

Now Enrolling...

Mary Kay University

COURSE DESCRIPTIONS:

CLASS #1:

VISION, ATTITUDE & IMAGE (pg. 3)

CLASS #2:

BOOK (pg. 4-8)

CLASS #3:

COACH (pg. 9-12)

CLASS #4:

SELL (pg. 13-28)

CLASS #5:

RECRUIT (pg. 29-33)

CLASS #6:

TIME & MONEY MANAGEMENT (pg. 34-39)

BONUS

Receive the Mary Kay Bejeweled
Calculator as a Graduation Gift!



Class 1: Vision, Attitude & Image

Write down your absolute WILDEST Mary Kay Vision _____

3 Secrets to Success:

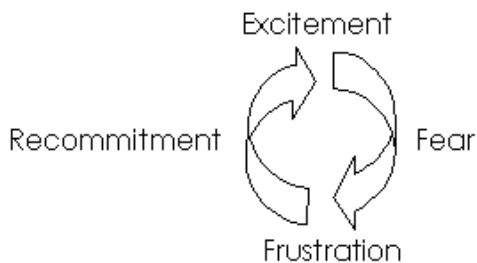
1. _____
2. _____
3. _____

3 Habits for Success:

1. _____
2. _____
3. _____

The Most Important Habit for Success:

Consultant Life Cycle



The Perfect Party (you will draw it):

“What you see depends a lot on what you are looking for.”

The **1** common denominator among every successful consultant & director is: _____

3 Annual Events

1. _____
2. _____
3. _____

What Does Your Image Say About You?

Your image is one of your most important business assets.

_____ (def.) - is the way you conduct yourself and your business.
It is the key to the image you project. (Appearance, Attitude, Words, Punctuality, etc...)

TAKE YOUR first challenge.

Power Start

Offer facials to 30 customers individually or in a skin care party setting* during a one-month period. You can receive a platinum-toned pin with crystals from your Independent Sales Director.**



Smile & Have High Energy :)

“Hey _____, guess what, guess what guess what???? I just started my new business and I NOW teach skin care and mineral makeup with the #1 brand in America, Mary Kay and I have a HUUUUGE goal...I need to practice and finish 30 facials & makeovers in 30 days. I immediately thought of you because I would LOOOOVE to borrow your face please!! I am available 1.____ 2.____ 3.____, which date works best for you?” (Pause and Silence - wait for their response:)

Power Start Plus Tracking Sheet

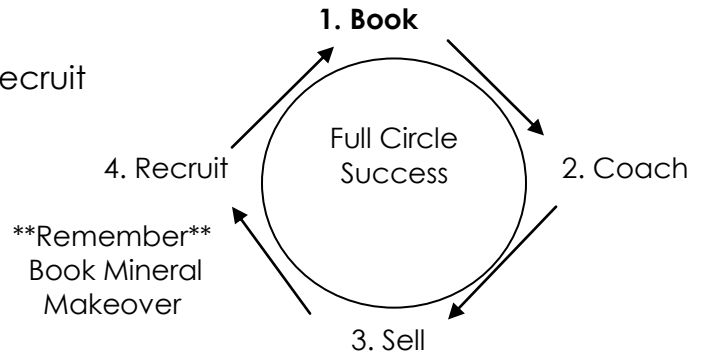
Customer Name/Prospective Team Member	Phone Number	Date of Facial	Mineral Makeover Date	1-10 Level of Interest in Starting a MK Business	Date of Followup for Team Building	Sales
1.						
2.						
3.						
4.						
5.						
6.						
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9.						
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29.						
30.						

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Class 2: Book

Full Circle Success: **Book** → Coach → Sell → Recruit

Booking is the **LIFELINE** to your business!



3 Ways to Book

#1. Your Circle of Influence (def.): _____

- ✓ Start with your _____ and _____...however, that is only a _____
- ✓ To grow into a _____ you must _____ from your _____
- ✓ Memorize your _____ Script (below).

#2. Book from Your Bookings: _____

- ✓ Mineral Makeovers are an _____ part of your business.
- ✓ Why will people help you & book again? _____
- ✓ Offer a booking gift/discount/tickets inside of a _____
- ✓ A script to follow during the individual close will be on page # _____

3. Networking: _____

- ✓ Always be _____ and take _____ everywhere!
- ✓ Get their _____ information.
- ✓ Memorize the Networking Script on page # _____.

A Powerful Introduction Script- Get noticed every time!

"My name is _____. I am a brand new Mary Kay Independent Beauty Consultant. I just started my business one month ago, but I'm so excited about this opportunity that allows me to grow professionally and financially. I enjoy the flexible schedule and the unlimited earning potential. My goal with this business is to create a solid source of income for my family and to qualify for the use of my first career car."



It would be very smart to memorize and use this script every time you introduce yourself. For your Mary Kay parties, networking events, social gatherings, etc... BEE POWERFUL!

How To Book?

1. **Affirmation:** repeat out loud 10 times before you begin making your calls.

"I am a master booker. Everyone I know wants to book with me.

People actually cancel with YOU just to book with me."

2. The Best Booking Times Are...

- ✓ Mon. – Fri. _____ am to _____ am and lunch time (12pm – 1pm)
- ✓ Sun. – Thur. _____ pm to _____ pm and Friday afternoon (4pm – 6pm)

4. Find A Place To Book & Have Supplies

- ✓ Your _____ is a GREAT place. It could be your office, park, wherever!
- ✓ Supplies: list of who to call, phone, pencil, date book, scripts

5. Attitude

- ✓ When you're booking you need to be _____ and have _____.
- ✓ Keep a _____ by your phone.
- ✓ A few _____ will really get your heart rate going.
- ✓ Sound like you are in a huge _____ and very _____.

6. Don't Take It Personally.

- ✓ Take the _____ out of the equation.
- ✓ This business is _____
not _____.

The Law Of Averages

Book _____, hold _____.

Book _____, hold _____.

Book _____, hold _____.

7. Time Limit

- ✓ Keep calls to _____ minutes by using a _____. (short, sweet & fun)
- ✓ Take care of _____ first and then take the time to catch up with them.
- ✓ After one booking keep going because women can hear the _____
in your voice.

8. Reward Yourself

✓ My Goal is to book _____ appointments on _____

✓ My Reward will be: _____

Power Start Script:

Make sure you are SMILING the entire time ☺

"Hey _____, guess what, guess what, guess what? I just started a new business and I NOW teach skin care and mineral makeup with the #1 brand in America, Mary Kay and I immediately thought of you because I have a HUGE goal to finish 30 practice facials & makeovers in 30 days and I would LOVE to borrow your face please! I am available on... 1. ___ 2. ___ 3. ___, which one works best for you?" (Pause & Silence - wait for their response ☺)

Yay! That sounds perfect. I just knew that I could count on you. Thank you for being a GREAT friend. I am so excited to see you on _____ date at _____ time. I am going to send you a reminder card in the mail so you don't forget about me and my HUGE goal. What's your mailing address?

(Stay Smiling ☺) Ok, perfect! So, I wanted to ask you for another favor...who do you know that would also lend me their face & help me reach my 30 faces goal? (Wait)

You do? Yay! Who? (Wait)

Ok, I will send her a reminder invite as well. What's her mailing address? (Wait)
Please let her know so when she gets the card in the mail she knows what it's all about, ok?

If she doesn't have the mailing address, ask her ...

Ok, when you get her address do you want to email or text it to me? (Wait)

(Then mail her friend a handwritten thank you/reminder postcard too!)

Thank you so much girl for helping me reach my goal. Really, it means the world to me and I can't wait to see you on _____ date at _____ time! Bye! ☺

Networking Script

It was so nice to meet you! Before I leave I really want to give you this goodie bag with a sample and invite you to my beauty center for a facial and a makeover. I have a huge goal to complete my 30 practice facials and I would LOVE to borrow your face please. I'm available 1. ___ 2. ___ 3. ___ Which works best for you? (Pause & Wait)

Great! Please fill out this card and if you want to bring a friend let me know when I contact you, ok? ☺ Thank you so much! Enjoy your sample _____; it is one of my favorite products!!
See you on _____. (Repeat her chosen date)

Script for Referrals on the Back of the Customer Profile Card

If your customer IS NOT hosting a party for you THEN these referrals are there for you to call! YOUR Red Jacket, YOUR Free Car, YOUR Directorship is sitting on the back of those cards. Pick up the phone!

