



YVONNE CAPEHART
FUTURE EXEC. SR. SALES DIRECTOR

WELCOME TO OUR UNIT

CONGRATULATIONS FOR STARTING
YOUR OWN MARY KAY BUSINESS!

KEY
#1

YOU WILL RECEIVE AN EMAIL FROM THE COMPANY THAT WILL PROVIDE YOU WITH YOUR CONSULTANT ID AND A LINK FOR THE INTOUCH CONSULTANT WEBSITE. YOU WILL FIRST CREATE A LOGIN PASSWORD AND YOUR MARYKAY.COM EMAIL ADDRESS. THIS IS THE ONLY TIME YOU CAN CHANGE THE AUTOMATIC EMAIL ADDRESS THAT WAS CHOSEN FOR YOU. (PLEASE CHOOSE SOMETHING EASY FOR YOU AND YOUR CUSTOMERS TO REMEMBER. SUCH AS : YOURFIRSTLASTNAME @MARYKAY.COM.)

I am your sales director. I have been assigned to your success as your coach and cheerleader! Take a moment to dream big as the possibilities are endless!

You will be receiving a series of texts from my office that contains keys to a successful start. Let my office know when you complete each key.





Welcome

Welcome to **MK Cosmetics & the PINK PROMISE UNIT!**

I am so honored that you have chosen to be apart of this amazing company! You have chosen an opportunity of a lifetime! I want to get to know you on a personal level and the first steps is to tell you a little about myself.

I started building my career with Mary Kay on July 31, 2017. I recruited 7 people my first day as a consultant and 23 people the following month. I debuted as an Independent Sales Director on November 1, 2017. My current title is Executive Senior Sales Director. I have 5 Offspring Directors;. I earned my first Pink Cadillac within 5 months of becoming a Sales Director. Together our unit achieved the \$350,000 Club in or first year and \$516,000 in our second year .

As a director I achieved the top 20 court of sharing in the number 10 spot my first year, and top 20 court of sharing my second year. I also completed my first year as a Director with ON THE MOVE, FABULOUS 50s, HONORS SOCIETY, and completed my first year as a Director earning the prestigious DEANS LIST honor of number one in my class. I am so proud of these accomplishments! I have been a STAR Consultant every quarter! My highest paycheck for 1 month, March 2018, was \$12,987.00 in commissions! Our current unit size is over 150 consultants.

My current goal is to build our unit to become the National Promise Area! As we commit to building together, I have no doubt that with training, mentoring, consistency, and dedication to your Mary Kay business you too can achieve the income, free cars, prizes and awards that you have dreamed of! I am looking forward to building with you.

Building with YOU,

Yvonne

Yvonne Capehart

Cell #: 850-602-8051 **Email:** ycapehartmk@aol.com

MARY KAY®

BUILD

ONE BRICK AT A TIME

Her

MARY KAY®

Over the years as a leader I have always instituted the concepts of building strong individuals as we united together to build an even greater purpose together. Upon beginning my Mary Kay career on , July 31, 2017 I continued this same excitement of building others who were eagerly excited to reach greater heights in their Mary Kay career path together. As a result, I implemented a unit development process themed, "*Build Her, one brick at a time.*" The success of any momentous leader is having the passion and ability to build and empower others around her. The concept, *Build Her* has been the pinnacle of my recruiting success and unit development strength, for when you *Build her, she'll help you build it.* We are building our unit and the lives of others one BRICK at a time:

- Believe in her. She has the capacity and potential to be successful.
- Reach her. Discover her strengths while developing her weakness.
- Ignite her. Keep her passionate, motivated, and excited about completing her goals.
- Celebrate her. Praise her for every accomplishment achieved on the career path.
- Keep her. Encourage her to develop and replicate lasting relationships for perpetual success.

Building her throughout my Mary Kay business has afforded me the opportunity to change the trajectory of lives. Every day, my team, Pink Promise and I search for *Bricks*, and when we build her, she'll help build it one BRICK at a time.

