

New Consultant Notebook

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Designing Your Life, Living Your Vision

Let the Mary Kay opportunity give you the ability to earn a living while designing a life—and that means a lot more than money.

Mundy National Area Family

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Dear New Consultant,

Congratulations on your decision to become a Mary Kay Independent Beauty Consultant! I truly believe the reason for our success now and in the future can be traced to one common factor: quality people like you! Welcome to our fabulous unit and area!

As your Director, I am your business advisor and coach. I will be here to help you, teach you, guide you, encourage you, and celebrate your success with you. However, you set your own goals and schedule your own appointments. This is YOUR business! Your success will be yours because you will decide what you want and you will discipline yourself to achieve your dream. While you are in business for yourself, let me assure you that you are never alone. A wonderful support system exists with myself and your sister consultants.

As a new consultant, I encourage you to treat this business as if you were going to college. Be very patient with yourself. You will not learn everything overnight. Commit yourself to a certain number of hours per week to go to "Mary Kay School," including weekly unit meetings and your own appointments. You will want to commit yourself to at least one full year of consistency in your business to allow it and you to grow.

I love this business because you never stop learning and there are always opportunities to grow. As a new consultant I strongly urge you to start scheduling and holding your first appointment as soon as you receive your starter kit because what you lack in experience you can make up for in enthusiasm. Although you'll have the opportunity to take advantage of continuous education in your Mary Kay career, ACTIVITY and PRACTICE will provide your greatest sense of learning. Mary Kay herself said, "You can do everything right with the wrong attitude and fail to succeed, but you can do everything wrong with the right attitude and succeed beyond your dream!" The first few weeks in your Mary Kay career can really set the pace for your future.

I am so excited for you! I care about your future, and I am committed to helping you succeed. The amount of time you spend with me is in direct proportion to your goals. Stay the course, your future is bright when you just take it one step at a time. We will move at your pace. Remember, success is something that happens 'in' you, not 'to' you. The Mary Kay opportunity can give you the ability to earn a living while designing a life—and that means a lot more than money. Have a great start!

Believing in you,

Michelle Baker



Unit Information

Your Director's Name: Mi

Michelle Baker, Independent Sales Director

Director's Cell Phone: | 81

817-528-4447

Director's Address:

143 Saddlebrook Ct Rhome, TX 76078

Our Unit Name and Unit #:

NZ72: Baker's Believers!

Our Unit Website:

We're working on one!

Your Seminar Affiliation:

Sapphire

Your National Sales Director:

Julia Mundy



welcome to unit!



Michelle's Fun Facts

Name: Michelle Baker, Independent Sales Director

Family: Husband—John; Children—Wyatt & Lily

Favorite Mary Kay Memory: Debuting on the 50th Anniversary at Seminar!

People Would Be Surprised That I: It took me over three years to say yes to this opp!

My Best Asset: Encouraging others and listening

To Unwind I: Watch movies, get a pedicure, hang with friends

Favorite Vacation Destination: Anywhere my family is—mountains or a beach!

All-Time Favorite Movie: Facing the Giants

I Am Currently Reading: God Is Able by Priscilla Shirer

My Favorite Meal: Mexican Food

Best Book I Ever Read: Bible & The Circle Maker

My Favorite Time of Day: First Thing in the Morning

Hobbies: Mani's, pedi's, family time, girlfriend time!

I Collect: Memories!

I am Motivated By: Leading others to grow into all they can be!

Best Advice I Ever Got: Give it your all & leave the results to Him!

Best Advice I'd Give a New Consultant: Have Fun! Give yourself time to grow & fall in

love with your new business.

My Mary Kay Role Model: Julia Mundy & Stacy James, NSDs

I Describe Our Company As: The safest place in the world to grow up & learn

all the skills you need in life to succeed, especially how to let God transform your thinking!



First Steps

First Steps Checklist

1	Start using Mary Kay products exclusively. People will ask!
2	Complete the "Getting to Know You" form and return it to your Director.
3	Make a list of everyone you would like to try our products on the enclosed "Contact List."
4	Read the contents of your New Consultant Notebook as well as the New Consultant Education materials included in your Starter Kit.
5	Discuss with your Director your business plan and decide whether you will hold a Business Debut (invite all the women you know to get together to book appointments with you and try products) or start working on faces for your Super Pop.
6	Place your initial inventory order—Your Director will help!
7	Set up your personal website and Preferred Customer enrollment and order your business cards at www.marykayintouch.com.
8	Attend your Unit Meetings and bring a guest to at least the first five.
9	Complete your Power Start (30 faces in 30 days) or Power Start Plus (30 faces & 10 interviews in 30 days) or Perfect Start (15 faces in 15 days) and earn your Power or Perfect Start Pin.
10	Complete your Super POP (30 faces in 30 days and showcase the MK Career Opportunity to 10 people during the same time period).



Getting to Know You Please return this to your Director for a special prize!

Today's Date	Date of	Date of Signed Agreement				
Name	Recru	Recruiter				
Husband's Name	Your ?	Birthday_				
Children's Names & Ages						
Home Phone	Cell Phone		· · · · · · · · · · · · · · · · · · ·	Work Phone		
Address	(City		State Zip		
Email Address						
I check my email: Daily	Every Few Day	ys Weekly	Hardly	Ever (circle)		
Why have you decided to start yo	our MK business?					
I would like/need to earn \$						
I plan to work my MK business	<u>1-5</u> <u>6-10</u>	<u>11-15</u>	<u>20+</u>	hours per week.	(circle)	
I am interested in the following:	(check all that app	ly)				
Earning team-building c	ommissions		Earning	g the use of a MK career	car	
Replacing my full-time j	ob income		Becom	ing a Director		
Participating in a goal-se	etting or pacesetter	s class that	will he	lp me reach my goals		
I am most motivated by: (numbe	r 1-8, 1=highest, 8	=lowest)				
Praise for job well done	F	rizes & Re	ecognitio	on Money/Financial	Rewards	
Self-Accomplishment	F	Part of a W	inning 7	CeamCompeti	tion	
Step-by-step Plan for Succ	cessF	Being a Lea	ader	Other (s	pecify)	
Share a little about your past wo	rk experience, you	r family, a	nd anyti	hing else you would like	me to know	
My wildest Mary Kay dream or	vision is					
As your Director, how can I help	you the most?					



