

## Outline – Class #1 - New Consultant Bootcamp—Business Basics

Vision Casting – Julie Weaver

Weaver National Area Plan – Positions – Team Building

1. Setting up your Business
  - a. Checklist for 1<sup>st</sup> week (handout--checklist)
  - b. Tracking for Taxes (handout—accounting unlimited)
  - c. Image
2. Time Management
  - a. Weekly Plan Sheet (handout—weekly plan sheet & 6 most important To-Do List)
  - b. Highlight Times—available for bookings
  - c. Training (Mondays, Tuesdays, Thursdays & Saturdays)
  - d. Pink Time vs Green Time
3. Money Management
  - a. 60/40 split (handout—Financial Friday Worksheet x2)
  - b. Section 2
  - c. Personal Product
  - d. Ordering Smart
  - e. Financial Goal
  - f. Star Consultant Program
4. Bookings
  - a. Getting Contacts (handout—how to get contacts)
  - b. Booking Scripts (handout—booking scripts)
  - c. Perfect/Power Start (handout—power start & monthly tracking sheet)
  - d. Guests to Meeting Makeovers

### \*\*\*\*Homework for Bootcamp #2\*\*\*\*

1. Paste party script from julieweaver.net – on home page - “New PAID marketing instructor’s guide”
2. Role-play booking scripts
3. Fill-out Customer Profile card (for themselves)

## **Outline – Class # 2 - New Consultant Bootcamp—Preparing for the Party/Class**

Vision Casting – Julie Weaver

Weaver National Area Plan – Positions – Team Building

1. Coaching
  - a. Hostess Credit/Program (2 handouts—1 for new booking & 1 for 2<sup>nd</sup> booking)
  - b. Pre-profile
  - c. Kitchen Coaching
2. Packing for your Party
  - a. Skin Care Class Checklist (handouts)
3. Setting up for the Party
  - a. Satin hands
  - b. Check out station
  - c. Setting the table
  - d. Trays - (handout – setup chart)
4. Matching Foundations (handout foundation chart)
  - a. Differences in Foundations
  - b. Undertones
  - c. Stripe test

### **\*\*\*\*Homework for Bootcamp #3\*\*\*\***

1. Paste party script from julieweaver.net – on home page - “New PAID marketing instructor’s guide”
2. Be prepared to write notes in your own script.
3. Write your “I” Story – go to julieweaver.net – under training on left side – “How to Create a beautiful I Story”

## **Outline – Class # 3 - New Consultant Bootcamp—Live Party/Skin Care Class**

Vision Casting – Julie Weaver

Weaver National Area Plan – Positions – Team Building

1. Conducting the Party
  - a. Welcome – Opening
  - b. Skin Care - Before/ After pictures
  - c. Skin Care Close – before glamour
  - d. Get Referrals – Tic-Tac-Toe or Deserted Island Game (handout)
  - e. Glamour Look
  - f. Table Close – (handout-build-your-own-bag sheet)
  - g. P-A-I-D Marketing
  - h. One-on-One Close (handout-1-on-1 close)
2. Customer Service
  - i. 2X2X2
  - j. Preferred Customer Program
  - k. Gift with purchase vs. Discount
  - l. Product Return
  - m. Organizing Customer profiles/entering on intouch Birthdays/Anniversary
3. Team Building
  - a. Positions (handout—career path)
  - b. Sharing the Career (cd)

## **New Consultant Checklist—1<sup>st</sup> week**

1. Go to [www.marykayintouch.com](http://www.marykayintouch.com) for the following:
  - Register for **Personal website** (cost is \$25 for entire year)
  - Sign-up for **Pro-pay**—to accept credit/debit cards
  - Take “**Signature Look**”—this customizes your FREE loaded compact that comes with your 1<sup>st</sup> order\* placed within 15 days of signing \*(minimum \$600 whls. Section 1 order)
  - Order your **MK business kit** (cost is \$40)—includes 250 business cards, product labels, address stamp, name badge, business card holder, & referral cards. Order through MK connections.
2. **Open free/separate Checking Account** & get debit card on the account (will need this for all future MK product orders)
3. **Change your voicemail** (home & cell—so can begin writing off cell phone bill for taxes)
4. **Make Inventory Decision & secure finances to support your chosen package**  
  
(Amount of inventory you carry should be based on activity you’re wanting/willing to do & your desired monthly earnings—have your director help differentiate the packages and help you make the smartest business decision for your needs/situation)
5. **Call Director to Customize your Inventory Order**
6. **Set Business debut/1<sup>st</sup> party date with your director/recruiter**





# Mary Kay Weekly Plan Sheet

Name:

Week of:

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
6:00							
7:00							
8:00							
9:00							
10:00							
11:00							
12:00							
1:00							
2:00							
3:00							
4:00							
5:00							
6:00							
7:00							
8:00							
9:00							
10:00							



Name \_\_\_\_\_ Year \_\_\_\_\_

If this is your first year - Give Start Date \_\_\_\_\_

**MARY KAY WORKSHEET**  
**THIS IS AN INFORMATION WORKSHEET FOR OUR CLIENTS**  
**CALL IF YOU HAVE QUESTIONS.**

\_\_\_\_\_ Total Sales (Including Tax)                      \_\_\_\_\_ Commissions                      \_\_\_\_\_ Prizes

\_\_\_\_\_ Beginning Inventory (At Your Cost)

\_\_\_\_\_ Section 1 Purchases (Your Cost - From Packing Slips)

\_\_\_\_\_ Personal Use Product (Your Cost - Unseen - Physically Can Not See)

\_\_\_\_\_ Closing Inventory (At Your Cost)

\_\_\_\_\_ Advertising (PCP, PINK!, etc.)

\_\_\_\_\_ Insurance on Mary Kay Product

\_\_\_\_\_ Interest on Loan or Credit Card

\_\_\_\_\_ Dry Cleaning

\_\_\_\_\_ Legal and Professional

\_\_\_\_\_ Office or Bookkeeping Expenses

\_\_\_\_\_ Weekly Meeting Fees

\_\_\_\_\_ Supplies

\_\_\_\_\_ Sales Tax Paid (From Packing Slips)

\_\_\_\_\_ Travel Expenses

\_\_\_\_\_ Meals and Food

\_\_\_\_\_ Bank Charges on Mary Kay Account

\_\_\_\_\_ Propay Fees

\_\_\_\_\_ Dues and Publications

\_\_\_\_\_ Postage

\_\_\_\_\_ Freight Expense (From Packing Slips)

\_\_\_\_\_ Section 2 (From Packing Slips)

\_\_\_\_\_ Workshops

\_\_\_\_\_ Misc. (description) \_\_\_\_\_

Telephone and Communication Expenses:

\_\_\_\_\_ Mary Kay Long Distance

\_\_\_\_\_ Second Phone Line

\_\_\_\_\_ Home Phone Add-ons

\_\_\_\_\_ Cell Phone

\_\_\_\_\_ Voice Mail

\_\_\_\_\_ Internet Access

Current Year Assets Purchased:

Date	Amount	Description
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

## Vehicle Expenses:

\_\_\_\_\_ Total Vehicle Miles

\_\_\_\_\_ Total Mary Kay Miles

\_\_\_\_\_ Purchase Price

\_\_\_\_\_ Gas, Oil, Repairs, etc.

\_\_\_\_\_ Tags

\_\_\_\_\_ Lease Payments

\_\_\_\_\_ Interest on Loan

\_\_\_\_\_ Insurance

## Office In Home Expenses:

\_\_\_\_\_ Utilities (Gas, Electric, Water, Sewage, Garbage &amp; Cable)

\_\_\_\_\_ Telephone Base Rate (For the Year)

\_\_\_\_\_ Rent for Renters

\_\_\_\_\_ Real estate Taxes

\_\_\_\_\_ Sq. Foot Of Home or Apartment

\_\_\_\_\_ Cost of Home

\_\_\_\_\_ Insurance (Homeowners or Renters)

