



New Consultant Notebook

*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*

Dear New Consultant,

Congratulations on your decision to become a Mary Kay Independent Beauty Consultant! Isn't it interesting to learn that thousands have looked at their Mary Kay business as a personal improvement course they can get PAID FOR as well! 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. Isn't it true that it's so much more equipping to TEACH a man to fish & feed him for a LIFETIME instead of GIVE a man a fish and only feed him for the DAY?! 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. Won't it be thrilling to commit yourself to at least one full year of consistency in your business and look back & celebrate how it and you (& your bank account!) grew?!

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. Isn't it wonderful to know that along with our desire to enrich your heart & BANK ACCOUNT, we help provide you with the words & tools you need? Isn't it energizing to know we don't believe in the "hard sell", or being "pushy"? Isn't it gratifying to know we give you simple, user friendly scripts to put CASH FLOW in your pocket?! 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. Isn't it reassuring to know that I can only progress in my career if I help YOU become successful?! 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. Isn't it thrilling to know 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 Hendrickson



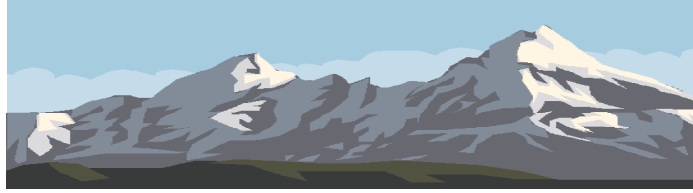


Unit Information

Your Director's Name:	<i>Michelle Hendrickson, Sales Director</i>
Director's Cell Phone:	<i>214-417-7286</i>
Director's Address:	2301 Cimmaron Dr. Plano, TX 75025
Hotline: (call Mon-Fri & leave a msg!)	<i>214-855-7227</i>
Our Unit Name and Unit #:	<i>Fabulous Allstars FA16</i>
Our Unit Website:	www.michellehendrickson.com
Your Seminar Affiliation:	Sapphire
Your National Sales Director:	Julia Mundy
Our unit goal:	<i>Growing to 100 Team Members \$500,000 Circle of Achievement Cadillac Unit</i>



**Welcome to
our awesome
MILLION \$
unit in the
making!**



Michelle's Fun Facts

Name: Michelle Hendrickson, Independent Sales Director

Family: Husband - JR; Children - Lexi and 2 fur people

Kia (crazy dog) and Little Guy (fat cat)

Favorite Mary Kay Memory: Being honored as Miss Go-Give 2008

People Would Be Surprised That I: Have had a low esteem for a LONG time!

My Best Asset: My passion for people & their achievement

To Unwind I: I play with my daughter, read, drink coffee and catalog shop

Favorite Vacation Destination: Anywhere there is a pool or ocean

All-Time Favorite Movie: Princess Bride

I Am Currently Reading: The Bible

My Favorite Meal: Mexican Food

Best Book I Ever Read: Bible

My Favorite Time of Day: First Thing in the Morning

Hobbies: Read magazines, family time, girlfriend time!

I Collect: Charming tails AND fabulous chics!

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

Best Advice I Ever Got: Listen to those in the position you want to be

Best Advice I'd Give a New Consultant: Do your BATH daily!

Booking-Affirmation-Tape/CD of training-Hotline report in!

My Mary Kay Role Model: Rena Tarbet and Julia Mundy

I Describe Our Company As: The safest place in the world to grow up and 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! Start calling the Hotline daily (Mon-Fri!) as well! 214-855-7227! Leave a message, question, good news after the beep! It doesn't ring in our home, so call anytime!
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 about your Perfect Start dates (Book 8 practice parties to hold 5 in a two week period, after you've observed two!).
- 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 (Girls' Night Out!) and bring a guest to at least the first five.
9. ____ Complete your Perfect Start (Book 8 parties to hold 5 in two week period) or Double Perfect Start (Repeat of 1st **&** 6 interviews in 30 days) and earn your Perfect Start Pin or Power Start Pin for your Double!!!
10. ____ Complete your Super POP (Dbl Perfect Start or 30 women pampered/ facialed 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 Signed Agreement _____

Name _____ 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 Days _____ Weekly _____ Hardly Ever _____ (circle)

Why have you decided to start your MK business? _____

I would like/need to earn \$ _____ profit per week.