Success Begins with Your Personal Use

You want to make sure you are wearing 100% Mary Kay products from head to toe? Don't hesitate to throw out all of the non-Mary Kay products in your bathroom and purse. Take products off of the shelf to start using now! You will find that you will sell more just by wearing the products because you know personally how they feel and work and you will relay that excitement when telling others. If someone says they like the lipstick you're wearing, you can say, "Thanks! It's Mary Kay! Have you ever had a Mary Kay makeover?"



Start now and build yourself a Roll-Up Bag to use everyday!

	-	
Skin Care	Color Cosmetics	Spa & Body
Cleanser Moisturizer		LearnAM. Successed
Day/Night Solution	Filled Custom Compact	Catin Handa Dammarina Cat
Foundation	Lip Gloss	Satin Hands Pampering Set
Eye Cream	Mascara	Collection Set
Eye Mask	Lip Liner	Moisturizing Shave Cream
Oil-Free Eye Makeup Remover	Eye Liner	Sunblock
Satin Lips	Eye Mask	Sunless Tanning Lotion
Lip Primer	Concealer Highlighting Pen	Fragrance 2-in-1 Body Wash & Shave
Intense Moisturizing Cream Or Oil-Free Hydrating Gel	Powder (Loose or Dual Coverage)	Hydrating Lotion
Microdermabrasion Set	Eye Primer	Visibly Fit Body Lotion
Facial Cleansing Cloths	Brush Set	
Tinted Moisturizer	Brasii Sec	



Contact Ideas

So you're a new consultant with products to sell, but with whom do you start off your business? Use this checklist to help you start your own Contact List of potential customers. Even the men in your life can help by introducing you to their friends and coworkers. And don't forget family by marriage! They have a whole different family to introduce you to.

Some Ideas For You: Your Family: Husband/Boyfriend Mother/Sister Aunts/Uncles Cousins Nieces/Nephews

Work: Coworkers Human Resources Carpool Riders Cafeteria Staff Volunteers

Friends:
Neighbors
Church Directory
Club Members
Bunko/Mom's group, etc.
College Friends
Husband's Friends
Telephone List
Christmas Card List

Through Children: Teachers & Aides Day Care Workers Scout Leaders Coaches Classmate's Parents School Volunteers

Professionals:
Doctors/Nurses
Lawyers
Accountants
Dentists
Receptionists
People who sell to you
Realtor/landlord

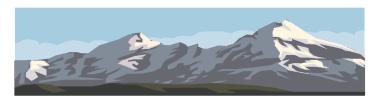
Tips From The Top

- Never prejudge someone! You never know whether or not she will be interested unless you ask.
- The worst thing that can happen is for someone to say no. Ask anyway!
- A few no's come with the yes's! Take it in stride and expect them as a part of Success!



"I have learned to imagine an invisible sign around each person's neck that says 'make me feel important'! I respond to it Immediately, and I never cease to be amazed at how positively people react."

-Mary Kay Ash



My Contact List
Use this form to make a list of everyone you know to help you get your business off to a great start.

NAME:	PHONE:	Date of Appt	Follow Up Date	Career Chat Date
			+	



Inventory—A Business Woman's View

Benefits of Inventory:

- Women are impulsive buyers and will love being able to take products home immediately, just like they can at the mall.
- When she takes it home immediately, she remembers how to use it.
- If she has to wait weeks for delivery, she has more time to change her mind and cancel the sale.
- It saves you time. You do not have to become an order-taker & delivery lady.
- Product on your shelf motivates you to work consistently and confidently.
- You will be less frustrated. It's tougher to sell what you don't have.
- You set yourself up for success with your commitment.

Mary Kay always said, "You can't sell from an empty wagon."



Be sure and review all the inventory information given to you before you place your first order. Placing your first order without all of the facts could result in the loss of hundreds of dollars of free products. In fact, call your director now & let her know your decision & which package you've chosen.

How many businesses require tens of thousands of dollars worth of investment to begin? In Mary Kay we have two options:

- Invest \$100 for your starter kit, demo the products, and be an ordertaker.
- 2. Invest in inventory, stock your own shelves with products and be able to provide on the spot delivery and quick customer service.

Your investment is a very low risk with high gains. Say you invest \$3600. You sell it, turning it into \$7200. Plus, you have the safety and peace of mind knowing that Mary Kay will buy back your products at 90% within your first year if you decide not to continue your Mary Kay journey.

It is proven that when you have products on your shelf, you will sell 57% more! The more product you have, the more product you will sell and the more profitable you'll be.

Now, it's time to think BIG! When you begin your business at a profit Star Level inventory. Mary Kay gives you a huge bonus totaling hundreds of dollars in free product. This great bonus offsets interest on a loan and gives you an opportunity to really making money. You can sell your bonus products & make 100% profit, or you can use them as hostess gifts.

Another advantage of having profit level inventory is you will sell more. Women are impulse shoppers and want their products right away. If you wanted to buy a lipstick from the cosmetic counter at the mall and all they had was some samples and a catalog to order from, would you give them your money? Or, would you go to the next counter where they had products for you to take home immediately?

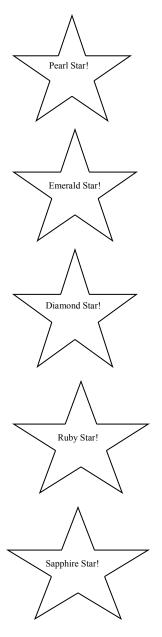
Think differently! Think abundant thoughts so you can have an abundant life! Step out of your comfort zone and grow to your full potential. Small thoughts, actions, and plans produce small results. BIG thoughts and BIG actions produces BIG results! It's a choice. What do you choose today?

Inventory = Great Time Management = More \$\$ Per Hour:

The average **Skin Care Class** takes 2 hours with 4 women spending about \$300. The average **Facial** takes 1 hour with about \$100 in sales. Let's say you had a class and you sold \$500 and a facial that bought \$100.

- Class/Party: \$125 profit per hour (1/2 of \$500=\$250/2 hours -\$125 per hour.
- Facial = \$50 profit per hour (1/2 of \$100 = \$50 per hour) That means you made \$175 in 3 hours! That is your profit. **IF you have product on hand**. If you don't, you have to figure in paying added shipping PLUS the hours you spend ordering and delivering products and re-explaining how to use them. Your one-hour facial turns into at least 2 hours, and you only end up making \$20 an hour. Would you rather make \$20 an hour as an order-taker, or \$50 an hour as a businesswoman? It just makes good business sense to have inventory on your shelf!





