Welcome to Mary Kay!

What a smart business choice you have made!
As your Mary Kay Sales Director, I want to personally welcome you to our Future Million Dollar Unit!

You have chosen a company unparalleled by any other. Check out these Facts...

- Mary Kay is ranked 10th on the Forbes List of 100 Best Companies for which to work.
- There are more women making $50,000 - $100,000/yr. in Mary Kay than any other company.
- There are more self-made millionaires in Mary Kay than in any other company in the world.
- Mary Kay is the #1 best-selling brand of skin care and color cosmetics in the entire USA and has been since 1993. (That’s 23 years!)
- Mary Kay has more free cars on the road than the U.S. government.
- Our training and incentive programs have earned national recognition.
- Harvard Business School has promoted Mary Kay as having the best marketing plan in Direct Sales!
- Mary Kay offers it’s consultants a no-risk business by providing a 90% Buy-Back Guarantee.
- There are no quotas, no territories, no pyramids and no franchise fees.
- Mary Kay does not conduct animal testing for its products and has signed the PETA Pledge.
- Mary Kay operates responsibly with “Pink Doing Green” by planting trees and striving to be sustainable and green. Our shipping peanuts are made out of biodegradable cereal!
- Mary Kay builds homes and hope with Habitat for Humanity.
- We are committed to eliminate cancers that affect women and end domestic violence through The Mary Kay Foundation.

We definitely represent a company and products of which we can be PROUD!

We can make a living as we enrich women’s lives!

Massively Important Information! :-)

Mary Kay Unit Name: The Perfect Storm  
Director’s Name: Glori Gillespie  
Director’s Cell: 704-989-2777  
Director’s Email: gods.glori@gmail.com  
Seminar Affiliation: Diamond  
National Sales Director: Lynne Holliday  
Consultant Info Web site: www.marykayintouch.com  
Facebook Group Page: https://www.facebook.com/groups/plivingwaters/  

Million Dollar Messenger: Call Daily for Motivation and Inspiration (641) 715-3900; 44336#  
State of the Unit Call: Sundays at 8:30pm CST (712) 775-7031; 442936055#  
Marketing Video for Prospective Team Members: https://youtu.be/tYvc7i6YO7A

Company Philosophy

God First  
Family Second  
Career Third

Golden Rule

Mary Kay asks that  
“You do unto others as you would have them do unto you.”

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**Be Professional**
- Dress for success. Please wear a dress or skirt and nice shoes to all Mary Kay events including weekly success meetings.
- Have proper hygiene, with a fresh face, fresh smile, and fresh hairstyle.
- Sometimes looking like a million dollars can help you make a million dollars.

**Be Positive**
Your attitude will determine your altitude. In this business, just like any other, there will be ups and downs. Be positive and you will soar to the top!

**Be Respectful**
- Be on time or early for your appointments.
- Be prompt for your meetings and ready to take notes. If you have a guest, **arrive at 6:15pm so you are ready to start on time at 6:30pm.**
- Be open to the opportunity to be taught and guided by those with whom you could see yourself trading places with.

**Be Ethical**
Please do not take another Consultant’s customers. If you have someone at your class who has a consultant, it is ok to sell to her that day to help the hostess, but please ask that she go back to her consultant for re-orders.

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**“Nothing happens until somebody sells something.”**
-Mary Kay Ash

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**Always be a woman of your word.**

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**You are in business FOR yourself, NOT BY yourself!**

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**Plan your Work and Work your Plan**

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**Meeting Dress Code**

**Consultants and Senior Consultants**
- Dress for success in a skirt or dress.
- Wear nice shoes. Hair done, makeup on.
- Wear name badge & consultant pin.

**Red Jackets, Star Team Builders, Team Leaders**
- Red jacket, black skirt, white blouse, pin with enhancer, badge

**DIQs**
- Red jacket, black skirt, black blouse, pin with enhancer, DIQ pin, badge, and DIQ scarf

**Directors**
- The Suit!

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**Success Meetings**

Thursday Night: Dream Center
2300 Rockbrook Dr. Lewisville, TX
Time: 6:45—8:30

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**Come Prepared to your Meeting**

- Studio Raffle pmt of $15 are discounted and due the first of the month through propay, gods.glori@gmail.com. Raffle tickets given at the door.
- Bring your weekly accomplishment sheet, found on marykayintouch.com, business tools, weekly accomplishments.
- Bring a notebook and pen
- Invite Guests / Face Models!
Show Me the Money!

Work your business when you can...

5 Ways to Generate Sales
1. Facials (1 on 1)
2. Classes/Parties (3-5 in attendance)
3. On the Go
4. Online Orders
5. Catalogs and Order Forms

Option 1: Hobby Time
2-4 hours a week
1 apt x $300 sales = $300 week
$300 x 4 weeks = $1,200 month
$600 order / $600 profit

$600 a month x 3 months = $1,800 per quarter
(Sapphire star every quarter!)
$600 a month x 12 months = $7,200 profit a year
100 customers reordering at $200 a year =
$20,000 retail / $10,000 (profit)
Grand Total = $17,000 per year

Option 2: Part Time
8-10 hours a week
3 apt x $300 sales = $900 week
$900 x 4 weeks = $3,600 month
$1,800 order / $1,800 profit

$1,800 a month x 3 months = $5,400 per quarter
(Pearl star every quarter!)
$1,800 a month x 12 months = $21,600 profit a year
300 customers reordering at $200 a year =
$60,000 (retail) / $30,000 (profit)
Grand Total = $51,600 per year

Option 3: Full Time
15-20 hours a week
5 apt x $300 sales = $1,500 week
$1,500 x 4 weeks = $6,000 month
$3,000 order / $3,000 profit

$3,000 a month x 3 months = $9,000 per quarter
(Super Star Challenge!)
$3,000 a month x 12 months = $36,000 profit a year
500 customers reordering at $200 a year =
$100,000 (retail) / $50,000 (profit)
Grand Total = $86,000 per year

So that when you can’t, it is still working for you!