I plan to work my MK business 1-5 6-10 11-15 20+ hours per week. (circle)

I am interested in the following: (check all that apply)

_____ Earning team-building commissions _____ Earning the use of a MK career car

_____ Replacing my full-time job income _____ Becoming a Director

_____ Participating in a goal-setting or pacesetters class that will help me reach my goals

I am most motivated by: (number 1-8, 1=highest, 8=lowest)

_____ Praise for job well done _____ Prizes & Recognition _____ Money/Financial Rewards

_____ Self-Accomplishment _____ Part of a Winning Team _____ Competition

_____ Step-by-step Plan for Success _____ Being a Leader _____ Other (specify)

Share a little about your past work experience, your family, and anything 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



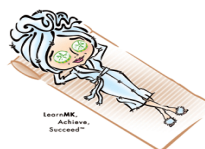
Cleanser
 Moisturizer
 Day/Night Solution
 Foundation
 Eye Cream
 Eye Mask
 Oil-Free Eye Makeup Remover
 Satin Lips
 Lip Primer
 Intense Moisturizing Cream Or Oil-Free Hydrating Gel
 Microdermabrasion Set
 Serum+C
 Tinted Moisturizer

Color Cosmetics



Filled Custom Compact
 Lip Gloss
 Mascara
 Lip Liner
 Eye Liner
 Eye Mask
 Concealer
 Highlighting Pen
 Powder (Loose or Dual Coverage)
 Eye Primer
 Brush Set

Spa & Body



Satin Hands Pampering Set
 Complete Private Spa Collection Set
 Cellu-Shape
 Sunblock
 Subtle Tanning Lotion
 Fragrance
 2-in-1 Body Wash & Shave
 Hydrating Lotion
 Visibly Fit Body Lotion



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

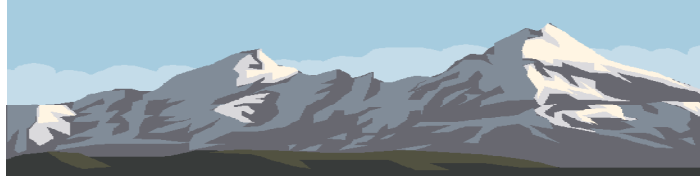
Tips From The Top

- **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



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:

1. Invest \$100 for your starter kit, demo the products, and be an order-taker.
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 Party** 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.

- 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)

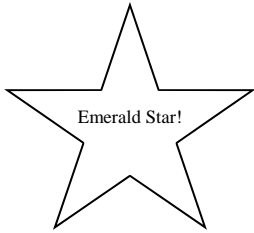
That means you made \$175 in 3 hours! That is your profit. **IF you have product on hand.** If you don’t, you have to figure in paying added shipping PLUS the hours you spend ordering and delivering products and re-explaining how to use them. Your one-hour facial turns into at least 2 hours, and you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



Your Inventory Options



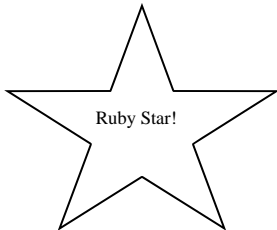
\$4800 wholesale/\$9600 retail
~\$5700 total cost
Take immediate profit
60 customers



\$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

**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.

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.

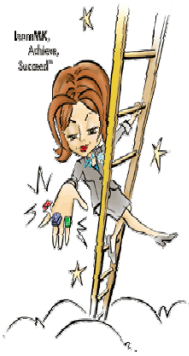
3. Family Loan: You may have a family member who is willing to help you start your career and loan you money. Be sure to set up a monthly payment plan with them.



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.
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 \$118.

welcome!

Start your business beautifully with a custom look. **It's our welcome gift to you.**

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
- MK Compact Mini
- Cheek Color Brush
- Dual-End Eye Applicator

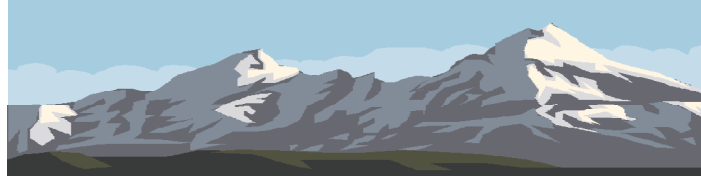


To receive your free Color 101 Look, go to www.marykayintouch.com and register as a consultant with your new consultant ID number. You will be asked a few questions about your hair color, skin tone and facial features. Then you'll see your best look and receive application tips to show you exactly how 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 \$118
PLUS all of the New Consultant
Bonus products you receive for FREE!***

Your agreement was submitted on _____

You have until _____ to place your first order to
receive your **FREE COLOR 101 SET.**



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 to 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.
- **Purchase additional supplies** 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.
- **Each week turn in your Weekly Accomplishment Sheet** 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/Girls' Night Out!

