

Debbie's



Girls on Fire

Welcome New Girl on Fire!

Congratulations on making the choice to begin your Mary Kay journey. As a new Independent Beauty Consultant, you have the choice as to how you would like to run your business. I recommend completing the following 3 Steps to get your business off to a great start!

Step 1 is to complete your Personal Business Orientation. This is a one-on-one meeting with me and it takes about 1 hour. It's designed to go over basics, answer your questions and also give you the First Steps Prize sheet so you can start succeeding right out of the gate.

Step 2 is to complete your 4 **New Consultant Education** classes (known as NCE). Your first class is this Monday at Phoenix Inn & Suites which is located at 3410 Spicer Dr in Albany, Oregon. Here are the details: There is a meeting fee of \$5 (payable at the door with check or cash) and guests are free. Your first meeting is also free! Children are not allowed at Mary Kay meetings / events, so please make arrangements. You are encouraged to always bring friends / husbands, etc. Your guests will be treated to a makeover at 6:45 pm and they will have the opportunity to hear the Mary Kay Marketing Plan. Please meet your guests in the lobby at 6:15 and bring them to meet the person who will be conducting the makeovers. If you have a Starter Kit, please bring it with you too.

Step 3 is watching two skin care parties, one with your Sales Director / DIQ at one of their personal appointment or at a weekly event. The other is to watch the DVD in your Starter Kit.

After completing your 4 weeks of NCE, you will enter our Advanced Consultant Training (ACT). Graduation from NCE is the 1st Monday of every month at our Bee-lieve in the Dream event. On that night, you will be awarded ALL of the new consultant prizes earned during NCE.

For all Mary Kay events, please wear the Mary Kay Attire which is:

- A skirt or dress, heels or cute flats, nylons, fishnets or tights, Mary Kay Cosmetics, Styled Hair & your Mary Kay pin which you will receive after your 1st NCE is completed.

Your Success depends on your attitude & your education so please see the enclosed Events List and put them into your calendar. You can print a current monthly calendar at our website which is www.girlsonfireunit.com under Events. This is a simple business & I know you can succeed!

Make it a great start. I can't wait to begin working with you!



Debbie Muscutt

cell: 541-409-0151

Email: Deborah.muscutt@gmail.com

Unit website: www.girlsonfireunit.com

3274 Indian Wells Loop S, Salem, OR 97302

Name: _____

Date: _____

Who's team are you on? _____

How many hours per week are you willing to work? _____

What will you have to sacrifice in order to fit these working hours into your life?

Are you committed to attending meetings each week? Yes No

Do you have at least 3-6 options for childcare lined up for your meeting night? Yes No

What is your purpose for starting your Mary Kay business?

Do you foresee anything that may hold you back in your Mary Kay business?

What is your biggest dream?

Career Path to Director



MARY KAY®



<p>Sales Director and Above 24+ Unit Members 9-13% Unit Commission + 9-13% Personal Team Commission + 10% Volume Bonuses starting at \$500/mo \$300 - \$500 Team Building Bonuses & Star Consultant Bonuses \$100 Bonus ea qualified New Team Member</p>
<p>DIQ (Director in Qualification) 10+ Team Members Star Consultant consistency 9-13% Personal Team Commission \$50 Bonus each qualified New Team Member</p>
<p>Car Driver (Grand Achiever) 14+ Active Team Members + production 4 months to qualify 9-13% Personal Team Commission \$50 Bonus each qualified New Team Member</p>
<p>Future Director 8+ Active Team Members 9-13% Personal Team Commission \$50 Bonus each qualified New Team Member</p>
<p>Team Leader 5+ Active Team Members Eligible to go On-Target for earning Career Car 9-13% Personal Team Commission \$50 Bonus each qualified New Team Member</p>
<p>Star Team Builder 3+ Active Team Members Eligible to wear the coveted Red Jacket 4% Personal Team Commission \$50 Bonus each qualified New Team Member</p>
<p>Senior Consultant 1-2 Active Team Members 4% Personal Team Commission</p>
<p>Independent Beauty Consultant Star Consultant, Company and Unit Prizes Bonus Products These Benefits + more as you advance Career Path 50% Discount on all Section 1 Products 50% Profit with each customer product purchase</p>

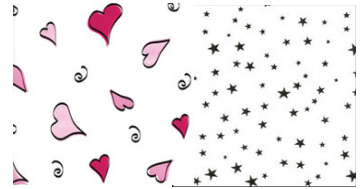
First Steps

Name & Today's Date: _____ Expires: _____

Challenge #1: Book 10 Models for Events & Receive your Goodie Bags for parties!

