

The Business Power Plan

Adapted form NSD Pamela Waldrop Shaw

Now what? It's time to Strategize!

Step 1 – Who do I know....

Make a comprehensive list of 50 facial/skin care class hostess prospects. No need to prejudge her response. The only requirement – she must have skin! Family, friend, work associate, acquaintance, church member, neighbor. (Also put an * by every name you think would be great in this business – Your new team members!)

Step 2 – It's Your Time, Invest It Wisely ...

I. The Skin Care Class

- \$250 average sales
- 3 to 6 people attending
- takes 2 to 3 hours

II. The Facial

- \$90 average sale
- 1 to 2 people attending
- takes 45 minutes to 1 hour

By Holding Weekly...	Gross Profit Weekly 50%	Gross Profit Monthly 50%
1 SCC & 1 Facial	\$170.00	\$680.00
2 SCC & 1 Facial	\$295.00	\$1,180.00
3 SCC & 2 Facials	\$465.00	\$1,860.00
3 SCC & 3 Facials	\$510.00	\$2,040.00

Step 3 – How many hours am I willing to WORK each week...

Let's get honest; you need PRODUCT on your shelf! When you have it you SELL it! To determine the amount of product you'll want to consider having on your shelf, let's take a look at the number of faces you'll be working with. With your current schedule, if a Class takes 2 – 3 hours and a Facial takes 45 minutes to 1 hour, how many are you willing to fit into your week?

of Classes weekly _____ X 4 Faces per Class = _____ FACES

of Facials weekly _____ X 1 Face per Facial = _____ FACES

FACES WEEKLY _____

Now determine how many faces you will be putting the product on MONTHLY?

Total Faces Weekly _____ X 4 Weeks = _____ FACES MONTHLY!!

Step 4 – Let's Make It Happen!

It all happens with Income Producing Activities! You've heard the old cliché Plan Your Work and WORK your plan!

I know you can do it! I'll see YOU at the TOP!

Love, Dynetta

DIVAS IPA Tracking Sheet

A	1 skin care class (min. \$200 retail/3 faces) Must have WAS	<p>I.P.A.'s</p> <p>Income Producing Activities</p> <p><u>Part-time</u></p> <p>Complete 7 IPA's wkly. 1 per day</p> <p>Full-time</p> <p>Complete 13 IPA's wkly. 2 per day</p> <p>Car Driver</p> <p>Complete 20 IPA's wkly. 3 per day</p> <p style="writing-mode: vertical-rl; text-orientation: mixed;">Circle Your Goal</p>
B	1 facial or on-the-go appt (min. \$75) Must have WAS	
C	1 new booking	
D	\$100 reorders or website orders. Must have WAS	
E	1 team building interview Must turn in questionnaire	
F	1 marketing cd/dvd with questionnaire completed	
G	5 new names	
H	1 guest to Success Event	
I	1 new team member	
J	Pre-profile 5 guests	
K	New customer with purchase	
L	New Basic Set Sold – cleanser, moist, found.	
M	Success Meeting Attendance	
N	Pink Possibilities Conference Call Participation	
O	Putting on MK face 6 out of 7 days 1 IPA each day	

IPA Daily Tracking Chart

List letter(s) of IPA(s) under each day

	Thurs.	Fri.	Sat.	Sun.	Mon.	Tues.	Wed.	Total
Week 1								
Week 2								
Week 3								
Week 4								
Week 5								

“Start writing your own success story today. Set your goals and hang on to them until they are a reality. You’ve got to believe in it before you will ever see it. Whatever the mind can perceive and believe, you can achieve!”

Mary Kay Ash