Commissions (love checks) on Your Team
1 3 5 10 14 24
4% Red Jacket 9-13% DIQ CAR 26%

On Target CAR
1 out of 5 interview will say YES to starting their business...
1 party a week is 5 faces a week or 20 faces a month
(20 divided by 5 = 4 new team members a month)

3 parties a week is 15 faces a week or 60 faces a month
(60 divided by 5 = 12 new team members a month)

5 parties a week is 25 faces a week or 100 faces a month
(100 divided by 5 is 20 new team members a month)

Example of Team Building if you hold 3 parties a week
Team Member #1 orders $1,800
Team Member #2 orders $600
Team Member #3 orders $225

1. $1,800
2. $600
3. $225
4. $1,800
5. $600
6. $225
7. $1,800
8. $600
9. $225
10. $1,800
11. $600
12. $225
Total $10,500 x 13% = $1,365!

$50 bonus for every new $600 or above Team Member order = $400
(When you order $600 and 5 team members order $225 in a month you earn 13% commission.)

So… $1,800 for sales + $1,365 commission + $400 team bonus = $3,565 Grand Total

Cars

Jewelry

Trips

Money

4
## Opening Your “Mary Kay Store”

*This is the most exciting decision a NEW Beauty Consultant makes!*  
You have within you the ability to decide whether your store will be the size of a lemonade stand, a local grocery store, a Super Target or a Belk’s Department Store! Regardless of the reasoning behind your decision to become a Mary Kay Consultant, you will want to take a very logical, rational approach in making your inventory decision as your time management, immediate profit, and cash flow DEPENDS on it!! We will help you ask the questions necessary to help you make the best decision for you and your business.

### Advantages of Opening Your Store WITH Inventory

- Sell MUCH MORE product if you have it on hand. You will have exactly what your customers need, when they want it– NOW!
- You will WANT to sell more since having inventory will motivate you. More inventory = More profit!
- Save time and gas by delivering product the day of the class or time of order.
- Collect the full amount due the day of the class, book follow-up appointments, go home and write yourself a paycheck.
- Reinvest 50% of product sold to replace what you took off your shelf.
- Having inventory is the best use of your time! The more you need $$, the more you need product!!
- Customers will come back to you because you are reliable.

### Disadvantages of Opening Your Store WITHOUT Inventory

- Sell about 50% less than you would if you had product.
- Hold the party and hope to collect 1/2 of the total amount due.
- Return home and place an order with the 50% collected.
- Pay more for shipping because of the additional amount of times you have to order.
- Wait 7-14 days to get product.
- Call hostess and guests to schedule times to deliver.
- Deliver product (may have to re-teach how to use it) and collect remaining balance.
- Try to book additional appointments.
- Go home and place an additional order with remaining money, re-investing 100% to build inventory on shelf.
- You will have to work harder without inventory, spend more time working your business, and make a lot less money.
Business Investment  VS  Personal Debt

It is important to understand the difference between a Business Investment vs. a Personal Debt.

The purchase of product is NOT like spending money on "Things". It is INVESTING money to make MORE MONEY.

If I had money to invest...

I wouldn’t NEED this business!

Let’s say you were given $3,600. What would you do with it? Would you spend it on clothes, buy a new car, put it in a savings account, or pay off debt?!? If you spent it, the most you would ever have is the $3,600 that one time, and then it would be gone. If you put it in a savings account and left it alone, then at the end of the year you would have earned only $36.

Imagine being a Pioneer coming to the new land. Pioneers brought fruits and vegetables to plant when they arrived at their new homestead. If they would have eaten all their food, they would have starved. But by taking some of their food and planting it, the harvest would feed them over and over again. They had food for the moment, but they sowed more for the future.

I already have too many credit cards and/or loan payments...

I don’t need another one!

We all could use more cash, certainly not more credit! When you invest in a business where the return on your investment is 100%, that is a smart investment, not a bad credit choice. It has been proven that consultants who invest and have product on their shelves are more satisfied with their business, and sell more product. Many women become Mary Kay consultants to make money. The money you will make selling products WILL pay off the initial investment made to order products, AND any DEBT you may have. When you invest in your business, you invest in your future. When you work your business, you get out of debt faster!

What if I fail at this business?

I don’t want to get stuck with a bunch of product that I can’t sell or won’t use?

Ok, let’s say worse case scenario, you do NOTHING with your business and you sell NO product...

You have the 90% Buy-Back Guarantee on your side!!

If you have not told a soul that you are a Mary Kay Beauty Consultant and have not sold a single item, you know this isn’t for you. So box it up. Send it back. Get 90% of your money back. Pay off your card. Move on with your life. This is a business decision with minimal risk, well worth taking for just 10%!

Please consider this: Couples don’t enter into a marriage thinking it will fail. We don’t have a child expecting them to drop out of school. We need to view our business with the same hope and optimism. You know it will be work, and it is well worth it. Learn how to be a consultant, do the work, and you will make money and be very successful!

