

Mary Kay

Yarritu Can Do Unit

Creating Vision,

Inspiring Futures

One Beautiful Life at a Time!



# NEW CONSULTANT CHECKLIST

## THE FIRST WEEK OF YOUR BUSINESS...

### Create your Contact List

This is a list of 75+ people you know with Skin. These ladies will be invited to be your first practice faces for your Power Start. (See enclosed list in Business Debut section.)

### Review the content of your Starter Kit once it arrives...

- Begin Start Something Beautiful Magazine
- Watch the "Start Something Beautiful" DVD
- Watch Mary Kay Ash Biography DVD

### Discuss your inventory decision with your director.

### Check out the Mary Kay InTouch® Web site at [www.marykayintouch.com](http://www.marykayintouch.com) to register for the following limited-time offers:

- FREE OFFER...15 FREE Customer Brochure Mailings
- 50% off a Mary Kay Personal Web Site
- Special OFFER...when you order your Mary Kay Business Kit from MK Connections (Business Cards, Products Labels, etc.).
- FREE OFFER...more than \$600 in FREE Mary Kay Products
- Complete your Signature Look Questionnaire prior to placing your first qualifying product order for additional FREE Products.

### Establish primary forms of Mary Kay Communication

- Email Address (Send your Director an email to ensure you are put on her distribution.)
- Share with your director the best # to sent a text message

### Set a Date for your Business Debut/Grand Opening

### Attend your First Weekly Success Event. Bring a friend!

### Make a reservation with your director to watch her do a skin care class.

### Open a separate checking account for your Mary Kay Business

### Acquire a Power Suit: Black skirt, jacket, white blouse and black professional shoes





# MR CONTACT LIST

Make a list of every person you know that has skin on their face! They can help you start your business, give you their opinion, and allow you to practice on them. Write down literally everyone that comes to mind—people with whom you went to school, people you work with or have previously worked with, relatives, relatives of relatives, and people you come in contact with that you might not even know their name.

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Name	Address	Phone	Email
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**Who do You Know...**



- ...from your old job
- ...from school or college
- ...you know from your favorite sport or hobby
- ...from your child's activity

- ...who cuts your hair
- ...who fills your prescription
- ...who leads the PTA?
- ...Girl/Boy Scouts?
- ...who works the desk at the health club?
- ...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?

- ...from your church
- ...from community activities
- ...from whom you rent
- ...to whom you sold a house .
- ..that you met through your
- ...husband/significant other
- ...who checks you out at the grocery
- ...who helps you at the cleaners
- ...that you met on vacation
- ....who gives your child lessons

**Gracie's personal Favorite...**

**Who do you give your money to ???**

# **BUSINESS DEBUT CHECKLIST**

*Checklist to ensure you have a successful debut of your  
brand new Mary Kay business!*

- \_\_\_\_\_ **Schedule your business debut** within your first 2 – 3 weeks of business. However, if this is not possible, then scheduling a business debut later is better than not scheduling one at all. You will also want to plan to have your inventory in stock before your business debut.
- \_\_\_\_\_ **Hold your business debut in your home**, preferably, because it is a warmer, friendlier, environment. Church fellowship halls, civic halls, apartment club houses or a friend's home will be fine. Delegate the task of cleaning your home so your time may be spent on the telephone with your prospective guests and customers.
- \_\_\_\_\_ **Invite all the people on your “Contact List”**. This should be a minimum of 75 people. (You can expect 15-20 to attend with proper follow-up.)
- \_\_\_\_\_ **Send out a minimum of 75 Business Debut Invitations**. Sending postcards alone will not be effective. After you have mailed your invitations, plan to call each guest personally and invite them 24 –48 hours before your event. (Check with your director about obtaining business debut invitations.)
- \_\_\_\_\_ **Call each guest on your “Contact List”**. Keep in mind that your friends and family are not coming to hear your director or recruiter, they are coming to help you! Your attendance will be in direct proportion to the number of guests that you personally speak with 24 hours prior to the event. Remember, if they cannot come to your business debut, you'll want to either schedule an appointment with them and/or invite them to the next unit event.

