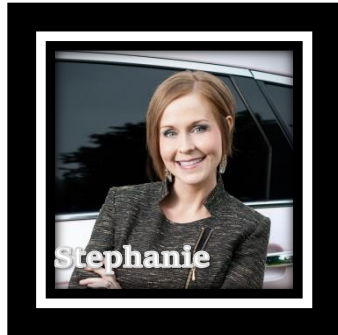


# MARY KAY®



## Welcome to the *Captivate and Shine* Unit

Congratulations on your decision to become a Beauty Consultant! You have joined a company that has set a guaranteed career path for millions of women for more than 50 years. You are now a part of one of the best units in all of Mary Kay, the **Captivate and Shine Unit**! You will love this business, because we never stop learning and there are always opportunities to grow!

Your **SKIN CARE CLASSES** are where the magic will happen. It will be where you will make sales, schedule future bookings, and begin to build your team. This will also be a learning experience for you as you meet with different people and customize your service to meet their individual needs.

I am committed to ensuring your success and I will match 100% of my time with 100% of your effort! We'll move together at your pace. Be patient with yourself, be willing to learn, and take it one step at a time. I am so excited for you and for your future with this fantastic company!

Most importantly, in the next 24 hours, please complete your list of everyone you know. Don't prejudge! You'll want to call into our Next Steps hotline at **712-775-7199 ext 530875#**. This hotline is where you will learn how to work from your weekly plan sheet and hear about Mary Kay's inventory options. You can earn over \$1000 in FREE Mary Kay products with your very first order.

Love and belief,

**Stephanie**

### QUICK REFERENCE

**Stephanie Arbaugh**  
Senior Cadillac Sales Director  
Office: 423-946-1335  
Text: 714-612-6420  
Email: shinensd@gmail.com  
Voxer ID: sarbaugh157

Training Website  
[www.stephaniearbaugh.com](http://www.stephaniearbaugh.com)  
Password:captivateshine

National Sales Director  
Carol Anton  
Seminar Affiliation  
Ruby

Unit Name      Unit Number  
Captivate &      KD93  
Shine

Your Consultant Number  
\_\_\_\_\_



# Your Next Success Steps

## Set Up!

- Go to [www.marykayintouch.com](http://www.marykayintouch.com), create your password, and FREE MK email address!
- Open a separate checking account for your new business that has a debit card and checks.
- Order Business Cards & Product Labels or a Business Kit from MK Connections.
- Sign up for **PROPAY** on InTouch to process your credit card orders.
- Watch the Welcome and First Steps videos on [www.stephaniearbaugh.com](http://www.stephaniearbaugh.com)

## Get Ready!

- To find everything our Unit uses for skin care classes, promotions, recognition & MORE, visit [www.stephaniearbaugh.com](http://www.stephaniearbaugh.com)
- Put all of our Unit events for Studio Pink in your planner from our Calendar.
- Under *Essentials* – Print the Skin Care Class outline, Ten Perfect Reasons, and Compact Tic-Tac-Toes to be used at your classes.
- Watch the Skin Care Class video on [www.stephaniearbaugh.com](http://www.stephaniearbaugh.com)
- Email Stephanie a headshot picture of yourself to be used on our site and in our newsletters.

## Go!

- Attend your first New Consultant training this week and bring a friend to join the fun.
- Each week, fill out your Weekly Accomplishment sheet on InTouch and submit it.  
*Call your recruiter to walk you through it after your first sale!*
- Call into our Shine National Family call for important training and updates: Every Sunday 9:00-9:30 PM EST, **712-451-6000, 934095#**

**Remember, action conquers fear!**



**You only have ONE chance to make a first impression!**  
**Always dress for success with your Mary Kay business! This includes a skirt (black is always practical) or a dress. Look professional & slammin'!**



## Earn Your Pearls of Sharing Jewelry



Add your 1<sup>st</sup> Team Member and receive your necklace!

Hold 3 interviews with your director in your 1<sup>st</sup> 2 weeks of business and you'll receive your earrings!  
Hold 3 more interviews and receive your bracelet!