(With a HUGE SMILE ☺ on your face the entire time)

Hi _____! My name is _____ and you don't know me; but your friend _____ gave me your name and number because she recently had a Mary Kay mineral makeover and **absolutely loved** it & she just knew **you would also love the gift** of a mineral makeover. So, I'm just calling to find out if you prefer a weekday or weekend for your makeover and your gift. ☺

Morning? Afternoon? Or Evening? (Go through the steps and choose a date)

Great! I have you down for _____ at _____. I'm going to send you a super cute save the date postcard. What is your mailing address please?

Awesome! Well, you know how women hate to go to the bathroom alone? (Chuckle & Wait)

Well, you can have more fun when you share your makeover with friends and ALL of you will get a FREE _____ for lending your face for my goal of completing 30 makeovers in the next 30 days...So, which friends do you want to invite?

Great! I'll send you a quick text for their names and addresses and I will send them a super cute invitation as well.

Thanks so much. Have a great night (day)! Can't wait to meet you and we'll be in touch.

Texting Script for Facial Boxes or Networking Events

"Stacy, this is YOUR NAME from the _____ event, u stopped by our table. Letting u know u won our ultimate free pampering package w/ a color makeover & gift certificate 2 get free makeup. Congratulations!! Text me back to make sure I have the right Stacy."

Once they reply..."Can I call u 2 give u the details? ☺"

The Call..."Hi Stacy, this is YOUR NAME. I'm sure this is the craziest call you've gotten all day but let me tell you what you won...It includes pampering session for our hands, a mask and balm for your lips, a skin care consultation, customized foundation matching, and a quick Dash Out the Door neutral look that you will love! You can include girlfriends, it's free for them also, but only you get the gift certificate. So what is best for you – this week or is next week more like what you had in mind?

Great! I will send you an email/text with my information and my website so you can check out the product line. Cant wait to see you on ____ (reconfirm date and time)"

Class 3: Coaching – If booking is the lifeline to your business then coaching is the heartbeat.

Full Circle Success: Book → **Coach** → Sell → Recruit

Coaching (def.) – _____

Steps to Coach Your Appointments

1. No Guest List = No Party

- ✓ How do you get the guest list? _____ It.
- ✓ It's totally mental. Simply tell her what will happen.
- ✓ Sample Dialogue: *"I am so excited about your mineral makeover Saturday @ 2pm. Just reply to my text/email with your friend's addresses. I'll send out super cute invitations to all you invite and that's it. Let's send out at least 10 invites so that 5 show up, ok?"*

2. YOU Mail Out the Invitations

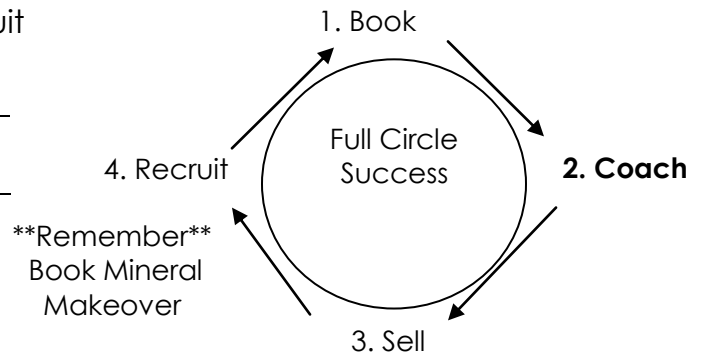
- ✓ E-vites are definitely _____ the same as physical invitations.
- ✓ The cuter the _____ the higher the attendance at the party.

3. The RSVP On The Invite Should Be Your Cell Number (No Name Please).

- ✓ If they don't call you? Call everyone starting 4 days prior to the party.
- ✓ If they can't attend? Schedule them for another date so the hostess still gets credit.

Sample Dialogue: *"I am so sorry you're going to miss all the fun at _____'s party.*

You know, I would love to still get together with you individually for your pampering session and that way _____ will still get credit for you and that will REALLY help me reach my goal of 30 facials in 30 days. Since _____ day isn't good for you do you prefer a _____ day? (pause & silence)



4. Send The 4 Handwritten Thank You Cards to the Hostess

- ✓ _____ not _____. (There is more than 1 card)
- ✓ Why do we use snail-mail? It's _____ way communication.

1. After Booking the Appointment. Send a hand written thank you/reminder card.



"All you send into the lives of others comes back into your own." — Mary Kay Ash
QUOTE INSIDE FOLD

"Hi ___! It was so great to talk to you the other day. Again, thank you again for helping me reach my goal of 30 facials in 30 days. I just knew that I could count on you. I can't wait to see you on _____ date at ___ time. You can count on me to be there rain or shine. I appreciate you and you make a difference in my business.

Living the DREAM, Your Name and #"

2. Your Hostess Program. Print it and write this script on it. (This is a sample)

<p>PRODUCTS USED</p> <p>YOUR MARY KAY® COMPACT</p>  <p>Your compact contains :</p> <ul style="list-style-type: none"> Mary Kay® Mineral Eye Color <i>Spun Silk</i> Mary Kay® Mineral Eye Color <i>Precious Pink</i> Mary Kay® Mineral Eye Color <i>Chocolate Kiss</i> Mary Kay® Mineral Cheek Color <i>Sunny Spice</i> Mary Kay® Creme Lipstick <i>Pink Satin</i> <p>ADDITIONAL ITEMS</p> <ul style="list-style-type: none">  Mary Kay® Tinted Lip Balm Sunscreen SPF 15 <i>**Trans**</i>  Peony Mary Kay® Ultimate Mascara™ <i>Black</i>  Mary Kay® Eyeliner <i>Bronze</i>  Mary Kay® Lip Liner <i>Chocolate</i> 	<p>BEFORE</p>  <p>AFTER</p> 
--	---

"Thank you again for helping me reach my goal. I wanted to send you a picture of the FREE _____ that you will be earning on _____ day. I am so excited to give this to you and I can't wait to meet all your super fun girlfriends. I'll arrive at _____ to do your personalized mineral makeover - before your girlfriends arrive. I can't wait to see their faces when they see you with your new look. You work so hard and I just know that you are well over due for this well-deserved pampering session. I am looking forward to it. Again, thank you. Living the DREAM, Your Name"

3. **The Pink Doing Green Bag** (\$1.50 on Section 2) and include a gift card for hostess credit.



"I am so thankful for your help that I just can't wait to watch you shop for FREE in my Mary Kay store with your new 'PINK DOING GREEN' shopping tote! Fun, right? ☺ Your gift card is tucked inside the bag. I am so grateful for you. Can't wait to see you on _____! Your girlfriends are going to LOVE their makeover. Living the DREAM, Your Name."

4. **After the Party** – Handwritten Thank You Card.



"Thank you so much for helping me reach my goal this month. I had a wonderful time with your friends/family at your lovely home. You were an over the top hostess and definitely you deserve all the fantastic Mary Kay gifts. I am blessed to have you as my customer. Living the DREAM, Your Name"

5. **Pre-Profile the Guest**

Pre-Profile (def.): _____

✓ Ask these 5 Questions (as you complete her customer profile card):

1. Have you tried MK products before? (if yes, investigate more before taking action)
2. How would you describe your skin tone? Ivory, Beige or Bronze?
3. Which would best describe your skin type? Dry, Normal, Combination or Oily?
4. Would you describe your skin as "sensitive"? (Investigate more with questions)
5. What would you like to change about your skin? (Puffy eyes, dry lips, fine lines, etc..)
6. What is your favorite shade of lip gloss – pink, browns, plums, corals, neutral?
7. What friend are you bringing for a FREE Gift?

6. Power Statement for the Lip-gloss Colors

- ✓ This will help with Question #2 of Pre-profiling =)
- ✓ If a woman knows what she is wearing to a party she will not cancel.
- ✓ Use these statements to help her evoke an image of her party outfit.

“We have this amazing lip-gloss called...

AU NATUREL: Has a natural undertone, making your lips sparkle in sophistication.

