Brain Book Binder:
Get about a 3 inch binder. Inside have 20 tabs. Also have a three-hole punch in the front so that at meetings, you can just punch the papers and put it right in the binder. Another thing to have is clear paper sleeves so if there is anything that you need to copy, you don’t have any hole punches in it. Place your goals for the month in the front of the clear sleeve in the front of the binder. If yours does not have it, put it as the first page, in front of the tab. This can be words, pictures...

1. Current
   - current calendar
   - Your Weekly Plan Sheet
   - Current tracking sheet
   - month promotions/prize fliers
   - monthly contests
   - monthly events with fliers

2. My Customers
   - Customer List
   - Wish Lists

3. Booking Scripts
   - F.R.A.N.K List
   - Power Start Script by NSD Leah Lauchlan
   - Test Panel Script
   - Referral Script
   - Most Common Booking Objections

4. Coaching
   - Lia Carta Method

5. Classes (what you can do during parties/classes)
   - $100 Hostess Bucks
   - $75 for $35
   - It’s Girl Time
   - Tray Set Up
   - 4 Point Recruiting Plan
   - Tips for Obtaining Referrals
   - Closing Sheets
   - Ponder Pink
   - Marketing
   - Ticket Game

6. Product Knowledge
   - New Products
   - Skin Care Regimen
   - Order of Application
   - Foundation Training
   - Conversion Charts
   - Other Product Facts Sheets

7. Image and Inspiration
   - MK Dress Code
   - Success= Personal Use
   - Inspiring Quotes

8. Money Management and Taxes
   - Understanding Ordering
   - Tax Labels
   - Expense Tracking Form
   - Form used to track section 1 product and demos
9. Organization
   - Roll-Up Bag Set up
   - Priority of products to demo
   - Unit Manager information
   - Rocks, Pebbles, Sand
   - Time Management Formula

10. Customer Service
    - MK In-Touch Marketing Tools Sheet
    - PCP List
    - PCP Script

11. Sales Ideas
    - On-the-go sales
    - Sales Ideas

12. Lead Generation
    - Lead Generation Registration Sign
    - Product Registration Drawing Slip
    - Lead Generation Prize Package Winner’s Script

13. Referrals and Networking
    - 3 weeks to warm chattering
    - 100 Ways to build new customers

14. Goals
    - Current Star Prizes
    - 10 steps to your Red Jacket
    - Value of driving a MK Car
    - Picture of your “WHY” in doing this business (wedding, buying a house, etc.)

15. Holiday (this section is for the current holiday, EXCEPT for Christmas. You want to keep a separate binder for your Christmas ideas. This section would be for like back to school, mother’s day, halloween, etc.)
    - any holiday brochures or fliers
    - holiday selling ideas

16. D.I.S.C.

17. Team Building (as you move up the career path, you may want to create a binder with just this information)
    - career path
    - starter kit sheets
    - 3 forms of income sheets
    - Team Building Appointment Guide
    - copy of applause
    - Available career positions
    - consultant skills line
    - 10 in 40 list
    - Power Script for 5 new recruits
    - Overcoming objections

18. Weekly Accomplishment Sheets