## **Checklist for the day of the event:**

- \_\_\_\_\_ **Provide simple refreshments**. You'll want to delegate the hosting/serving to someone special in your family or a close friend so you may be focused on helping your guests to schedule appointments and learn more about your Mary Kay business!
- \_\_\_\_\_ **Mark your datebook** with everything that you have going on in your life. Then mark the times and dates that you have dedicated to your Mary Kay business. Put a star beside your power start weeks.
- \_\_\_\_\_ **Have the following supplies available:**
  - \_\_\_\_\_ **pens and profile cards** on hand for each guest to complete as they arrive.
  - \_\_\_\_\_ **a money bag** with \$20 in change. (1 – \$5, 10 – \$1 and \$5 in coins)
  - \_\_\_\_\_ **Beauty Books stamped with contact information.**
  - \_\_\_\_\_ **sales tickets**
  - \_\_\_\_\_ **calculator**
- \_\_\_\_\_ Your recruiter/director will arrive 1/2 hour before the program to set up the entire product display and bring door prizes. She'll need a big table. You'll want to **arrange the seating** in a semi-circle in front of the table.

\_\_\_\_\_ Relax and have fun with your guests. Your focus should be to **schedule your 10-20 skin care classes for your power start**. Let your recruiter/director fill orders and talk to people about the business opportunity.

\_\_\_\_\_ Have **enough \*Hostess packets prepared** to give each guest at your debut.

\_\_\_\_\_ Decorate a pretty poster board with 60 lines to book Double Power Start at your debut

**\*Hostess packet should include:**

Hostess brochure & Hostess Perks Postcard

A piece of Recruiting Literature

Mary Kay Beauty Book/Mary Kay Look Book

## **WHAT YOU CAN EXPECT DURING THE PROGRAM**

- All the guests will introduce themselves, tell how long they have known you and their relationship to you, a bit about their family, work, hobbies and what their experience with Mary Kay has been, if any.
- Your Director or Recruiter will explain the purpose of the event: You will be affirmed in your business by your guests. Your goals will be shared and your guests will know that you will be asking them to help you by having a complimentary facial or class.
- The recruiter/director will share their “I” story and their relationship with you.
- Mary Kay Cosmetics will be introduced as the #1 selling brand of Skin Care and Color Cosmetics in the Nation!

No one will actually receive a makeover that day because that is what you’ll be offering at their skin care class. This is a show and tell type of event.

- At the close guests will have an opportunity to earn chances for door prizes by making a purchase, scheduling a facial or class and listening to the Mary Kay career opportunity.



Each guest will receive a Satin Hands Treatment at the closing of our presentation. At the right are the directions so you can become familiar with the steps for this wonderful pampering system!

### **SATIN HANDS® Pampering Set**

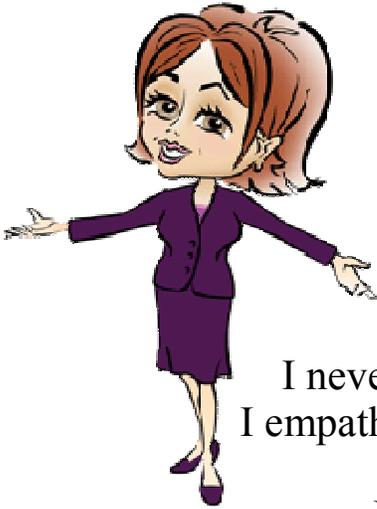
**Step 1.** Squeeze Mary Kay Satin Hands® Hand Softener into palm of hand. Massage cream into hands, between fingers, cuticles, remembering the tops and palms of hands, too.

**Step 2.** Pump Mary Kay Satin Hands® Smoothie Hand Scrub into palm of hand over hand softener. Massage into hands, between fingers, cuticles, remembering the tops and palms of hands.

**Step 3.** Rinse hands thoroughly under warm running water and dry hands completely.

**Step 4.** Apply Mary Kay Satin Hands® into palm of hand. Massage hand cream into hands, same as above.

**NOW YOU HAVE SATIN HANDS!**



## **I am a Can-Do!**

I aggressively pursue solutions.

I am fearless!

I never complain; I know it is foolish to indulge in this timewaster.  
I empathize with others; I work to see any predicament from another's  
perspective in an attempt to get things done!

I am immune to burn out; I have passion for what I do.

My passion fuels my fire to keep moving.

I exceed expectations. I will not settle for acceptable solutions, I will  
not be satisfied until I have achieved the unimaginable.

I take action, I will not be crippled by worry, anxiety or fear and I have  
learned to overcome fear with confidence and laziness with discipline.

I adjust to change; I accept transition with an optimistic outlook. I initiate  
and finish what I start. I am committed; I expect results from my  
commitment. My commitment precedes everything;

the resources follow my resolve.

I will do whatever it takes!

I am a Can-Do!!!

## **Commitment is the Key**

Until I am committed there is a hesitancy, the chance to draw back.,

But the moment I definitely commit myself then God moves also and

a whole stream of events begin to erupt.

All manner of unforeseen incidents, meetings, persons and material assistance that

I could have never dreamed would come my way begin to flow toward me, the  
moment I make a commitment!

Dr. John C. Maxwell