\_\_\_\_\_ Repairs and Maintenance

\_\_\_\_\_ Mortgage Interest

\_\_\_\_\_ Sq. Foot of Mary Kay Usage

\_\_\_\_\_ Purchase Date

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www.accountingunlimited.com



MK Money Management Worksheet Name: \_\_\_\_\_ Month of \_\_\_\_\_

DEMO	1	2	3	4	5	6		
	Weekly Sales (before tax)	Sales Tax (collected)	Weekly Payment Credit Card/Loan ...\$ from your MK sales (column 1 x ___%)	My Profit	My Earnings ...guilt free spending money! (column 1 x ___%)	MK Product Order + Shipping Section 1 (column 1 x ___%)	\$ to Re-order with	Business Expense Section 2 (column 1 x ___%)
Wholesale Inventory \$3000-3600 (60/40)	How Much Inventory do you have on hand?  This will determine your split to take (re-ordering money and profit you can take)		1/2 of Profit goes to loan until it is paid in full	% based on wholesale Inventory on hand	1/2 of Profit is your guilt free spending money. When loan paid off, 100% profit to YOU	55%	60%	5%
\$2400-2900 (70/30)				40%		65%	70%	5%
\$1800-2300 (80/20)				30%		75%	80%	5%
Less than \$1800 (90/10 split)				10%		85%	90%	5%
	Weekly Sales Before tax	Tax Collected	Weekly Loan Payment	My Profit \$	My Spending Money	\$ to order Sect 1 with	Re-order \$	\$ to order Section 2 with
Wk 1: 90/10 split	\$400		\$20	\$40	\$20	(85%) \$340	\$360	(5%) \$20
Wk 2: 80/20 split	\$400		\$40	\$80	\$40	(75%) \$300	\$320	(5%) \$20
Wk 3: 70/30 split	\$400		\$60	\$120	\$60	(65%) \$260	\$280	(5%) \$20
Wk 4: 60/40 split	\$400		\$80	\$160	\$80	(55%) \$220	\$240	(5%) \$20
Week 5					The more inventory you have, the more you sell, the faster you pay off your loan and the bigger your check!			
TOTALS								

**YOU MUST RUN YOUR MONEY RIGHT!** *More women have failed in their business because they didn't respect the money system!*

1. Get your inventory on a **PROFIT LEVEL** (\$3600 w/s)! (this allows you to pay yourself PLUS you are able to pay off your MK loan more quickly)
2. Complete this Money Management Worksheet and the Weekly Summary Sheet **EVERY WEEK!** (watch your profits & sales soar!)
3. **CONSISTENCY** is the key to success! **MAKE IT A HABIT!**
4. **EVERY WEEK...MAKE YOUR PAYMENT** to your loan or credit card because interest is compounded daily!!!
5. **EVERY MONTH...PLACE YOUR WHOLESALE PRODUCT ORDER!!!** Order smart (\$400-\$600+ gets you FREE product...see Biz Builders)
6. **EVERY WEEK...WRITE YOURSELF A PAYCHECK!!!** (the more inventory you have on hand, the more profit you are able to take right away!)



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## Suggestive Booking Approach - "I'd love to have you as a model for my portfolio.."

Here are 87 sources of potential bookings for your business

- \* Referrals - offer a gift at a class for referrals
- \* \$1 in product credit/ customers
- \* Welcome newcomers - town
- \* Welcome newcomers - church
- \* Sororities - contact college sororities
- \* Fraternities - contact college fraternities
- \* Brides - bridal shows, contact listings in newspaper
- \* Graduates - schools, back to school
- \* Warm Chatter - errands, clothes shopping, dry cleaners, grocery store
- \* Lip on card - place demo lip color on your business card
- \* Portfolio - before and after pictures
- \* Shampoo shows
- \* Hot lip parties - model class at meeting
- \* Glamour shows - introduce new spring and fall colors
- \* Scavenger hunt
- \* Farm system
- \* Opinion on product - ask to get opinion of our products
- \* Offices - employees - professional image seminars
- \* Restaurant
- \* Health clubs
- \* Weight loss clinics
- \* Card in apartment building - facial box or card on bulletin board
- \* Retirement plazas
- \* Mother/ daughter - mother/ daughter before & after pictures
- \* Kid's teachers
- \* Holiday glamour - wing special- holiday looks
- \* Skin care class
- \* Ad - newspaper
- \* Facial box - be sure to give manager or owner a facial
- \* Season's Best - one product highlighted
- \* Birthday parties for customers
- \* Facials with eye look cards - or warm chattering with the eye look cards with eye colors attached
- \* Colorlogic - using Colorlogic wheel to book second facials
- \* Fairs-booths
- \* Networking - referral cards
- \* Civic groups - theater, ice rinks - business card or professional image seminars
- \* New mothers - hospitals
- \* Promotions - monthly basis
- \* Hobbies - softball, ceramics
- \* Neighborhood - Hello neighbor door hangers, library criss-cross directory listing
- \* Pool party - summer looks around a child's pool
- \* Businesses - employees - professional image seminar
- \* Husband acquaintances
- \* Cards with husbands - when husband goes out for lunch, he leaves your business card with his tip
- \* Gift giving service
- \* Open house - send invitations, make appointments
- \* Open house for men - during holiday season
- \* Reorders - discounts
- \* Colleges - dorms
- \* High Schools - clubs, business clubs
- \* Modeling agencies
- \* Hairdressers - facial boxes
- \* Doctor's office
- \* Dentist office
- \* Country Clubs - program for women's clubs that meet there, or program for the women who are members
- \* Laundromats - put facial box, business cards or brochures with name
- \* Anniversaries - offer a makeover before dinner
- \* Husband's birthday
- \* Gift shows - Christmas, Valentine's Day, Mother's Day, Father's Day
- \* Sun care shows - Skin Wellness program with slides and commentary
- \* Cold weather shows - time to reprofile for winter
- \* Day care centers
- \* Lunchtime facials
- \* Hostess contests
- \* Phone-a-thons
- \* Director Support Enroll your customers to receive mailings with up-to-date product information
- \* Paper dip on profile - 6 month facial, nail care, body care, foot clinic, new colors
- \* Call profiles - no show at classes
- \* Mechanics - gifts for wives, girlfriends, etc.
- \* Realtors
- \* Speaking groups - toast masters
- \* Town social - Chamber of Commerce
- \* Satin Hands
- \* Show and sell baskets
- \* Glamour glitz
- \* A gift for you
- \* Model of the month - before & after pictures taken with own camera (one chosen to receive a gift)
- \* Penny shows - penny on back of business card receives one glamour item for a penny
- \* Fragrance clinic - show the layering of fragrances
- \* Brush clinic-how to use brushes
- \* Inside Beauty - pick one look out of book and promote it for one month
- \* Eye clinic - Do eye looks on half of face only
- \* Glamour clinic - for women who wear glasses
- \* Oily skin clinic - teach the how to for oily skin customers, skin supplements
- \* Dry skin clinic - teach the how to for dry skin customers, skin supplements
- \* Open your mouth -just ASK!

## ***The Art of Conversation:***

### **How to Meet People**

- Look the part of a Professional Image Consultant:  
Hair, Makeup, Apparel, etc.
- Practice making eye contact with those around you
- Have an infectious smile not only with your mouth but with your eyes
  - Practice saying “Hello” or giving a compliment

**1. Anytime money changes hands:** Say: “Oh, by the way this is for you!” and hand her a Business card & sample, Look Book or Girl’s Guide to Gorgeous, etc.

**2. Attach a sample to your business card:** Say: “Excuse me, my name is \_\_\_\_, I’m a Professional Image Consultant with Mary Kay Cosmetics and I would love to extend my card to you with this lipstick sample. I couldn’t help but notice how nice you looked. I’d like to know if you would take this sample, try it out, and allow me to call you tomorrow to ask you a couple of questions about how you liked it?”

**3 Take a beautifully decorated basket or tote with you wherever you go** as your purse. Put beauty cards, pens, gift certificates, glamour look cards, samples inside: Whenever you are in line, money exchanges hands, or someone has served you say: “You have been so nice (or whatever fits), has anyone done anything nice for you today? No? Well, I’d like to be the first! I’m a Professional Image Consultant with Mary Kay Cosmetics and I’m out practicing random acts of kindness today! Here’s a sample of our fabulous hand cream and a card good for a complementary facial and glamour makeover. May I jot down your name and number so that I can call to see how you enjoyed your hand cream and when we might get together for your makeover?”

**4. Warm Chatting:** Excuse me, my name is \_\_\_\_, and I’m a Professional Image Consultant with Mary Kay Cosmetics. I’d just kick myself if I didn’t say something to you before I passed by. You have \_\_\_\_ (the most beautiful eyes, gorgeous features or whatever fits). I would love to use your face as a model for my Before and After Portfolio and pay you in free product for the use of your face! Here’s my name and number (as you hand her a card), do you mind if I jot down yours so that I can call you when I get an opening?”