~ Yvonne Capehart ~



Welcome to Mary Kay!

As a new Beauty Consultant you can receive a **"New Look"** FREE from Mary Kay. A complete **Color 101** set customized specifically for you by Mary Kay is waiting for YOU but you must act QUICKLY! The FREE set includes the following products:

- Mary Kay Compact
- Three MK Signature Mineral Eye Colors
- MK Signature Mineral Cheek Color
- MK Signature Crème Lipstick
- MK Signature Lip Liner
- MK Signature Lip Gloss
- MK Signature Eye Liner
- MK Signature Ultimate Mascara
- Cheek Color Brush
- Two Eye Color Applicators

You have 15 days from the date your agreement was submitted to place your first qualified order to receive your **FREE COLOR 101 SET!!**
You have until:

The total value of your FREE Product is \$113.50

To receive your CUSTOMIZED, FREE Color 101 set, you MUST place a \$600 wholesale order or greater within YOUR FIRST 15 DAYS as a new consultant! This FREE Color 101 Set is in addition to any other FREE product bonus that you receive when you place your first order. Don't let this opportunity pass you by!

Follow these simple directions:

Log on to the Mary Kay InTouch Website at www.marykayintouch.com. If it is within 15 days of submitting your agreement, you will then be directed to the Signature Look web page where you will complete an online questionnaire that includes a series of questions about your facial features. Once the questionnaire is completed, you will be given a choice to continue on through Smart Start or to online ordering.

Let's schedule placing your FIRST ORDER together—Call Angie today 501.821.9300!

Your customized "NEW LOOK" is just a step away! Remember to qualify, you MUST place a \$600 wholesale order or greater within your first 15 days as a New Consultant!



Let's Get Ready to BUILD



MARY KAY®

Preparing yourself for your Mary Kay business is a lot like a pilot preparing for flight. They use many detailed CHECKLISTS. This is done in order to ensure a safe flight.

Success in your Mary Kay Business is very similar. This packet has been designed to help you prepare for your take off, flight and landing.

Checklists include:

- Checklist #1...While You Are Waiting For Your Starter Kit To Arrive
- Checklist #2...Preparing Your Home Office
- Checklist #3...When Your Starter Kit Arrives
- Checklist #4...After Your Inventory Arrives
- Checklist #5...Before And After Your Business Debut
- Checklist #6...Before And Booking Your First Party Or Facial
- Checklist #7...After Your First Product Sale, Facial and/or Party

Complete Checklist #1 in the first 5 days of your business and receive a





New Consultant Checklist #1

While You Are Waiting For Your Starter Kit To Arrive...

New Consultant Keys to a Successful Start



Walkie Talkie Communication-
Great way to stay in communication
with our area.



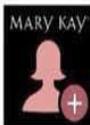
Live Online Meetings



Use to create Flyers, Invitations,
Cute Pics.



Customer Credit/Debit Card Processing.
Links to your Customer Website.



Customer and Inventory Management.
Links to MyCustomers on InTouch.

MARY KAY



Mary Kay Catalogs



QuickBooks
Self
Employed

Track your income and expenses along
with your millage. (This is the only one
you have to pay for, so ask me for a
50% off code)

Download
these apps
to help with
your
business
and to
connect
with our
unit.

MARY KAY®



New Consultant Checklist #1

While You Are Waiting For Your Starter Kit To Arrive...

New Consultant Keys to a Successful Start



- This free, interactive online color playground offers a fun, risk-free “try before you buy” experience.
- Gives your customers another reason to contact you - to purchase their new look!

Download these apps to help with your business and to connect with our unit.

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New Consultant Checklist #1

While You Are Waiting For Your Starter Kit To Arrive...

New Consultant Keys to a Successful Start



- Conducting skin care parties has never been easier! A digital version of the Flip Chart is available for your smart phone or tablet. Now you have 2 ways to conduct your skin care parties-with the paper version or the digital version. The digital content does not require an internet connection after it is downloaded

Download these apps to help with your business and to connect with our unit.