- Make a list of all the women you know within driving distance.
Stretch for a list of 30+ women
- Use the enclosed script to invite / coach your models.

** To be completed within 7 days from your orientation.*



Challenge #2: Schedule 3 Guests for a Live “out of town” MK Opportunity Call & 3 Guests to listen to the Opportunity HOTLINE & receive your Pearls of Sharing Earrings & Bracelet!

- Put a star by the 10 sharpest women on your list that you would love to work with! Invite them to either of these calls.
- Use the enclosed LIVE “out of town” Opportunity & Hotline Scripts.

** To be completed within 7 days from your orientation.*



Challenge #3: Order your Website & Business Cards to Receive your MK Card Case!

- Both available at www.marykayintouch.com.
- For Business Card click on Ordering, MK Connections.

** To be completed within 7 days from your orientation.*



Challenge #4: Open a separate checking acct / set up ProPay for your MK Checkbook!

- Order checks & a debit card for your new checking acct.
- ProPay is the credit card processing service Mary Kay uses.
Available at www.marykayintouch.com under ordering.

** To be completed within 7 days from your orientation.*



Challenge #5: complete your orientation with Debbie, decide how you will run your business & place your 1st product order for your MK Money Bag!

- Have Debbie help you place your 1st order to be sure you get all the Free product bonuses available.

** To be completed within 7 days from your orientation.*



Monday Night Live

When: Every Monday - Rain or Shine

Cost: \$5 consultants - Guests free

Attire: MK Professional **Location:** **Phoenix Inn**

Time: Doors Open @ 6:00 Event runs 6:30-8:30 pm

Details: We always serve food for you! Have your guests arrive by 6:15 & treat them to Satin Hands / take a before picture. Come with your current stats: Parties on your books, parties held, total retail sales & total shares completed. Bring your WAS to receive your Bee's! Guests receive a 1 hour makeover with marketing, prizes & fun! Consultants have 1 power hour of training for New (see NCE) & Advanced.

Saturdays Muffins & Makeovers

When: Saturday's Schedule coming!

Cost: Consultants & Guests free

Attire: MK Professional **Location:** **Debbie's home**

Time: Doors Open @ 9:30 Event runs 10:00-12:00

Details: This event includes Muffins, Coffee & Juice, with 1.5 hour Makeovers, Marketing, prizes & fun! This Guest Event is to help you build your before & after portfolio, build your customer base, grow your team, increase your skills & your confidence. Have your guests arrive by 9:45 & treat them to Satin Hands / take a before picture.

Bee-lieve in the Dream

Unit Monthly Event

When: 1st Monday of every month

Cost: \$5 consultants - Guests free

Attire: MK Professional **Location:** **Phoenix Inn**

Time: Doors Open @ 6:00 Event runs 6:30-8:30 pm

Details: Bee-lieve in the Dream is where all of us gather to celebrate last month, NCE graduation, crown the Queens & kick off the new month with strategy, focus & inspiration! Have your guests arrive by 6:15 & treat them to Satin Hands. Come with your stats: Parties on your books PLUS last months totals for: Parties held, Total Retail Sales & Total Shares Completed. Guests receive a 1 hour makeover with Marketing, prizes & fun! Consultants get power training from our DIQ's & Red's!

NCE

New Consultant Education

When: Every Monday at MNL

Cost: \$5 consultants (our weekly MNL fee)

Attire: MK Professional **Location:** **Phoenix Inn**

Time: 6:45-7:45 pm

Details: New Consultant Education is a 4 -week Empowering Education Event! Learn the basics of getting started in your business, complete with handouts, homework, and a graduation ceremony to celebrate you when all 4 weeks have been completed! Graduation will be on the 1st Monday of every month at Bee-lieve in the Dream.

Team Building Calls

Live "out of town" Opportunity Calls! 1-605-475-4700 ext. 1087898#

These calls are LIVE via Conference Call and available 3 times each week! Use the script in your Orientation Packet to invite people to get on this 30 minute conference and listen to what Mary Kay has to offer! This is an interactive call with your guest, you will be listen only, Please RSVP 2 hours prior to call to me with your name, guest name and interest level.

* **Mondays** @ 12:00 noon pst

* **Wednesdays** @ 8 pm pst

* **Sundays** @ 7 pm pst

The Hotline English: 1-212-990-6304 (no ext.)

The Hotline Spanish: 641-715-3900 ext. 816604#

This is a pre-recorded 20 minute call that your guests can dial into anytime! Use the script in your Orientation Packet to invite & follow up with those who listen.