- Always follow up within the first 24-48 hours after meeting them
- Have a goal of how many you want to book before getting on the phone
- Have your datebook with highlighted times available for appointments
- Be positive, professional and have a smile in your voice
- Remind them of how you met them and ask for permission of time
- Always offer them a choice of two times and dates; never leave it open
- Know the tentative date booking approach before getting on the phone

## **Booking: A Script for Every Situation**

- *Booking is an attitude– you must be excited about what you are offering.*
- *Make a commitment to book 2 every day. You'll hold 1/2 of what you book!*
- *Never book out farther than 2 weeks. Three or more weeks out rarely hold.*
- *Make sure you use the Hostess Program recommended in the Skin Care Class section of this book.*
- *The key to consistent booking is simply being out where the people are!*
- *BOOKING IS THE LIFELINE OF YOUR BUSINESS!*

### **1. Script to use when calling back after handing out your business card:**

“Hi, my name is \_\_\_\_ with Mary Kay Cosmetics and I met you yesterday at \_\_\_\_ and told you that I would love to use your face as a model in my Before and After Portfolio and pay you in free product for the use of your face. Do you remember me? I was just looking at my appointment book and I have a couple of openings so I wanted to give you a quick call, do you have just a minute? What would be a better time for us to get together in the afternoon or evening? (Wait for her response) I have (day) or (day) available. Which is better for you? Listen. If you feel more comfortable sharing your makeover with a couple of girlfriends, you're more than welcome to. I think it's more fun to do in a group anyway and that would put me in a position to give you MORE FREE product. I tell you what, how about I call you the night before just to confirm and find out how many setups I need to bring with me?”

### **2. Script to use when calling back on a lipstick or hand cream sample:**

Hi, this is \_\_\_\_ with Mary Kay Cosmetics. Remember when we met yesterday at \_\_\_\_? Do you have a minute for me to ask you a few questions?

1. Did you try the lipstick or hand cream?
2. Did you like the color? or Did you like the way it made your hands feel?
3. Was it moist enough? or Did it keep your hands soft without feeling greasy?
4. How long did the color last? or How often did you feel you needed to reapply?
5. Would you use it if you had the full-size containers?

I appreciate so much your willingness to help me out. My gift to you for participating in the survey is a complementary facial, glamour makeover and lipstick or hand cream. Which is better for you this week or next? (set up appointment)

### **3. Tentative Date booking script:**

When she says she'll call you back with her schedule or she'll have to check with friends say: I tell you what, let's set up a tentative date and time and I'll call you back in 2 days after you've had time to look at your calendar or check with your friends and if we need to change or reschedule we can. I've found if we don't put down a time we might both let it slip our minds. Is \_\_\_\_ or \_\_\_\_ better for you?

### **4. Calling referrals from Name Game, any appointment or any other source:**

Hi \_\_\_\_\_, this is (your name), \_\_\_\_\_'s friend, how are you? Do you have a quick minute? Great! I am also \_\_\_\_\_'s MK Consultant and she just gave you a gift of a complimentary facial and makeover *and* a gift certificate in the amount of (\$5,\$10) to use at your appointment! I thought maybe it was a special occasion; you must be a wonderful friend! Isn't that sweet of her? What would be a better time for us to get together, (in the afternoon or evening)? (wait for her response). I am available (Tues/Thurs), which is better for you? I have (10am or 2pm), which works better? If you feel more comfortable sharing your makeover with a couple of girlfriends, you are more than welcome to invite them, plus you could earn even more free product! I'll give you a call in the next 2 days to check on your guest list (set up time to contact her). I am looking forward to meeting you!

### **5. Perfect Start/Power Start Dialogue:**

Hi \_\_\_\_, this is \_\_\_\_, I'm really excited about something, do you have a quick minute? Great! I've just started my own business teaching skin care and make-up artistry with Mary Kay Cosmetics. As part of my training I'm going to be pampering 30 ladies to a facial in 30 days. I could really use your help. What I would love to do is pamper you and a

couple of your friends and family to a facial and makeover, and as my thanks, you'll receive a special gift. Isn't it fun to receive gifts! Grab your calendar, let's set a date! Which would be better for you, beginning of the week or end of the week?

### **6. Turning a Facial into a Class:**

After you have scheduled a time say: "You know \_\_\_\_, I have a great idea! We have a plan where you can receive your own cosmetics practically as a gift. Would that interest you? (Wait for her response) It's just as easy for me to give three or four facials at one time, as it is to give one. And I know you'll be telling your friends about this. Why don't you invite them over? You'll earn even MORE FREE products for yourself and you and your friends will have a lot of fun. Either way, I want you to know that I am coming for you.

### **7. Before and After Portfolio:**

Hi \_\_\_\_, this is \_\_\_\_. I'm very excited about something, do you have a quick minute? Great! I am building a professional portfolio of "Before & After" makeovers, and I would love to feature you in my portfolio. You have such (beautiful eyes, warm smile, beautiful hair and then compliment her). I would love to pamper you with a facial and makeover and feature you in my book. Doesn't it sound like fun? Grab your calendar and let's set a date. Which would be better for you \_\_\_\_ or \_\_\_\_? I have a great idea, do you have a couple of friends that might enjoy getting a makeover and then they can give you their honest opinion of your new look that will be featured in my book? You would earn free product for having some friends join you and then they can give us feedback about your new look.

### **8. Correct Booking Approach:**

At every skin care class I always select several ladies that I would most like to have as my future hostesses and today I've selected you because (compliment her: you are so outgoing, you look great in the product, you are so much fun). Tell me when we get together for your follow-up, is there any reason why you couldn't share it with friends? I think you'd be a terrific hostess.

or

### **9. Correct Booking Approach:**

You know \_\_\_\_, at every skin care class I choose two women I want to work with most. Today you are my first choice. Do you know why? Because you were the most excited person here- and Mary Kay always tells us to pick the sparkler because she ignites the room! I love to work with excited people. When we get together for your follow-up facial after you get started on your basic skin care, or for you to be in my makeover portfolio, why not share your appointment with a couple of friends? I really want to work with you \_\_\_\_. It is obvious you had a great time today. When is the best time for us to get together again, next Tuesday or Thursday?

### **10. Warm Chatter: Thank You Gift:**

You've been (such a good friend, helpful at work, terrific helping me pick out this dress, such a support) as my Thank You I have a gift for you! I am an Independent Image Consultant with Mary Kay Cosmetics. I would love to give you a complimentary facial and a \$5.00 gift certificate to spend at your facial. Jot your name and number down so we can arrange a time for you to spend your gift certificate. (have your business card and a pen ready).

*When you call back, say:*

Hi \_\_\_\_, this is \_\_\_\_, with Mary Kay Cosmetics. We met the other day at \_\_\_\_. Thanks again for your great service. I'm calling to arrange your pampering session so you can spend your gift certificate. Grab your calendar and let's set a date.

### **11. Inviting a Guest:**

Hi \_\_\_\_, this is \_\_\_\_. Do you have a minute? Great! I am very excited about an event that is coming up this Monday. My director has asked me to bring a model for our Skin Care Class. I am looking for someone with (beautiful eyes, red hair, warm smile, etc.) and I immediately thought of you! You would have the opportunity to have a facial and makeover, and then give your opinion of what you liked. I would be so honored if you would model for me. You would have a ball! As my thanks, you would receive a special gift. Tell me, is there any reason why you couldn't be a model for me this Monday? I think you'd be terrific!



### **12. Booking a 15 minute appointment:**

This is a great alternative if someone says they are too busy to have a facial or class:

I would love to stop by for 15 minutes to show you \_\_\_\_ (whatever item you have called her about: skin care, lipstick, fragrance, or whatever is new). You'll be able to try the product on the back of your hand. Would it be better for me to stop over \_\_\_\_ or \_\_\_\_? (Offer 2 choices: after work, on your lunch hour, before work, in the evening, Saturday morning)

### **13. Booking a Trunk Show:**

Hi \_\_\_\_ this is \_\_\_\_\_. I'm very excited about a new party Mary Kay is offering. Do you have a quick minute? Great! It's called a Beauty Boutique. It's a party where you can see and try all the products on the back of your hand, no mirrors, no taking off your makeup. You and your guests get to see lots of the Mary Kay products and then enjoy each other's company. You can have as few as 6 or as many as 20 there. As my thanks for scheduling a Beauty Boutique, you'll earn \$75.00 of product for \$35.00. Doesn't that sound like fun? Grab your calendar and let's set a date. Which is better for you \_\_\_\_ or \_\_\_\_?

### **14. Booking an E Class or Book Party:**

This is a great alternative for someone who lives out of town or doesn't want to schedule a skin care class or Beauty Boutique show. How would you like to earn some free products without having a class? Great! All you have to do is take orders from family and friends during the next week and then you'll earn \$10.00 of free product for every \$100.00 you sell. Would you prefer to send an email and people order from the web page or would you like to have samples and catalogues to take with you?