MARY KAY®



Voxer Walkie Talkie Messenger

Voxer LLC

MARY KAY[®]

Communication determines the healthiness of all relationships. I take my roll as a mentor and encourager very seriously and work closely with the Consultants who are ready to build their business. I want to be sure you're aware of all of the great ways for us to stay in touch so you can always get the training and support you need to build your business with excellence and success.

**Download the FREE VOXERAPP and
setup an account. You will then be added
to our Future Promise Area group**

Basic Voxer Features

Click to listen to post
by Director and other
team members

Voxer Advantages

Receive daily
challenges and
encouragement

Also check out the Mary Kay InTouch Website...

The InTouch website is your connection to the company and it is a phenomenal website! Go to www.marykayintouch.com, enter your consultant number and password to gain access to TONS of information and training. There is great education for new consultants. From the Home Page click on Education, then under Education there is a 4 quadrant lesson—"Silver Wings Scholar"—check it out! Plus you can do your own online ordering of Mary Kay products for retailing to your customers!

Don't forget to check out our unit site...

Visit our unit website at www.daydreamarea.com for all the latest training, promotions, events, recognition and photos. Angie will have a drawing for a special prize at the end of the month for all consultants who signed the guestbook that month!

Mark your date book with our Unit Conference Call...

9:00-9:30 PM CST every Sunday Night for every consultant in our unit.

Motivation, Education & Recognition! Yvonne will have a drawing for a special prize at the end of the month for all consultant who participated on the call!

Dial in - 857-232-0158 Access Code: 423072#



New Consultant Checklist #1

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New Consultant Keys to a Successful Start



Change
your
voicemail
to a
professional
message.

PINK 
PROMISE

BUILD HER: ONE BRICK AT A TIME



New Consultant Checklist #1

While You Are Waiting For Your Starter Kit To Arrive...

New Consultant Keys to a Successful Start



Tip: Do not include your home address on your business cards. Also, be sure you've already set up your personal website before ordering your business cards.

Order your Business Essentials Kit through MK Connections.

InTouch>
Ordering
>MK
Connections

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New Consultant Checklist #1

While You Are Waiting For Your Starter Kit To Arrive...

New Consultant Keys to a Successful Start

BE A PEARL girl



When you have 6 ladies listen to the business opportunity with me you'll earn these cute earrings and bracelet. Add your first team member and you'll get this stunning necklace.



Start earning your pearls! Select 10 ladies to listen to the opportunity with me.

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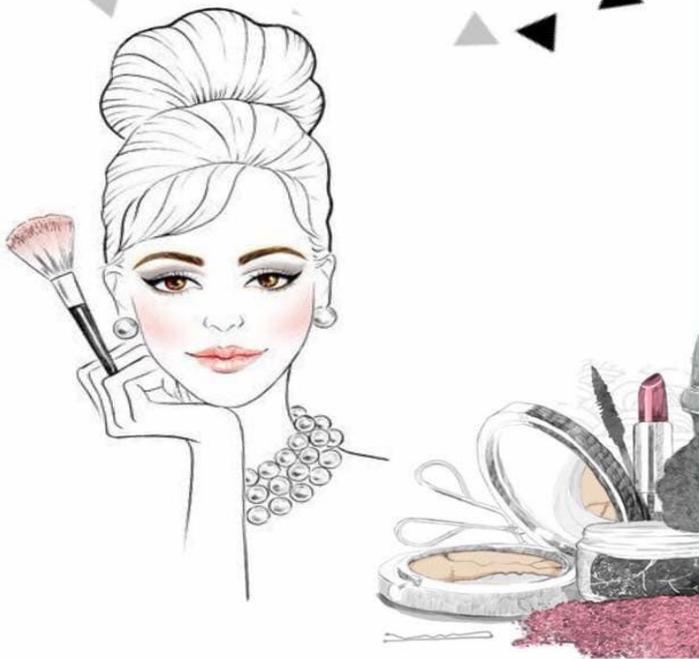
BUILD HER: ONE BRICK AT A TIME



New Consultant Checklist #1

While You Are Waiting For Your Starter Kit To Arrive...