We meet on Tuesdays at 7:00 pm at Plano Training Center, located at 9725 Independence Pkwy, Plano TX 75025!

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 prize!



PERFECT ATTENDANCE AWARD

Shining With Success!

Name: _____

WEEK: DATE: DIRECTOR: GUEST:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.
- 11.
- 12.
- 13.

Congratulations on attending 13 consecutive weekly meetings! Your business has grown and you've shown the Mary Kay spirit by supporting your Director and sister consultants! Please return this form to your Director to receive your prize!



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
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, parties, 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.

FREE Career Cars Available to YOU!

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>	<u>Monthly Payments</u>	<u>Savings</u>
Cruz	\$375 x 48 months	\$18,000
Toyota Camry	\$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!



Grand Achiever: The Chevy Cruze

CONSULTANT CAREER CAR: Chevy Cruze

- On Target with 5 Active Team Members & 5,000 wholesale team production in 1 month
- 14 Active Team Members & \$20,000 wholesale team production in 4 months



Premier Club: The Toyota Camry OR the Chevy Equinox

DIRECTOR CAREER CARS: Toyota Camry or Chevy Equinox or

Pink Cadillac-CTS or DTS



Premier Plus: The BMW 320i



Cadillac

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 success-finding 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 or the coveted, Pink Cadillac**



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 Team Builder/ 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	Team Leader Enhancer	13% if you order \$600 whls & 5 PTM order \$200+ in the month
On-Target Car	5	9-13% on PTM		Min \$5000 in team production for 1-4 months with \$20,000 total
Future Director	10	9-13% on PTM	Future Director Scarf & Enhancer	Can submit to DIQ at the end of 1st of following month
Director in Qualification DIQ	10 by the 1st of the month	9-13% on PTM	Black Blouse with Red Jacket	Monthly Min \$4500 for 1-4 months / \$18,000 total Includes production of new TM of your TM in DIQ and beyond 24 Active TM to finish with 10 Qualified Team Members during DIQ. DIQ must be a Star Consultant the prior quarter.
Director	24+ Active Unit Members	4-13% on PTM 9-13% on Unit Bonuses	Director Suit & Director Pin	Monthly Min \$4500 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!

Script for New Consultants (from David Cooper)

Call Neighbors, relatives, co-workers, family and people you spend money with! Practice in front of the mirror for 15 times, before you use it! Be excited! Use it word for word!

Hi _____, this is _____. I am so excited! I am having one of the happiest and best days I've had in a long time! I have started a Home Based Business!!!! I have become a beauty consultant with Mary Kay Cosmetics!!!! My director has challenged me to schedule 8 practice parties!!!! She said to make sure you have hostesses that want to earn lots, lots, lots of free Mary Kay products. Wow!! You get \$10 per guest in free products with a minimum of 4 guests up to a maximum of 8 guests. You can earn up to \$80 FREE! Wow!! Wouldn't that be awesome! I appreciate you having the party, but I want to make it the easiest for your schedule. Would you rather have your party during the week, during the weekend or would right after the weekend really seem easier for you? Whichever seems easier for you will be fine with me! (be quiet)

Remember there are 3 Goals per Party:

- 1.) How many MK sets can I sell?
- 2.) How many Re-Bookings can I get?
- 3.) Who will be the Interview at the end of this class?

How can you achieve these goals?
WORDS & INTENTIONALITY are the key!

POSITIVE QUESTIONS!!!

Isn't it encouraging to know we believe in you becoming a soft, affectionate, skillful communicator and NOT a pushy, aggressive salesperson?!?

Wouldn't it be helpful to have some great positive questions to incorporate into your presentation to get the guests moving in the right direction?