### **15. Booking an Interview:**

I have decided to move up into leadership in my Mary Kay business, and I'm very excited about it. One step in moving up is to select 5 women who love the product (or compliment "who are outgoing" or "who are sharp") and share the information about the career opportunity with them. I immediately thought of you! You may or may not be interested in Mary Kay and that's OK. I would love to sit and share the facts of our Company with you and gain your opinion. Is there any reason why you couldn't help me out? Which would you prefer to do, be a model Monday evening and receive a makeover, then hear about the Company...meet for coffee and sit one on one for about 30 minutes...or attend the next \_\_\_\_? (Offer two of the three choices)

### **16. Networking via Facebook:**

Browse through your friends list of friends on Facebook. Look for sharp, cute, fun, professional women. Send them the script below via a PRIVATE message....don't post on wall!

Hey (their name)! I know this may seem random... but I'm a friend of (mutual friend's name), and I saw your profile pic and couldn't help but notice you have (whatever you noticed about them...ie great features, gorgeous eyes, beautiful eyes)! I'm a professional image consultant with Mary Kay and am always looking for fabulous women to add to my before and after portfolio that I use to showcase my work to brides. And I would love to use you as one of my face models! You get treated to a free facial and makeover and it's a fun way for you to try some new colors for the summer. And I treat my face models to free product as a thank you for letting me feature your face in my portfolio! If you don't already have an image consultant servicing you...would you be willing to be a (month...ie July, Aug...) face model for me? I typically do the makeovers in Louisville at our studio off hurstbourne lane on a couple Tuesdays & Saturdays. Call/text me (your cell) which day usually works best for you...and I'll let you know the dates & times I have available. Hope to hear from you soon!




# A Perfect Place To Start...

It doesn't matter if your goal is to be a consistent Star Consultant, Be in the National Queen's Court of Sales or Earn a Free Car and become a Sales Director- - This is the Perfect Place to Start! Mary Kay Ash said "Nothing happens until someone sells something". So, whatever your goal is, start by tracking the number of faces you put this product on and increase it each month and you will be off to a Powerful Start + Share the career with everyone you meet and the Sky is the Limit to where you Finish this year!

\*Perfect Start: Put the product on 15 Faces in 15 days!

\*\*Power Start: Put the product on 30 faces in 30 days!

\*\*\*Power Start Plus: Put the product on 30 faces & Share the career opportunity with at least 6!

Name _____ Date _____ Sold _____ Shared _____	Name _____ Date _____ Sold _____ Shared _____	Name _____ Date _____ Sold _____ Shared _____	Name _____ Date _____ Sold _____ Shared _____	Name _____ Date _____ Sold _____ Shared _____
Name _____ Date _____ Sold _____ Shared _____	Name _____ Date _____ Sold _____ Shared _____	Name _____ Date _____ Sold _____ Shared _____	Name _____ Date _____ Sold _____ Shared _____	Name _____ Date _____ Sold _____ Shared _____
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Name _____ Date _____ Sold _____ Shared _____	Name _____ Date _____ Sold _____ Shared _____	Name _____ Date _____ Sold _____ Shared _____	Name _____ Date _____ Sold _____ Shared _____	Name _____ Date _____ Sold _____ Shared 

# Dream Weaver X-Treme Tracking Sheet

## X

NAME \_\_\_\_\_

MONTH \_\_\_\_\_

## X

New Faces I put product on this month	
---------------------------------------	--

## X

Total Retail Sales for the Month	
----------------------------------	--

## X

Career Chats I held this month	
--------------------------------	--

## X

Guests I brought to an event this month	
---	--

## X

New Recruits added to my team this month	
--	--

## X

Total Wholesale I ordered this month	
--------------------------------------	--

## X

## X

## X

## X

## X

## X

## X

## X

- Turn in your X-treme Tracking Sheet by the 5th of the following month & receive an MK Inspirational CD & Newsletter Recognition

- Turn in your X-treme Tracking Sheet AND Complete a Team Challenge by the 5th of the following month & receive an MK Inspirational CD & the Team Prize of the Month!

## X

### X-treme Team

## X

Complete 4 of the 6 Challenges to Win!

## X

- Product on 40+ Faces or 10 Parties!

## X

- Sell \$2,000 Retail Product

## X

- Bring 10 Guests to an Event!

## X

- Share Career with 12 Women!

## X

- Add 1 New Team Member!

## X

- Place a \$1,200 Wholesale Order!

## X

(This level is for those Serious about Directorship)

## X

### Dream Team

Complete 4 of the 6 Challenges to Win!

- Product on 30+ Faces or 8 Parties!

- Sell \$1,200 Retail Product

- Bring 6 Guests to an Event!

- Share Career with 8 Women!

- Add 1 New Team Member!

- Place a \$600 Wholesale Order!

(This level is for those Serious about Star)

## X

### Monthly Team Prizes!

## X

**X-Treme Team Winners!**

## X

- Recognition

## X

- Special Lunch with Julie

## X

- Career Enhancement CD



## X

**Dream Team Winners!**

## X

- Recognition

## X

- Coaching call with Julie

- Career Enhancement CD



## X

**Building Steam Team Winners!**

- Recognition & Career Enhancement CD



### Building Steam Team

Complete 4 of the 6 Challenges to Win!

- Product on 15+ Faces or 4 Parties!

- Sell \$1,000 Retail Product

- Bring 4 Guests to an Event!

- Share Career with 4 Women!

- Add 1 New Team Member!

- Place a \$400 Wholesale Order!

(This level is for those Serious about RED)

\*Must Complete Power Start Plus Tracking Sheet on back of this page for Face & Career Chat Verification



# Hostess Packet

Hostess \_\_\_\_\_



Thank you so much for allowing me to come into your home and have a Mary Kay Party!

I am looking forward to working with you! Your guests will enjoy a fun time while experiencing the #1 line of skin care and color cosmetics. Can't wait! I'll be there rain or shine!

Date of Show: \_\_\_\_\_

Time: \_\_\_\_\_

Location: \_\_\_\_\_

Consultant's Name and Contact #:

## Your Hostess Benefits

You'll receive 1/2 back free, which entitles you to \$\_\_\_\_\_ free when sharing me with 3 to 5 friends over age 18 that currently don't have a consultant.

### 50% OFF!

For collecting 5 outside orders!

Your 5 sales slips are enclosed. Pass your book around the office, share with family and friends. Collect payment at time of purchase.

We accept Visa, M/C, Discover, Check, Cash

### FREE!

For listening to the CD in this packet!

Earn a FREE lipstick or lipgloss for listening to the enclosed CD, filling out the survey and giving me your opinion of the MK Career Opportunity.

## Your Checklist for a Successful Party

♥ Make a guest list and call or email me in 2 days for your free eye shadow. It's best to "over-invite." One out of four people you invite will attend, so invite at least 12-16 people.

♥ Choose your free gift for the "perfect class" and your 1/2 back free items (for sharing me with 3-5 friends that don't have a consultant and are over 18 years).

♥ Show your Look Book to people who might not be able to attend your party. Remember, you'll receive 50% off an item of your choice for collecting 5 outside orders and a FREE lipstick or gloss for listening to the CD.

♥ It's great to remind your guests a few days before the party with a quick phone call.

### FREE GIFT!

\*Or current Host Gift



\*Travel Roll-Up Bag \$40 Value!!



\*Lighted Makeup Mirror \$40 Value!!



\*Brush Set with Bag \$48 Value!!

When you have...

**\$200 or more in Sales & 1 Party Booked!**

## Considering the Possibilities

Make your life more beautiful. Extra income, increased flexibility - it's all in your hands now!

- Enjoy an opportunity to earn a profit on the high-quality Mary Kay products you sell.
- Earn rewards and recognition such as Career Cars, trips, jewelry, and prizes for your achievements.
- Increase your earning potential by sharing the Mary Kay opportunity with others.

# Hostess Packet



Hostess: \_\_\_\_\_

Consultant's Name and Contact #:

Date of Party: \_\_\_\_\_

Email:

Time: \_\_\_\_\_

Website:

Location: \_\_\_\_\_

## Your Hostess Benefits

You get to shop **1/2 price** for the night as the hostess when there are 3-6 women over age 18 that currently don't have a consultant at your party.

### !!!FREE!!!

You'll earn \$10 in free product for each friend over 18 present up to \$50 when you have...  
\$200 or more in Sales & 1 Party Booked!

### FREE HOSTESS GIFT

You'll earn one of the below gifts for holding your party on the originally scheduled date and time!



## Your Checklist for a Successful Party

- ◆ Make a guest list and call or email me in days for your free eye shadow. It's best to "over-invite." One out of four people you invite will attend, so invite at least 12-16 people.
- ◆ Choose your free gift for the "perfect class" and your 1/2 back free items (for sharing me with 3-5 friends that don't have a consultant and are over 18 years.)
- ◆ Show your Look Book to people who might not be able to attend your party. Remember, you'll receive 50% off an item of your choice for collecting 5 outside orders and a FREE lipstick or gloss for listening to the CD.
- ◆ It's great to remind your guests a few days before the party with a quick phone call.