<table>
<thead>
<tr>
<th>Business Investment</th>
<th>VERSUS</th>
<th>Personal Debt</th>
</tr>
</thead>
<tbody>
<tr>
<td>⇒ Interest on debt could be a tax deduction.</td>
<td>⇒ No tax deductions.</td>
<td></td>
</tr>
<tr>
<td>⇒ 100% return on your investment when you sell.</td>
<td>⇒ No earning potential.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>⇒ Gets paid down slowly, or not at all.</td>
<td></td>
</tr>
</tbody>
</table>
**New Independent Beauty Consultant**

**Inventory Worksheet**

1. What are your Mary Kay goals?

<table>
<thead>
<tr>
<th>Selling Appointments (Check the answer that best applies to you)</th>
</tr>
</thead>
<tbody>
<tr>
<td>o 3 or more appointments per week = 3 points</td>
</tr>
<tr>
<td>o 1 to 2 appointments per week = 2 points</td>
</tr>
<tr>
<td>o 2 to 3 appointments per month = 1 points</td>
</tr>
<tr>
<td>o 1 to 2 appointments per month = 0 points</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Success Meetings (Check the answer that best applies to you)</th>
</tr>
</thead>
<tbody>
<tr>
<td>o I am committed to attend success meetings each week = 3 points</td>
</tr>
<tr>
<td>o I plan to attend success meetings twice a month = 2 points</td>
</tr>
<tr>
<td>o I plan to attend success meetings when they fit into my schedule = 1 point</td>
</tr>
<tr>
<td>o I do not plan to attend meetings = 0 points</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Long-Range Goals (Check ALL that apply)</th>
</tr>
</thead>
<tbody>
<tr>
<td>o I would like to earn the use of a Mary Kay career car = 3 points</td>
</tr>
<tr>
<td>o I would like to become an Independent Sales Director = 3 points</td>
</tr>
<tr>
<td>o I would like to replace my full-time income = 3 points</td>
</tr>
<tr>
<td>o I would like to build a solid base of customers = 2 points</td>
</tr>
<tr>
<td>o I would like to have a little extra spending cash = 1 point</td>
</tr>
<tr>
<td>o I will rarely hold appointments = 0 points</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Desired Monthly Earnings (Check the answer that best applies to you)</th>
</tr>
</thead>
<tbody>
<tr>
<td>o $1,200+ = 4 points</td>
</tr>
<tr>
<td>o $400 - $1199 = 2 points</td>
</tr>
<tr>
<td>o $100 - $399 = 1 point</td>
</tr>
<tr>
<td>o Less than $100 = 0 points</td>
</tr>
</tbody>
</table>

2. Calculate your points to see the suggested inventory package for you.*

<table>
<thead>
<tr>
<th>Points Range</th>
<th>Suggested Inventory Package</th>
</tr>
</thead>
<tbody>
<tr>
<td>13 points or more:</td>
<td>($3600 wholesale or more)</td>
</tr>
<tr>
<td>12 points:</td>
<td>($3000 wholesale)</td>
</tr>
<tr>
<td>11 points:</td>
<td>($2400 wholesale)</td>
</tr>
<tr>
<td>8 - 10 points:</td>
<td>($1800 wholesale)</td>
</tr>
<tr>
<td>5 - 7 points:</td>
<td>($1200 wholesale)</td>
</tr>
<tr>
<td>2 - 4 points:</td>
<td>($600 wholesale)</td>
</tr>
<tr>
<td>0 - 1 points:</td>
<td>($200 wholesale)</td>
</tr>
</tbody>
</table>