Your Inventory Options

\$4800 wholesale/\$9600 retail ~\$5700 total cost
Take immediate profit
60 customers

\$3600 wholesale/\$7200 retail ~\$4300 total cost 45 customers Take immediate profit

\$3000 wholesale/\$6000 retail ~\$3600 total cost 35 customers
Take immediate profit

\$2400 wholesale/\$4800 retail ~\$2900 total cost
25 customers
Reinvest first \$600 in sales
to reach profit level

\$1800 wholesale/\$3600 retail ~\$2200 total cost 20 customers Reinvest first \$1200 in sales to reach profit level

3 Ways to Purchase Inventory

- 1. **Credit Card:** Mary Kay accepts MasterCard, Visa, and Discover. There are many cards with low APR's.
- 2. Loan: You could get a personal loan from your bank or from a credit union. Keep in mind banks prefer to loan larger amounts with \$2500-3000 minimum.
- 3. Family Loan: You may have a family member who is willing to help you start your career and loan you money. Be sure to set up a monthly payment plan with them.

Skin Care For 10 Customers

\$1200 wholesale/\$2400 retail

~\$1500 total cost

Reinvest all sales at least 3-4 times to reach profit level

5 Customers + Displays

\$600 wholesale/\$1200 retail

~\$800 total cost

Reinvest all sales at least 4-6 times to reach profit level.



Star Consultant Program

The Mary Kay year runs on four quarters. The quarters start on the 16th, beginning with June 16th (2nd quarter begins on Sept. 16, etc.) During the quarter, you have the ability to become a STAR CONSULTANT!

Star Consultants are the most highly respected consultants in our company. You will receive your Ladder of Success Pin with the Pearl, Emerald, Diamond, Ruby or Sapphire stone and a star prize each quarter you are a Star!



Star Consultant Levels

Pearl: \$4800 wholesale & up in a quarter Emerald: \$3600 wholesale in a quarter Diamond: \$3000 wholesale in a quarter Ruby: \$2400 wholesale in a quarter Sapphire: \$1800 wholesale in a quarter



Weekly Activity To Be A Star Consultant

Pearl: \$800 retail sales each week=\$1600 wholesale

order each month

Emerald: \$600 retail sales each week=\$1200 wholesale

order each month

Diamond: \$500 retail sales each week=\$1000 wholesale

order each month

Ruby: \$400 retail sales each week=\$800 wholesale

order each month

Sapphire: \$300 retail sales a week=\$600 wholesale

order each month

Be a star your first quarter!

By doing so, you'll receive lots of FREE PRODUCTS with your first order and take advantage of all the benefits above. Get off to a great start!

Be a STAR every quarter!

- 1. Receive your Ladder of Success Pin and stone & the number of quarters you've been a star!
- 2. Choose your STAR PRIZE from the quarterly prize brochure!
- 3. Receive recognition in the Applause as a "Bright New Star"!
- 4. Have adequate inventory to service your customers and be a successful business woman.
- 5. Stars earn CARS!
- 6. You get company referrals for new clients when you are a star.
- ¹ 7. You set an example for others to follow.



A Look Just For You...FREE!

As a new Independent Beauty Consultant, you deserve a brand new look of your very own. When you place your **first order of \$600 wholesale or more in your first 15 days of business**, you will receive your entire personalized look FREE! This Color 101 Look will be customized specifically for you by Mary Kay and is valued at \$111.

Your Personalized Color 101 Look Includes:

- 3 MK Signature Eye Colors
- MK Signature Cheek Color
- MK Signature Crème Lipstick
 - MK Signature Lip Gloss
 - MK Signature Lip Liner
 - MK Signature Eye Liner
- MK Signature Ultimate Mascara
 - Custom Compact
 - Cheek Color Brush
 - Dual-End Eye Applicator



To receive your free Color 101 Look, go to www.marykayintouch.com and register as a consultant with your new consultant ID number. You will be asked a few questions about your hair color, skin tone and facial features. Then you'll see your best look and receive application tips to show you exactly how to apply the products. When you place your first order of \$600 wholesale or more within your first 15 days of business, you will receive your entire look for FREE! Please note, you must complete the on line Color 101 questionnaire BEFORE you call me to place your first order so you can get a customized look. If we do your order together before you do the questionnaire you'll get a neutral look.

FREE Color 101 Look worth \$111
PLUS all of the New Consultant
Bonus products you receive for FREE

Your agreement w	as submitted on	
You have until	receive your FREE COLOR 101 SET.	_ to place your first order to
	•	



Debt or Investment?

Understanding What Debt Really Is!

Dr. Robert Schuller

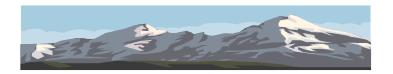
What, after all, is debt? Fresh out of the seminary, newly married, and just installed as pastor of my first church, I was earning a little over two hundred dollars a month. When winter approached, I needed coal for the furnace. I went to the coal yard and asked how much coal I would have to buy, how much it would cost and if I could charge it. "About 5 tons, it will cost you \$75, and we will not charge it Reverend. You'll have to borrow the money somewhere for we don't give credit on coal." And that was that.

So, I went to ask for a loan on \$75 for the coal. The banker gave me a valuable lesson in economics. "I'll lend you the money for coal this time, but never again. When you borrow money for coal, you are going into debt. The coal will be burned. When it is gone, if you are unable to pay your loan, there is nothing you can sell to pay us back. When you borrow money for coal, food, or the light bill or water bill, you are spending money that is gone forever." That is real debt!

If you want to borrow money to buy a car or a house, we will lend you the money. Then you are not going into debt, you are going into the investment business. If you cannot pay off your auto loan, you can sell the car, pay us back what we have coming, and any money you have left is your return on your investment. If you borrow money to buy a store and you borrow money for salable goods to stock the shelves, you are not in debt, you are in business. If you cannot pay off your loan, we sell the store and the goods; if there is money left over after we are repaid, you can have the profit from your investment. If you have no money left over after paying off the loan, you haven't made any money. It's that simple.

It was this advice which was to give me greater courage years later starting our new church. How long would it take to collect the money from surplus offerings? Perhaps twenty years! So we decided to borrow the money. When finished, the entire development was valued at one million dollars. Nearly \$600,000 was borrowed money. Someone said to me about that time, "I hear you folks have a debt of \$600,000." I corrected him, "Actually we have no debt. We could sell our property for a million dollars, pay off all mortgages, and have \$400,000 in the bank. We don't have debt. We're worth almost half a million dollars!"

