set up your Mary Kay web page*** This will allow your customers to order with you online! The cost is only $25 your first year after that it is $50 per year for this first class, professional service, and you’ll probably recover your cost with your first online order! Also, when you set up your site you’ll be instructed to enter 5 zip codes for your area which will send new customers to your site when they log on to Mary Kay’s site and are looking for a Consultant. If you’d like to see my web page, go to: [www.marykay.com/christyrcox](http://www.marykay.com/christyrcox).

\_\_\_\_\_ ***4. Listen to your CD*** included in your Starter Kit.  Practice your presentation by watching your Skin Care DVD, watch that as well. Observe 2 parties, one at your weekly success event and one with your recruiter or Director.

\_\_\_\_\_ ***5. Attend a local New Consultant training. Local Consultants - attend our Girls' Night Out Tuesday 6:30PM-8:30PM!*** You’ll attend 4 consecutive training sessions, each week at “Celebration Station (1210 Hot Springs Hwy, Benton, AR\*exit 117 off I-30 across the street from The Waffle House in the State Farm Building)!” You’ll probably also want to observe a Skin Care Class with your recruiter or Director. Out-of -town Consultants: your recruiter will check with your adopted Director on her training schedule. To help pay for the offset of the room the cost is $5 a week or $15 a month!

\_\_\_\_\_ 6***. Enroll in the Preferred Customer Program*** This allows you to offer your customers a FREE GIFT with a $40 purchase! It’s GREAT because it rewards your customers and it also encourages them to spend at least $40 with you! Ask your recruiter or Director for current dates and deadlines.

\_\_\_\_\_ 7***. Mileage Log and Tax Benefits*** Begin keeping a mileage log NOW! Each time you go to a class, meeting, bank, post office, office supply store, make a delivery, etc…document your beginning and ending mileage. You’ll also want to be sure to keep ALL of your business-related receipts. Examples: cotton balls, Q-tips, headbands or clips, pens, phone, computer, stamps, tackle box (great for storing non-perishable glamour items in your car, such as Eye and Cheek colors, powders, and compacts).

\_\_\_\_\_ 8***. Use your Weekly Plan Sheet*** Make out your schedule and stick to it! Have a family meeting every Sunday night to get everyone’s schedule on it, as well as your Mary Kay appointments, so everyone knows who is where (post it on your refrigerator for the week to eliminate unnecessary confusion and stress)!

\_\_\_\_\_ 9. ***Weekly Accomplishment Sheet*** Oh, so important! Fill it out and turn it in to me EVERY WEEK, this can be done [www.marykayintouch.com](http://www.marykayintouch.com)! This is the only way I have to track your efforts and activity; it’s how you receive all your prizes, recognition in the newsletter, as well as Mid-Year and Year-End prizes. It’s also what your accountant will use to track your sales for tax purposes, so make sure you do it! Out-of towners: make 2 copies, and give one to your adopted Director and fax or mail the other one to me. After your results are input, I’ll return them to you!

\_\_\_\_\_ ***10. Call Our Daily HOTLINE today for motivation and spiritual inspiration,*** 641-715-3900 (access code: 38199) this is how we stay upbeat and encouraged every day. I change the message Monday - Friday by 10:00am, and it’s a 5 – 8 minute message! Leave your name after my message!

**Training Opportunities**

**Conference Call Number PLEASE, RSVP by texting me before you hop on:**

**Thursday Night 805-399-1000 Participant Code 327799**

**9PM New Consultant Training / Sharing the Opportunity (your guests are welcome)**

**(Playback # 805-399-1099)**

**Saturday Morning Training Call, 218-844-0870 code 1040082#**

**8AM CST**

**START YOUR TRAINING TODAY!!**

**LISTEN TO YOUR NEW CONSULTANT TRAININGS VIA YOUR COMPUTER:**

* **Go to: www.mkdreamteam.net**
* **Click on "Click on " Video Training"**
* **Training Section and watch New Consultant Training!!**
* **The Handouts you need for these recordings are located just below the Audio**
* **Section, just scroll down.**