*Your ultimate decision is completely up to you. This worksheet is intended to assist you in determining your ideal inventory investment. You are not required to place an initial inventory order to begin working as an Independent Beauty Consultant. Your 50% discount goes into effect with any order of $200 wholesale or above. To receive product bonuses, your very first order must be $600 or above and must be placed within the first or second month as a new consultant. The Free Custom Color 101 Bonus is only available when you place a qualified order ($600 or above) within the first 15 days as a new consultant.
<table>
<thead>
<tr>
<th>Inventory Options</th>
<th>Profit</th>
<th>Quantity of Product</th>
<th>First Order Bonuses</th>
<th>Total Avg. Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pearl Star Status</td>
<td>$5,660</td>
<td>(Skin Care for 50 Faces) Person and Demo Roll-Up Bags</td>
<td>$860 in FREE Products and Credit</td>
<td>$5,550</td>
</tr>
<tr>
<td>$9,600r/$4,800w</td>
<td></td>
<td>Four of every Color Roll-Up Bags</td>
<td>Pearl Star Prize</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>SIX Customized Inventory Choices</td>
<td>*Color 101</td>
<td></td>
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<td></td>
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<td></td>
<td>Company Advertising and Customer Referrals</td>
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<td></td>
<td></td>
<td></td>
<td>Prizes and Recognition at our Star Party!</td>
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<td></td>
<td></td>
<td></td>
<td>Tax is on retail</td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td>of products. Shipping is always $9.25 via UPS</td>
<td></td>
</tr>
<tr>
<td>Emerald Star Status</td>
<td>$5,060</td>
<td>(Skin Care for 40 Faces) Person and Demo Roll-Up Bags</td>
<td>$860 in FREE Products and Credit</td>
<td>$4,950</td>
</tr>
<tr>
<td>$8,400r/$4,200w</td>
<td></td>
<td>Four of every Color Roll-Up Bags</td>
<td>Emerald Star Prize</td>
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<td></td>
<td></td>
<td></td>
<td>*Color 101</td>
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<td></td>
<td>Company Advertising and Customer Referrals</td>
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<td></td>
<td>Prizes and Recognition at our Star Party!</td>
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</tr>
<tr>
<td>Emerald Star Status</td>
<td>$4,460</td>
<td>(Skin Care for 30 Faces) Person and Demo Roll-Up Bags</td>
<td>$860 in FREE Products and Credit</td>
<td>$4,450</td>
</tr>
<tr>
<td>$7,200r/$3,600w</td>
<td></td>
<td>Four of every Color Roll-Up Bags</td>
<td>Emerald Star Prize</td>
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<td></td>
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<td></td>
<td>*Color 101</td>
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<td>Company Advertising and Customer Referrals</td>
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<td></td>
<td>Prizes and Recognition at our Star Party!</td>
<td></td>
</tr>
<tr>
<td>Diamond Star Status</td>
<td>$3,740</td>
<td>(Skin Care for 20 Faces) Person and Demo Roll-Up Bags</td>
<td>$740 in FREE Products and Credit</td>
<td>$3,800</td>
</tr>
<tr>
<td>$6,000r/$3,000w</td>
<td></td>
<td>Four of every Color Roll-Up Bags</td>
<td>Diamond Star Prize</td>
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<td>*Color 101</td>
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<td>Company Advertising and Customer Referrals</td>
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<td>Prizes and Recognition at our Star Party!</td>
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</tr>
<tr>
<td>Ruby Star Status</td>
<td>$3,025</td>
<td>(Skin Care for 15 Faces) Person and Demo Roll-Up Bags</td>
<td>$625 in FREE Products and Credit</td>
<td>$2,900</td>
</tr>
<tr>
<td>$4,800r/$2,400w</td>
<td></td>
<td>Four of every Color Roll-Up Bags</td>
<td>Ruby Star Prize</td>
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<td></td>
<td></td>
<td></td>
<td>*Color 101</td>
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<td>Company Advertising and Customer Referrals</td>
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<td></td>
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<td></td>
<td>Prizes and Recognition at our Star Party!</td>
<td></td>
</tr>
<tr>
<td>Sapphire Star Status</td>
<td>$2,300</td>
<td>(Skin Care for 10 Faces) Person and Demo Roll-Up Bags</td>
<td>$500 in FREE Products and Credit</td>
<td>$2,300</td>
</tr>
<tr>
<td>$3,600r/$1,800w</td>
<td></td>
<td>Four of every Color Roll-Up Bags</td>
<td>Sapphire Star Prize</td>
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<td></td>
<td></td>
<td></td>
<td>*Color 101</td>
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<td>Company Advertising and Customer Referrals</td>
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<td></td>
<td></td>
<td></td>
<td>Prizes and Recognition at our Star Party!</td>
<td></td>
</tr>
<tr>
<td>Friends &amp; Family</td>
<td>$1371</td>
<td>Personal and Demo Roll-Up Bags</td>
<td>$360 in FREE Products and Credit</td>
<td>$1700</td>
</tr>
<tr>
<td>$2400r/$1200w</td>
<td></td>
<td>ONE Full Roll-Up Bag To Sell</td>
<td>*Color 101</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>Some Popular Color Cosmetics</td>
<td>Company Advertising and Customer Referrals</td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td>Prizes and Recognition at our Star Party!</td>
<td></td>
</tr>
<tr>
<td>Friends &amp; Family</td>
<td>$737</td>
<td>Personal and Demo Roll-Up Bags</td>
<td>$245 in FREE Products and Credit</td>
<td>$750</td>
</tr>
<tr>
<td>$1200r/$600w</td>
<td></td>
<td>Personal Color Only</td>
<td>*Color 101</td>
<td></td>
</tr>
</tbody>
</table>
Be a Super Star

Climb the Ladder of Success!!

Be a **STAR CONSULTANT** Your First Quarter!!

Our Mary Kay year runs in 4 quarters. Each quarter is split into 3 months. Quarters always run from the 16th of the 1st month to the 15th of the 3rd month. During those quarters, each consultant has the ability to become a **STAR CONSULTANT**.

A Star Consultant is one of the most highly respected programs in our company. **YOU** will be awarded YOUR Ladder of Success Pin once **YOU** reach Star Consultant status YOUR First Quarter.

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**BENEFITS OF BEING A STAR CONSULTANT!!**

Earn STAR Prizes!
Receive Prizes and Recognition at our Star Party!
Earn your Ladder of Success Pin (24KT).
Earn your genuine stone that corresponds to your Star Level.
Picture recognition in our nationwide newsletter and Applause Magazine.

You will get referrals and advertising from Mary Kay.
When you are a STAR you are making more $$$.
You are setting an example for others to follow.

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**Star Consultant Levels**
(Wholesale per quarter)

- Pearl Star $4800
- Emerald Star $3600
- Diamond Star $3000
- Ruby Star $2400
- Sapphire Star $1800

Mary Kay gives New Consultants the opportunity to be a STAR their very first quarter in the company. By doing so, you’ll be able to take advantage of all the benefits above + FREE PRODUCT BONUSES available to you in your **First Order Only!**
Steps To Financial Success

Financial Investment Options

◊ Mary Kay Chase Rewards Card at marykayintouch.com > Ordering tab>MK Connections>Chase MK Rewards. Be sure to take a picture of the card # when it pops up. If follow up is needed, call (800)216-1129.

◊ Personal Bank, Credit Union, or Line of Credit.

◊ Available Credit on existing credit cards. (You may use up to 5 total)

◊ Insurance or Savings

◊ Personal Investor

You Are Excited! - Let’s Get Started!

◊ **Set a date** for your Debut with your Director.

◊ Log into marykayintouch.com and follow:

   “Getting Started- **5 Easy Steps** to Jumpstart Your Business”

   1. Sign-up for your Mary Kay personal website ($30/first year)
   2. Get your free custom color look (Color 101) (When you order $600+ inventory within the first 15 days!)
   3. Get your Business Essentials Kit (business cards, name badge, stamps, labels)
   4. Create your Customer List (100 women with skin)
   5. Create a “Buzz” about your business (send out MK e-cards to guests)

◊ Set up a **PROPAY** account to accept credit cards. $39.00 fee /first year. This amount will be credited back to your account within 90 days of purchasing $600 worth of products on marykayintouch.com. You can also get a free app for your phone!

