

READY, SET, GO!



Welcome to Mary Kay and the Movers and Shakers Unit!
We are so very excited for you and your Mary Kay future! Use these checklists to ensure a great start and success in your business! Start taking your steps to success today!

Checklists include:

- Checklist #1...**While You Are Waiting For your Starter Kit to Arrive
- Checklist #2...**Preparing your Home Office
- Checklist #3...**When Your Starter Kit Arrives
- Checklist #4...**After Your Inventory Arrives
- Checklist #5...**Before and After Your Business Debut
- Checklist #6...**Before Your First Party or Facial
- Checklist #7...**After Your First Product Sale, Facial and/or Party

Call me if you have ANY questions!

*Your Sales Director,
Melanie VandenBerg*

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New Consultant Checklist #1

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While You Are Waiting For your Starter Kit to Arrive...

- Send a picture of yourself to your director through email.** This will be used in her unit correspondence.
- If you are on Facebook, please friend me (Melanie Veldhouse Vandenberg) so I can add you to our private Unit page!
- Set up separate bank accounts. One Savings, one Checking for your Mary Kay accounts. These are just personal accounts with your name on them. (Not a business account)

- Block out the time for your local success/training events for the next 8 weeks! This will ensure your start up also!**

- Purchase a 3 Section Spiral Notebook.**
 - Section 1 — Master To-Do-List each week
 - Section 2 — Prospective customers, hostesses and team members
 - Section 3 — Notes from training and meetings

- Create your Contact List**

This is a list of 75+ people you know. (Who would you invite to a big wedding? 300 invitations is average number for church wedding) Don't prejudge. You will invite these women to be your first practice faces for your Power Start. Put their names in Section 2 of your Spiral Notebook.
- Listen to your 'NEXT STEP' CD and discuss your inventory options with your director.** Do your first order with the guidance and wisdom of your Sales Director. Hundreds of dollars of **free products** are only available with **YOUR FIRST ORDER. THIS IS SO VERY IMPORTANT!!! TAKE FULL ADVANTAGE OF ALL THE FREE PRODUCT YOU CAN GET! THIS IS A ONE TIME OFFER when you are NEW only!**
- Check out the Mary Kay InTouch® Web site at www.marykayintouch.com** to register for the following limited-time offers:
 - 50% off a Mary Kay Personal Web Site with Shopping

 - Complete your **Signature Look Questionnaire online** prior to placing your first qualifying product order for additional FREE Products.
 - FREE OFFER....**over \$600 in FREE Mary Kay Products available with your **FIRST inventory order.**

 - MK CONNECTIONS: Order your business cards, stickers, stamp and name badge. (Usually the set is the best way to go!)**

- Make a reservation with your director /adopted director for your New Consultant Training.**





New Consultant Checklist #2

Preparing your Home Office...

- Create a separate workspace for your business.** This could be a separate room, or a corner of a room in your home. THIS IS VERY IMPORTANT. A neat and organized workspace contributes greatly to a happy and healthy business owner.
 - Desk or work space
 - Computer with Printer
 - High Speed Internet if available in your area, otherwise use the fastest bandwidth available.
 - Shelving for your inventory. (Book shelves, hutch, small linen closet with lots of shelves, etc.)
 - File folders for your papers and brochures, or a paper organizer on or near your desk.
 - Cell or home phone with large minute or unlimited plans. Also back-up service in case you lose or damage your cell phone.
 - 3 ring binder with plastic divider** pockets/tabs and page protectors– this will be your “brain binder”.

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New Consultant Checklist #3

When Your Starter Kit Arrives...

- Order your initial inventory store if you haven't already.** Remember this is when you can get all the FREE/BONUS items from Mary Kay.
- Schedule your Business Debut.** Check with your director on size of inventory necessary for debut. Typically a star order of \$1800 + wholesale will provide enough products to service those that attend and create some displays.

IN YOUR STARTER KIT...

- Find 1st Steps Brochure.** Double check Starter Kit contents list.
- Put the dates of all Mary Kay trainings and Success Meetings in your Mary Kay Datebook** for the next 3 months.
- Set a goal to sell 25 items from the Look Book in 7 days.**
- Check out the Star Consultant Prize Brochure** that is in your **Applause Magazine**. Your product orders this quarter will help you earn those gifts.
- Watch **Skin Care Class DVD**, **'Making the Connection' DVD** and listen to **'Success Stories' CD**
- Begin **Business Basics Workbook**
- Try all the Products in the Roll-up Bag if you haven't yet.**

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New Consultant Checklist #4

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After Your Inventory Arrives...