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Make your life more beautiful. Extra income, increased flexibility - it's all in your hands now!

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- ◆ Increase your earning potential by sharing the Mary Kay opportunity with others.



# STEPS TO SUCCESS\$!




Created by Sr. Director  
Melissa A. Mayes



**INDEPENDENT SALES DIRECTOR**  
**24+ ACTIVE UNIT MEMBERS**

**...PLUS**


- 13% Unit Commission (including personal orders)
- Additional 13% Personal Team Commission
- 10% BONUS on Unit Production of \$5000es +
- \$100 BONUS on each NEW personal Qualified Team Member
- \$300 BONUS for 3 or more NEW Qualified Unit Members
- \$500 BONUS for 5 or more NEW Qualified Unit Members
- Up to a \$500 STAR BONUS for 15+ STARS
- Gorgeous NEW Director Suit
- Eligible for Toyota Camry, Equinox or Cadillac
- FREE Life Insurance
- Up to \$1000 ANNUAL WELLNESS BONUS
- \$1000 BONUS Cadillac Qualification, New Higher Unit Club,
- \$1000 BONUS for New Director On the Move, Fabulous 50's & Honor Society



**GRAND ACHIEVER**  
**14+ ACTIVE TEAM MEMBERS**

**...PLUS**

- Earn the use of a Career Car for 2 years\*
- Tags, Tax, & most of your insurance paid



**D.I.Q.**  
**10+ ACTIVE TEAM MEMBERS**

**...PLUS**

- D.I.Q. Pin
- Eligible to go into qualifications to become a Sales Director



**FUTURE DIRECTOR**  
**8+ ACTIVE TEAM MEMBERS**

**...PLUS**


- Future Director Pin Enhancer
- Eligible to attend special Leadership Events
- Future Director Scarf



**TEAM LEADER**  
**5+ ACTIVE TEAM MEMBERS**

**...PLUS**

- 9-13% Team Commission
- Eligible to go **ON-TARGET for Car**
- Team Leader Pin Enhancer



**STAR TEAM BUILDER (RED JACKET)**  
**3+ ACTIVE TEAM MEMBERS**

**...PLUS**

- \$30 BONUSES starting with 4th Qualified Recruit
- Star Team Builder Pin Enhancer
- Front row seating at meeting!



**SENIOR CONSULTANT**  
**1-2 ACTIVE TEAM MEMBERS**

**...PLUS**

- 4% Team Commission
- Sr. Consultant Pin Enhancer

**INDEPENDENT BEAUTY CONSULTANT**

- 50% Products
- Unit Prizes
- Star Pin & Prizes
- National Recognition & Rewards @ Seminar



# Skin Care Class Checklist

Hostess: \_\_\_\_\_ Date of Class: \_\_\_\_\_ Time: \_\_\_\_\_

Phone #'s: \_\_\_\_\_ 1/2 Back Free Amount: \$ \_\_\_\_\_

Address: \_\_\_\_\_

Directions: \_\_\_\_\_

## Packing

Packing List of Supplies needed per guest, put in Miracle Set Bag:

Clean tray and Mirror with styro tray (labeled)	
Beauty Book, Profile, Sales Slip, Pen	
Career CD with paperwork, Snack Baggie	
<b>Snack Baggie:</b> Cotton Round—(use to take off eye makeup), Mascara wand or Sample Mascara, Sponge tip Applicator, Eyeliner Sample, Lip Liner Sample, Lip Gloss, Blush Sample —(apply with Cotton Ball)	
<b>Miracle Set</b> filled with Sets 1,2,5 Satin Lips, and Empty Compact (Loaded Miracle Set!). Each guest should have one of these in front of them on the table.	

Other Supplies

- Roll Up Bag** with sets packed according to directions on “Preparing and Packing for your Class” sheet.
- Facial Cloths** Enough for your class, wet warmed and stored in a bagged wrapped in a towel or a small thermal container to keep them warm. Roll them up, wet them, and heat in the microwave for a minute. they will stay hot and you won't have to leave the table at your class.

Packing List of additional items needed, can use rolling suitcase:

Host Thank You Gift, Door Prizes wrapped cute	
Boutique Basket, 2-3 Hostess Packets, Datebook	
Calculator, Change, Look Book, Bus. Cards	
Foundation Demo's, Glamour Baggies, Flip Chart	
Tic Tac Toe, Build a Bag Sheets	
Table decorations: fun table cloth, Perfect Party Gifts	
Complete Glamour Look w/ Look Card (for Hostess)	
Extra demos of gloss, liners, applicators, face cloths	
Recruiting Notebook, Agreements	
Velocity samplers, Classic Basic #1 samplers	

## Pre-Profile Guests

Name	Phone #	Profiled

## Hostess Coaching

- Mailed Reminder to Hostess \_\_\_\_\_
- Called her in 2 days & got Guest list \_\_\_\_\_
- Mailed invitations to guests \_\_\_\_\_
- Coached on outside orders (she gets 1 item of her choice for 1/2 price with 5 orders!) \_\_\_\_\_
- Ask Hostess what Gift she is working for (perfect party is \$200+1 booking) \_\_\_\_\_
- Confirmed & Got Directions \_\_\_\_\_
- Went over Recruit Notebook (free lip stick/gloss or 1 item of choice @ 1/2 price for listening to the Career!) \_\_\_\_\_
- Sent Thank You Notes to Hostess & Guests \_\_\_\_\_



# Preparing & Packing for your Class!

## Skin Care Class Checklist



Use this checklist as a reminder when you re-order your items you use for your classes!

Place these items in a Gallon Zip lock, small MK bag or down in the Miracle Set Bag

Packing List of Supplies needed per guest:

Clean Mirror & Tray with Labeled Insert	
Beauty Book, Build Bag Sheet, Compact Tic-Tac-Toe Sheet, Profile, Sales Slip, Pen	
Career CD with paperwork	
<b>Snack Baggie:</b> Cotton Ball, Cotton Round, Mascara Wand or Mascara Sample, Sponge Tip Applicator, Eye and Lip Liner Sample, Lip Gloss Sample, Blush Sample (this is for Dash out the Door Look) can use Look Cards if you prefer.	
<b>Miracle Set Bag:</b> With Sets 1,2,5, Satin Lips, an Empty Compact (Loaded Miracle Set) should be 1 in front of each guest	

Here is an example of how to set up your loaded miracle set.



### Loaded Miracle Set

Set 1 & 2 Plus Foundation  
Eye Love It Set  
Satin Lips Set  
Empty Custom Compact  
Place Miracle Set & OFER in front and all other products in back and/or on top

These items will be ready to go at all times once you put them together

Packing List of Supplies needed for Rollup (go by Build Bag Sheet):

<b>Set 1:</b> TW 3in1 Cleanser Normal/Dry & Combo/Oily	
TW Age-Fighting Moisturizers N/D & C/O + a Foundation	
<b>Set 2:</b> Day & Night Solution	
<b>Set 3:</b> Microdermabrasion Set (optional demo on Hand)	
<b>Set 4:</b> Satin Set (Satin Hands Set & Lip Mask & Balm)	
<b>Set 5:</b> Eye Love It Set: OFER, Eye Gel, Firming Eye Cream	
<b>Set 6:</b> Need a Lift Set: Serum +C (1 or 2 vials to demo)	
<b>Set 7:</b> Finishing Set: Primer, Eye & Lip Liner, Mascara	
<b>Set 8:</b> Basic Color Set: Custom Compact filled	
<b>Set 9:</b> Brush Set (lay this in roll up, then shut roll up)	



Put Brush Set between 2 pockets and roll up the bag.

Pocket 1: Set 1&2 (Both formulas)

Pocket 2: Set 3,5,6 just 2 vials of Serum C

Brush Set

Pocket 3: Set 7&8

Pocket 4: Set 4



Packing List of additional items needed, can use rolling suitcase, tackle box or large tote bag:

Host Thank You Gift (pcp gift, full size hand cream, etc)	
5 Door Prizes, Tic-Tac-Toe Refferal Game, etc.	
Boutique Basket (use acrylic caddy or sturdy basket)	
Calculator, Money Bag with Change (1-\$10, 2-\$5, 10-\$1, \$2-\$5 in coins), Look Book, Datebook, Bus. Cards	
<b>Demo's:</b> Foundation, Color, Cream Eye Colors	
Flip Chart	
Table decorations: fun table cloth, Perfect Party Gifts Suggestions: Roll Up, Brush Set, Satin Hands	
<b>Complete Glamour Look to Pamper Hostess with</b>	
Recruiting Notebook, Agreements, 2-3 Host Packets	

Example of how to pack: Any type of large tote, rolling suitcase, tackle box or MK box will hold these items.