New Consultant Keys to a Successful Start



Complete the Color Confident Course on InTouch> Education> Color Confident.

Complete the quizzes in the program and earn this Bling Button! It shows your customers that you're Color Confident.



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BUILD HER: ONE BRICK AT A TIME



New Consultant Checklist #1

While You Are Waiting For Your Starter Kit To Arrive...

New Consultant Keys to a Successful Start



Complete the Skin Care Confident Course on InTouch> Education> Skin Care Confident.

Complete the quizzes in the program and earn this Bling Button! It shows your customers that you're Skin Care Confident.



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BUILD HER: ONE BRICK AT A TIME



New Consultant Checklist #1

While You Are Waiting For Your Starter Kit To Arrive...

New Consultant Keys to a Successful Start



MK University

Start with the foundation: MK University – for interactive online lessons that will help you understand the basics of the business.

InTouch >
Education >
MK University

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New Consultant Checklist #1

While You Are Waiting For Your Starter Kit To Arrive...

New Consultant Keys to a Successful Start



Attend a Success Meeting.

You will be pinned at your first meeting.



Those who show up, go up!

Please dress professional.
No pants.

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Dress For Success...

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What to wear to all Mary Kay appointments and Success Events

Our Company Founder, Mary Kay Ash, asked two things of us... (1) never break the Basic Skin Care Set, and (2) wear a skirt or dress to all Mary Kay appointments and events.



MARY KAY CONSULTANT

White Top, Black Skirt, and heels, MK Consultant pin



MARY KAY SENIOR CONSULTANT

Same attire as Mary Kay Consultant with Mary Kay Senior Consultant pin enhancer.



STAR TEAM BUILDER

Black skirt, white blouse, RED Jacket with Star Team Builder enhancer, black or neutral hose when appropriate, and black professional dress shoes.



TEAM LEADER

Same attire as Star Team Builder except Team Leader enhancer is worn.



FUTURE SALES DIRECTOR/DIQ

Black skirt, BLACK blouse (DIQ only), Red Jacket with Future Sales Director enhancer and scarf, black or neutral hose when appropriate, and black professional dress shoes.



WHAT ARE YOUR MARY KAY PINS SAYING ABOUT YOU?



Your Mary Kay Pins are a representation of your incredible accomplishments in your business and should be worn with pride. However, be careful not to over-due it. Too many pins adorning your lapel can look cluttered and distasteful. A good rule of thumb is no more than 3 pins including your Mary Kay logo pin. Your Ladder of Success Pin and Power Start Pin are always great choices.

Your Starter Kit -



Taking pride in your appearance and the way your starter kit and mirrors look is all a part of Business Etiquette. You cannot expect to sell the product if you do not wear the product. Also, think about this: Which product would you be more likely to purchase—Clean or Dusty? Having a clean and neat automobile personifies pride and self assurance in your business and what Mary Kay stands for.



New Consultant Checklist #1

While You Are Waiting For Your Starter Kit To Arrive...

Come Sail

THE SEA WITH DR. C.

Every
TUESDAY
NIGHT
7PM

Guest Free Consultants \$5

YVONNE CAPEHART
FUTURE EXEC CADILLAC SALES DIRECTOR

THE LIFE CENTER, 3300 N. PACE BLVD. PENSACOLA, FL
(OLD PICCADILLY)

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BUILD HER: ONE BRICK AT A TIME

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LET'S LEAP TOGETHER





New Consultant Checklist #1

While You Are Waiting For Your Starter Kit To Arrive...

New Consultant Keys to a Successful Start



Complete your orientation with me making your personalized business plan and review the inventory options.