BEACH BRONZE: Gives your lips a sun kissed glow.

BERRY TART: A rich shade of plum with sparkle for fun.

CAFÉ AU LAIT: Want that perfect J.Lo nude lip look? This is the one.

CREAM N' SUGAR: Your lips look like dessert - light & sweet & goes with everything.

ICICLE: Nice and subtle, not a lot of color but gives a sensuous shine

FANCY NANCY: The name says it all...a rich shade of pink with sparkle of course.

PINK LUSTER: A delicate shade of pink that's full of luster.

PINK PARFAIT: This gloss is a matte bubblegum pink and absolutely amazing!

PINK SATEEN: It's a soft satin shade of pink with a touch of sparkle.

MANGO TANGO: It's a deep shade of coral & just like the tango - this color is hot!

RICH SPICE: A dark cinnamon with a touch of sparkle.

RED PASSION: Lush, rich, red color with a sparkle to accent your lips.

ROCK N' RED: It Rocks and It's Red. Think of the 80's...yeah, that's the one!

...Do you have a _____ colored accessory you could wear to match that gloss?”

7. Text Scripts To Coach Your Hostess.

Text #1: Save the Date (attach her picture)

That's ME with my fabulous new look...thank you Mary Kay! ☺Want one too? Well, save the date for a super fun pampering session and makeover at my house on _____ date @ ____am/pm. Please reply with your mailing address so I can send you a super cute invite in the mail. Can't wait to see you then! ☺Hostess Name

Text #2: Picture of the Invite (You send to her)

This is your invite! Super fun, right? I can't wait for _____day. Tell me what your friends say, ok? They are headed to the mailbox right now. ☺yay!

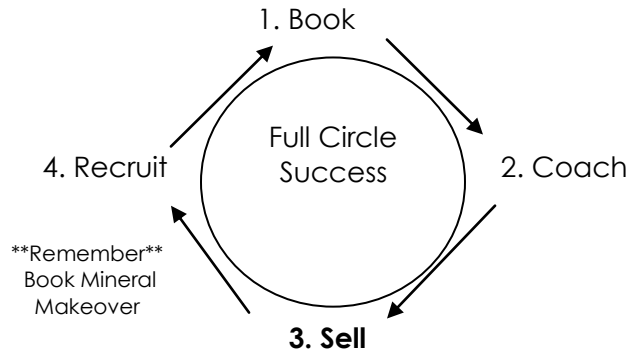
Text #3: A script for the hostess to send her friends before the party

Girl, I am so excited for our girlfriend's makeovers on ____day! It's going to be so much fun and I am totally in-LOVE with their products. My skin looks & feels amazing. Thank you in advance for supporting my friend – she is so excited to meet you! ☺Hostess Name

Class 4: Sell

Full Circle Success:

Book → Coach → **Sell** → Recruit



- ✓ Selling is a _____ skill.
- ✓ It is as _____ to sell, as it is to buy.
- ✓ Without sales the economy would crash!!
- ✓ Your friends and family are going to purchase beauty products _____
- ✓ Selling is a _____ situation.

Steps to Increasing Your Sales:

1. People will buy from you for only 1 reason: _____

- ✓ Make a _____ with customers by sharing your passionate I-Story at the beginning of the party...along with your goals and your purpose.
- ✓ Memorize & use the Powerful Introduction Script from Page # _____

2. What you don't say is more important than what you do say.

- ✓ Don't say: _____
- ✓ **Memorize this response.**
 - i. What do you do? _____ (Silence & pause)
 - ii. What kind of business? _____
 - iii. Which company? _____
 - iv. Oh, how's it going? _____

Surgery is necessary. Remove the following words from your vocabulary: _____

The Game Script:

“Ok, we are going to play a game. Grab your Customer Profile Card and turn it over to the backside. Let me tell you how you’re going to win 10 tickets. When I say, “go” you’re going to answer the questions on the back of the card. Fill out the blanks completely and whoever finishes 1st will receive 10 tickets for the raffle, 2nd place will get 5 tickets and 3rd place 3 tickets – everyone else will get 1 ticket, ok? So, fill everything out completely...nothing left blank, ok? On your mark, get set and go!”

- ✓ This is your opportunity to _____ everything up.
- ✓ Carry _____ inside your starter kit.
- ✓ What is left on the table? _____
- ✓ How do you sell skin care? _____

5. Practice & Memorize the Most Popular Sets Sheet Close.

- ✓ Side 1: _____ Side 2: _____

✓ Sample Dialogues below (read, practice & memorize):


1. *Set A is our Basic Skin Care Set. It's Forty for the Set and it includes your customized cleanser and moisturizer. It's very important that you understand that if you are here today on the soap and water plan OR you don't have a skin care regimen that you LOVE and that gives you results OR you are mixing skin care lines on your face a.k.a. "Chemical Warfare" – THEN my #1 recommendation for YOU TODAY is Set A. Your skin looks & feels great and it's not just the makeup. Its what's underneath the makeup that is making it look so amazing. It will last 3 months so that's less than 44 cents per day...think about what you spend on coffee per day? Or we are quick to purchase a purse or shoes for more than \$40 and once it's out of style it sits in the back of our closet while our faces – they are the FIRST thing people SEE when they meet us, right? So again, Set A is my #1 recommendation.*
2. *Set B is our Facelift in a bottle – the dynamic duo – the inseparable twins that reverse the signs of aging with retinyl-palmitate to stimulate collagen and with broad spectrum SPF 35. A comparable serum at the mall would be about \$100 for just one bottle but OUR Set with both the Day & the Night is just Sixty.*
3. *Now, who wants a DEAL? When you put Set A&B together this is a Miracle Set. This is **everything** you tried today on your face. The Cleanser, the Moisturizer, the Day & the Night Serum customized just for your skin. It has the Good Housekeeping seal of approval, and if you want to take age fighting to a new level then THIS is my #1 recommendation today. Now, normally A&B together would be \$100 but today – as a thank you from me for lending me your face – You can take home YOUR MIRACLE for just NINETY!!! It last 3 months, so that's exactly \$1/day!!! Just FIFTY cents in the morning & FIFTY cents at night. Isn't that awesome?!*

4. Who wants another deal? Look at the bottom left hand corner. Raise your hand if you deserve a Miracle? Well, when you take home a Miracle and one more set you get a FREE Gift of this bag – This is the “I deserve it all” Bag. Who here deserves it all?
5. When you travel, it's easy to pack and go. Just place it inside your luggage. When you're not traveling you can unroll it and it has a hook on the top. You can hang-up the bag behind your bathroom door. I love this bag. NO counter clutter and no mess.... everything is organized. Also, you can notice that the pockets are transparent. If you see everything, you will use everything because out-of-site is out of mind, right? We all have items that we never use because we never see them. The last feature I love about this bag is... (rip off a pocket dramatically) that the pockets come off. I absolutely love that I can retouch my makeup at the airport and check the rest of my roll up bag inside my suitcase. Also, I can keep my makeup pocket with me and touch up my makeup in the car (if I am not driving)''
6. So, who wants the Bag for FREE? Like I mentioned earlier, when you take home a Miracle Set and one more set the BAG is your GIFT from ME.
7. Let's review the top row – the I LOVE MY Mary Kay Special. Set C is the eye set, Set D is the Foundation Set (you can sub concealer for foundation brush if you prefer), Set E is the Dash Out The Door Look with choice of lip-gloss and Set F is the mini bronzing compact. Who wants it ALL? Well, when you take home All YOU LOVE about Mary Kay, not ONLY do you get a FREE Bag BUT you also get a FREE Compact that you can fill at your Makeover. This special is only available today for just Two-Ninety.
8. For your shopping convenience **your Mary Kay Beauty Consultant** (point at yourself and smile) accepts Visa, MasterCard, Discover, Amex, cash or check. We also have the HUP Plan - The Husband Unawareness Plan; a little cash, a little credit and a little check so you can sneak it past him. So, if you need the plan please let me know and I will hook you up.
9. Now, this is your last chance for raffle tickets. As I mentioned earlier I would LOVE to get your opinion of my Mary Kay Business. I would NEVER forgive myself if I didn't tell you how amazing a Mary Kay Business could be. Now, this may NOT be for you and that's ok because I LOVE my customers. However, I ask that you listen with an open heart. You may know someone and you can help them change their lives. Everything could be different in your life in one day, one week, one month or in a year, right? So, how many of you believe that knowledge is power (raise your hand) and the more you know the more you grow, right? So here we go...
10. Begin handing out the Marketing Information inside the sheet protectors.
 - You will be trained on what questions to ask & how to overcome objections.
 - Give them a raffle ticket for answering your questions.
 - Call out 2-3 ticket winners. The perfect prize is a \$10 voucher to be used on the day of their mineral makeover

11. It's our _____ time; it's time for shopping & eating and our "hostess with the mostess" has made some goodies for you AND this is what we're going to do next. I'm going to take you _____ into the living room. At this time you each have the _____ to book your mineral makeover and whatever you would love to take _____ you can let me know.

