

# 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, 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  
Cell: 714-612-6420  
Email: [shinensd@gmail.com](mailto:shinensd@gmail.com)

Training Website  
[www.stephaniearbaugh.com](http://www.stephaniearbaugh.com)  
National Sales Director  
Carol Anton  
Seminar Affiliation  
Ruby

Unit Name    Unit Number  
Captivate &    kd93  
Shine

Your Consultant Number

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Captivate & Shine Unit - [www.facebook.com/groups/CaptivateShine](http://www.facebook.com/groups/CaptivateShine)  
Shine National Family - [www.facebook.com/groups/ShineArea](http://www.facebook.com/groups/ShineArea)



# 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 *New Consultants* – 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 Thursday 12:00-12:30 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



Hold your “debut” party within your first two weeks in business and receive your necklace!

Date Held: \_\_\_\_\_

Observe two parties held by your recruiter or a sister consultant within your first three weeks and you'll receive your matching bracelet and earrings!

Observed:



1. Consultant: \_\_\_\_\_

Date: \_\_\_\_\_

2. Consultant: \_\_\_\_\_

Date: \_\_\_\_\_



## 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!



# Your Next Success Steps

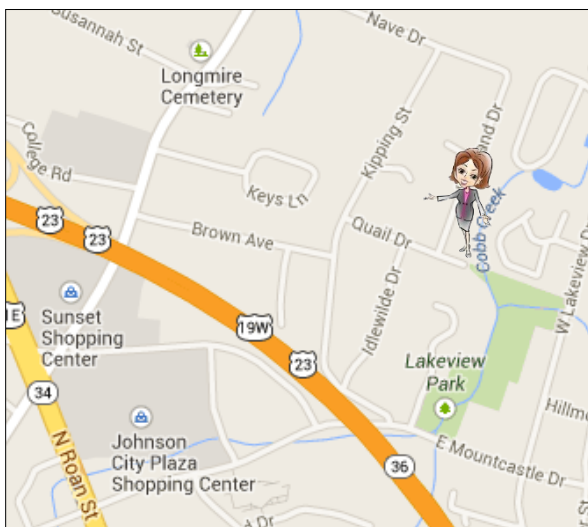
Attend your first ten success events in a row  
and receive a gorgeous piece of jewelry from your director!

- |    |       |     |       |
|----|-------|-----|-------|
| 1. | _____ | 6.  | _____ |
| 2. | _____ | 7.  | _____ |
| 3. | _____ | 8.  | _____ |
| 4. | _____ | 9.  | _____ |
| 5. | _____ | 10. | _____ |



## Studio Pink

2200 Lakeland Dr., Johnson City, TN



Look for the pink Cadillac; the entrance is  
at the bottom of the driveway.



### Weekly Events:

Guest RSVPs are due to Stephanie's office 24 hours in  
advance via email: [captivate.shine@gmail.com](mailto:captivate.shine@gmail.com)

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

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

For all events, please arrive 15 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.stephanicarbaugh.com](http://www.stephanicarbaugh.com) for a current calendar of  
events.

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.

# Money Management Worksheet

	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%)
Week 1						
Week 2						
Week 3						
Week 4						
Week 5						
Week 6						

*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!***