◊ Open a **fee-free checking account** dedicated to your Mary Kay business to be used for depositing checks. Obtain a debit card associated with this account.

◊ Make a list of 10 women who you would love to work with in Mary Kay and set up a **sharing appointment** with each one and your director to learn how to share the business opportunity. Ask if she would listen to a marketing call prior to her “inner” view.

◊ Follow the “**Debut Checklist**” to ensure a successful start to your business.

◊ **Follow-up** with your Director so she may partner with you for success!
So...Who Will Be My Next Potential Customer?

In addition to your immediate family, in-laws, cousins, neighbors, friends, and work associates, what about the person...

| From your job/former job                                      |                                                      |
| From school or college                                        |                                                      |
| From your favorite sports or hobby                           |                                                      |
| From your children’s activities                               |                                                      |
| From your Church                                              |                                                      |
| From municipal activities                                     |                                                      |
| Friends from other neighborhoods                              |                                                      |
| The person who sold you your house                           |                                                      |
| People you know through your husband                         |                                                      |
| Clerk at the grocery store                                    |                                                      |
| Clerk at the cleaners or the drug store                       |                                                      |
| Your Doctor, Dentist, OBGYN, Attorney                        |                                                      |
| Secretaries and office staff at Dentist, Doctor...            |                                                      |
| Person who sells you your clothes, your shoes                 |                                                      |
| Children’s music instructor                                   |                                                      |
| Waitress at restaurant                                        |                                                      |
| Your Hairdresser                                              |                                                      |
| PTA leader, Girl Scout leader                                 |                                                      |
| Person who bought the new house on your street                |                                                      |
| Your bank teller                                              |                                                      |
| Your florist                                                  |                                                      |
| The nurse who looked after you                                 |                                                      |
| Your maid of honor                                            |                                                      |
| Your cleaning lady                                            |                                                      |
| The nice woman you met while ____                             |                                                      |
| Person in line with you at the grocery store                  |                                                      |
| Person in line at the bank                                    |                                                      |
| Bride you saw pictured in the local newspaper                 |                                                      |
| Your child’s teacher                                          |                                                      |
| The secretary at your child’s school                          |                                                      |
| Person you met while on vacation                              |                                                      |
| Person who checked you in at the hotel                        |                                                      |
| Person who sold you your glasses                              |                                                      |
| Person who fills your prescription                            |                                                      |
| Person you met at the local business luncheon                 |                                                      |
| Person behind the desk at your health club                    |                                                      |
| Person who helped you at the jewelry store                    |                                                      |
| Your travel agent                                             |                                                      |
| The person who gave you decorating advice                     |                                                      |
| Person at your nail salon                                     |                                                      |
| Online Friends/Out of towners                                 |                                                      |

Print this page and fill in 25 names...

No pre-judging! Prerequisite: She has to have skin!

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**Challenge #1 Sell 24 Items to 24 People in 24 hours!**

“Check out my new Mary Kay website! Please support me in my new business adventure! My challenge is to have 24 people register in 24 hours for a drawing of a new limited edition product and when I receive $600 in orders I will be doing another drawing for a free MK Travel Roll Up Bag. Thank you for helping me achieve my goal and even earn a beautiful pink bling ring at my Success Meeting!”

(Be sure to have customer write checks payable to you!)

<table>
<thead>
<tr>
<th></th>
<th>Customer Name</th>
<th>Phone Number</th>
<th>Item Purchased</th>
<th>Paid?</th>
<th>Type?</th>
<th>Total Plus Tax</th>
</tr>
</thead>
</table>
As a brand new consultant, part of your training is to participate with your director as she presents the Mary Kay business opportunity (marketing plan) to women, whether they have shown an interest or not. This way, when you are ready to move up the career path in Mary Kay, you’ll know exactly how to help women overcome their own objections, help them dream again and help them see their future filled with financial success! Every woman deserves this!

**Challenge #2 Pearls of Sharing**

As part of my training as a New Consultant with Mary Kay, I am learning how to share the business opportunity with women. I know Mary Kay may not be for you, but is there any reason why you couldn’t help me out with my training? I’d like to give you a free eye shadow as a thank you for your time. When would be a good time for us to get together with my director to share some Mary Kay Fun Facts over coffee or ice cream? And it’s her treat! Do you prefer (Evenings) or (Weekends)?

Always give her two options with which either answer you would be satisfied. Know your own schedule!

Ask her to call and listen to a recorded marketing message to hear how a Mary Kay business is built. (641)715-3800 Access code 49429# (Summer Fortenberry) or access code 188 28# (Cheryl Fulcher) or (212)990-6304 (Auri Hatheway)

Did you know? 1 in 5 women will probably decide to start a business with Mary Kay when they have an “inner”view with your director!

**Conference Call**

Offer to have a 3-way conference call with you and your director. (424)203-8075; access code 440979#. Schedule a time with her, call your director and she will make it happen!

**Marketing Call**

Share the opportunity with three people in your first two weeks

Share the opportunity with six people in your first month.

Add one new personal team member in your first month who places a minimum $600 wholesale order.

Did you know? 1 in 5 women will probably decide to start a business with Mary Kay when they have an “inner”view with your director!

**#3 Perfect Start**

**FACIAL 15 CUSTOMERS** in a **two-week period** beginning with your first party or facial.

Win a **Platinum-tone pin**!

**Four Weeks Earnings**

10 classes with 3 guests each= 30 customers.

Avg. Class=$300

$3000 in sales!

**#4 Power Start**

**FACIAL 30 CUSTOMERS** in a **one-month period** beginning with your first party or facial.

Win a **Platinum-tone pin with crystals**!