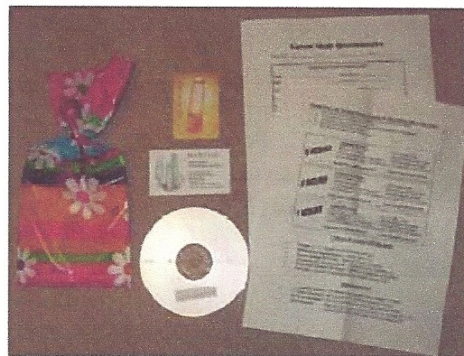


### Career Study Bag Set Up

Place the following items inside a cute cellophane bag (can be purchased at Dollar Store).

Decorate with a cute ribbon, make bags CUTE!

1. Julie's Career CD (you can purchase these from your Director for \$1 or you can burn them yourself )
2. MK Income Opportunity Sheet (shows hours worked vs. potential income)
3. Sample (fragrance, lipstick, lotion, etc) [optional]
4. Your Business Card
5. Career Study Questionnaire



### Boutique Basket Set Up

Take a sturdy wicker type basket or the acrylic caddy found on section 2 under customer gifts and decorate it with a bow or silk flowers.

Put the demo's listed below in the basket and during the One on One Consultations, your Hostess can show & pass around! This keeps everyone interested until you get to their One on One Consultation.

- Perfumes (full size or samples)
- Lotions
- Seasonal Items (holiday, spring, etc)
- Look Books
- Business Cards
- Coffee beans or grounds in a small container (this helps clear the palette from all of the different scents)



Acrylic Caddy



Acrylic Caddy filled



Basket of choice

### One on One Close

5. *(her name)*, there is just one more thing.

*If she took a Career Bag:*

I know Mary Kay may or may not be anything that you would personally be interested in, but you are definitely the caliber of woman that I'd like to work with. I'd love to share some of the facts about this business with you tomorrow or the next day and give you a lip gloss just for listening. Which is better for you? (Set up in 24-48 hours)

Go ahead and select the lipstick or gloss you would like for me to bring when we meet, and I can get your guest list for the friends you want to invite to your 2nd appointment at that time, and get your invitations out for you.

*If she didn't take a Career Bag:*

I know this career may or may not be anything that you would be personally interested in, but you are the caliber of woman that I would love to work with! Would you be open minded enough to listen while you are out and about tomorrow, and if nothing else, you can be a talent scout for someone who you think would be good?

Let's go ahead and set up a time (within 24-48 hours) to meet and I can get your guest list for your friends that you want to invite to your 2nd appointment, get your thoughts about the CD, and who you might have thought of. And I'll bring a lipstick or gloss for you when we meet.

### One on One Close

1. Did you enjoy yourself tonight? (nod your head yes)
2. Could you see as Big a difference between the side of your face that we treated, and the side we didn't like I could? (point out difference)

*(get your datebook & her tic-tac-toe sheet)*

3. Tonight our focus was skin care, but at your 2nd appointment we will design a glamour Look specifically for you. What is the best time for us to get together for your follow-up appointment...Week days or Week Ends? *(offer a choice of two until date & time is set)*

*(Hand her a Hostess Packet)*

This shows you all of the incredible ways you can earn lots of FREE product by sharing your 2nd appointment with some friends. And I know if your friends are 1/2 as much fun as you are, we are going to have a blast! Look this over, and be thinking about what you would like to earn FREE. What's a good time we can chat tomorrow about what you would like to learn & earn at your 2nd appt?

4. *(Look at Question #3 from her filled out "Build a Bag" sheet)*

*If she marked sets say:*

I see you'd like to take home *(sets she checked)*. Would you like to go ahead and add one more set to get your travel roll up bag free or get another set at 1/2 price? *(Be Quiet!! Whoever speaks 1st takes home the product!)*

How would you like to handle that? MC, Visa, Discover, Check or Cash?

*If she didn't mark any sets say:*

My goal is to have everyone enjoying the benefits of our incredible Skin Care System. Let me ask, if you had the Skin Care would you use it? *(if she says yes, say)* If I could divide it up into 3 payments of \$20 plus tax over the next 3 weeks, and yet give you the set to take home with you tonight so that you could immediately start seeing the benefits like you did tonight, would you like to get started with just the Basic Skin Care? *Be Quiet*

*(If yes: Workout payment plans of 3 postdated checks)*



# Build Your Own Bag



<b>A Basic Skin Care</b> <ul style="list-style-type: none"> <li>- TW 3-in-1 Cleanser</li> <li>- TW Age-Fighting Moisturizer</li> <li>- TW Liquid OR Mineral Powder Foundation <b>\$64 value</b></li> </ul>	<b>B Miracle Set</b> <ul style="list-style-type: none"> <li>- TW Day Solution w/ SPF 25</li> <li>- Night Solution</li> <li>- Foundation <b>\$64 value</b></li> </ul>	<b>C Repair Set</b> <ul style="list-style-type: none"> <li>- TW vohu-firm cleanser</li> <li>- Vohu-firm day cream w/spf 30</li> <li>- Vohu-firm night treatment</li> <li>- Vohu-firm eye renewal cream</li> <li>- vohu-firm lifting serum <b>\$255 value</b></li> </ul>	<b>D Clear Proof</b> <ul style="list-style-type: none"> <li>- CP Clarifying Cleansing Gel</li> <li>- CP Oil free Moisturizer for acne prone skin</li> <li>- CP Blemish Control Toner</li> <li>- CP Acne Treatment Gel <b>\$65 value</b></li> </ul>
<b>E Botanicals</b> <ul style="list-style-type: none"> <li>- Botanical Effects Cleanse</li> <li>- Botanical Effects Hydrate</li> <li>- Botanical Effects Mask</li> <li>- Botanical Effects Freshen <b>\$78 value</b></li> </ul> <p><i>For those with Super Sensitive skin or not concerned with anti-aging skin</i></p>	<b>F Microdermabrasion</b> <ul style="list-style-type: none"> <li>- TimeWise® Microdermabrasion Set</li> <li>- Refine</li> <li>- Replenish <b>\$50 value</b></li> </ul>	<b>G Eye Love It Set</b> <ul style="list-style-type: none"> <li>- TimeWise® Firming Eye Cream</li> <li>- Oil Free Eye Makeup Remover</li> <li>- Indulge Soothing Eye Gel <b>\$63 value</b></li> </ul>	<b>H Need A Lift? Set</b> <ul style="list-style-type: none"> <li>- TimeWise® Replenishing Serum C <b>\$56 value</b></li> </ul>
<b>I Dash Out the Door</b> <ul style="list-style-type: none"> <li>- Cream Eye Color</li> <li>- Mascara</li> <li>- Eyeliner</li> <li>- Lip Gloss</li> <li>- Blush <b>\$67 value</b></li> </ul>	<b>J Basic Color Set</b> <ul style="list-style-type: none"> <li>- Filled Compact</li> <li>- Cheek &amp; Eye Brushes</li> <li>- 1 Lip Color</li> <li>- 3 Eye Colors</li> <li>- 1 Cheek Color <b>\$78 value</b></li> </ul>	<b>K Finishing Set</b> <ul style="list-style-type: none"> <li>- Lip Liner</li> <li>- Foundation Primer</li> <li>- Ultimate Mascara</li> <li>- Eyeliner <b>\$55 value</b></li> </ul>	<b>L Satin Set</b> <ul style="list-style-type: none"> <li>- Satin Lips Set:</li> <li>- Lip Mask &amp; Lip Balm</li> <li>- Fragrance Free or Peach</li> <li>- Satin Hands® Set:</li> <li>- Hand Softner</li> <li>- Satin Smoothie</li> <li>- Hand Cream <b>\$52 value</b></li> </ul>
<b>M Brush Set</b> <ul style="list-style-type: none"> <li>- Powder Brush</li> <li>- Cheek Brush</li> <li>- Eye Definer Brush</li> <li>- Crease Brush</li> <li>- Dual-End Brush</li> <li>- Case <b>\$55 value</b></li> </ul>	<p>100% Satisfaction Guaranteed, or refund or product exchange.</p> <p><b>Today's Specials</b></p> <ul style="list-style-type: none"> <li>♥ Miracle Set including Foundation (set A &amp; B) \$128 value, ONLY \$110!</li> <li>♥ Repair Set including Foundation (set C) \$255 value, ONLY \$219 + 1 additional set for 1/2 price!</li> <li>♥ Choose any 4 sets (\$200 + value) and receive Roll Up Bag Free (\$35 value)!</li> </ul>		