12. Choose the customer that will be buying the most in your opinion to close first.

Memorize and Ask the 5 Closing Questions At the Individual Close.

1. *Did you have fun?* (pause)
2. *How does your skin feel?* (touch your face and pause)
3. *It says here (as you point to the back of the profile card at her answer to question #9) that you would like to take _____ home, what else would you like to add?"* Keep asking what else? And what else? Until they have nothing else. (Begin to transfer their answer onto the sales ticket and pause – that's it. Pretty simple, huh?)
4. *Great! Your total is _____. Would you like to use cash, check or card?*
- Simply _____ and _____. Do _____ say the total amount.
- Do not use "\$" in front of the amounts.
5. Book her mineral makeover. 
Well, I can't wait to party again with you.
So, for your mineral makeover, do you prefer this week or is next week more like what you had in mind? (pause and silence)
Great, for next week do you prefer a weekday or weekend? (pause and silence) *Saturday or Sunday?* (pause and silence) *Saturday morning, afternoon*

You've just completed her DOTD (Dash out the Door) appointment and need to close her sales and book her Mineral Makeover. You are **not** asking if she wants the 2nd appointment. She wants it! You are asking her which date works best for her! Get your booking & your sale! Remember, **Bookings are the lifeline of YOUR business!** 😊

or evening? (pause and silence) Great, my next available Saturday afternoon is October 13th @ 2pm. I've got you scheduled.

- Just give them choices all the way through. Write down her appointment time on a reminder card.

Now, would you like to get _____ for FREE on _____ date?"

If yes – GREAT! I would like to send invitations to the friends you listed here. Do you have their mailing address? (If NO) No problem – do you prefer me to call you, text you or email you a reminder? (pause) GREAT! I will do that for you.

If no – GREAT! You listed some friends here and I would love to call them on your behalf and let them know that you have the gift of a pampering session and makeover for them. This is what I'll say to them...

- Repeat the script from page #8 – because you memorized it! ☺

9. Focus on Your Customers' Needs.

- ✓ Take the _____ out of your eyes and focus on having _____
- ✓ Be _____ with your customers at all times.
- ✓ Learn to read between the lines. When someone says, "I just can't take anything home today but I will call you next week." What do you realize?

- ✓ **The appropriate response is:**
 - ✓ "If money were not a concern, what would you take home?" (pause)
"Great, how would like to get that for FREE?" (pause) → This is her wish list
 - ✓ Proceed to book her for your weekly success meeting. Request her guest list with addresses by a specified date. Confirm her preferred method of contact (email, text, etc...)



YOUR TRAY LIVES HERE

AT YOUR MARY KAY MINERAL MAKEOVER...



Earn the products you LOVE...
when you share your mineral makeover with friends*.

21 and older without a prior consultant please



THE MOST POPULAR MARY KAY SETS

I LOVE MY MARY KAY...



Basic Set \$40
 3 in 1 Cleanser
 Age Fighting Moisturizer
A

Pronewal Set \$60
 Day Solution w/SPF 35
 Night Solution
B

Eye Set \$60
 Eye Firming Cream
 Eye Makeup Remover
 Mascara
C

Foundation Set \$46
 Foundation
 Foundation Primer w/SPF 15
 Foundation Brush
D

Dash Out The Door Set \$52
 Two Cream Eye Colors
 Lip Gloss
 Eyeliner
E

Bronzing Compact Set \$44
 Mini Compact
 Powder Brush
 Mineral Bronzing Powders (Matte & Shimmer)
F

Mini Compact Set \$60
 Eye Color Bundle
 Eye Primer
 Cheek Color
 Cheek Brush
G

Lip Set \$61
 Lip Primer
 Lip Liner
 Lip Gloss
 Lipstick
H

Botanical Effects Set \$58
 Cleanse Mask
 Freshen
 Hydrate
I

Replenishing Serum +C Set \$55
 Give collagen a boost!
 Help skin bounce BACK!
M

Even Essence Set \$55
 Mask and Essence!
L

Microdermabrasion Set \$55
 SEE INSTANT RESULTS!
K

Satin Set \$52
 Satin Hands & Lips
J

R&R Set \$60
 Night Restore & Recover Complex
 Moisture Renewing Gel Mask
N

FREE Gift...
 with 3 sets...A,B & your choice!
I DESERVE A MIRACLE! (A&B)

AT YOUR MINERAL MAKEOVER...

PINK D ♥ ING GREEN...

BEYOND THE BASICS...

CATCH SOME ZZZ'S

YOUR MARY KAY consultant accepts.

Foundation Set \$46
 Foundation
 Foundation Primer w/SPF 15
 Foundation Brush
D

Dash Out The Door Set \$52
 Two Cream Eye Colors
 Lip Gloss
 Eyeliner
E

Bronzing Compact Set \$44
 Mini Compact
 Powder Brush
 Mineral Bronzing Powders (Matte & Shimmer)
F

Mini Compact Set \$60
 Eye Color Bundle
 Eye Primer
 Cheek Color
 Cheek Brush
G

Lip Set \$61
 Lip Primer
 Lip Liner
 Lip Gloss
 Lipstick
H

Botanical Effects Set \$58
 Cleanse Mask
 Freshen
 Hydrate
I

Replenishing Serum +C Set \$55
 Give collagen a boost!
 Help skin bounce BACK!
M

Even Essence Set \$55
 Mask and Essence!
L

Microdermabrasion Set \$55
 SEE INSTANT RESULTS!
K

Satin Set \$52
 Satin Hands & Lips
J

R&R Set \$60
 Night Restore & Recover Complex
 Moisture Renewing Gel Mask
N

FREE Gift...
 with 3 sets...A,B & your choice!
I DESERVE A MIRACLE! (A&B)

Mineral Makeover Training

- ✓ For “at home” training order the _____ on Section 2.

Color Insider Book \$15

Color Insider DVD \$10

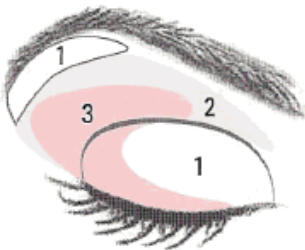


- ✓ Schedule all Mineral Makeovers _____ minutes _____ the party.
- ✓ Practice makes perfect and fake it ‘till you make it. ☺

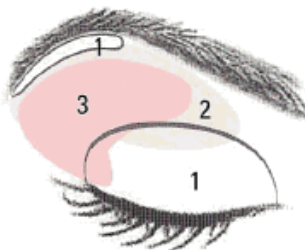
Application Tips

Here are a few tips to get you started. To become a color expert, see even more tips on the Create-a-Look™ online makeover tool and the Product Knowledge section on www.marykayintouch.com. You also can order the *Color Insider* book and DVD available on the Consultant order form.

