

# Business Debut Checklist

Let's set up a date for your Grand Opening! When you start your business with Inventory, I do your Debut for you!!  
 What a Smart way to get your Mary Kay business off to a great start! I can't wait to help you make it a Great Success!

## Purpose of the Business Debut:

1. To debut yourself as a Professional Mary Kay consultant.
2. To show your family and friends your starting a BUSINESS!
3. To book your Power Start (30 faces in 30 Days).

DATE: \_\_\_\_\_

TIME: \_\_\_\_\_

LOCATION: \_\_\_\_\_

- 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 one at all. You will also want to plan to have your inventory 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 or a friend's home is also fine. We can also schedule your Debut at 'The Beautique!' (Ask Michele about this option). 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 50 people. (You can expect 10 - 15 to attend with proper follow-up.) When you have at least 15 in attendance, you WON A PUNK DCE RDNG!!
- Send out a minimum of 50 Business Debut Invitations at least 10 Days prior to the event. After you have mailed your invitations, plan to call each guest personally and invite them 24-48 hours before your event (Sending postcards alone will not be as effective). A Debut Checklist and Invitations are available for download on Ontouch or You can create your own (see example in this packet) and print professional copies at office depot with your MK Discount!! Office Depot DISCOUNT CODE is on mkintouch:
- 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 the day of the event:

- Provide simple refreshments. A Few Drinks and some Cookies or Chips N Dip. You'll want to delegate the hosting to someone special in your family or a close friend so you may be focused on helping your guests to schedule appointments and learn more about your Mary Kay business!
- Have your Datebook ready and marked with everything that you have going on in your life. I have dedicated to your Mary Kay business. Put a star beside your power start weeks. We will at you that day
- Have the following supplies available:
  - Pens and profile cards on hand for each guest to complete as they arrive.
  - A money bag with \$20 in change. (1 - \$5, 10 - \$1 and \$5 in coins)
  - Beauty Books and Look Books stamped with contact information.
  - Sales tickets, Calculator, Facial Cloths, Paper Towels, Cotton Balls
  - An Attractive display to showcase your new Mary Kay Products!
- Your recruiter/director will arrive 1/2 hour before the program to set up the entire product display and bring door prizes. She'll need a big table. You'll want to arrange the seating in a semi-circle in front of the table. You will sit up front to her left as she talks. We will NOT be doing facials and makeovers at your Debut, this will be a "Back of the Hand" demonstration.