**Booking Dialogue for Power Start**

Hi ______ , This is _______ do you have just a quick minute? You are never going to believe this, but I’ve just started my own business with Mary Kay cosmetics. As part of my training, my director has issued a challenge to facial 30 women in the next 30 days!

I’m truly committed to my goal. I am making it my first priority to graduate from my training. I know you have a really busy schedule, but is there any reason why you couldn’t get 3-5 of your FUN friends together for about an hour to help me with my training? Great! I am so excited! Which is best for you, weekends or weekdays?

Great! I have you down for this Saturday, Jan. 7th at 11:00am! We are going to have so-o-o much fun! I will call you in a couple of days to get a head count so I know how much product to bring…. Talk to you soon!

**#5 Power Start Plus**

In your first month, Complete 30 facials (Power Start) and

Share the opportunity with 6 people (Pearls of Sharing)

Win a **Power Start Plus gold and platinum tone pin**!
Why a woman would start a business with Mary Kay...

**MRS F. CAB**

Money
Recognition
Self-Confidence
Flexibility
Car
Advancement
Be My own BOSS

Get an *INNER* view

The *INNER* view is a powerful tool to help a woman decide whether a Mary Kay business is for her. As a new consultant, if you are unsure of how to share, then be sure to invite her to meet with you and your director. But if you can’t wait to share with others, you are excited about moving up the career path, and the woman in front of you at a facial, double facial, party, or over coffee is interested in what you do and why, then the following questions will guide you through your conversation!

When you share the business opportunity with a woman, ask her the following questions...

1. Tell me a little about yourself.
2. What brings you JOY?
3. Tell me about a time in your life when you were proud of yourself.
4. If time and money were no object, fast-forward one year.... Where do you see yourself? What dream would you like to be living in the future?
5. What do you know about Mary Kay?
6. If there were anything, what would possibly stop you from starting your very own business with Mary Kay?

We don't look for people to build a business, we look to *this* business to build people.

There is a woman out there waiting for you. She has been praying for something or someone to come to her, to help her find a way for a better life, for a supportive friend, for someone to help her with her skin troubles, for financial freedom and flexibility to be the mom and wife she wants to be for her kids/husband, for a new career, for someone who will help her see herself as beautiful again. This person is YOU! Put aside your fears, your insecurities, your pride, and your prejudice. Get out of your own way, and share this opportunity with her! Pour into her the ability to dream again by giving her hope. We don’t start a business with Mary Kay just because we like the idea of being a consultant! We start because of our “WHY”! Help her find her own “WHY”. When you help her to do this, you become a part of her magnificent story. You will make a difference in her life, and she will be forever grateful to you.
SCHOOL OF ROCK

STUDY YOUR MUSIC!

GROW YOUR BUSINESS!

CLASSES:

1. “WE WILL ROCK YOU” - Queen
   Intro to the School of Rock
   - NSD Lynne Holliday
   1-641-715-3900
   Access Code: 314410#

2. “WHAT A GIRL WANTS” – Christina Aguilera
   4 Basic Business Tools – Utilize the basics to be successful
   - SD Deb Starky
   1-641-715-3900
   Access Code: 233595#

3. “MAN I FEEL LIKE A WOMAN” - Shania Twain
   Image and Attire – Dress for success
   - SD Deborah Worrell
   1-641-715-3900
   Access Code: 357689#

4. “WE ARE FAMILY” – Sister Sledge
   Getting off to a Great Start - booking your friends and family etc…
   - SSD Glori Gillespie
   1-641-715-3900
   Access Code: 887370#

5. “PARTY LIKE ROCK STAR” – Shop Boyz
   Perfect 10 - Bookings are the “lifeline” of our business, Purpose of holding parties vs. facials
   - NSD Cheryl Fulcher
   1-641-715-3900
   Access Code: 839851#

6. “HEARTBEAT SONG” – Kelly Clarkson
   Booking Parties (the lifeline of your business) – How to, scripts, etc…
   - SSD Glori Gillespie
   1-641-715-3900
   Access Code: 885529#

7. “SHE'S A BAD MAMMA JAMMA” – Rick James
   Lead Generation—Booking and working promos and facial bowls
   - SSD Kayla Holliday
   1-641-715-3900
   Access Code: 750391#

8. “PYT” – Michael Jackson
   The Product - The importance of wearing Mary Kay from head to toe
   - SD Mary Ann Ogles
   1-641-715-3900
   Access Code: 414252#
9. “CALL ME MAYBE” – Carly Rae Jepsen
Parties that Hold - The importance of pre-profiling and how to pre-profile
- SD Tracey Wilkes
  1-641-715-3900
  Access Code: 997448#

10. “LET'S GET READY TO RUMBLE” – Michael Buffer (Jock Jams)
Prep and Packing for your Party – How to organize, travel, etc…
- SD LaTisha Harris
  1-641-715-3900
  Access Code: 756514#

11. “LET'S GET THIS PARTY STARTED” – Pink
Open a Party – Building a bond and setting the tone
- SD Alanna Dotson
  1-641-715-3900
  Access Code: 999388#

12. “LOVE ME LIKE YOU DO” – Ellie Goulding
Getting Referrals (from the guests at your party) – Scripts, how to, fabulous referral sheet, etc…
- SD Alanna Dotson
  1-641-715-3900
  Access Code: 295191#

13. “CLOSING TIME” - Semisonic
Close a Party – How to do a table close and individual close
- SSD Becca Tilley
  1-641-715-3900
  Access Code: 802164#

14. “CAN'T TOUCH THIS” – MC Hammer
Money Management – Why it is so important
- SD Alanna Dotson
  1-641-715-3900
  Access Code: 792155#