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New Consultant Checklist #1

While You Are Waiting For Your Starter Kit To Arrive...

MARY KAY®

Weekly
MKTEAM
CONFERENCE CALL
9PM/C
tonight

1-857-232-0158

Code: 423072

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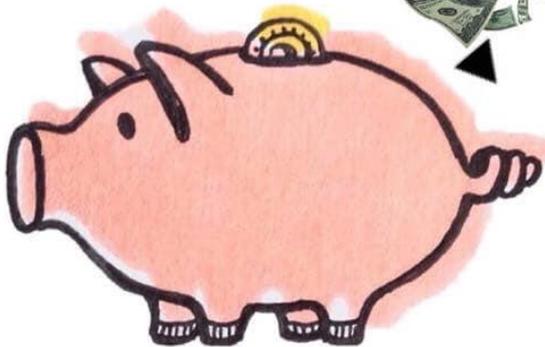
BUILD HER: ONE BRICK AT A TIME



New Consultant Checklist #1

While You Are Waiting For Your Starter Kit To Arrive...

New Consultant Keys to a Successful Start



Survey Questions:

- Is there a difference in the way your hands look and feel?
- If this was on your bathroom counter would you use it?
- Would you buy the Satin Hands Pampering Set for yourself, as a gift, or both?

Start Selling!!

Get out the Satin Hands Set from your starter kit. Ask ladies you know or are around to try it and answer a quick survey of their experience.

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BUILD HER: ONE BRICK AT A TIME

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Satin Hand Treatment

Satin Hands Challenge Instructions...

Here's your first Challenge! Pamper yourself with a Satin Hands treatment (instructions & Satin Hand samplers will arrive in your starter kit.) and then treat 25 women with the same!

Script: "I've just started my own business teaching skin care with Mary Kay and as part of my initial training I need to get your opinion on our Satin Hands treatment." (After you've demonstrated.)

"The set retails for \$36 + tax. Would you like one for yourself or do you have a friend in mind to give as a gift?"

(Checks are made out to you. Once you've ordered, product will arrive within 2 weeks. Work full-circle from the start. In other words, take it to the next step by saying.)

"You've been so great to give me your opinion. My director suggested I start with the 25 sharpest women I meet to get their opinion on how our skin care compares to what you are currently using. Is there any reason why we couldn't get together for a mini makeover? Which would be better for you this week or next? Day or night?" Book exact time, but most importantly, you're in motion! **Congratulations and Good Luck! Complete the Satin Hands Survey in this Packet.**

Mary Kay Seminar Year—July to June

1st Qtr— June 16th—September 15th

2nd Qtr— September 16th—December 15th

3rd Qtr—December 16th to March 15th

4th Qtr—March 16th— June 15th

With the Star Consultant program, you can earn recognition for developing your total business—retail sales and team—and qualify for both Star Consultant prizes and Ladder of Success jewelry.

\$1,800—Sapphire \$2,400—Ruby \$3,000—Diamond \$3,600—Emerald

\$4,800—Pearl \$6,000—Pearl \$7,800—Pearl \$9,600—Pearl

As in all things in LIFE...Consistency is the KEY!

**Just keep working for the prizes! As you win the prizes, your business will grow!
As you earn prizes—log onto our unit site www.daydreamarea.com —go to the Promotions Page—Click on "I Won a Prize" - complete form so Angie can award you your prize!!**

Please call me....

- When you're excited and have something to share.
- When you are frustrated and need a lift.
- When you have a great skin care class or a not-so-great skin care class.
- When you have a new recruit or your interview postpones.
- When you are ready to throw away your starter kit or when you have an awesome goal and need help with a plan of action.
- When you have obstacles to tackle and need support.
- When the car dealer calls and says your CAREER car has arrived!
- When you have lost sight of your goals and need a renewed vision.
- Anytime you need me...just call!

Persistence Pays

80% of all sales are made after the first call.

4% of all sales people give up after the 1st call.

25% give up after the 2nd call.