So it is with your Mary Kay business!



Setting Up Your Business

Go to www.marykayintouch.com and click on MKConnections

to order your Mary Kay:

- Business Card Kit which includes Name Badge, Self Inking Stamp, Business Cards (get the TENT style), Reorder Labels.
- You can also purchase at a later time:
- Checks
- Stationary
- Postcards
- Wheeled Cosmetic Carrier
- Samples organizer

Be sure the check the Business KIT for the best discounted rates!



You can even get Magnetic Business Cards and calendars for your customers to put on their refrigerators!



Here are some tips to help you get off to a great, organized start!

- Order your business card kit. You will order them from www.marykayintouch.com and then click on MK CONNECTIONS at the bottom of the home page. Ordering your business cards will make you feel professional and official about your business. Then, while you are at the website, set up PROPAY ACCOUNT. See next page for details.
- Establish a location in your home that will be your "office". (even if you don't have a separate room for it) This will be your workplace and should be set up, ready for you to work all the time.
- Establish a location in your home where you will stock and arrange your Mary Kay inventory. You will want to have it organized in such a way that it is easily accessible for reorders and classes. Under no circumstances should you ever store product in a garage where you can't control the temperature.
- Open a checking account for your business. It is important to have a personal checking account specifically for your Mary Kay business. Keep your personal accounts separate from your business accounts. All Mary Kay income will go into that account and you will pay all Mary Kay expenses out of that account. It is important to NOT co-mingle funds.
- Obtain a credit or debit card for your business. It is important to have one
 credit card to use solely for your Mary Kay business. Keep your personal
 expenditures separate from your business expenses. This will make it much
 easier for you to manage your business.
- <u>Purchase additional supplies</u> such as cotton balls, headbands and cosmetic sponges at an inexpensive place like Wal Mart or a Dollar Store.
- Begin tracking your car mileage for your taxes. Keep a mileage log in your car and log any miles used for Mary Kay. (a small spiral notebooks works well too.)
- Create a filing system to store receipts, sales receipts and your customer profiles from A-Z. Two accordion files from Wal Mart or an office supply store can be used for: 1. Customer profiles 2. All receipts.
- <u>Each week turn in your Weekly Accomplishment Sheet</u> to receive unit prizes and awards. Go to www.marykayintouch.com and click on submit a weekly accomplishment sheet and print one out for yourself, and turn in one at your unit meeting.



Online Tools-www.marykayintouch.com

InTouch and Learn MK

The **InTouch** web site is where you place your orders, sign up new team members, process credit cards, manage your customer files, turn in weekly accomplishment sheets, and much more. Spend some time getting familiar with the site. It will save you time and will help you learn about this business. **Learn MK** is found on the InTouch website, and it's main objective is to feed you with ideas, training and information to help you be successful. You can even complete online lessons and actually receive a score.

MyCustomers

MyCustomers is a customer management tool that is available on the Mary Kay InTouch home page. This tool provides you a convenient way of storing and retrieving customer information from any computer with Internet access. It also allows you to enter customer information that you can later use for the Preferred Customer Program and to send electronic greeting cards from the MKecards program.

Preferred Customer Program

The Preferred Customer Program (PCP) is one of the Easiest and most successful ways to keep in touch with your customers, and it can help you build customers for life. Let the PCP manage your customer mailings. MK does the work, you save time and money! And your customers will receive beautiful mailers personalized to look like they came directly from you. They will even feature the gift with purchase to help you boost sales.

DID YOU KNOW....

- Beauty Consultants who participate in the PCP program boost their sales by an average of 30%!
- Approximately 50% of customers will increase their order to receive a free gift.

SAVE TIME AND MONEY! It's almost 50% cheaper to mail The Look through the PCP program.

PROPAY

Statistics tell us that those who accept credit cards as a form of payment from their customers have experienced and enjoyed greater average sales per transaction. Accepting debit and credit cards in your business simply makes good sense.

Click on the ProPay link from the InTouch web site to set up your customer's credit card payments from your computer.

Get a Personal Web Site!

You can get your very own Mary Kay web site for just \$25 for the first year. Your site is maintained by Mary Kay and is updated regularly.

When you sign up for **ProPay**, your customers can order online and have the option of paying with a credit card!



Success Meetings

Those who show up, go up! Your weekly Girls Night Out meeting is a place where you will receive recognition & prizes for your hard work, training and tips, and inspiration and motivation to fill your cup. Remember, consistency is key! When you attend 13 consecutive Girls Night Outs, you will earn a fabulous fashion ring!!!

&			
*		TENDANCE AWARD With Success!	*
Name:			
WEEK:	DATE:	DIRECTOR:	GUEST:
! 1.			
2.			
3.			
4.			
5.			
6.			
i 7.			
[8.			
9.			
10.			
11. 12.			
13.			
	on attending 13 consecutive we	ekly meetings! Your business has grov	vn and vou've shown
		or and sister consultants! Please retur	
]		o receive your prize!	<i>y y</i>



Top 10 Reasons To Attend Your Weekly Success Meeting

10. Make new friends

- 9. Learn from the best of the best in Mary Kay
- 8. Recruiting opportunities when you bring a guest for a makeover.
 - 7. Recognition for your achievements
 - 6. Encouragement and inspiration from sister consultants
 - 5. Training on Booking, Selling and Recruiting
 - 4. Products updates and special promotions
 - Todaets apaates and special promotions
 - 3. Increase your earning potential
 - 2. Develop and improve leadership qualities
 - 1. Positive & fun environment—you'll leave in a great mood!



Mary Kay Image & Etiquette

You only have one chance to make a good first impression!

- 1. **Never leave your house without your Mary Kay face on!** Your image sells your product. When you look cute, people want what you have. This product sells itself, especially on your beautiful face!
- **2. Always look professional at meetings, events, classes, facials, etc.** Mary Kay herself requested that we look feminine and professional with a skirt and hose at all Mary Kay Events. Below are some tips to help you look professional, feminine and extra confident.

Attitude is Everything!