15. “I WANNA BE RICH” – Rick Calloway
Money Management – How to manage your money effectively
- SSD Becca Tilley
  1-641-715-3900
  Access Code: 110391#

16. “WORTH IT” – Fifth Harmony
Discover What You Love – figuring out your “why”/Developing your “I-Story”
- SSD Glori Gillespie
  1-641-715-3900
  Access Code: 493277#

17. “ALL STAR” – Smash Mouth
Selling Basics - The importance of being a star consultant, building skin care customers, etc…
- SD Grace Johnson
  1-641-715-3900
  Access Code: 520116#
18. “VOGUE” – Madonna
Romancing the Product – Selling your way to success
- SD Deb Starky
  1-641-715-3900
  Access Code: 687262#

19. “CENTURIES” – Fall Out Boy
History of the Company – Fall in love with Mary Kay
- NSD Margaret Bartch
  1-641-715-3900
  Access Code: 403740#

20. “RESPECT” – Aretha Franklin
Making a Difference - MK Charitable Foundation, Pink Doing Green, Party with a Purpose
- SD Lisa Yost
  1-641-715-3900
  Access Code: 134324#

21. “GIRLS JUST WANT TO HAVE FUN” – Cyndi Lauper
Getting Plugged In – The importance of attending meetings, conferences, and being teachable
- SD Rachel Kiros
  1-641-715-3900
  Access Code: 633622#

22. “HAPPY” - Pharrell Williams
How to Represent Yourself - Social media, etc…
- SD Linda Whicher
  1-641-715-3900
  Access Code: 278952#

23. “GET OUT OF MY DREAMS & GET INTO MY CAR” – Billy Ocean
Free Car – Why you want a free car and How to earn it
- NSD Lynne Holliday
  1-641-715-3900
  Access Code: 318473#
**There is about 18 seconds of silence and then the training starts.**

24. “SHE’S A BRICK HOUSE” - Commodores
Moving Up the Career Path – Why you want to build a team
- NSD Kaye Driggers
  1-641-715-3900
  Access Code: 299215#

25. “ALL ABOUT THAT BASE” – Meghan Trainor
Team Building - How to, scripts etc…
- SSD Alanna Dotson
  1-641-715-3900
  Access Code: 244427#

26. “BLANK SPACE” - Taylor Swift
Warm Chatter - How to, scripts, etc…
- SSD Kayla Holliday
  1-641-715-3900
  Access Code: 802905#
27. “SHAKE IT OFF” - Taylor Swift
Deck of Cards - Working through disappointments, know your numbers
- FESD Crystal Carper
  1-641-715-3900
  Access Code: 931540#

28. “GOD GAVE ME YOU” – Blake Shelton
Challenges Happen - The importance of always complaining up
- NSD Kirk Gillespie
  1-641-715-3900
  Access Code: 451783#

29. “THAT'S WHAT MAKES YOU BEAUTIFUL” – One Direction
Being “GO-GIVE” - MK Ethics, etc…
- SD Lisa Tollison
  1-641-715-3900
  Access Code: 168063#

30. “KISS” - Prince
Keep It Simple Sweetie – Working while doing life.
- SD Michelle Manley
  1-641-715-3900
  Access Code: 987094#

31. “SUGAR” – Maroon 5
5 Basic Needs – Understanding yourself and working with others
- NSD Somer Fortenberry
  1-641-715-3900
  Access Code: 723175#

32. “I'M EVERY WOMAN” – Whitney Houston
DISC Personality Styles – Understanding yourself and working with others
- FESD Crystal Carper
  1-641-715-3900
  Access Code: 130300#

33. “DON'T STOP BELIEVING” - Journey
Emotional Management – Emotional cycle
- NSD Holli Lowe
  1-641-715-3900
  Access Code: 945406#

34. “MOVES LIKE JAGGER” – Maroon 5
Train Your Brian - Positive energy, affirmations, etc…
- SSD Moleada Daily
  1-641-715-3900
  Access Code: 285673#

35. “DON'T STOP UNTIL YOU GET ENOUGH” – Michael Jackson
Activity – Consistency produces results, IPAs, etc…
- SD Kate Hester
  1-641-715-3900
  Access Code: 533098#
1. Suggestions Before the Debut

☐ Schedule your Debut with your Independent Sales Director. When and Where?
☐ Make a list of at least 50 people to invite.
☐ Download and print the Business Debut Invitation from your printer or print professional copies from the FedEx Kinko’s DocStore. Please note: The Company grants all Mary Kay Independent Beauty Consultants a limited license to duplicate this document in connection with their Mary Kay businesses. This item should not be altered from its original form.
☐ Mail your invitations to announce your business debut two weeks prior to the event.
☐ Consider serving light refreshments like iced tea and/or cookies.
☐ Consider having an inexpensive door prize and products to sample. Here are a few suggestions to consider for door prizes:
   - A personalized skin care consultation, A customized color look, discount on first order, Product samplers
☐ Share your excitement! Call your guests two to three days before the event to remind them of your debut.
☐ Set up an attractive display to showcase your new Mary Kay® products to your friends and new potential customers.
   - Hand out any product samplers you may want to give out. You may want to stock up on these before the debut.