- Read a chapter a day from Mary Kay's Autobiography.** (*Came as a free gift with your first order*)
- Label your inventory with your product labels, esp. skin care and skin supplements.** (Order the labels with the business kit from MK Connections.) I do NOT recommend putting labels on products that would be defaced by a label such as lipstick tubes, most color cosmetics and fragrances.
- Use your name and address stamp to stamp all Look Books, Beauty Books and team building materials.**
- If you have extra funds, consider the following inventory cases from MK Connections:**



Rolling Tote
(for starter kit and class supplies)



Wheeled Cosmetic Carrier
(for carrying inventory to classes)



Color Slip-on Case
(for carrying inventory to classes)

- A fishing tackle box** (from Bass Pro, Wal-Mart or other fishing supply store) is perfect for eye shadows, blushes etc. Also good for samples. Take your product items with you to store to check fitting. Check out the unit website for more examples of organization. Under New Consultant page.
- Organize and store inventory** both on office shelving and in carriers that you are taking to your appointments. Product can safely be carried in car trunk except in times of extreme heat or cold.
- Discuss with your recruiter or director** how much of each item to take to your appointments.



New Consultant Checklist #5

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Before your Business Debut...

- Follow the 2 page detailed check list in this packet ~ Business Debut ~

After your Business Debut...

"If attitude determines 97% of a person's success, then Follow-up is the remaining 3%." NSD Linda Toupin
"A party worth booking is worth coaching." Mary Kay Ash

- * Ideally it is BEST to privately facial a hostess a few days or a week prior to her party, especially if she has never had a facial or isn't currently using MK products. This helps you know what product she wants to earn!

Preliminary Coaching:

Some coaching will be given verbally during the debut however you will want to follow-up with each guest 24-48 hours after your debut to:

(Refer to her in all conversations as 'YOUR BUSINESS PARTNER')

- Review the guest list she gave you during the debut.** Encourage her to invite 10 per party. If she gives you 30 names, that is 3 separate parties. When she invites 10, an average of 6 will attend.
- Give her enough Party Postcards** to send to all the invited guests.
- Explain the hostess program to her again.** Figure the amount she will want to sell in order to earn her wish list products for free. (Take the dollar amount and multiply by 5. That equals 20%)
- Give her the words to say** when she invites her guests.
- Give her 5 order forms** and ask her to take orders from 5 people who cannot attend her party.
- Coach her on refreshments.** Keep it simple or if she loves to entertain let her be extravagant.
- Send her a thank-you note in advance** appreciating her for helping you in your business.
- Talk with her as if she is already one of YOUR TOP HOSTESSES** preparing her to be honored in your unit's quarterly hostess program.
- Facial your Hostess privately** a few days or week prior to her party.

For our 'tech savvy consultants' whose hostesses are all about the internet and social networking:

- www.marykayintouch.com
- Click on **Education** (at top of page)
- Click on **Hostess Program**
- Click on **Before the Party**
- Checkout the **Beaute-Vite** and creating the **Hostess's** very own **Party Webpage!!**



New Consultant Checklist #6

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Before your First Party or Facial...

- Travel with your recruiter and/or director to view one of her parties.
- Practice your flip chart by rehearsing in front of a mirror. (You might review your skin care class DVD again.)

Keep in mind that you will, over the next few weeks, 'rework the words' on your flipchart, personalizing it and making it your own. You want your presentation to be professional however at the same time fun and a reflection of your personality. If you 'fly by the seat of your pants' and do not follow the flipchart you may still have a successful class, however you just convinced the girl at the table who does not have your personality that she cannot do this. By using a flipchart (even one you have rewritten) your skill then becomes transferrable to your future recruits.

- Practice setting up your table display and trays. DAZZLE them with your presentation!! Here are a few ideas for you....
 - Color coordinated placemats or tablecloth or both and a fun product display.
 - Fun colored wash cloths are preferred over facial cloths
Want to win a guest over? Allow her to lay her head back in her seat, drape a slightly hot wash cloth over her face just before she removes the cleanser. Trust me she will love you and your products.
 - Roll-up Bag for display and close
 - PERFECT HOSTESS GIFTS in center of table (*Gifts of your choosing*)
\$200 in sales, 2 Bookings and 2 guests listen to CHOICES
 - Thank-you gift for hostess decoratively wrapped (\$1.00-\$2.50 item)

- Practice packing your cases to go to your appointment.





New Consultant Checklist #7

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After First Product Sale, Facial and/or Party...

By entering each customer in the *myCustomers* business tool at www.marykayintouch.com you are populating a database for future use in customer-related applications.

This step is very, very important.

1. Enter each customer's profile into myCustomers at www.marykayintouch.com.

- Click on *Business Tools* (top of home page)
- Click on *myCustomers*
- Click on *ADD a Customer*

2. Enter each customer's sales ticket into myCustomers at www.marykayintouch.com

- Click on *Business Tools* (top of home page)
- Click on *myCustomers*
- Click on *Customer Orders*

3. Submit your WEEKLY ACCOMPLISHMENT SHEET online at www.marykayintouch.com. Your MK business week ends on Saturday night at midnight.

- Click on *Business Tools* (top of home page)
- Click on *Weekly Accomplishments*
- Click on *Enter Weekly Accomplishments*

Call me with your exciting news! I love to hear about your appointments !