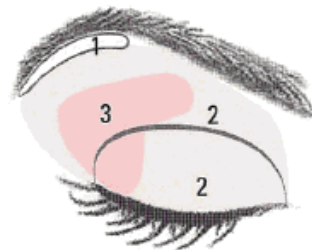
Standard eyes



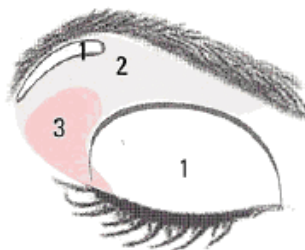
Close-set eyes



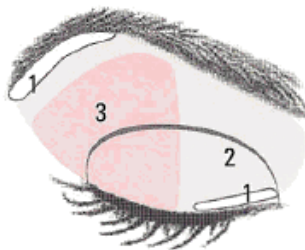
Wide-set eyes



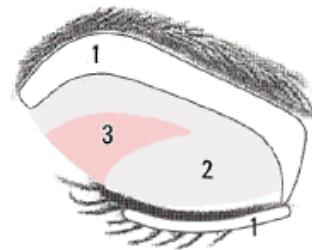
Deep-set eyes



Hooded eyes



Asian eyes



- 1 Highlighter (lightest shade)
- 2 Midtone
- 3 Accent (darkest shade)

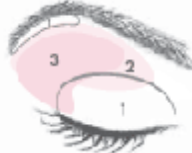
Eye Color Application for Asian Eyes:



These eyes are referred to as a single or vanishing eyelid — appearing as a flat surface when closed due to a lack of a natural crease. Your customers can accentuate the exotic beauty of their eyes while adding dimension by emphasizing the lashline and outer corners.

1. **Highlighter Shade:** Apply to brow bone starting at the inner corner of the eye and sweeping out. Apply along lower lashline.
2. **Midtone Shade:** Apply to the entire lid, blending into the highlighter shade.
3. **Accent Shade:** Apply in the crease starting at the outer corner of the eye and finishing two-thirds of the way toward the inner eye. You want to keep the inner eye area lighter and emphasize the crease with a darker shade to help create the illusion of more of an eyelid.
4. **Eyeliner:** Glide on a thin line from corner to corner of upper lashline. A lighter shade of eyeliner or eye color applied wet can be used on the lower lashes to help the eyes appear more open. Soften with the Eyeliner/Eyebrow Brush, if desired.
5. **Mascara:** Apply to upper and (if desired) lightly to lower lashes.

Eye Color Application for Close Set Eyes:



When eyes are less than one eye width apart, they're considered close set. You can bring out the alluring attributes of these eyes while making them appear farther apart by concentrating the more intense colors at the outer corners.

1. **Highlighter Shade:** Apply to brow bone and lid. Apply the highlighter shade to the inside corners of the eye to help the eyes appear farther apart.
2. **Midtone Shade:** Starting at the outer corner of the crease, bring the color toward the inside corner to the brow but not all the way over to the nose.
3. **Accent Shade:** Sweep it across the base of the upper lashline and up into the outer area of the crease. Sweep it underneath the lower lashline for definition, except for the inside corners.
4. **Eyeliner:** Glide on upper lashline and along lower lashline from the mid-iris to slightly past the outer corner. Soften with the Eyeliner/Eyebrow Brush, if desired.
5. **Mascara:** Apply on upper and (if desired) lower lashes, adding an extra coat or two to the outer top lashes.

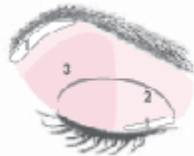
Eye Color Application for Deep Set Eyes:



Look for this shape when the brow bone appears more noticeable due to the deep setting of the eyes. You can draw attention to the magnetic quality of these eyes while bringing the visibility of the lids forward by avoiding dark shades in the crease.

1. **Highlighter Shade:** Apply to the eyelid and along the inner corner of lower lashes and to brow bone.
2. **Midtone Shade:** Bring the color up above the crease and sweep it across the brow bone.
3. **Accent Shade:** Apply to the outer corner of the upper lashline, and then up onto the corner of the brow bone. Sweep the accent shade underneath the lower lashline for definition.
4. **Eyeliner:** Glide on a thin line along upper and lower lashline, thickening the line slightly on outer two-thirds of lid. Soften with the Eyeliner/Eyebrow Brush, if desired.
5. **Mascara:** Apply to upper and lower lashes.

Eye Color Application for Hooded Eyes:



You'll notice these eyes are set so the natural crease in the eyelid is not readily seen. By creating a well-defined lashline, you can capture the charisma of these eyes while adding dimension to their appearance.

1. **Highlighter Shade:** Apply to brow bone and along the upper lashline and inner corner of lower lashes.
2. **Midtone Shade:** Apply from the base of the upper lashline and over the entire hooded area to help the lid appear to recede. Blend.
3. **Accent Shade:** Apply from the base of the lashline and over the entire hooded area to help it appear to recede and blend. Sweep the accent color underneath the lower lashes to define. Hooded eyes really benefit from well-defined lashlines — upper and lower.
4. **Eyeliner:** Glide onto upper lashline and along lower lashline from outside corner to inside edge of the iris. Soften with the Eyeliner/Eyebrow Brush, if desired.
5. **Mascara:** Apply to upper and (if desired) lower lashes.

Eye Color Application for Standard Eyes:



When eyes are set about one eye width apart, they're considered standard. You can play up the versatility of these eyes by changing the intensity of shades for more or less definition.

1. **Highlighter Shade:** Apply on brow bone, lid and along inner third of lower lashes.
2. **Midtone Shade:** Apply in crease starting at the outer corner and blend.
3. **Accent Shade:** Apply and blend along top lashline and into outside half of crease. Apply along lower lashline.
4. **Eyeliner:** Glide on along upper and (if desired) lower lashline. Soften with the Eyeliner/Eyebrow Brush, if desired.
5. **Mascara:** Apply to upper and (if desired) lower lashes.

Eye Color Application for Wide Set Eyes:



You can spot these eyes as being more than one eye width apart. They're open and inviting, so try enhancing that quality while making them appear closer together by using stronger shades, particularly at the inner corners.

1. **Highlighter Shade:** Apply to brow bone.
2. **Midtone Shade:** Starting from the outer corner of the crease, bring the color toward the inside corner of the eye. Deepen the color on the inside corners and lid to help the eyes appear closer together.
3. **Accent Shade:** Starting slightly in from the outer corner, brush color across the upper lashline and into the crease of the eye. Also sweep it underneath the lower lashline, being careful not to extend it beyond the outer edge of the eye.
4. **Eyeliner:** Glide on a thin, soft stroke on upper and lower lashline just to the outer edge of the eye. Soften with the Eyeliner/Eyebrow Brush, if desired.
5. **Mascara:** Sweep evenly onto upper and (if desired) lower lashes.

Lip Color Application for Thin Lips:

Thin:



1. Apply TimeWise® Age-Fighting Lip Primer on lips, inside and outside your lip line. Allow to dry.
2. Erase the existing lip line by applying concealer or foundation over it.
3. Use Mary Kay® Lip Liner to draw a line slightly above the natural top lip and around the bottom lip lines. Fill in lips completely with lip liner to create a matte base.
4. Place a dab of light Mary Kay® Concealer in the center of the top and bottom lips.
5. Next, apply Mary Kay® Creme Lipstick.
6. Finish with Mary Kay® NouriShine™ Lip Gloss applied to the center of the lips over lipstick to help make lips appear fuller.

Lip Color Application for Medium Lips:

Medium:



1. Apply TimeWise® Age-Fighting Lip Primer to prevent feathering and bleeding. Allow to dry.
2. Using Mary Kay® Lip Liner, define the V-shape at the center of the top lip along the natural lip line. Bring the line to the corners of lips using short, feathering strokes. Next, define the center of the bottom lip. To complete the line, start from the corners and draw a line in toward the center.
3. To extend the wear of lipstick, create a matte base by filling in the top and bottom lips with the lip liner. Apply Mary Kay® Creme Lipstick to the top lip first, starting at the center and sweeping to the corners. Add color to the bottom lip from corner to corner. Gently press lips together.
4. Sweep a coordinating color of Mary Kay® NouriShine™ Lip Gloss across top and bottom lips in the same technique as the Mary Kay® Creme Lipstick. Or, to give lips the appearance of a fuller pout, apply Mary Kay® NouriShine™ Lip Gloss to the center only of top and bottom lips.

Lip Color Application for Full Lips:

Full:



1. Apply TimeWise® Age-Fighting Lip Primer on the lips & outside the lip line. Allow to dry.
2. Erase the existing lip line by applying concealer or foundation over it.
3. Use Mary Kay® Lip Liner to draw a line slightly inside the natural top and around the bottom lip lines. Fill in lips completely with the lip liner to create a matte base.
4. Apply Mary Kay® Creme Lipstick.
5. Finish with Mary Kay® NouriShine™ Lip Gloss applied in a light coat evenly over lips.