Consultant Development Calls

Wed. Pink Boot Camp Call: 1-605-475-4700 ext. 1087898#

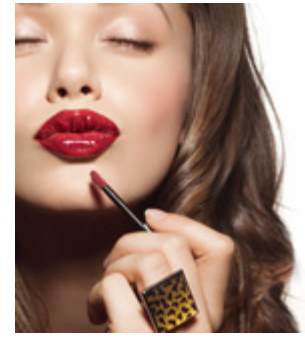
Every Wednesday beginning @ 6:30-7 pm pst for Product Knowledge and 7:15-7:45 pm pst for Career Basics... anyone can call in and listen for weekly training. DIAL in & move up in your business! Hosted by Debbie Muscutt.

Million Dollar Msg: 1-641-715-3900 ext. 44336#

Daily Hotline by NSD's daughters who are TOP Directors with our company. About 5 -10 min. Call this daily!



Model Script



When leaving a message:

Hi Sally. I have something exciting to tell you about. Please give me a call back!

When you get her to answer:

Hi Sally this is _____ and I have something exciting to tell you about. Do you have a moment? Great! I just started a Mary Kay business and this month I have two huge challenges for my training. One is to add 10 women to my portfolio that I am building with before and after photos and other is to get an opinion from 10 of the sharpest women I know on our marketing plan. You are defiantly one of the sharpest women I know and I would love to feature you in my portfolio. And, I have an eye color as a thank you for you when you give me your honest opinion about our company's marketing plan ... would you be willing to do that? Great! We have model events Monday evenings at 6:15 at the Phoenix Inn in Albany OR Saturday mornings at 10:00 at my Director's home in Salem . Which one of those is best for you? Okay, Great! *(if those times do not work, book an appt. to go to her & see paragraph 3 to offer her Free product for including friends. Just ask!)*

Here's how the event will go. I need you to arrive at 6:15, so we can take your before picture and select your look *(consultants make sure you bring your phone/camera)*. Then a TOP consultant will be conducting the skin care class for your summer OR spring OR fall OR winter OR holiday makeover. We'll take an after picture when she's done for my portfolio. Then, our models get treated to a snack & coffee and my director with share the information about our company. I will ask you at the end for your opinion on our marketing plan and you will select your free eye color. Does that sound good?

Oh, one more thing... if you bring a few friends with you to be models, who are at least 18 years old I will give you an extra FREE gift for helping me reach my goal of 10 models! Who do you know would also be a great model to be featured in my portfolio. Great. Why don't you call her / them and I will call you on _____ to see if you have anyone joining you and to get their names and numbers so I can give them a quick call and find out about their skin type and their favorites. Please make sure your friends know this is for adults only, so they will have time to find child care if necessary. No matter what, we are going to have SO MUCH FUN!

Okay, before you go, I just have a few quick questions to ask you about your skin & color preferences:

1. Is your skin dry, normal or oily at the end of the day?
2. What products are you loyal to?
3. Do you wear make-up? Do you like to look glamorous or more natural?
4. Have you tried Mary Kay before? How long ago? Do you have a consultant? *(we do not take customers/prospect team members from other consultants. Do not book with anyone who has a consultant)*

Oh and one last thing, I'm going to reserve a spot for you in advance. So can I count on you to be there? Great.

Coaching Your Models



Calling to get her Friends Names & Numbers:

Hi Sally, it's _____ and I'm just calling like I told you I would to remind you I have a special gift for you when you bring friends to be a model on _____. Who have you called & invited to come with you? I just need to give them a quick call to find out about their skin type and color choice.

** If you leave a message add the following:* You can call me back anytime today and if you get my voicemail, I am probably in an appointment so please leave me a message with their names & numbers.

Calling her Friends:

Hi Amanda, This is _____ with Mary Kay Cosmetics and I'm calling in regards to the model makeover you are going to with Sally on _____ at _____. I'm calling to confirm that you will be there so I can reserve a spot for you! Do you have a few moments so I can ask you a couple questions about your skin?