12% make 3 calls and then stop.

5% quit after the 4th call.

10% keep on calling after the 4th call.

AND TO THIS PERSISTENT 10% GOES 80% OF ALL THE SALES!

Be patient, be polite, and keep calling!



SATIN HANDS DIRECTIONS

STEP #1: Squeeze an ample amount of MK Protecting Softener Cream into palm of hand. Massage cream into hands, between fingers, remembering the tops of hands too.

STEP #2: Squeeze an ample amount of MK Satin Hands Smoothie refining Shea Scrub into palm of hand over Protecting Softener. Massage Shea Scrub into hands, same as Protecting Softener.

STEP #3: Rinse hands thoroughly under warm running water and dry hands completely.

STEP #4: Squeeze ample amount of MK Nourishing Shea Cream into palm of hand. Massage hand cream into hands. NOW YOU HAVE SATIN HANDS.

Satin Hands Survey

I'd love your response to this special treatment system by Mary Kay, designed to leave your hands feeling soft and smooth. Please fill out your name, telephone number and indicate which choice applies to you.
Satin Hands Pampering Set retails at \$36+ tax.

MARY KAY®

NAME	PHONE #	# OF SETS PURCHASING	Love to earn this FREE!	Not interested at this time.	Want a "girl's night out"!
1.					
2.					
3.					
4.					
5.					
6.					
7.					
8.					
9.					
10.					
11.					
12.					
13.					
14.					
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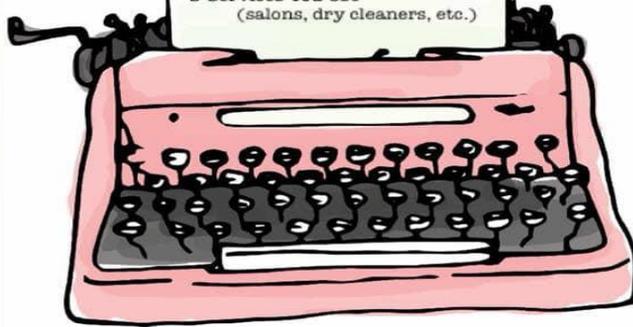


New Consultant Checklist #1

While You Are Waiting For Your Starter Kit To Arrive...

New Consultant Keys to a Successful Start

Tip: Use the FRANK'S List Method
F-Friends & Family
R-Referrals
A-Acquaintances
N-Neighbors
K-Kids' Connections
S-Services You Use
(salons, dry cleaners, etc.)



Make a list of everyone you know.

We will use this list to find your first customers and team members. You will want to have 50-150 people on your list.

MARY KAY[®]

PINK PROMISE

BUILD HER: ONE BRICK AT A TIME

60 *Guests*

In **6** Minutes

Family

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

Friends

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

Co-Workers

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

Spouse's Family

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

Spouse's Friends

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

Spouse's Co-Workers

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

Places you give business (Doctors, Banks, Salons)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

Neighbors

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

Church/Social Clubs

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

Children's Teachers, Sports or Clubs

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____





New Consultant Checklist #1

While You Are Waiting For Your Starter Kit To Arrive...

New Consultant Keys to a Successful Start



Using the FRANK'S List you made, contact those who you know will hold a party for you.

When you "Beat the Box" by scheduling 8 parties, so 5 will hold, I will have a free gift for you!

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BUILD HER: ONE BRICK AT A TIME

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New Consultant Checklist #2

Preparing Your Home Office...

- Create a separate workspace for your business. This could be a separate room or a corner of a room in your home. **THIS IS VERY IMPORTANT.** A neat and organized workspace contributes greatly to a happy and healthy business owner.
 - Desk
 - Computer with Printer
 - High Speed Internet if available in your area, otherwise use the fastest bandwidth available.
 - Shelving for your inventory. (Book shelves, hutch, small linen closet with lots of shelves, etc.)
 - Instead of file folders for your papers and brochures, tray a paper organizer on or near your desk.
 - Cell or home phone with large minute or unlimited plans.

