

Business Debut Checklist:

____ **Schedule your business debut** with your first 2-3 weeks of business. You will want to have your inventory before your debut!

____ **If possible, hold your business debut in your home**, mostly because it is a friendlier, environment. Church fellowship halls, friend or family member's home, our weekly success meeting location

____ **Invite ALL the people on your Contact List**. This should be a minimum of 50 people (You can expect 10-20 to attend with proper follow up)

____ **Send out a minimum of 50 Business Debut invitations**. **Sending out postcards alone**

will NOT be effective. Go to www.angiecameron.com to find a sample business debut invitation and additional important info! After you have mailed your invitations, plan to call each guest personally and invite them. This is very important and will greatly improve the attendance of your debut! **Your attendance will be in direct proportion to the number of guests that you personally speak with 72-48 hours prior to the event. Don't be afraid to tell your guests that you will receive a prize when 10 people over the age of 18 are present & remind every- one that they can bring a friend!**

Please give a copy of your guest list to your recruiter/director, she may call and personally thank them for their support for your business.

____ **Call each guest on your Contact List**. Remember, your family and friends are coming to help YOU! If they cannot come to your debut, you'll want to either schedule an appointment with them and/or invite them to the next unit event (success meeting). Share your goals of 30 faces in 30 days! Book appts with guest that can't attend. Have 5 appts on your books before your debut!

____ **Send your Director a message with your confirmed RSVP list**. **Once you have called to confirm your guests, send me the complete "Yes" and "Maybe" list with names 24-48 hours prior to the event. This is one of the most important things you can do to make your Debut a success!**

____ **Memorize the Business Debut Scripts**. Go to angiecameron.com and click on "Business Debut" to read the scripts and other important information about your Business Debut.

The Day of the Debut:

Provide simple refreshments. Please ask someone ahead of time to serve (such as your family or close friend) This is so, you can be focused on your guests to schedule appointments and work with your director at individual consultation.

____ **Have your datebook marked** and know when you will be working your MK business. Put a **STAR** beside your power start weeks. Your main goal is to book your follow up appointments.

____ **Have these supplies available:** ___ Pens and profile cards ___ money bag (with \$20 change) ___

___ Sales tickets ___ Calculator ___ Roll up Bag Sheets

____ **Your recruiter/director will arrive ½ hour before the program** . Please have the contents of your starter kit unpacked, products out of boxes, Roll up bag displayed and product displayed..this lets your guest know you are serious about serving their needs, at least 3 door prizes for guest.

____ **You will want to purchase the following supplies:** cotton balls/cotton rounds, plastic bowls, pens, treat bags or something to put prizes in, and a roll of double tickets,

____ **Have enough hostess packets prepared** to give each guest at your debut. Hostess Packets include Look Book, Sales Receipts, Hostess Flyer, Business Card, Opportunity CD

____ **Remember to relax and have fun with your guests**. Your recruiter/director will do the talking. The focus will be to schedule your power start and your pearls of sharing! Enjoy your debut!

What can you expect During the Presentation?

Your Director will explain the purpose of the event:

We are launching YOUR business & the PRODUCT you are selling! Your 1st goal will be shared (30 faces in 30 days; 10 practice interviews) with your guests! Your guests will know that you will be asking them to help you by having an appointment to try the products.

- You Welcome All the guests and then Introduce your Director. All Guest will introduce themselves.
- Mary Kay will be introduced as the #1 brand of Skin Care & Color Cosmetics in the Nation! All the guests will sample the Miracle Set & Microdermabrasion on the back of the hand. No one will receive a facial or makeover that day.
- Pocket book game and then Your Director will share her "I" story.
- We will book your 1st 30 faces and Chats
- At the close, guests will have an opportunity to make a purchase, schedule an appointment & set up an Interview while we mingle and have refreshments.
- Do not pass out Hostess Packets until AFTER the presentation—it's too distracting
- **THERE SHOULD BE ABSOLUTELY NO CHILDREN AT THIS EVENT**, including your own. This is an adult's event and your guests should be able to relax and be pampered without any distractions. You will lose \$100 in sales for every child that is there, including babies. Women will not focus and enjoy, or spend as much money if there are distractions during the event. Please ask your friends to get a babysitter and enjoy the day to herself.
- **WEAR A PROFESSIONAL SKIRT OR DRESS! You are launching your new business...please look professional!**

What your Director Will Bring To Your Debut

- 5-10 Interview Packets—your Director will pass these out to your sharp guests at the end of the presentation. We will schedule your 1st 5-10 Practice Interviews that day.
- Tickets to pass out during the games & prizes and all the products that guests will try at your Business Debut.

Who should you invite? Well, in addition to the

obvious, your immediate family, in-laws, cousins,

neighbors, friends and work associates, what about the

person...

...from your old job
...from school or college
...you know from your favorite
sport or hobby
...from your child's activity
...from your church
...from community activities
...from whom you rent
...to whom you sold a house
...that you met through your
...who checks you out at the
grocery
...who helps you at the cleaners
...that you met on vacation
...who checked you in at your
last hotel
...who gives your child lessons
...who cuts your hair
...who fills your prescription
...who leads the PTA?
...Girl/Boy Scouts?
...who booked your last
vacation?
...who sells baskets? candles?
...who bought a house last on
your street?
...who is your bank teller?
...who is your florist?
...who was your nurse at the
office/hospital?
...who was your maid of
honor?
...who is your cleaning lady? ...who you met in the grocery/
bank line?
...who was the bride you saw in
the newspaper?
...who is your child's/your
friend's child's teacher
...who is the secretary at your
work/school
...who sells you your clothes?

...who sells you your shoes?
...who sold you your glasses? ...who is the wait staff at your
favorite restaurant?
...who you met at your last
business luncheon?
...who helped you at the last
jewelry store?
...who helped with your last
decorating purchases?
...the last salesperson to give
great service?
...who works the desk at the
health club?
...who did I miss?