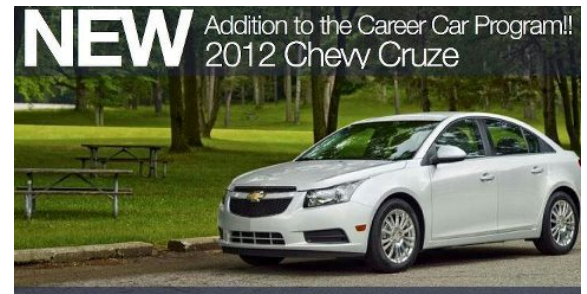
1. Is your skin dry, normal or oily at the end of the day?
2. What products are you loyal to?
3. If there was one thing you could change about your skin what would it be?
4. Do you wear make-up? Do you like to look glamorous or more natural?
5. Have you tried Mary Kay before? How long ago? Do you have a consultant? (*if a guest of a guest has a consultant, explain to her that we go by a Golden Rule service. Tell her that you are excited to have her at the makeovers & she can purchase, but then you will send her back to her consultant for future business*)

Who do you know who would also be a great model? Great. If you bring her / them you will get a special gift from me for helping me build my model makeover portfolio. You can have up to 3 people join you. Do you think you could call her / them tonight and I can call you tomorrow to get her / their names and numbers, so I can find out about their skin & reserve a spot for them too? Great, when's a good time to connect tomorrow?

Confirming Your Models:

Hi Sally, this is _____ and I have you down to be a model tonight at the Phoenix Inn! I wanted to remind you to be there at _____ so we can take your before picture and select a look! Please call me back or text me to let me know you got this message! Thank you.

Booking Guests to listen to the Opportunity HOTLINE



What to say when leaving a message:

Hi, _____. I have something exciting to tell you about, so call me back as soon as possible.

What to say when you get her on the phone:

Hi, _____. I have something exciting to tell you about. I just started a Mary Kay business and as part of my training, I'm supposed to select a few of the sharpest women I know who live outside of the Albany area to give me their honest feedback on our marketing plan. You are definitely one of the sharpest women I know. Now, I realize a Mary Kay Career may not be for you, but I would truly value your opinion and it would really help me out with my training ...plus you will make me look so good! AND... YOU get a free eye color just for helping me out! Is there any reason why you couldn't help me with my training?

Great! Now, before I tell you the details I need to make sure you don't have a Mary Kay Consultant, because I'm not allowed to do training with anyone who does. Okay... here's how it works"

1. You just dial into the OPPORTUNITY HOTLINE number & listen to the information .. it's about 20 min.
2. Immediately call me with the password you get on the call & share your honest opinion with me!
3. My Director will follow up to see what you thought & to give me Training Credit...
Then...you will get to select your free eye color from me!

Would you like me to text you the number or give it to you now?

Here is the Opportunity HOTLINE number in English: 1-212-990-6304 (no ext. for this call)

Here is the Opportunity HOTLINE number in Spanish: 1-641-715-3900 ext. 816604#

Great! I need you to call in the next 48 hours. When is it better for you to call the hotline?
Today or tomorrow? Thank you! I'm excited!!! And I know I can count on you - right?!

** Make sure you text you her the next morning with this message:*

Hi_____ I'm so excited for you to help me out with my training! The number is _____.

Remember you get to choose a free eye shadow! When do you plan to call the Opportunity Hotline today?



Booking LIVE "Out-of-Town" Opportunity Calls



What to say when leaving a message:

Hi, _____. I have something exciting to tell you about, so call me back as soon as possible.

What to say when you get her on the phone:

Hi, _____. I have something exciting to tell you about. I just started a Mary Kay business and as part of my training, I'm supposed to select a few of the sharpest women I know who live outside of the Albany area to give me their honest feedback on our marketing plan. You are definitely one of the sharpest women I know. I realize that a career with Mary Kay may not be for you, but I would truly value your opinion and it would really help me out with my training ...plus you will make me look so good! AND... YOU get a free eye color just for helping me out! Is there any reason why you couldn't help me with my training?

Great! Now, before I tell you the details I need to make sure you don't have a Mary Kay Consultant, because I'm not allowed to do training with anyone who does. Great here's how it works. My Director has a live conference call different times this week. What works best for you?

- **Monday at 12 noon pacific time**
- **Wednesday at 8 pm pacific time**
- **Sunday at 7 pm pacific time**

Great! I have you down for _____ on _____. Plan for about 30 minutes. I know you will learn some great facts about our company & be inspired about our mission! I will call/text you the phone number and passcode for our conference call. My Director will share some information, ask you some questions & I will be taking notes. There may be some other consultants on the call with us, doing the same thing. Thank you! I'm excited to complete my training and I know I can count on you - right?!

** Make sure you text you guest the morning of the call, this message:*

Hi _____ I'm so excited for you to help me out with my training today on the conference with my Director. It starts at _____. I can't wait for you to pick out your FREE eye color at the end of the conference!

Advantages

Disadvantages

Advantages	Disadvantages