For example,

- “Isn't it interesting to learn....”
- “Could you get excited about....”
- “Can you see the value of...”
- “Do you see the benefit in....”
- “Are you looking forward to....”
- “Doesn't it make sense to you...”
- “Wouldn't it be wonderful if...”
- “Isn't it reassuring to learn....”



Try to use 1 to 3 positive questions per page of the flip chart, and you'll be ON YOUR WAY!!!

David Cooper Scripts.....

Remember there are 3 Goals per Party:

- 1.) How many MK sets can I sell?
- 2.) How many Re-Bookings can I get?
- 3.) Who will be the Interview at the end of this class?

How to do the 3 Goals: The 85 second Individual Close.

Through out the dialogues, you should
Speak Softly, Smile and Nod,
alternating your hands over heart and in prayer position.

A.) 35-second MK sets close:

- 1.) Relaxing Question: (Customer Name), were you as excited about how good you looked in that mirror as much as I believe you were?
- 2.) Driver Seat Statement: You know your situation a whole lot better than I do, it's up to you, and I'll work with you either way.
- 3.) Choice Question: Would you rather splurge and pamper your complexion with the extra touch of class that comes with our Ultimate Roll Up Bag, normally 426 on a temporary discount tonight 299 – Our Petite Roll Up Bag, normally 272 on discount tonight for 199 - Our Miracle in a Bag for 104 – or would you feel better just starting with our MK TimeWise set at 54?!
- 4.) Release Statement: Which ever you would rather do would be certainly fine with me. **[Shut up, look down at sales ticket and start filling in, first one to speak buys]**

B.)25-second Re-Booking Approach:

(Customer Name) were you as enthused about all that our hostess can earn for having parties in the next 10 days, as much as I believe you were; some guests get so excited that they schedule two parties trying to win twice as much, its up to you, would you rather go all out, win twice as much with two parties or is just one really more of what you had in mind tonight, either way will be fine with me. [Shut Up, and look down for about 4 seconds opening your date book and preparing to write the appointment]

C.)25 second Recruiting Appointment Approach:

There's just one more thing I would like to say because I believe it. I believe that you could be good in MK, I really do. With the proper training, don't you believe that you could do most of the things that you saw me do? It would only take about 20 -25 minutes for me to show you how easy it is to get started, and how simple it can be to help you earn an extra 1000, 1500, maybe \$2000 extra caaashhh, part-time your first 30 days. Tell me, would an extra \$1000 or more per month, part-time, be helpful on a consistent basis right now? [Kind of suck in and groan] My schedule is kind of tight, could.....Could you stay for just a few minutes after the party or would tomorrow around noon, or maybe later in the day which ever seems easier for you will be fine with me. [Shut up; look down for about 4 seconds]

***Keep in mind that at our New Consultant Orientation at Girls' Nite Out on Mondays at 6:30 pm, you'll receive invaluable training AND time to role play these scripts with other NEW CONSULTANTS! In addition, our parties on Saturdays (Muffins & Makeovers!) at Studio 114 at 10 am can be part of your 2 observation parties, PLUS you can bring guests of your own to participate in that & GNO parties on Mondays! Ck my website for dates!

Dialogue for Phone Calls for the Party!



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

Script for Answering Machine:

"Hi _____. It's _____. I'm making plans for my first MK Party on (day) _____ at (time) _____. I'm just making sure that you received my invitation and that YOU will be there. I really need your 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! 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'm booking 8 parties to hold 5 in a two week period 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 inviting 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 Party.

"Hi _____. This is _____. I'm a friend of _____. She attended one of my first Mary Kay parties 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 your pampering time, I'll give you some product for FREE!"



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 **Money Bag!**



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



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 !*

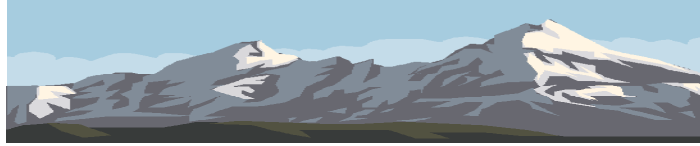


I brought 3 guests to meeting or did 3 more career chats with my Director in my first 30 days to earn my *Pearls of Sharing Bracelet!*



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





SUPER POP!

What is Super Pop?

Completing a Double Perfect Start/POWER START (30 women facialed) and SHOWCASING THE CAREER to 10 people in the same 30 day 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.

Tracking form on Learn MK at www.marykayintouch.com