- Be positive and enthusiastic! Try not to let negative thoughts creep into your conversations.
- Never share down times with a sister consultant. Call your Director if something is bothering you for a two-minute vent sessions.
 - Then focus on solutions.
- Discipline yourself to replace negative thoughts with positive ones.
- Read books, listen to motivational tapes/CD's, and attend your Success Meeting and other Mary Kay events to keep your attitude positive.

- A. Get one nice skirt (black is best) you can wear with a lot of different colored blouses. That's your uniform until you become a Red Jacket.
- B. Find a comfortable brand of hose and stock up on several pairs.
- C. Get a basic pair of black pumps or heels that are comfortable, yet stylish.
- D. Keep your hair, nails and jewelry neat, clean and up to date.
- E. Wear a skirt or skirted suit to all your Mary Kay parties, facials, meetings and career chats. Never wear mini skirts, jeans, t-shirts, tennis shoes or other unprofessional attire to a Mary Kay event. Women "buy" us before they ever buy our product.
- G. Keep the number of pins on your lapel to a minimum. Three is a nice number that allows you to show your accomplishments but still remain professional.
- **3. Brighten your face with a SMILE!** Even when you don't feel like smiling, SMILE anyway. Smiling people always look friendly and approachable. A smile means a great attitude and more sales!
- **4. Remember your meeting is a professional environment.** Your weekly Girls Night Out meeting is a time for you to be trained and to bring guests. Children are discouraged from attending because they may create less than a professional environment for other consultants and guests. Of course, turn off your cell phone during any meeting.
- **5. Please, no smoking or alcohol** at a Mary Kay function, even if you are invited to participate.
- **6. Keep your car clean and drive with courtesy**, especially if you have a Mary Kay car decal.
- **7. Most importantly, always live by the Golden Rule:** Do unto others as you would have them do unto you. Never take another consultant's customer. Always back up the Mary Kay 100% satisfaction guarantee.

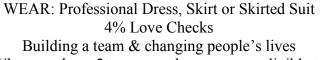




Career Path—Moving Up!



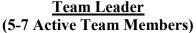
(1-2 Active Team Members)



When you have 2 team members, you are eligible to order your Red Jacket!



WEAR: Red Jacket, White Blouse & Black Skirt 4% Love Checks Team Leadership Star Recruiter Enhancement Pin



WEAR: Red Jacket, White Blouse & Black Skirt 9-13% Love Checks Team Leader Enhancement Pin Eligible for Team Building Bonuses Eligible to go on-target for 1st Career Car

Team Building ~ A Great Avenue of Income! Can you get excited about:

- 1. Star Recruiter with 3 team members earns 4% commission. Example: If the team's wholesale orders for the month total \$4000, she receives a check for \$160!
- 2. Team Leader with 5 team members earns 9% commission. Example: If 3 of the team members order and the total is \$4000, she receives a \$360 commission check.

Example: If all 5 team members order and the total is \$4000, and if the Team Leader places a \$600 order, she receives 13% commission or \$520! Plus she's on -target for her VIBE!



Recite this affirmation to yourself everyday, "I will be a Red Jacket my first month!" Write down 10 people who you would like to work with and your Director will help you build your team so that you can enjoy all of the rewards that go along with team building. Won't it be fun to work with your friends!

1.	6.
2.	7.
3.	8.
4.	9.
5.	10.



Recruiter's Checklist What you can do to support your team members

Week 1:

- * Help her understand the importance of attending meetings. Let her know this is where she will get her training. Be sure to tell her that at her first meeting you will present her with her Mary Kay pin and introduce her to the group.
 - * Encourage her to listen to her CD's in her starter kit.
- * Make sure she is watching for her new consultant packet and her inventory information. Let her know that her Director will help her with all of her first decisions.
 - * Communicate with her frequently with short phone calls and notes.
 - * Tell her to start making a list of all of her potential hostesses or people to attend her business debut.
 - * Select a date and time for her business debut. Let your Director know about this date.
 - * Make a note in her date book for all upcoming events and all meetings for a month.

Week 2:

- * Continue to communicate with her. During Week 2, fear may set in, so stay in touch.
- * Coach her about her business debut. Help her call and confirm her guests, and give her a script to use. Your goal at the business debut is to get bookings so she can start selling immediately.
 - * Coach her on how to fill out her Weekly Accomplishment Sheet.
 - * Teach her the systems at the meetings so she can get all of the recognition she deserves.

Week 3-4:

- * Continue to communicate during these weeks. The first weeks of holding classes can either be exciting or challenging. You want to be there to congratulate her or to encourage her.
- * Call her after every class or appointment and ask her how it went. Ask her what she needs to know to improve or feel more comfortable next time.
- * Keep reminding her how important the meetings are. Do not let her wimp on attending, and be a good example by attending meetings on a regular basis yourself. We all know those who show up, go up.
- * Ask her who she has met who would be good at Mary Kay. Help her invite them to a meeting or set up a time to share the opportunity with them.

Here are questions you may ask your new team member following her first classes:

- * How was the class?
- * How many people were there?
- * What were your sales?
- * How many future bookings did you get?
- * Who was sharp that might like to come to a meeting or to an event to learn more about the business opportunity?
 - * Do you feel comfortable with your presentation? Is the flip chart easier to use now?
 - * What can I do to help?

Script to confirm	classes/	debut
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Hi,, my name is I work with in Ma	ry Kay, and she is excited about sharing Mary Kay with
all of her friends and family. I'm helping call all	of her support people to confirm their attendance at her
debut/class, and wanted to make sure you can come ha	ve some fun with us. Great, I'm looking forward to
meeting you on (date) at (time). (If she says she canno	t attend, ask her if would help out and book an
individual appointment or class to help comple	ete her 30 faces in 30 days. Your goal is to help your
team member finish her Power Start! Book the appoin	ment right then on the phone.)