2. Suggestions at the Debut

☐ As guests arrive, let them experience the Satin Hands® Pampering Set (samplers provided in your Starter Kit).
☐ Ask guests to fill out a Customer Profile.
☐ Welcome everyone and thank them for coming.
☐ Ask guests to introduce themselves and tell each other how long they have known you and what their relationship is to you.
☐ Briefly tell your personal “I-story” and then share your Perfect Start or Power Start goals.
☐ Explain the advantages of having a Mary Kay Independent Beauty Consultant to your guests: personalized service; customized beauty advice; fantastic skin care and color products delivered right to their door; convenient shopping any way they like it: online, in person, by phone or at a party; great gift-giving service.
☐ Let them know they can “try before they buy” with you and enjoy a 100 percent satisfaction guarantee with everything they buy.
☐ Remind them they can earn free products when they hold a class or party for you.
☐ Let guests know you are ready to schedule appointments and pass around your datebook to the group.
☐ Close with a heartfelt thank-you.
☐ Hold the drawing for door prizes.
☐ Pass around Beauty Books and copies of The Look, and invite guests to look at the products and enjoy refreshments. Let them know they are welcome to place orders before they leave or book a class or party with you.
☐ Hand out the hostess brochure to guests who book a class or party.

3. Suggestions after the Debut

☐ Send thank-you notes to everyone who attended, and include your business card. Make sure to visit MKConnections to order your personalized Company approved business cards and other business gear.
☐ Follow up with everyone to invite them to schedule a personalized beauty appointment or schedule a skin care class or color party.
☐ Make sure to enter your Customer Profile information into your myCustomers tool on www.marykayintouch.com. This helpful tool assists you in managing your customer base, track sales and discover selling opportunities. While you’re at the site, you'll likely want to explore the Preferred Customer Program and discover how it can help you build your customer base and stay in touch with your customers consistently throughout the year.
Packing Your Demo
Roll Up Bag

Pouch 1
Both Time Wise 3-in-1 Cleanser
(Normal/Dry ~ Combination/Oily)
Both Time Wise 3-in-1 Moisturizer
(Normal/Dry ~ Combination/Oily)
Day and Night Solutions

Pouch 2
Microdermabrasion Set
Oil Free Eye Makeup Remover
Firming Eye Cream
Foundation Primer
CC Creams (4)

Pouch 3 & 4
Mineral Powder Foundations (6 in each)
2 Cream Eye Shadows
Cream Cheek Color or Bronzer
Ultimate Mascara
Lip Gloss

Packing your Consultant Kit

Lip Glosses
Satin Hands and Satin Lips Sets (in satin set bag)
Targeted Toning Lotion
Black Mesh Zipper Bags (*in each bag)
  * Mirror and Tray
  * Disposable Plastic Tray and Template
  * 2 Cotton rounds or cotton balls
  * 2 Sponge tip applicators
  * 1 Mascara Wand
  * Mineral Foundation Brush if using minerals
  * Client Profile Sheet and Pen
  * Headband
  * Two disposable washcloths
  * Small Beauty Books with insert in back

Closing Sheets/Sales Placemats
“the Look” Mary Kay Catalogs (Put in the Front Flap Pocket)
Order Forms (Put in the Front Flap Pocket)
Calculator (Put in the Front Flap Pocket)
New Consultant Agreements
(printed from marykayintouch.com, business tools, new consultant agreement)
Before and After Photos

To use at Customized Color Appointment
Note: Always start with skin care again
  * Bronzing Powder in Compact
  * Eye Primer
  * Highlighting Pens
  * Eye shadows, Blush, Lipstick (Or Color Card)
  * Brush Set with additional brush options
  * Liners (Lip, Eye, and Brow)
Class Agenda

1. Match foundation & put on tray, mark profile sheet
2. Select Lip Color & put on tray, mark profile sheet
3. Satin Hands
4. Skin Care Class
   * Open Class, talk about 2nd appointment
   * Eye Make Up Remover
   * Lip Mask
   * Cleanser
   * Microdermabrasion on right half of face
   * Night solution on same half of face
   * Moisturizer on full face
   * Lip Balm
   * Firming Eye Cream on right eye
5. Show Supplements & Before and After Photos
   * Eye Revitalizer on back of hand
   * Targeted Toning Lotion on arms (never use on face)
6. Check out change on face
7. Finishing
   * Foundation Primer
   * Foundation
   * Dash out the door color
     * Cream eye shadow
     * Cream Blush or Bronzer on cheeks
   * Mascara
   * Lip Gloss
8. Compliment Time
9. Referral Game (See right column for ideas)
10. Closing (See right column for details)

Always Ask For Referrals!
On their profile sheet have your guests write down as many names and phone numbers as they can in 5-minutes. The one with the most names/numbers wins a prize.

Your Closing should Include:
* Present Products for Purchase
* Share the Business Opportunity
* Book Second Appointment for her Customized Color Look

Create your very own Tray Inserts!
Go to marykayintouch.com. Click on “Business Tools”. Scroll down to “Build Your Own”. Click on “Disposable Tray Party Placemat”.

EACH GUEST WILL NEED
Placemat
Mirrored Tray on Placemat
A client profile sheet and pen
Head band
Mascara wand
(2) Eye applicators
(1) Cotton Round
Small Bowl of Water w/
2 disposable wash cloths
TimeWise Repair Results from using Mary Kay’s new

Pretty good for 69% III
Softened expression lines
Softened jowls
Bright moist younger looking skin.

to

Deep expression lines
with dark spots and
Dull, flab very dry sagging skin

90 days
60 days
2 weeks
4 days
Mary Kay Independent Beauty Consultant Autumn Elizabeth used Botanical Effects Formula 3 (for oily skin) for 60 days. Check out her before and after pictures!

**My skin looks healthy!**

That’s what nine out of 10 women said after using Botanical Effects skin care in a one-week independent consumer study.

**Here’s what else they had to say:**
- 88% said it leaves skin feeling nourished
- 86% said it revitalizes skin
- 83% said it enhances skin’s natural beauty
- 80% said it leaves skin looking radiant

**Characteristics**
- Formulated for sensitive skin
- Dermatologist-tested
- Clinically tested for skin irritancy and allergy
- Fragrance-free
- Hypoallergenic
- Non-comedogenic
- Synthetic dye-free