



Business Debut Checklist

This is a checklist to ensure you have a successful debut of your brand new Mary Kay business!



- **Schedule your Business Debut** within your first 2-3 weeks of business. However, if this is not possible, then scheduling a Business Debut later is better than not scheduling at all. You will also want to plan to have your inventory and product labels in stock before your Debut.
- **Hold your Business Debut in your home**, preferably because it is a warmer environment. Church fellowship halls, civic halls, apartment club houses will be fine. Delegate the task of cleaning your home so your time may be spent on the telephone with your prospective guests and customers.
- **Invite all the people on your "Contact List"**. This should be a minimum of 75 people. You can expect 1/3 to attend with proper follow-up.
- **Send out a minimum of 75 Business Debut Invitations**. Sending invitations alone will not be effective. After you have mailed your invitations, plan to call each guest personally and invite them 48-72 hours before your Business Debut.
- **Call each guest on your "Contact List"**. Keep in mind that your friends and family are not coming to hear your Director or recruiter; they are coming to help you! Your attendance will be in direct proportion to the number of guests that you personally speak with 24 hours prior to the event. Remember, if they cannot come to your Business Debut, you'll want to either schedule an appointment with them and/or invite them to the next Unit event.

Checklist for Day of Debut

Provide simple refreshments. You will want to delegate the hosting/serving to someone in your family or a close friend, so you can be focused on helping you guests schedule appointments and learn more about your Mary Kay business.

Display all retail products for guests to see and touch. Your recruiter/Director will arrive 45 minutes before the program and she'll need a table for her presentation. You will want to arrange the seating in a semi-circle in front of the table.

- 3x5 cards
- Pens
- A money bag
with \$20 in change (1-\$5, 10-\$1, and \$5 in coins)
- Beauty Books
stamped with contact information
- Sales Tickets
- Calculator
- Name Tags
- Skin Care and Foundations from Starter Kit
- Profile Cards

What to expect during the program...



All guests will introduce themselves, tell how long they have known you and their relationship to you, a bit about their family, work, hobbies and what their experience with Mary Kay has been, if any.

Your Director or recruiter will explain the purpose of the event: You will be affirmed in your business by your guests. Your goals will be shared with your guests and your guests will know that you will be asking them to help you by having a complimentary facial or class.

The recruiter/Director will share their "I" story and their relationship to you.

Mary Kay Cosmetics will be introduced as the #1 Best Selling Brand in Skin Care and Color Cosmetics in the nation.

No one will actually receive a makeover that day because that is what you'll be offering at their skin care class. This is a show and tell type of event.

At the close guests will have an opportunity to earn chances for door prizes by making a purchase, scheduling a facial (and or class) and listening to the MK marketing plan.

Ideally, you'll want everyone to go home with a Miracle Set so you'll want to display plenty of these! When you schedule your class, it will be to fine tune her skincare and give her an advanced glamour makeover session. Please have all of your products on display- this lets your guest see that you are serious about your business!

Have your date book with you. Your job that day is to go around the circle at the end and to book dates for classes or facials. If you would, outline in red the days you wish to hold your appointments and inside the date, the times you are available. This is easier for a guest to understand your month-at-a-glance pages.

Have a pink sales ticket, a Beauty Book, a 3x5 card, a profile card and a pen for every guest present (ready in her chair would be great). Have calculators, a bag of money and coins for change close to your product display.

Optional Door Prizes for: booking, purchasing, open to hearing more about a career in MK.

Upon arrival each guest will receive a Satin Hands Treatment

Step 1- Extra Emollient Night Cream Massage a small amount of cream into clean hands and between fingers. For added hydration, dampen skin with water prior to applying.

Step 2-Satin Smoothie Hand Scrub Dispense 1-2 pumps of scrub, massaging into hands and between fingers. Rinse well and pat dry.

Step 3-Satin Hands Hand Cream Massage cream into hands and between fingers. Provides instant hydration to condition and moisturize for hours.