Team Building — **More Benefits**

Level/Title	# of Active Team Members	% Commissions Earned	Apparel or Jewelry	Perks & Requirements
Consultant	0	0	MK Pin	50% profit on sales
Senior Consultant	1-2	4% on Personal Team Members	Sr. Pin Enhancer Professional Dress	PTM must be active
Star Consultant/ Red Jacket	3-4	4% + \$50 Bonus on every new Qualified PTM	Red Jacket & Enhancer	\$50 on the 4th PTM & above
Team Leader	5-7	9-13% on PTM	TL Enhancer	13% if you order \$600 whls & 5 PTM order \$200+ in the month
On-Target Car	5	9-13% on PTM		Min \$4000 in team production for 1-4 months with \$18,000 total
Future Director	8	9-13% on PTM	Future Director Scarf & Enhancer	Can submit to DIQ at the end of 1st of following month
Director in Qualification DIQ	8 by the 1st of the month	9-13% on PTM	Black Blouse with Red Jacket	Monthly Min \$4000 for 1 -4 months / \$16,000 total Includes production of new TM of your TM in DIQ and beyond 30 Active TM to finish
Director	30+ Active Unit Members	4-13% on PTM 9-13% on Unit Bonuses	Director Suit & Director Pin	Monthly Min \$4000 Bonuses of \$500+ Personal Team Building Bonus of \$100 each
Senior Director	1-2 1st Line Offspring Directors	4-5% on Offspring Units	Sr. Director Enhancer	Special Classes & Recognition
Future Exec. Senior Director	3-4 1st Line Offspring Directors	4-5.5% on Offspring Units	Enhancer New Blouse Color	Special Classes & Recognition
Exec. Senior Director	5-7 1st Line Offspring Directors	4.5-6% on Offspring Units	Enhancer New Blouse Color	On-Stage Recognition & Seminar, Classes with food taught by NSD's
Elite Exec. Senior Director	8+ 1st Line Offspring Directors	5-6% on Offspring Units	Enhancer New Blouse Color	EESD Lounge, NIQ Classes, teach at Mk functions!



Activity Status Explained

- Active—You are considered *active* in the month when a minimum \$200 wholesale Section I product order is received by the company and the following two calendar months, without regard to the actual day of the month in which the order is received. For example, if a \$200 wholesale order is received on April 27, active status for the Beauty Consultant would be for the calendar months of April, May, and June.
- I1—Inactive 1st month—You have not placed a minimum \$200 wholesale order in the past three calendar months. In the previous example, if you did not place an active order in May or June, you would be inactive beginning July 1. Recruiters do not receive commissions on any team members' order unless they are active by the last business day of the month. *Customers cannot place orders on your May Kay website while you are inactive.
- **I2—Inactive 2nd month** Again, if you have team members you need to place a minimum \$200 wholesale order by the last business day of the month in order to be eligible to receive commissions on orders placed by any of your team members.
- **I3–Inactive 3rd month** Need to place a minimum \$200 wholesale order by the last business day of the month to continue to receive company and unit mailings and to receive commissions on orders placed by team members.
- T-Terminated— This is not as dreadful as it sounds! If you place at least a minimum \$200 wholesale order by the last business day of the month, you will be reactivated and will continue to receive company and unit literature. If you are a recruiter, you MUST order by the end of the month to prevent the loss of your team members! You will no longer count as a unit member for unit totals if you do not order this month—we don't want to lose you!
- T+-You have gone past your "T" month and have not ordered for 6-11 months. At this time, you are not receiving current company mailings. When you place a minimum \$200 wholesale order by the last business day of the month, you will be reactivated and will begin receiving all mailings again.
- 11th month-You MUST ORDER THIS MONTH to maintain your status as a Beauty Consultant. Why buy other brands when you can purchase the best-selling brand at wholesale prices?
- Former Consultant— You have gone past 12 months of activity. You may come back into the company with wholesale purchasing privileges by completing a new agreement. You have a choice of purchasing a new starter kit or coming back in as a Second Chance Consultant for only \$20.

* "End of the month" is based on the last **business** day of the month and may be different than the last calendar day due to weekends and holidays. Please check with your Director, your "Applause," or go online to www.marykayintouch.com under calendar for specific information.



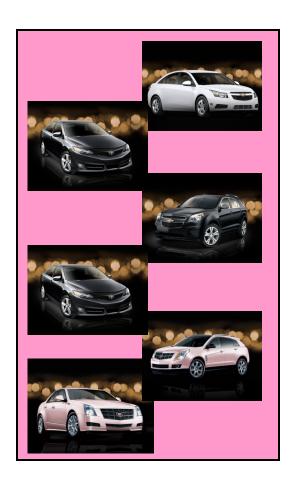


Career Cars

There are over \$120,000,000 in Free Mary Kay Career Cars being driven by successful Mary Kay Beauty Consultants and Directors today. Not only are they driving a free car, but Mary Kay pays over 85% of their car insurance too! What could you save by driving a FREE Mary Kay Career Car?

<u>Car</u>	Monthly Payments	Savings
Cruze	\$375 x 48 months	\$18,000
Camry or Equinox	\$500 x 48 months	\$24,000
Cadillac	\$900 x 48 months	\$43,200

What would you spend this extra cash on? Maybe college funds, vacations, a new house, or savings for retirement? The possibilities are endless!



CONSULTANT CAREER CAR: White Chevy Cruze

- On Target with 5 Active Team Members & 4000 wholesale team production in 1 month
- -12 Active Team Members & \$18,000 wholesale team production in 4 months

DIRECTOR CAREER CARS: Black Toyota Camry, Chevy Equinox; Pink Cadillac CTS or DTS

THE MARY KAY CAREER CAR program

When's the last time you earned the use of a car? With each new achievement in your Mary Kay business, you'll move closer to the ultimate successfinding yourself behind the wheel of a Mary Kay Career Car. Did you know that since 1969, more than 100,000 independent sales force members have either qualified to earn the use of a Mary Kay Career Car or elected the Cash Compensation option? Here's what you could be driving based on your sales success: Cruze, Camry, Equinox, CTS, DTS

POWER UP TO DO THE POWER START!!!

How we start our Mary Kay business greatly influences our future success! Start right!

Do the Perfect or Power Start and then repeat it again & again!

WHY DO THE PERFECT OR POWER START?

- You can earn money while you learn how to become a master consultant.
- You will receive tons of recognition and praise for starting your business the "perfect" and "powerful" way.
 - You will gain confidence and feel a great sense of accomplishment.
 - You are laying the foundation for future success in your business.



BOOKING SCRIPTS!