Cheek Color Application for an Oval Face:



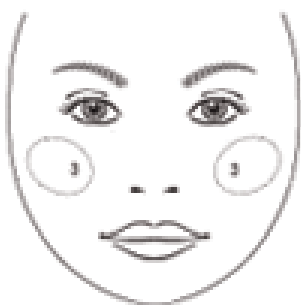
- The beauty of the oval face shape is its symmetry. And that's great news! It means you can have fun exploring several different techniques to achieve the look you want.
1. If desired, add a little extra definition to the face by applying contour to the temples.
 2. Sweep cheek color along cheekbones. Or for a natural, just-blushed look, apply cheek color to the apples of the cheeks. Or brush cheek color slightly higher on cheeks, just under the eye, for a youthful glow.

Cheek Color Application for a Heart Face:



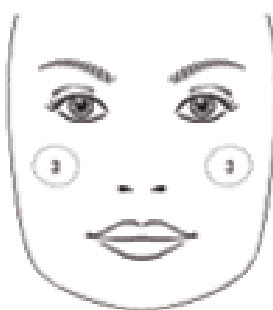
- You can recognize this feminine face shape when the forehead is wider than the chin, and the chin tapers to relatively narrow or almost pointed. To help balance and enhance a heart-shaped face, it's best to contour the forehead and along the eyes.
1. Apply several small dots of highlight on the chin and blend to make it appear wider.
 2. Contour the sides of the forehead, down over the temple area and along the sides of the face.
 3. Sweep cheek color along the center of each cheek, just below the pupil of the eye, to help cheeks appear slimmer and the jaw wider.

Cheek Color Application for a Round Face:



- Typically looking younger longer, a round face features shorter, wider, full cheeks and a rounded chin. You can give this shape more definition by applying contour around the outer areas of the face.
1. Highlight by dotting the Facial Highlighting Pen under the eyes, in the center of the forehead and on the chin to bring focus to the center of the face. Blend well.
 2. Contour with Mary Kay® Mineral Bronzing Powder on the temples and sides of the face.
 3. Apply cheek color to the apples of the cheeks.

Cheek Color Application for a Square Face:



- Strong and balanced, a square face is of equal width at the forehead, cheek and chin. To soften the "edges" of this shape, you can contour the outer areas and highlight the center of the face.
1. Dot highlight on the middle of the forehead and chin and brush highlight down the center of the nose to bring focus away from the outer edges of the face. Blend well.
 2. Contour the sides of the forehead above the temples and on the sides of the jaw to help give edges a receded appearance. Blend.
 3. Apply cheek color just to the apples of the cheeks, keeping attention on the center of the face.

Dash Out the Door Skin Care Class Supplies

Please be responsible to have these items with you at EVERY appointment.

Section 1 Items

- Miracle Sets (Normal/Dry & Combination/Oily)
- Oil Free Eye Makeup Remover
- Foundations & Foundation Primer*
- Ultimate Mascara
- Crème Eye Colors* – Iced Cocoa & Beach Blonde
- Bronzing Compact* (Dessert Sun & Sandstone)
- Firming Eye Cream*
- Satin Hands & Lips Set*
- Travel Roll Up Bag

Section 2 Items

- Facial Cloths
- Lip Gloss Samples
- Eye Liner Samples* (Black & Deep Brown)
- Microdermabrasion Samples
- Customer Profile Cards
- Beauty Book (Not a Look Book)
- Sales Tickets
- Face Case
- Clear Trays
- Mascara Wands
- Team Building Notebook OR Marketing Bag*
- Tray Set Up Sheet w/ Most Popular MK Sets Sheet*
- Marketing Flyers*
- Beauty Agreements
- I'd Love Your Opinion Raffle Form*

Items to Buy - Go to the \$1 Store

- Raffle Tickets* (double roll please)
- Hair Bands/Clips*
- Foundation Wedge Applicators*
- Pens*
- Cotton Pads* (not the same as Cotton balls)
- \$10 Gift Cards from our Vendors

* **These items are NOT part of the starter kit.**

What's inside the "TRAVEL ROLL UP BAG"?

This bag will be used for DEMO during your parties
Please reference The Most Popular Sets Sheet on pg. 20



Pocket #1:

2 Basic Sets (A) – Normal/Dry and Combination/Oily
Pronewal Set (B)
Foundation Set (D)

Pocket #2:

Dash Out The Door Set (E)
Bronzing Compact (F)
Mini Customized Compact Set w/ Eye Primer (G)
Lip Set (H)

Pocket #3:

Eye Set (C)
Microdermabrasion Set (K)

Pocket #4:

Satin Set (J)

Skin Care Class Agenda with a Beauty Book

1. Icebreaker – Satin Hands & lips
2. Introduction of guests and hostess
3. Hostess thank you and gift
4. Introduction of MK and the company – pg 2 & 3
5. Raffle Tickets (1 for each person & 5 for the 1st person to arrive – punctuality pays)
6. Passionate I-story, goal and MRS CAB – create a MRS CAB Marketing Baggy
7. Beauty at Any Age – pg 4 & 5
8. Miracle Set with 11 Benefits (include eye cream) – pg 6 & 7
9. OPTIONAL - Botanicals & Acne Set pg 8 & 9
10. Foundation Primer & Foundation – pg 10 & 11
11. MDA (on 1 hand) – pg 12
12. Review other eye Products – pg 13
13. Serum +C/Even Essence Pair – pg 14 & 15 (depending on the crowd)
14. Sell them on Mineral Makeover using page 18 & 19 – demo on hand: primer, liners
15. Dash Out the Door Look
16. Compliment Time (Close the Book) – Remind them of Hostess Program
17. Back of the Customer Profile Card Game
18. Most Popular Sets Sheet
19. Travel Roll Up Bag Close
20. Group Marketing
21. Give them surveys
22. Call out Raffle Ticket Winner
23. Favorite Time – time for shopping & eating
24. Individual Close in Living Room (Collect Customer Cards, I'd LOVE Your Opinion Forms & Most Popular Sets Sheets)
25. Individually Close and Recruit any potential team member

Mineral Makeover Order of Application

1. Redo the Miracle Set w/ Foundation Primer
2. Foundation, Concealer, and then Powder
3. Eye Primer
4. Highlighter Mineral eye color w/ eye definer brush
5. Mid-tone Mineral eye color w/ eye definer brush
6. Accent Mineral eye color w/ eye crease brush
7. Blend both colors using eye definer brush
8. Accent color under bottom lashes w/ eyeliner brush
9. Eyeliner top and bottom
10. Mascara
11. Fill eyebrows w/ eye shadow using eyeliner brush or Eyebrow Pencil
12. Blush w/ blush brush
13. Lip primer
14. Lip liner
15. Lipstick
16. Lip gloss
17. Highlighting pen
18. Any additional Powder

BEAUTY OF FRIENDSHIP












Please provide 9 names & numbers (or as many as you can) of women who you think would enjoy a FREE Mary Kay facial and/or glamour makeover. When any of these women book & hold their appointment YOU WILL WIN the prize in the box where you wrote her name & telephone number!

To say thank you, each referral will receive a \$10 gift certificate in your name!

Your Name:

Phone #:

<p>NAME: PHONE #:</p>  <p>Free Mascara!</p>	<p>NAME: PHONE #:</p>  <p>Free eye COLOR!</p>	<p>NAME: PHONE #:</p>  <p>Free CHEEK COLOR OR BRONZING POWDER!</p>
<p>NAME: PHONE #:</p>  <p>Free eye COLOR!</p>	<p>NAME: PHONE #:</p>  <p>Free LIP GLOSS!</p>	<p>NAME: PHONE #:</p>  <p>Free eye COLOR!</p>
<p>NAME: PHONE #:</p>  <p>Free eye PRIMER!</p>	<p>NAME: PHONE #:</p>  <p>Free LIPSTICK!</p>	<p>NAME: PHONE #:</p>  <p>Free EYELINER!</p>



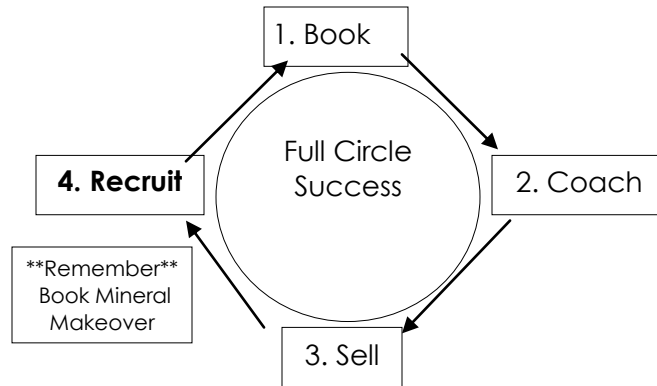
BONUS:

EARN THE MK COMPACT FOR FREE when all 9 of your referrals book and hold their appointments!

