



# DO YOUR 3+3+3+1

At least EVERY WEEK: 3 skin care and color classes + 3 team building interviews + 3 customer service activities + 1 new happy customer  
Habits of a successful Independent Beauty Consultant



## GIVE MINI MAKEOVERS

Give every young and young-at-heart woman a first hand look at Mary Kay by **teaching them to do their mini makeovers**. Teach them how to find the right foundation shade, to apply eye color, or to choose the right lipstick shade for any event.

You may **snap photos** of their new look and **post them on Facebook or Instagram** and tell them to tag their friends. Let them enjoy Mary Kay products and excite them about the upcoming **marykay:play**® product. Now is a great time to introduce young women to the Mary Kay brand.

## LISTEN AND SHARE GOALS WITH YOUR TEAM MEMBERS

The Mary Kay career path provides personal growth not only for yourself but also for other women out there. **Help create a vision for your potential team members**, like earning extra income, having financial freedom, getting a Pink Car, or becoming a Sales Director. Listen to their needs and their dreams. It creates trust, connections and understanding.

Lastly, **share your life goals with**. Others will want to join you on your journey if they understand and relate to you.



## LET THEM EXPERIENCE THE BEAUTY OF MARY KAY FIRST HAND

Aside from letting your customers feel and enjoy our irresistible Mary Kay products, why not **invite them to attend your team meetings to experience the beauty, warmth and culture of Mary Kay sisterhood** that we are all proud of. You may share with them the values of Mary Kay Ash, like "Make her feel important", "Praise her to success" and "Go-Give spirit".

Don't forget to **set an appointment with your customers, guests or potential team members to visit any of our five Mary Kay Beauty Centers** nationwide. See below how they can maximize their visit at our Beauty Centers.

## tip of the month



## BRING YOUR GUESTS & CUSTOMERS TO OUR MARY KAY BEAUTY CENTERS

- Use the **experiential room** to conduct **one-on-one facial**. The experiential room is **open to all Beauty Consultants** for free during the Center's operating hours.
- Use the **free Mary Kay® sampling products** in any **Beauty Center experiential room** for your customer's/guest's consumption. Inquire more with our Customer Service regarding free use of products.
- Refer your customers and guests to check our **product display area** showcasing a wide range of skin care, color and fragrance products.