**OR**

**LISTEN TO YOUR NEW CONSULTANT TRAININGS VIA YOUR PHONE:**

* **641-715-3800 ACCESS CODE 469951#**

**PRESS 1 GETTING STARTED AND PROFESSIONAL WAY TO START**

**PRESS 2 INVENTORY OPTIONS**

**PRESS 3 MANAGING YOUR MK MONEY**

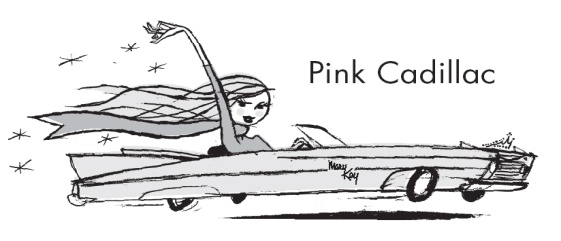
**PRESS 4 POWER OF POWER START AND SMILE PROCESS**

**PRESS 5 PARTY PROCEDURE**

**PRESS 6 FIRST STEPS AND INTOUCH**

**PRESS 7 INDIVIDUAL CONSULTATIONS**

**PRESS 8 KITCHEN COACHING**



**The professional way to operate your Mary Kay business**

**Isn’t it exciting to have your very own business! You are the CHAIRWOMAN OF THE BOARD!**

**YOU are in control! What a great adventure you have embarked upon. As your director, I am here to share with you those ideas which experience has shown us are good for building your success in Mary Kay!**

**Starting most businesses would require thousands of dollars. In Mary Kay, however you have an unparalleled opportunity that comes to you in one small box, your beauty showcase. Think for a moment of all the things that could be involved if you were to open a dress shop. We will use that analogy as we discuss a variety of ways to look at the subject of inventory.**

**Starting with inventory is an option. Experience has shown us that there are many advantages to having inventory on hand when you begin.**

1. **You will sell more because women buy impulsively, and will delight in being able to take the product home and use it immediately.**
2. **When your client takes it home immediately, she remembers how to use the product and will not change her mind as she might if you come back two weeks later to deliver her order.**
3. **It is a time-saver for you. While you are making deliveries, you could be doing another class!**
4. **It can be very challenging to get customers to pay up-front for their product if you do not have it available that day or night.**
5. **You can put product out on trial: This is especially good for very busy customers. Just let her use the product for one week and at the end of the week, she can purchase it or return it to you. You can take the open bottles and return them to Mary Kay at NO cost to you!**
6. **You will have product on hand for making and marketing your gift giving services (baskets)**

**You will have the product on hand so that you can provide “Creative Financing’ for your customers. Sometimes you need to offer split payment arrangements, but want them to take their product home.**

**The most important reason to carry inventory on-hand is ACCOUNTABILITY.**

**You immediately start treating this with a business mentality. Experience has shown that when you treat this like a business, you get business results. On the other hand, when you treat it as a hobby, you get hobby results.**

**Think of it this way, if you tried on a dress and decided to purchase it, then found you had to pay for it today, but had to be ordered and you would get it in a week or so, you could lose some of your enthusiasm, right? In fact, you might even go to another store! Your goal will be to have a full inventory! Regardless of whether you start with or without product, you will eventually want to have a full inventory on your shelf. This will enable you to continually hold classes with the confidence that you have everything available on hold that a client would want. You will have every style and size of dress in your shop!**

**Experience has shown that a full inventory is about $3,600-$4,800 wholesale, depending on how many classes a week you want to hold. If you are looking at putting in about 6-8 hours a week (2-3 classes), you will need $4,800 wholesale. If you are looking at putting in about 1-5 hours a week, you will need $3,600 wholesale!**

**AT THIS POINT, YOU MAY BE IN A MILD STATE OF PANIC! You might be saying, I GOT INTO MARY KAY TO MAKE MONEY, NOT SPEND IT! Don’t Worry! You will make money and it is important for you to know the best way to manage your business for MAXIMUM profit. That’s why we cover all of these options, remembering that the final decision is yours. Where else can you take a sum of money and double it? If you put $5,000 into a savings account, you will earn about $75 a year! In Mary Kay, you can double it with a buy back guarantee in much less time!**

**WHERE TO GET THE MONEY TO OPEN YOUR BUSINESS**

**You may be saying, Yes I want to start my business on a PROFIT BASIS, but where do I get the money? Even if you have the money in savings, it is smarter to use someone else’s funding.**

**The most popular way to fund your business is to go to the bank and borrow it. Now, this is NOT a car or TV. One skin care class a month can cover your payment to the bank, and all of the other sales will be split between product replenishment and a salary for you! It doesn’t matter if you start with the $600 of the $4,800 inventory, the payment will be the same because the larger the loan, the longer you can spread out the payments, and ALL OF THE INTEREST CAN BE TAX DEDUCTIBLE**