Refer to your 30-50 Potential Customers List. Call each person and say:

Perfect Start/Power Start Dialogue
Hi, this is, I'm so excited! Do you have a quick minute? Great! You'll never believe what I'm
doing! I am teaching skin care and color cosmetics with Mary Kay! As part of my training, I need to practice on
30 women in the next 30 days. Is there any reason why you wouldn't let me borrow your face to practice on? (wait
for response) Great! Which will work better for you, first of the week or end? Day or night? 7:00 or 7:30? Great!
, if you have 2-3 friends that you would like to have join us, I would love to pamper them too. In fact, I
would be grateful because I really need to practice with some groups also! I will give you \$75 of products for only
\$25. That's \$50 in FREE product! Don't you just love to get something for FREE? I will call you on
(date) to see how many friends you are expecting to join us, I really appreciate you, and you can
count on me rain or shine - they told us in training to choose reliable people to work with, so that's why I thought
of you. Thank you so much for helping me out and I look forward to having fun with you and your friends.
Inviting a Guest
Hi, this is, do you have a minute? Great! You'll never believe what I'm doing! I am teaching

Hi ______, this is ______, do you have a minute? Great! You'll never believe what I'm doing! I am teaching skin care and color cosmetics with Mary Kay! I am very excited because this Tuesday night my director is teaching a skin care class to train me! As part of my training I need to bring a model to practice on while she is teaching. Of course I want to bring the sharpest women I know so I immediately thought of you! You would have the opportunity to have a facial and glamour 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 Tuesday and help me with my training - I think you'd be terrific! Great! I will pick you up at ______. Thank you so much for helping me. I really appreciate you and can't wait to see you Tuesday night!

Booking a Practice Interview

"Hi ___ this is ___ I am so excited I just had to call you! Do you have a quick minute? I am working on earning my beautiful Pearl Necklace and Earring set in Mary Kay and in order to do that, I need to listen to my Director share the facts about our company with 5 women this week! She told me to call 5 of the sharpest people I know, women whom I value their opinion! I couldn't help but think of you! ____, I know MK is probably not anything you'd ever be interested in, and that's ok.... this is just to help me out with my training! If you would be willing to give me 30-40 minutes of your time over the phone, I will give you \$10 in free Mary Kay product! Do you think this is something you could help me out with? When would be a good time to chat in the next 24-28 hours? Tues or Wed? 2:00 or 3:00?

Dialogue for Phone Calls for the Business Debut

Make these prior to the Business Debut Party. This is a very important step!

Script for Answering Machine:
"Hi It's I'm making plans for my Grand Opening on (day) at (time) I'm just making sure that you received my invitation and that YOU will
be there. I really need you support! I know you'll be there! If for some reason you can't
come, just call me. Otherwise, I'll plan on seeing you!"
Script for Personal Call:
"Hi It's How are you? Great! I'm calling to make sure you'll be able to
attend my Grand Opening on (day) at (time) I am so excited and I really
need you there! I can win a big prize when 15 people over the age of 18 are present. You
can come, right? Great! I'm looking forward to seeing you! Oh, and by the way, I would
love for you to bring a friend or two and I'll have a FREE gift for you if you do!"
If she cannot come:
"That's okay. I know how busy you are. You can still help me though! Let me tell you a
little bit about my first goal. I need to do 30 faces in 30 days to finish my training and
build my skills as a Mary Kay Consultant. Can I borrow your face? You'll be trying our
fabulous skin care and new color cosmetics. Wonderful! What's good for you this week
or next? What time? And by the way, you can earn some FREE product from me for in-
viting a few friends. I send/give you a
hostess packet. Thanks so much! I appreciate your help!"
Dialogue for a Prospective Customer Referral
Make this call one to four days after the Debut.
"Hi This is I'm a friend of She was at the Grand Opening of
my Mary Kay business on and you'll never believe what she's done for you!
(pause & let them react) She reserved 30 minutes of my pampering time just for you that
includes a hand treatment, facial and color makeover and gave you a \$10 gift certificate
to spend any way you like. Wasn't that nice! When would you like to be pampered this
week or next week? Would a weekday or weekend be better? or?
Great! I'm looking forward to meeting you! Oh, and would you be interested in earning
some FREE product? Just for inviting a few girlfriends over and sharing some fun with
vour pampering time. I'll give vou some product for FREE!"



Tips & Tools From The Top

10 Tips To Become Financially Fit:

- 1. Get your inventory up to at least \$3600 wholesale on your shelf. There is more confidence in this business when you know you have the product customers want, which leads to more bookings.
- 2. Stop placing small orders that cost you \$8 to ship and you cut your profits each time. Place larger orders once or twice a month instead of four small orders in the month. You could save up to \$33 on shipping, plus receive free product bonuses with \$400 wholesale or more each time.
- 3. Use your credit card or get a loan to pay for your initial inventory order. Remember the 90% buyback guarantee. It's a win-win situation.
- 4. Get off the credit card merry-go-round. Use your credit card once to get your initial inventory, with the understanding that you will not use it again for product orders. Instead, open a personal checking account to purchase replacement products for the ones you sell, to pay off your credit card or loan, and to pay yourself. Use your Mary Kay paycheck to pay off personal debt that cannot be taken off of your taxes. Your inventory and business expenses interest can be claimed on your taxes, so be financially wise and get rid of the high interest personal cards first.
- 5. Consistently hold appointments EVERY WEEK (2-3 each week) just like you would do if you were an employee of your company! That means consistency no matter what. Do it anyway. Create the cash flow you need, want and deserve for yourself and your family. You would be selling \$400-600 each week. That means you'd deposit \$1600-2400 into your MK account each month and \$800-1200 profit each month! That is enough to make a loan payment and bring income to your household. Consistency is the key!
- 6. Make your primary goal to complete a Perfect Start (15 faces in 15 days) or Power Start (30 faces in 30 days)! You'll see a big difference in your income level.
- 7. Keep track of your weekly sales with the Weekly Accomplishment Sheet. This plan will help you track your goals and progress and keep you accountable to yourself and your family. It is found at www.marykayintouch.com on the home page.
- 8. Don't look back! Keep focused forward! Look at what your possibilities can be next week, next month and even next year!
- 9. Commit to doing your part of the deal and God will take care of the rest. Be disciplined to do what needs to be done!
- 10. See yourself as the successful, smart, financially fit businesswoman that you are and deserve to be forever!

Give It Enough Time by Dan Helou (Husband of NSD Kathy Helou)

Have you ever attempted a simple repair job on something in your home or on your car? The job appeared simple and easily doable. It looked simple enough, but you discovered this "simple" project was larger and more complex than you imagined?

Well, growing a Mary Kay business is somewhat like this. The task is bigger than we imagined at first. Fortunately so is the return on our investment! This is the principal that reminds us to be PATIENT. Settle in, take the long view and stay on task. Give it enough time.