## MARY KAY Opinion Poll

Name \_\_\_\_\_

1. How did the side of your face we treated feel in comparison to the other?  
\_\_\_\_\_

2. What one thing did you enjoy most about the presentation \_\_\_\_\_

3. Would you be willing to share your Check Up Facial and Glamour session with 3 friends to get 1/2 back Free? Yes \_\_\_ No \_\_\_

4. Circle which set or sets you would like to take home with you to day, Star sets to add to your Wish List!

5. Would you be willing to listen to a Career CD for a FREE gift? \_\_\_ Yes or No \_\_\_



# Your Starter Kit...



Starter Kit Bag  
w/Removable  
Organizer Caddy

# Only \$100

plus applicable tax and shipping



- Consultant Guide
- Datebook
- Start Something Beautiful DVD
- Start Earning Now Magazine
- Miracles Happen Book
- Ready, Set, Sell Inventory
- Options Brochure



## Materials:

- Hostess Brochure
- Team-Building Brochure
- 25 Customer Profiles
- 10 Look Books
- 25 Sales Tickets
- 10 Beauty Books w/Instructor's Guide



## Supplies:

- 4 Mirrors with Trays
- 10 Color Cards
- 12 Lip Glass Samplers
- 30 Disposable Trays
- 30 Facial Cloths
- Foundation Finder Tool
- 15 Disposable Sponge-Tip Applicators
- 15 Disposable Mascara Brush Samplers
- 12 Fragrance-Free Satin Hands Pampering Set Pockets
- 6 Pairs Microdermabrasion Set Samplers (Steps 1 & 2)
- 6 Botanical Effects Cleanse Formula 2 (Normal)
- 6 Botanical Effects Moisturize Formula 2 (Normal)
- 6 Botanical Effects Freshen Formula 2 (Normal)
- 6 Botanical Effects Mask Formula 2 (Normal)



## Product Included:

- TimeWise 3-in-1 Cleanser Normal/Dry
- TimeWise Age-Fighting Moisturizer Normal/Dry
- TimeWise 3-in-1 Cleanser Combination/Oily
- TimeWise Age-Fighting Moisturizer Combination/Oily
- TimeWise Day Solution SPF 35
- TimeWise Night Solution
- Oil-Free Eye Makeup Remover
- Ultimate Mascara—Black
- Choice of Mary Kay Mineral Powder Foundations or TimeWise Liquid Foundations

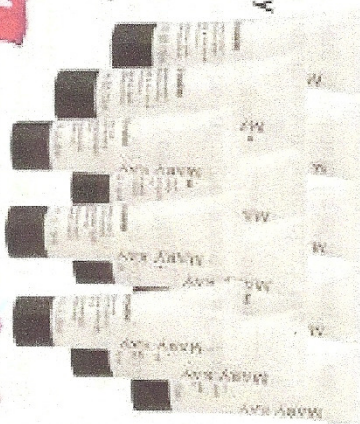
# Small investment, Big rewards!

# \$410

## retail value!

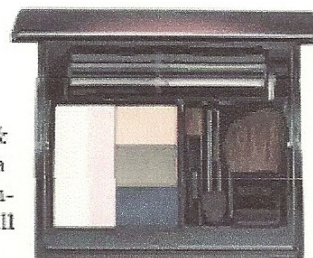
(with TimeWise Liquid Foundations)

## Full-Size Retail Product





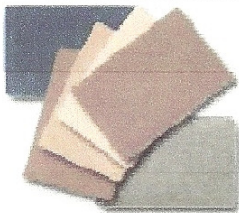
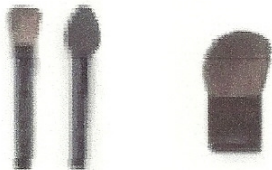

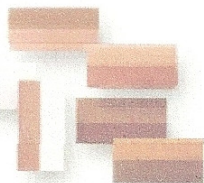
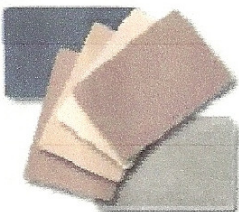
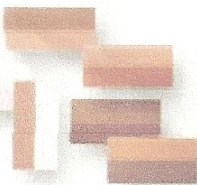


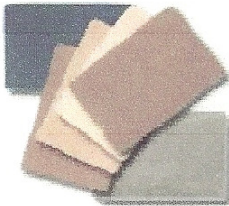
# COMPACT TIC-TAC-TOE



Want to earn your **COMPACT FREE**? Well, I would love to meet your friends! Add the names & numbers of up to 9 of your friends, relatives, co-workers, etc. who are 18 or older and do not have a Mary Kay Consultant and earn the **FREE PRODUCT** shown for each person who has a complimentary facial with me! Your referral will receive a \$10 Gift Certificate at their appointment! When all 9 of the names below have a facial with me, **YOU** will earn a **FREE** empty compact to hold your

Your Name \_\_\_\_\_ Phone \_\_\_\_\_ Date \_\_\_\_\_

Your **FREE** Mary Kay Compact awaits you!

<p>Name: _____</p> <p>Phone: _____</p>  <p>Mineral Eye Color</p>	<p>Name: _____</p> <p>Phone: _____</p>  <p>Applicators</p>	<p>Name: _____</p> <p>Phone: _____</p>  <p>Lip Gloss</p>
<p>Name: _____</p> <p>Phone: _____</p>  <p>Mineral Highlighter or Bronzer</p>	<p>Name: _____</p> <p>Phone: _____</p>  <p>Mineral Eye Color</p>	<p>Name: _____</p> <p>Phone: _____</p>  <p>Mineral Highlighter or Bronzer</p>
<p>Name: _____</p> <p>Phone: _____</p>  <p>Lipstick</p>	<p>Name: _____</p> <p>Phone: _____</p>  <p>Mineral Cheek</p>	<p>Name: _____</p> <p>Phone: _____</p>  <p>Mineral Eye Color</p>

To help ensure all your friends schedule their free pamper time, please let them know that I will be calling with a gift from you.  
*I will give them a \$10 Gift Certificate and a 1 hour pampering session as a gift from you!*

(If they already have a Mary Kay consultant servicing them or are not interested, you may replace their name with another friend)

Name: \_\_\_\_\_

Consultant

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

Name: \_\_\_\_\_



# Deserted Island Game!



You have been stranded on a deserted island for quite some time! Mr. McDreamy is FINALLY coming to rescue you! What one glamour item (other than foundation) would you absolutely have to have to put on before Mr. McDreamy arrived???

Glam Item: \_\_\_\_\_

Name:

Phone #:

1.) \_\_\_\_\_

2.) \_\_\_\_\_

3.) \_\_\_\_\_

4.) \_\_\_\_\_

5.) \_\_\_\_\_

6.) \_\_\_\_\_

7.) \_\_\_\_\_

8.) \_\_\_\_\_

9.) \_\_\_\_\_

10.) \_\_\_\_\_

11.) \_\_\_\_\_

12.) \_\_\_\_\_

13.) \_\_\_\_\_

14.) \_\_\_\_\_

15.) \_\_\_\_\_

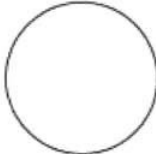
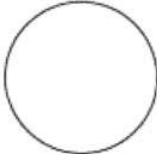
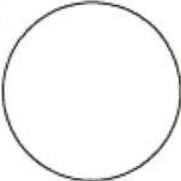
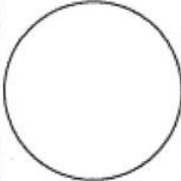
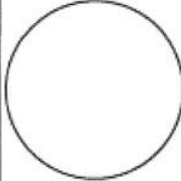
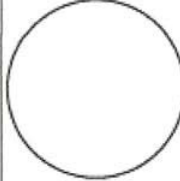
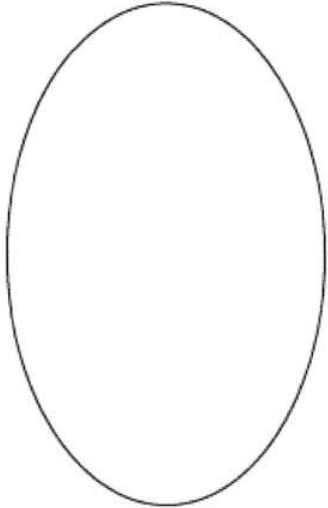
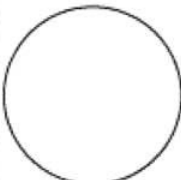
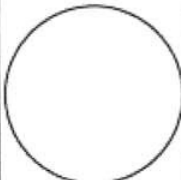
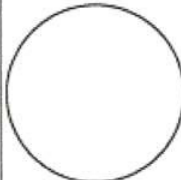
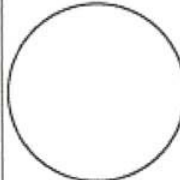
16.) \_\_\_\_\_