**By borrowing money, you are establishing credit in your name, plus that monthly payment gives you a wonderful incentive to get out there and share your product!**

**ADDITIONAL WAYS TO FUND YOUR BUSINESS:**

**Visa/Master Card/Discover Loan against saving’s Account**

**Loan against Certificate of Deposit Signature or Personal Loan**

**Line of Credit Loan Finance Company Loan**

**Loan against Life Insurance Policy Supportive friend or relation (or co-signer)**

**Often times a new Consultant will ask what I would suggest for them, of course this is a personal financial decision.**

**However, because of my experience in the business, I do offer the following suggestion: If you are planning to succeed and want PROFIT RIGHT AWAY AND OFFER THE ULTIMATE MARY KAY EXPERIENCE TO YOUR CUSTOMERS, if possible, order the FULL INVENTORY. If you are absolutely TERRIFIED or looking for HOBBY RESULTS, you may consider a partial inventory. But, know that you will need to reinvest your profits!**

**Feel better? You see, this is a business, and when you begin to treat it as such, you are assuring your success!**

**By the way, if there is still a doubt inside, know that Mary Kay agrees to buy back your inventory for 90% should you decide for any reason you can no longer continue to be a consultant.**

**There is absolutely no risk in Mary Kay!!!!**

OPTIONAL INVENTORY PACKAGES

PEARL STAR PACKAGE

**Full Inventory for Full-Time Work**

**$4,800 Wholesale - $9,600 Retail – 30-40 Customers (all skin tones)**

**Borrow S6,100 Pearl Star** Consultant Status

$4,800 - Product 6 Free Product Bundles $620

$ 950 - Tax @ 9% Order within 15 day Bonus: $110

$ 200 - Business Supplies (Section II) Biz Builders Bucks (use on next order) $160

$ 100 - Business Cards, Web Page & Misc. (Ordered Separately) ***Total Free: $890***

 You will receive enough products for ***8 Roll-up Bags (all Skin Care Lines)and 2 Boutique line.***

 Need to sell about ***12 Lipsticks*** per month to make loan payment.

**Appr. Monthly Loan payment: 4 years = $154 3 years = $196 (Based on 10%)**

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EMERALD STAR PLUS PACKAGE

**Full Inventory for Full-Time Work**

**$4,200 Wholesale - $8,400 Retail – 25-30 Customers (all skin tones)**

**Borrow S5,400 Emerald Star** Consultant Status

$4,200 - Product 6 Free Product Bundles $620

$ 850 - Tax @ 9% Order within 15 day Bonus: $110

$ 200 - Business Supplies (Section II) Biz Builders (use on next order) $140

$ 100 - Business Cards, Web Page & Misc. (Ordered Separately) ***Total Free: $870***

 You will receive enough products for ***6 1/2 Roll-up Bags (all Skin Care Lines)and 1 of the Boutique Lines.***

 Need to sell about ***11 Lipsticks*** per month to make loan payment.

**Appr. Monthly Loan payment: 4 years = $131 3 years = $167**

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EMERALD STAR PACKAGE

**Full Inventory for Part-Time Work**

**$3,600 Wholesale - $7,200 Retail – 25-30 Customers (all skin tones)**

**Borrow S4.650 Emerald Star** Consultant

$3,600 - Product 6 Free Product Bundles: $620

$ 750 - Tax @ 9% Order within 15 day Bonus: $110

$ 200 - Business Supplies (Section II) Biz Builders (use on next order) $125

$ 100 - Business Cards, Web Page & Misc. (Ordered Separately) ***Total Free: $855***

 You will receive enough products for ***5 Roll-up Bags (all Skin Care Lines)and 1 of the Boutique Lines***

 Need to sell about ***10 Lipsticks*** per month to make loan payment.

**Appr. Monthly Loan payment: 4 years = $116 3 years = $148**

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DIAMOND STAR PACKAGE

**$3,000 Wholesale - $6,000 Retail – 25-30 Customers**

**Borrow S3.850 Diamond Star** Consultant

$3,000 - Product 5 Free Product Bundles: $525

$ 600 - Tax @ 9% Order within 15 day Bonus: $110

$ 200 - Business Supplies (Section II) Biz Builders (use on next order) $100

$ 100 - Business Cards, Web Page & Misc. (Ordered Separately) ***Total Free: $735***

 You will receive enough products for ***4 Roll-up Bags(all Skin Care Lines) and 1 Boutique***

 Need to sell about ***10 Lipsticks*** per month to make loan payment.