DESIGN BY WWW.OFFICEBUZZ.NET

Class 5: Recruit / Team Building

Full Circle Success: Book → Coach → Sell → **Recruit**



Steps to Building Your Team:

1. Create a Passionate I-Story

- ✓ People will sign with you for only one reason: _____
- ✓ They can only like you if they _____ you.
- ✓ Therefore, share your passionate I-Story at the _____ of the party.
- ✓ How to create an I-story? (Answering the following questions will help)
 1. What's your current goal? _____
 2. What's your "**why**" in this business? _____
 3. How has your life changed? _____
 4. What do you enjoy most about MK? _____

2. Create a Team Building Notebook or Marketing Bag to Share.

3. Share Your I-story Along With the 6 Reasons Why Someone Starts a MK Business.

MRS. CAB – the 6 reasons why women join MK

M _____
R _____
S _____
C _____
A _____
B _____

Who is our target market? (4 of 6)

H _____
W _____
M _____
C _____
O _____
P _____

4. Be Prepared to Share the Business Opportunity at Every Party. After you review the sets and complete the Travel Roll Up Bag Close you hand out the following supplies to share.

✓ Supplies: _____

5. Use the I'd LOVE Your Opinion Form and Ask the 3 Closing Questions Out-loud.

- ✓ **AFTER** sharing **THEN** → Pass Out "I'd Love Your Opinion"
- ✓ Return completed forms to your Director.
- ✓ Your director will follow up with potentials.

6. Never Skip a Step. Book → Coach → Sell → **Recruit**

What if? They want to start a MK Business....

Why would you book their mineral makeover first?

1. _____

2. _____

Why close their sale first?

1. _____

2. _____

When she buys the product what does that tell you about her?

1. _____

2. _____

I'd Love Your Opinion Form

Name: _____ Date: _____

E-mail address: _____

Address: _____

Best number to call: _____

Current Occupation: _____

Your Consultant's Name: _____

1. What was most appealing about the Mary Kay opportunity? _____
2. What is your level of interest on a scale of 1 to 10, without being a 5?
 1 2 3 4 No 5's 6 7 8 9 10
 Never Sign Me Up
3. (If your level of interest is not 10) What would it take for you to become a 10? _____

Comments: _____

Thank you for your time & your opinion!
 Your name will be entered into a drawing.
 * Must be 18 or older to enter the contest*

Sales Director Name: _____

Did the customer sign a beauty agreement?
 Yes No

7. Work the Numbers! _____ of _____ properly “layered” women will join your team.

Print out a Layering Chart at www.marykayintouch.com → Education → Team Building

Team-Building Layering Chart									
Use the chart below to track the different ways you layer your customers with service and team-building information. Remember, not all customers respond to the same approach.									
	Name	Uses the product	Is a hostess	Is a preferred hostess	Has a team-building packet	Listened to the 5-minute marketing plan	Attended a guest event	Been interviewed	Given an answer
1.									
2.									
3.									
4.									
5.									
6.									
7.									
8.									
9.									
10.									
11.									
12.									
13.									
14.									
15.									

8. Know ALL Your Resources.

-Your National's I-Story:

Dacia Wiegandt

(641) 715-3800 Code: 231597#

Auri Hatheway

English (212) 990-6304

Spanish (641) 715-3800 Code: 73121#

- Dare To Be Driven Marketing Hotline → → →

- Mary Kay Imagine the Possibilities DVD

on the MK Media Source.

- Unit Success Meeting

- Interview with you/director – one on one

- Mary Kay You Tube Channel – Marketing Videos in English & Spanish

- DARE TO BE DRIVEN -
MARKETING HOTLINE
DIAL (641) 715-3900

CHOOSE THE STORY THAT YOU WANT TO HEAR AND ENTER HER EXTENSION

x880072	x862315	x221634	x298849	x95528	Spanish! x816604
					
Dacia Wiegandt Senior NSD Former Occupation: School Teacher Family: Married with 3 small children Highest Commission Check: \$40,000 in one month	Auri Hatheway NSD Former Occupation: Actuary Family: Married with 1 small child Highest Commission Check: \$38,000 in one month	Christine Denton Executive Senior Director Former Occupation: Pharmaceutical Sales Family: Newlywed Highest Commission Check: \$15,000 in one month	Tanya King-Lee Elite Executive Senior Director Former Occupation: Nurse Family: Married, Mom of twin boys Highest Commission Check: \$26,000 in one month	Leigh Ann David Senior Director Former Occupation: Accountant Family: Married, Mom of 1 small child Highest Commission Check: \$13,000 in one month	Rosa Garcia Acevedo Executive Senior Director Former Occupation: Attorney Family: Married, Mom of 4 children Highest Commission Check: \$14,000 in one month

9. Know Your Audience.

✓ During an interview use this chart based on her personality style.

Personality Type	D Dominance	I Influence	S Steadiness	C Conscientiousness
How she will most likely respond to statement	Will talk about her job and accomplishments	Will talk about herself and what she likes	Will talk about her family and the work she does for family or church	Will ask you to clarify the question, perhaps saying, "What do you mean by that question?"
Characteristics	<ul style="list-style-type: none"> • Results-oriented • Career-focused • Makes quick decisions • Direct • Independent • Self-confident • Impatient 	<ul style="list-style-type: none"> • People-oriented • Recognition-focused • Expressive • Loves to talk • Enthusiastic • Impulsive • Not detail-oriented 	<ul style="list-style-type: none"> • Family-oriented • Security-focused • Loyal • Easy going • Abides by the rules • Friendship is important • Slow to change 	<ul style="list-style-type: none"> • Detail-oriented • Perfectionist • Analytical • Exacting • Precise • Organized • Likes the facts
What you might focus on during team-building appointment	<ul style="list-style-type: none"> • Leadership and income potential • Independence • Moving quickly up the career path • Be your own boss • Flexibility 	<ul style="list-style-type: none"> • Working with people • Prizes • Impact she can have on others • Ability to be creative • Recognition • Seminar 	<ul style="list-style-type: none"> • Keeping priorities in order • Time spent with family and how this will help her provide for them • Friends she will make • Free education she'll receive 	<ul style="list-style-type: none"> • Able to work own hours • Personal growth • Leadership • Will appreciate all educational material available
Team-building appointment	<ul style="list-style-type: none"> • Short appointment • Be brief, but thorough • Don't dwell on the fluff • Explain marketing plan • Provide direct answers • Outline steps to leadership roles • Let her do the talking • Will probably decide quickly 	<ul style="list-style-type: none"> • Long appointment • Allow time for relationship-building • Let her do the talking • Simple explanations • Don't bore her with details • Ask her lots of questions • Provide I-stories of people who've been successful • Show pictures rather than written material • Will probably decide quickly 	<ul style="list-style-type: none"> • Give simple explanations • Share the facts about how much it costs, how much time it takes, how to get started • Explain how she'll be able to fit it into her busy schedule • Answer questions • Will probably take more than 1 appointment 	<ul style="list-style-type: none"> • Be concise • Build on Company's credibility • Use facts in print • Answer all questions • Explain exactly what it takes to move up the career path • Will probably take more than 1 appointment

Mercy – Marketing Flyer

ONLY \$100 to start your MK business

BECOME AN INDEPENDENT MARY KAY BEAUTY CONSULTANT



Tools:

- Starter Kit Bag (includes Organizer Caddy)
- Mirror with Tray, 4
- Disposable Trays, pk./30
- Facial Cloths, pk./30



\$410 Retail Value

Mary Kay STARTER KIT!