### Interviews:

1. Name: \_\_\_\_\_
2. Name: \_\_\_\_\_
3. Name: \_\_\_\_\_
4. Name: \_\_\_\_\_
5. Name: \_\_\_\_\_
6. Name: \_\_\_\_\_



## Movin' Up
















Upon adding your second team member, you will qualify to order your prestigious RED JACKET from Mary Kay! By the time it arrives, you'll have added your third team member and will have earned the right to wear it!



# Start Your Business off with Power!

Complete 15 facials in 2 weeks, and receive the Perfect Start Charm!

Perfect Start





	Name: _____ Shared Opportunity Yes ___ No ___		Name: _____ Shared Opportunity Yes ___ No ___		Name: _____ Shared Opportunity Yes ___ No ___
	Name: _____ Shared Opportunity Yes ___ No ___		Name: _____ Shared Opportunity Yes ___ No ___		Name: _____ Shared Opportunity Yes ___ No ___
	Name: _____ Shared Opportunity Yes ___ No ___		Name: _____ Shared Opportunity Yes ___ No ___		Name: _____ Shared Opportunity Yes ___ No ___
	Name: _____ Shared Opportunity Yes ___ No ___		Name: _____ Shared Opportunity Yes ___ No ___		Name: _____ Shared Opportunity Yes ___ No ___
	Name: _____ Shared Opportunity Yes ___ No ___		Name: _____ Shared Opportunity Yes ___ No ___		Name: _____ Shared Opportunity Yes ___ No ___

Perfect Start Charm



Complete 30 facials in 30 days, and receive the Power Start Charm!

Power Start

	Name: _____ Shared Opportunity Yes ___ No ___		Name: _____ Shared Opportunity Yes ___ No ___		Name: _____ Shared Opportunity Yes ___ No ___
	Name: _____ Shared Opportunity Yes ___ No ___		Name: _____ Shared Opportunity Yes ___ No ___		Name: _____ Shared Opportunity Yes ___ No ___
	Name: _____ Shared Opportunity Yes ___ No ___		Name: _____ Shared Opportunity Yes ___ No ___		Name: _____ Shared Opportunity Yes ___ No ___
	Name: _____ Shared Opportunity Yes ___ No ___		Name: _____ Shared Opportunity Yes ___ No ___		Name: _____ Shared Opportunity Yes ___ No ___
	Name: _____ Shared Opportunity Yes ___ No ___		Name: _____ Shared Opportunity Yes ___ No ___		Name: _____ Shared Opportunity Yes ___ No ___

Power Start Charm



Complete Power Start and Share the MK Opportunity with at least 6 people and receive the Power Start Plus Charm!

Power Start Plus Charm



# Your Next Success

**Attend your first ten success events in a row  
and receive a gorgeous piece of jewelry from your director!**

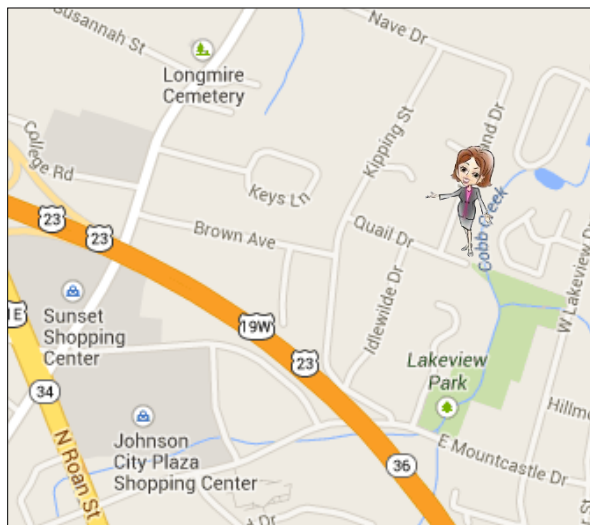


1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

## Studio Pink

2200 Lakeland Dr., Johnson  
City, TN 37601



Look for the Pink Cadillac. Entrance is at the bottom of the driveway

**PLEASE leave your troubles at the door.**

We want to keep our Studio an uplifting, positive experience for everyone who walks through the door. Postponements and life will happen, so keep smiling & hold onto your positive attitude, even if it's only for the couple of hours.