**Appr. Monthly Loan Payment: 3 years = $125 2 years = $177**

RUBY STAR PACKAGE

$**2,400 Wholesale - $4,800 Retail - 20-25 Customers**

**Borrow S3,200 Ruby Star** Consultant

$2,400 - Product 4 Free Product Bundles: $430

$ 500 - Tax @ 8.5% Order within 15 day Bonus: $110

$ 200 - Business Supplies (Section II) Biz Builders (use on next order) $ 80

$ 100 - Business Cards, Web Page & Misc. (Ordered Separately) ***Total Free: $620***

 You will receive enough products for ***4 Roll-up Bags (all Skin Care Lines)***

 Need to sell about ***8 Lipsticks*** per month to make loan payment.

**Appr. Monthly Loan Payment: 3 years = $100 2 years = $145**

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SAPPHIRE STAR PACKAGE

**$1,800 Wholesale - $3,600 Retail – 15-20 Customers**

**Borrow $2,500 Sapphire Star** Consultant

$1,800 - Product 3 Free Product Bundles: $335

$ 400 - Tax @ 8.5% Order with 15 day Bonus: $110

$ 200 - Business Supplies (Section II) Biz Builders (use on next order) $ 50

$ 100 - Business Cards, Web Page & Misc. (Ordered Separately) ***Total Free: $495***

You will receive enough products for ***3 Roll-up Bags***

 Need to sell about ***6 Lipsticks*** per month to make loan payment.

**Appr. Monthly Loan Payment: 3 years = $79 2 years = $113**

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ENHANCED PACKAGE

**$1,200 Wholesale - $2,400 Retail – 8-15 Customers**

**Borrow $1,700** 2 Free Product Bundles: $210

$1,200 - Product Order within 15 day Bonus: $110

$ 250 - Tax @ 8.5% Biz Builders (use on next order) $ 35

$ 125 - Business Supplies (Section II) ***Total Free: $355***

$ 100 - Business Cards, Web Page & Misc. (Ordered Separately)

 You will receive enough products for ***2 Roll-up Bags***

 Need to sell about ***6 Lipsticks*** per month to make loan payment.

**Appr. Monthly Loan Payment: 2 years = $77**

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BASIC PACKAGE

**$600 Wholesale- $1,200 Retail- 6-8 Customers**

**Borrow $ 950** Free Products $115

$ 600 – Product Order within 15 day Bonus: $110

$ 150 - Tax @ 8.5% Biz Builders (use on next order) $ 15

$ 100 - Business Supplies (Section II) ***Total Free: $240***

$ 100 - Business Cards, Web Page & Misc. (Ordered Separately)

 You will receive enough products for ***1 1/2 Roll-up Bags***

 Need to sell about ***6 Lipsticks*** per month to make loan payment.

**Appr. Monthly Loan Payment: 1 years = $81**

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Advantages of being a Star Consultant

(Sapphire – Pearl Packages):

**Qualify for Company Referrals (Contacts through www.marykay.com and 1-800-MARYKAY)**

**Completes one of the qualifications to enter Director in Qualification Program**

**Qualify for 5 Day Early Ordering on quarterly new product launches.**

**Star Consultant Pin (Your MK report card)**

**Special Initial Star jewelry (each unit has a unique piece of jewelry to signify those who invested in an initial inventory of Sapphire or higher.)**

**Prize from the Company**

**Recognition at Local Events**

**First entry of your Mary Kay Accolades (Introduction and Recognition at events)**

***BIZ Builder Bucks:***

**To be used on your 2nd order of $400 wholesale or more within 2 calendar months.**

***Other Facts on Initial Ordering***

**Free product bonus will come based on the amount of first order. This is available only on initial orders placed in the first or second month of business.**

**You will receive a CUSTOMIZED COLOR COLLECTION for placing your initial order of $600 wholesale or more within 15 days of your start date.**

**Create a Roll up will include one set of each of the first two rows on our current Create a Roll Up page (included in this packet)**

**The tax rate is based on retail cost of product + Section 2 + free product bonuses and rounded up to the next $50 for this brochure. Your tax rate may vary from the amounts listed.**

**Boutique Lines include: Body Care, Fragrances, Men’s Care, Sunscreens**