- Full Size Retail Product Included:**
- TimeWise® 3-In-1 Cleanser (Normal/Dry)
 - TimeWise® 3-In-1 Cleanser (Combination/Oily)
 - TimeWise® Age-Fighting Moisturizer (Normal/Dry)
 - TimeWise® Age-Fighting Moisturizer (Combination/Oily)
 - TimeWise® Day Solution Sunscreen SPF 35*
 - TimeWise® Night Solution
 - Oil-Free Eye Makeup Remover
 - Mary Kay® Ultimate Mascara™ in Black
- Your choice of:**
- Mary Kay® Mineral Powder Foundation Bundle, 7 shades
 - Mary Kay® Mineral Powder Brush, 6
 - OR
 - TimeWise® Luminous-Wear™ Liquid Foundation, 6 shades
 - TimeWise® Matte-Wear Liquid Foundation, 6 shades

Education Materials:

- "Start Something Beautiful" DVD
- Miracles Happen Book
- "Start Earning Now" New Consultant Magazine
- Business and Product Basics (Consultants Guide)
- Datebook
- Ready, Set, Sell! New Consultant Inventory Options Brochure
- Beauty Books, pk./10
- Sales Tickets, pk./25
- Hostess Brochure
- Customer Profiles, pk./25
- Team Building Brochure
- MK Connections Generic Business Cards and Special Offer The Look, pk./10



Samplers:

- Botanical Effects Cleanse - Formula 2 (Normal), pk/6
- Botanical Effects Moisturize - Formula 2 (Normal), pk/6
- Botanical Effects Freshen - Formula 2 (Normal), pk/6
- Botanical Effects Mask - Formula 2 (Normal), pk/6
- TimeWise® Microderm Set Samplers (6 pairs)
- Satin Hands® Pampering Set Samplers
- Lip Gloss Samplers, 2 strips of 6 w/ applicator Color Cards, 2 pks./5
- Foundation Finder Tool
- Disposable Mascara Brush Samplers, pk./15
- Disposable Sponge-Tip Applicators, pk./15



Class 6: Time & Money Management

Time Management – “Success is hidden in your daily routine” – John Maxwell

6 Most Important Things to Do List (Sample in your MK datebook)

1. Book 2 appointments Daily: _____
2. Sell (2+2+2): _____
3. Coach: _____
4. Interview: _____
5. Help Team Member: _____
6. Everything else (9pm – 9am): _____

Weekly Plan Sheet (Sample on Page # 39)

- ✓ What is it? _____
- ✓ Where does it live? _____
- ✓ What does each color represent? Blue: _____ Yellow: _____
Green: _____ Pink: _____ Orange: _____ Red: _____

Weekly Accomplishment Sheet (WAS) (Sample on page #40)

The PERKS of completing your WAS...

- ✓ It calculates #1: Your weekly _____ and #2: Your Pay Per _____
- ✓ Simply enter your appointments, _____, hostess give-aways, taxes, etc....
- ✓ Easiest way for your director to _____ you. It makes us LOVE you more 😊
- ✓ Keeps your _____ simpler by tracking your _____ and _____
- ✓ Where can you fill one out? → www.marykayintouch.com → **Business Tools Menu**

Money Management

Profit Level (def.): _____

Embezzling (def.): _____

2 Examples of Money Management:

Case #1 - You start MK with a FULL Store

Initial Financial Investment

Fullstore:

Time Investment - 10hrs/mo.

Party per Month:

Months to Repay:

Avg. Sales Per Party:

Monthly Payment:

Total Sales for the Month:



50% (Income)

50% (Restock)

wholesale

Subtract Expenses-->

Total Profit -->

Case #2 - You DON't start MK with a FULL Store

Initial Financial Investment

Not a Full Store:

Time Investment - 10hrs/mo.

Party per Month:

Months to Repay:

Avg. Sales Per Party:

Monthly Payment:

Total Sales for the Month:



40% (Income)

60% (Restock)

wholesale

Subtract Expenses-->

Total Profit -->

Money Management Supplies

2 accounts for your money:

1. _____ and 2. _____

✓ This is a _____ and your sales go from your _____ to the _____

✓ Only use your _____ for your first order!

✓ The W.A.S. divides all your _____ and calculate your _____

Taxes

Your _____ only needs accurate _____, that's it!! ☺

Tax Supplies:

1 sheet of tax _____ 30 _____ 2 _____

1 _____

Your Mary Kay Sales Tickets has 4 copies and they each serve an important purpose.

Copy #1: _____

Copy #2: _____

Copy #3: _____

Copy #4: _____

2 Tax Binders:

(#1): _____

(#2): _____

Need more info? Visit the Tax Section under Resources at www.marykayintouch.com

Suggested Supplies to Organize your Mary Kay Business:

(1) _____

(2) _____

(1) _____

#1: _____

(1 set) _____

#2: _____



1. Gross Receipts or Sales

Sales tickets from sales of Mary Kay product and bank deposit slips

2. Returns and Allowances

Receipts of product returned to you for refund or exchange

3. Cost of Goods Sold

Receipts to support purchase of product (i.e. packing slip), shipping/handling paid to the Company, record of personal use and product given as hostess gifts

4. Other Income

Monthly commission statements, Income Advisory Statement & Form 1099-MISC for commissions, prizes and awards earned from the Company and fair market value of prizes received from others.

5. Advertising

Company-produced sales literature, business cards, newspaper ads, Mary Kay® Personal Web Site program, names submitted for Preferred Customer Program, etc.

6. Car and Truck Expenses

Mileage log, business portion of gas receipts, repairs, maintenance, insurance, tires, oil, interest on car loan, parking fees, tolls and auto property tax

7. Commissions and Fees

Dovetail commissions and amount of prizes awarded to others

8. Depreciation

Depreciation on automobile, equipment and portion of home used in your Mary Kay business

9. Insurance

Mary Kay® product protection insurance and general liability. Does not include homeowner's insurance, life, auto or health insurance

10. Other Interest

Interest on business loans and business credit cards

11. Legal/Professional Services

Payments to accountants, lawyers and other professionals for services related to your Mary Kay business

12. Office Expenses

Business-related office supplies and postage stamps

13. Rent on Vehicles, Machinery and Equipment

Business portion of auto lease expenses plus any leased office equipment

14. Rent on Other Business Property

Rent or lease on office, if separate from home

15. Repairs/Maintenance

Cost of repairing equipment used in your Mary Kay business

16. Supplies

Cost of sales aids, Section 2 items, and other supplies used during sales appointments (i.e. cotton balls), Starter Kit, etc.

17. Taxes and Licenses

Business & occupation taxes, gross receipt taxes, local business licenses and non-recovered sales tax

18. Travel

Datebook or daily planner for documentation, business travel expenses such as transportation, lodging, tips, convention fees, etc.

19. Meals and Entertainment

Datebook or daily planner for documentation, meals from business travel and meals and entertainment directly related to your Mary Kay business

20. Utilities

Long distance business calls, business portion of additional phone features such as call waiting, cost of a second phone, if dedicated solely for business use

21. Wages

Hourly wages or salary paid for office assistance

22. Other Expenses/Bank Service Charges

Service charges on business bank and credit card accounts, money order fees, credit card processing fees

23. Other Expenses - Freight

Charges for shipping product to customers, team members, etc.

24. Other Expenses – Gifts-with-Purchase

Cost of most Preferred Customer Program premiums

25. Other Expenses – Hostess Gifts Other than Mary Kay® Products

Cost of Section 2 items given as hostess gifts (limited to \$25 or less)

26. Other Expenses– Bad Debt

Returned customer checks or refused credit card payments you are completely unable to collect

27. Other Expenses

Any other expense category not already listed elsewhere

28. Expenses for Business Use of Home

Maintenance, repairs, utilities, taxes, mortgage interest, etc.

Documentation for

Tax Year

Mary Kay Weekly Plan Sheet

Name:

Week of:

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
6:00							
7:00							
8:00							
9:00							
10:00							
11:00							
12:00							
1:00							
2:00							
3:00							
4:00							
5:00							
6:00							
7:00							
8:00							
9:00							
10:00							