I want to give to you a little realism. Realism does not discourage people, it sets them free. Without a dose of realism, people get started with a false expectation. If their business grows more slowly than they anticipated, they conclude that either this business does not work, or that it just won't



work for them. This first is just a general conclusion about the direct selling industry as a whole, but the other is a specific conclusion about themselves...that they are incapable of succeeding in this effort.

Each of us comes to Mary Kay with our own individual learning curve. It may be learning to trust yourself as a leader, or servant to others...it may take time to truly comprehend how big this industry is, and that this is the invitation of a lifetime.

Whatever your learning curve is, you probably need more time than anticipated to get through it. Face this reality and keep moving forward.

Lastly, if our business is going to grow over time, we need to be giving it enough time on a daily and weekly basis. If you want to know a Pilot's skills, you don't ask him "when did you get interested in flying?" or "how many aviation manuals have you studied?" What determines a Pilot's skill comes down to one thing...how many hours have you sat in the cockpit and flown a plane? The answer says it all. There is a vast difference between someone who has flown 15 hours and someone who has flown 15,000 hours.

In Mary Kay, there is only one thing that counts as hours logged or flight time:

Demonstrating the products and offering the career opportunity to someone. Period. That's it. This is a face-to-face, person to person business. You can read the Applause Magazine, listen to CD's, attend meetings, etc. but none of these counts as flying. If you're not getting in front of people every week, you are not logging hours in the business, and you'll be going....nowhere. Make a consistent effort, duplicate yourself, and give it enough time! Go flying!!!

MANAGING YOUR EMOTIONS BY NSD Jeannie Rowland:

Are you excited one day and discouraged the next? Part of being a successful business person is managing your emotions. Work daily to create your aura of success.

You cannot control what happens around you, but you can control how you react to it!

- Choose to leave home at home. It will be there when you get back
- In your mind, separate your business from your home life. You will have energy to handle both better.
- Be a woman of your word. If you make a promise, do it with a smile, regardless of the dramas around you.
- Keep your latest drama to yourself. We all have our own, thank you.
- Smile. It relaxes and energizes you and everyone around you.
- What you do speaks so loudly no one need hear you speak. Keep doing what is right.
- Show up. Everyone experiences the unexpected. Excuse yourself from that last minute house guest and get to your sales meeting or appointment.
- Create a reputation in your community of excellence and good ethics. It will follow you up the ladder.
- Expect the best from everyone and every situation. It helps your emotions stay constantly positive.
- Make promptness a habit. It will keep your public image high and others will respect you.
- If you do not value your time, no one will.
- "They don't learn it from the neighbors," my mom always said. Your children emulate every little tiny thing. Is that what you want?



Time Management

There are 168 hours in a week. Everyone has the same amount of time you do, no more, no less. You have to ask yourself, "Do I control my time, or does my time control me?"

Take control of your time and become a Master Time Manager. The following guide is how the average person spends her time and will help you master your time most effectively. Give it a try and see just how much you get done.

Sleep	56 hours	(8hours/night)
Work	40 hours (8hours/day)	
Driving	5	
Grooming	7	(1hour/day)
Cleaning/Laundry	7	(1hour/day)
Church	3	
Shopping/Friends	3	
Family/Personal	21	(3 hours a day)
Total Spent	149 hours per week	

That leave you with 19 hours! Do you know where the time is going? Even though you may not follow this schedule exactly, it does show a good estimate of the average person's week. Adjust your schedule to fit your life.

Now that you are a Master Time Manager, look at all you can accomplish with those extra 19 hours! This is a proven weekly plan for earning a FREE Mary Kay Career Car.

3 classes/week	6 hours (2hours/class)
3 interviews/week	3 (1 hour/career chat)
1 Success Meeting	2
Office/Inventory/Paper	1.5
Booking/Scheduling/Pre-profiling	3
Phone (customer service, etc.)	<u>2</u>
Total Spent	17.5 hours/week

You still have time for an extra long bubble bath and sundae for all your hard work!

Time Management Tips:

- 1. Focus on Income Producing
 Activities (IPA's) like booking,
 coaching, selling and recruiting.
 Other activities like computer
 work, paperwork and inventory
 management are necessary, but
 don't spend a lot of time on
 them
- 2. Use a **Weekly Plan Sheet** each week to schedule your work, family, spiritual, personal and business time.
- 3. Do a 6 Most Important Things To Do list each night for the next day. It will help keep you on track with your most important tasks.
- 4. Plan your phone time with sales tickets, a Look Book, phone numbers, a calculator, and your date book right in front of you.
- 5. Plan your meals on a weekly or monthly basis. Shop for everything at one time and put the recipes on the frig for easy access. That way, your husband or kids can start a meal if you are running late.

These forms can be found on www.marykayintouch.com on Learn MK.



PRIZE VOUCHERS

Turn these completed vouchers into your director to receive your prizes & recognition!

I attended my 6 out of 13 of my first sales meetings offered by my Director to earn my **Platinum Money Bag!**



I completed my Perfect or Power Start or Power Start Plus to earn my *PS Pin!*





I completed by Super Pop to earn my Super POP ring!



I completed 3 practice career chats with my Director in my first 30 days to earn my *Pearls of Sharing Earrings!*



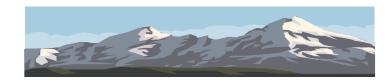
I brought 3 guests to meeting or did 3 more career chats with my Director in my first 30 days to earn my

Pearls of Sharing Bracelet!



I signed my first team member in my first 30 days to earn my *Pearls of Sharing Necklace!*





SUPER POPI

What is Super Pop?

Completing a POWER START (30 faces) and SHOWCASING THE CAREER to 10 people in the same 30 day period!

*consultant must be active at end of period

What's In It For Me?

You earn one of these beautiful Vintage Pink Ice rings! Plus, boost your personal business and your team!



Opportunities to Showcase Your Career:

~Bring a Qualified Guest To Your Success Meeting
~Bring a Qualified Guest to Any Guest Event
~Listen to Company Media (CD or DVD)
~Do an in person Career Chat with you & your director
*Director must have guest's information in order to follow up with them!

To Get Your Ring:

You must complete the Company Power Start Tracking Form and send it along with your ring size to your director. Remember, you must be an Active Consultant at the end of this period to receive your award!

Tracking form on Learn MK at www.marykayintouch.com