## Weekly Events:

RSVPs are due to Stephanie's office 24 hours in advance via her website:

[www.stephaniearbaugh.com](http://www.stephaniearbaugh.com)

**Attire:** Mary Kay professional (**skirt or dress**, hair and makeup done, looking slammin')

\*For all events, children are NOT invited under any circumstance.

Tuesday events will be filled with recognition, training, and makeovers for guests.

For all events, please arrive 15-30 minutes prior to the start of the event to set up for your guests (so when they arrive you can focus on them).

Ask guests to arrive 10 minutes prior to the start time to receive a special Satin Hands Treatment (so that we can start on time).

Visit [www.stephaniearbaugh.com](http://www.stephaniearbaugh.com) for a current calendar of events.

# Money Management

	Weekly Sales (before tax)	Sales Tax (collected)	Loan Payment (column 1 x 48%) Until Paid Off	My Earnings (column 1 x 48%) Once Loan Is Paid Off	MK Product Order (column 1 x 50%)	Business Expense (column 1 x 2%)
<b>Week 1</b>						
<b>Week 2</b>						
<b>Week 3</b>						
<b>Week 4</b>						
<b>Week 5</b>						
<b>Week 6</b>						

*Run your money right!* More women have failed in their businesses because they didn't respect the money system!

1. Get your inventory on a profit level! (This allows you to pay yourself)
2. Complete this *Money Sheet* and the *Weekly Accomplishment Sheet* EVERY WEEK!
3. CONSISTENCY is the key to success! MAKE IT A HABIT!
4. EVERY MONTH...**MAKE YOUR PAYMENT!!!**
5. EVERY MONTH...**PLACE YOUR WHOLESALE PRODUCT ORDER!!!**
6. EVERY MONTH...**WRITE YOURSELF A PAYCHECK!!!**

**Make 12 copies and file in folder!**  
Find more Money Management sheets on our unit website!

## ***YOU WERE MEANT TO BE "DEBT FREE"!***

By National Sales Director Linda Toupin

Wondering how you can start a business when you are already in debt? Here is how you can start your business and use Mary Kay to pay off ALL your debt!

### **Sell \$200 per week = \$800 income for the Month**

- Take \$100 to pay loan for your MK business (Leaves \$700)
- Use \$400 to replace product sold (Leaves \$300)
- Give \$100 to yourself (Have Fun!) (Leaves \$200)
- \$200 to pay off other debt

### **Sell \$300 per week = \$1200 income for the Month**

- Take \$100 to pay loan for your MK business (Leaves \$1100)
- Use \$600 to replace product sold (Leaves \$500)
- Give \$200 to yourself (Have Fun!) (Leaves \$300)
- \$300 to pay off other debt

### **Sell \$400 per week = \$1600 income for the Month**

- Take \$100 to pay loan for your MK business (Leaves \$1500)
- Use \$800 to replace product sold (Leaves \$700)
- Give \$300 to yourself (Have Fun!) (Leaves \$400)
- \$400 to pay off other debt

### **Sell \$1000 per week = \$4000 income for the Month**

- Take \$100 to pay loan for your MK business (Leaves \$3900)
- Use \$2000 to replace product sold (Leaves \$1900)
- Give \$300 - \$1000 to yourself (Have Fun!) (Leaves \$1000 - \$1700)
- \$1000 - \$1700 to pay off other debt

### **Rapid Debt Reduction Plan**

- ✓ Write down all debt, numbering them 1-10 from the smallest to the largest.
- ✓ Start paying off the smallest one first, making payments as large as you can.
- ✓ Make minimum payments on #2 through #10.
- ✓ When debt #1 is paid off, start paying big payments on #2 and continue minimum payments on #3 through #10.
- ✓ Continue until debt free!

***As in all things in life...Consistency is the KEY!***