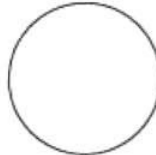
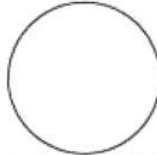
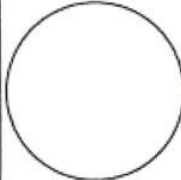
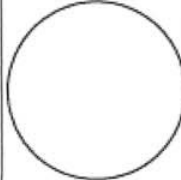
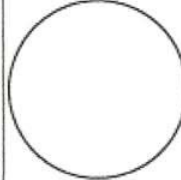
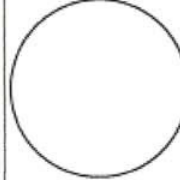
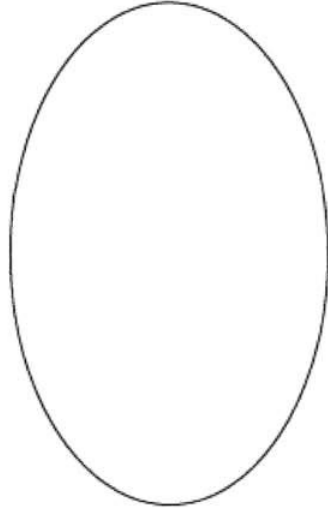
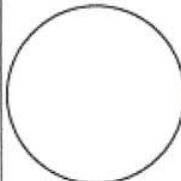
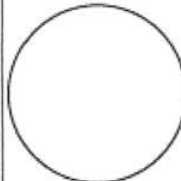
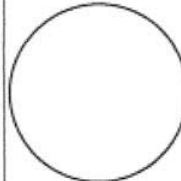
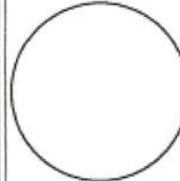
17.) \_\_\_\_\_

18.) \_\_\_\_\_

19.) \_\_\_\_\_

20.) \_\_\_\_\_

<h1>MARY KAY</h1> <p>Applicators and Brushes</p>				 
 <p>Cleanser</p>	 <p>Replenishing Serum+C</p>	 <p>Day Solution</p>	 <p>Lip Mask</p>	 <p>Foundation</p>
 <p>Lip Balm</p>	 <p>Soothing Eye Gel</p>	 <p>Eye Cream</p>	 <p>Moisturizer</p>	

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 <p>Lip Balm</p>	 <p>Soothing Eye Gel</p>	 <p>Eye Cream</p>	 <p>Moisturizer</p>	

### **Quick Reference: Section 2 and other Items to have on hand**

- Samples for re-order bags or to hand out when you warm chatter: fragrances, lipstick/gloss, mini-hand creams, etc.
- Color Look Cards
- Sample lip gloss
- Sample mascara (or mascara wands)
- Eye applicators
- Eye liners and Lip liners (to match Color Cards or generic colors like deep brown and neutral that look good on just about everyone)
- Facial cleansing cloths
- Sales slips, Profiles, Business cards
- Beauty Books
- Small and large MK plastic bags
- Seasonal hostess gift
- PCP gifts
- Look Books
- Invitation reminders or some sort of invitation
- Thank You cards/postcards
- Styrofoam trays
- Agreements
- Team Building Brochures (optional)
- Cello bags or something cute to put Career CD in
- Cute bag for hostess gift (Dollar Store is perfect)
- CD's to burn
- Copy paper
- Cotton balls, Cotton rounds
- Sponge Wedges
- MK Logo Pins for your new team members



# Comprehensive Shade Comparison Chart for Foundations and Complementary Products

TimeWise® Liquid Foundations	Foundations						Complementary Products			
	Mary Kay® Medium-Coverage Foundation	Mary Kay® Mineral Powder Foundation	Mary Kay® Tinted Moisturizer With SPF 20†	Mary Kay® Creme- To-Powder Foundation	Day Radiance® Cream Foundation	Mary Kay® Concealer	Mary Kay® Facial Highlighting Pen	Mary Kay® Sheer Mineral Pressed Powder	Mary Kay® Loose Powder	
Ivory 1	Ivory 0.5	Ivory 1	Ivory 0.5	Ivory 0.5	Ivory 1	Shade 1	Ivory 1	Ivory 1		
Ivory 2	Ivory 0.5	Ivory 1	Ivory 1	Ivory 1	Ivory 1	Shade 1	Ivory 1	Ivory 1		
Ivory 3	Ivory 0.5	Ivory 1	Ivory 1	Ivory 0.5	Ivory 2	Shade 1	Ivory 1	Ivory 1		
Ivory 4	Ivory 0.5	Ivory 1	Ivory 1	Ivory 1	Ivory 1	Shade 2	Ivory 1	Ivory 1		
Ivory 5	Ivory 1	Ivory 2	Ivory 2		Ivory 2	Shade 1	Ivory 1	Ivory 2		
Ivory 6	Ivory 2	Ivory 2	Ivory 2	Ivory 2	Ivory 2	Shade 1	Ivory 2	Ivory 2		
Ivory 7	Ivory 2	Ivory 2	Ivory 2	Ivory 2	Ivory 2	Shade 2	Ivory 2	Ivory 2		
Beige 1	Ivory 2	Beige 1	Beige 1	Beige 1	Beige 1	Shade 1	Beige 1	Beige 1		
Beige 2	Beige 0.5	Beige 1	Beige 1	Beige 3	Beige 3	Shade 2	Beige 1	Beige 1		
Beige 3	Beige 0.5	Beige 1	Beige 1	Beige 2	Beige 2	Shade 2	Beige 1	Beige 1		
Beige 4	Beige 1	Beige 1	Beige 1	Beige 3	Beige 3	Shade 2	Beige 1	Beige 1		
Beige 5	Beige 1.5	Beige 2	Beige 2	Beige 4	Beige 4	Shade 3	Beige 2	Beige 2		
Beige 6	Beige 1.5	Beige 2	Beige 2	Beige 4	Beige 4	Shade 1	Beige 1	Beige 1		
Beige 7	Beige 1	Beige 2	Beige 2	Beige 4	Beige 4	Shade 2	Beige 2	Beige 2		
Beige 8	Beige 1.5	Beige 2	Beige 2	Beige 4	Beige 4	Shade 1	Beige 2	Beige 2		
Bronze 1	Bronze 1	Bronze 1	Bronze 0.5	Bronze 0.5	Bronze 1	Shade 3	Bronze 1	Bronze 1		
Bronze 2	Bronze 1	Bronze 1	Bronze 1	Bronze 1	Bronze 1	Shade 3	Bronze 1	Bronze 1		
Bronze 3	Bronze 1	Bronze 2	Bronze 1	Bronze 2	Bronze 1	Shade 3	Bronze 1	Bronze 1		
Bronze 4	Bronze 2	Bronze 2	Bronze 1	Bronze 2	Bronze 1	Shade 4	Bronze 2	Bronze 1		
Bronze 5	Bronze 2	Bronze 3	Bronze 2	Bronze 2	Bronze 2	Shade 4	Bronze 2	Bronze 2		
Bronze 6	Bronze 3	Bronze 4	Bronze 2	Bronze 2	Bronze 2	Shade 4	Bronze 2	Bronze 2		
Bronze 7	Bronze 4	Bronze 5	Bronze 2	Bronze 2	Bronze 2	Shade 4	Bronze 2	Bronze 2		
Bronze 8	Bronze 5	Bronze 5	Bronze 2	Bronze 2	Bronze 2	Shade 4	Bronze 2	Bronze 2		

Grey highlighting indicates that there is no complementary match to the TimeWise® Liquid Foundations.  
† Over-the-counter drug product.

### Foundation Shade Undertone Chart for TimeWise® Liquid Foundations

For those used to selling foundations by undertone, this chart will help you as you transition to the new formulas and numbering system.

Category	Yellow	Olive	Pink	Golden Orange	Warm Brown
Ivory	Ivory 2	Ivory 5	Ivory 1		
	Ivory 4		Ivory 3		
			Ivory 6		
Beige			Ivory 7		
	Beige 1	Beige 4	Beige 3		
	Beige 2	Beige 6	Beige 5		
Bronze		Beige 7	Beige 8		
	Bronze 1		Bronze 2	Bronze 3	Bronze 7
	Bronze 6		Bronze 4	Bronze 5	Bronze 8