Karen Cole

Building A Million Dollar Unit

Welcome Super Star!

Congratulations!!! Welcome to our unit, Coles Comets. As your Director, it is my pleasure to welcome you to one of the TOP Units in Mary Kay Cosmetics. If you have joined for extra income, friends or fun, or to replace an executive income in part-time hours, I’m eager and excited to help you on your journey.

I am enclosing a lot of training information along with this letter.

However don’t be overwhelmed by all of the handouts. I will take you step by step. You begin

By looking at the success training opportunities called Perfect Start, Power Start and Power Start Plus, think about the benefits of each one, then listen to recorded messages on this number ‐641‐

715‐3800 then code 59017. Listen to extension 1,2,3, and 4. Then we will get together on the phone and go over these first few decisions a bit more. I want you to feel confident every step of the way so you will be able to make educated decisions. We will then discuss the free products available to you and your inventory decision. To help with this decision I have also included the *New Consultant Inventory Options* brochure. This outlines the FREE product bonuses and prizes you can receive for each inventory level. (Can you stand it? A New Consultant can receive over $700 in FREE products.)

Your Starter Kit will arrive from the Company shortly. While you wait, make sure you have an orientation appointment with me and get your INTOUCH site up. My rapid advancement in Mary Kay can be directly attributed to my diligence in studying the materials and pulling them into action. I can’t stress enough to new consultants the importance of the Mary Kay tools and Mary Kay’s own words of wisdom. You will have the summation of all her highly successful years as a leader in the direct sales field!

Another very important phase of your business is to add business associates to your team. You will enjoy the income and the “paycheck of the heart” as you introduce others to this unlimited opportunity. Adding business associates is fun and simple with the *“Best‐Selling Brand of Skin Care and Facial Cosmetics”* and a marketing plan that is acknowledged by Harvard Business School. Those that listen to the business facts either become avid supporters of your business or they decide to try Mary Kay for themselves! It’s so easy to share the facts. I will share them over

the phone or in person, if local. At every training event your guests will have an opportunity to hear the facts in a fun and casual way! Have 5 guests to your training night so you can watch your Director Conduct a Skin Care class and get the “Pearls of Sharing Earrings”. Than add one new business associate in your first month and earn the beautiful Pearls of Sharing Necklace. Contact my office and we’ll set up a time for your chosen clients to hear about this incredible business!

As I mentioned earlier, there is a direct correlation between those consultants who attend

training regularly and their Mary Kay income and success. Training is ongoing ‐ even for the seasoned consultants. Please take advantage of the proven training systems available.

Unit Meetings are weekly and are invaluable for your success. If you are local to me and choose to achieve PERFECT START status I will personally conduct your classes for you while you watch and learn. You PS classes will be conducted at our training center. Weekly training by telephone with me! I have to say that those who talk to me the most, achieve the most. I look forward to working with you personally. Work toward achieving Power Start Plus. This may be one of the most powerful ways to grow a successful business. A Power Start Plus worksheet is also enclosed and we will discuss this tool further at your orientation appointment.

My job, as your Director, is to coach you as you work at achieving your goals with

our company. Let me know how much you want to earn weekly and I will give you

an action plan to help you accomplish this. Also, let me know if you are interested

in earning a free car and or obtaining a management position as Director. In the

first year, a new Sales Director works about 20 to 25 hours per week and earns an

average of $46,000 in her first year and it goes up annually. If this is your desire, I

will outline a recommended plan to follow during your first few months. When you

follow the plan, you will have met all of the Company’s requirements and be ready

to enter qualification for Directorship.

Just as each of us has the same 24 hours each day, so each consultant begins

with an equal opportunity. The dreams in your heart will be realized when a

positive attitude meets with consistent effort. YOUR rewards will come in direct

proportion to the amount of SINCERE effort you contribute to your career, whether

part‐time or full‐time! Consistency is the real key in our business!

So, pat yourself on the back! You’ve stepped out of your comfort zone…the

first step to any form of growth or achievement. I look forward to hearing from you

and will be watching your progress with genuine interest. PLEASE, if you have any

questions or challenges, always feel free to phone me. Success in this business is

simple with Mary Kay’s proven system. Consultants who complete the New

Consultant Action Plan have found exciting results.. The faster you go ‐ the faster

you will experience the rewards! ***Enjoy the Journey!***

Love and Truly Believe in You

Karen