***Optional:** Some consultants create a BRAIN BOOK that holds papers that they want to keep with them at all times. This would be a 3-ring binder with sheet protectors and pocket holders. This would also hold your spiral notebook.



New Consultant Keys to a Successful Start



Set up your personal website.

InTouch>
Business
Tools>
Personal
Website
Manager

Only \$30/
year

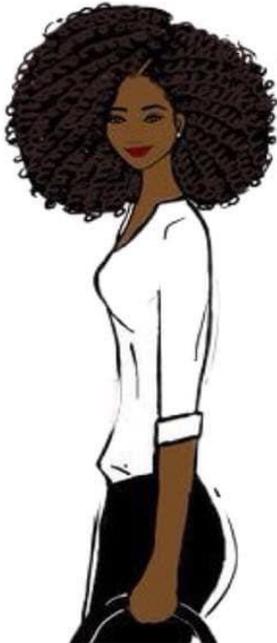
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New Consultant Checklist #2

Preparing Your Home Office...

New Consultant Keys to a Successful Start



Get ready to start taking orders. Open a separate checking account and set up Propay. Also, download the Propay app.

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PROMISE

BUILD HER: ONE BRICK AT A TIME



New Consultant Checklist #3

When Your Starter Kit Arrives...

MARY KAY®

START SOMETHING Beautiful!

ONLY \$100* TO GET STARTED (STARTER KIT CONTENTS)

why mary kay?

Mary Kay is about so much more than makeup. For more than 50 years, the Mary Kay opportunity has helped women discover extra income, earn remarkable rewards, make empowered choices and embrace their true beauty from the inside out.

- FREEDOM•
- FLEXIBILITY•
- FUN•
- FRIENDSHIP•
- FULFILLMENT•
- FABULOUS•
- PHILOSOPHIES•
- MULTIBILLION-DOLLAR COMPANY•



*Plus applicable tax and shipping



Starter Kit Contents

RETAIL-SIZED PRODUCTS AND SAMPLES

- TimeWise® 3-in-1 Cleanser (Normal/Dry)
- TimeWise® 3-in-1 Cleanser (Combination/Oily)
- TimeWise® Age-Fighting Moisturizer (Normal/Dry)
- TimeWise® Age-Fighting Moisturizer (Combination/Oily)
- TimeWise® Day Solution Sunscreen Broad Spectrum SPF 35*
- TimeWise® Night Solution
- Mary Kay® Oil-Free Eye Makeup Remover
- Mary Kay® C.C. Cream Sunscreen Broad Spectrum SPF 15* in Very Light, Light-to-Medium, Medium-to-Deep, Deep and Very Deep
- Softn Hands® Pampering Set in White Tea & Citrus
- Mary Kay® Ultimate Mascara™ in Black
- Blue Eyes Look Cards (10)
- Hazel/Green Eyes Look Cards (10)
- Brown Eyes Look Cards (10)

LITERATURE AND EDUCATIONAL MATERIALS

- Welcome Card
- Date Book
- Skin Care Party Flip Chart Pages With Binder
- Laminated Place Mats (4)
- Sales Tickets (30)
- Customer Profiles (30)
- Start Something Beautiful® Magazine
- Start Something Beautiful® DVD
- Miracles Happen Book
- Ready, Set, Sell! Inventory Options for New Independent Beauty Consultants Brochure
- Steps to Success Brochure
- The Look Catalog (10)
- Laminated Place Cards (4) and Laminated Softn Hands® Pampering Set Instructions for Use Card (1)

TOOLS

- Starter Kit Bag
- Face Cases (4)
- Disposable Trays (30)
- Disposable Facial Cloths (30)
- Dry Erase Markers (4)
- Disposable Mascara Sample Wands (30)
- Disposable Sponge-Tip Applicators (30)

PINK PROMISE

BUILD HER: ONE BRICK AT A TIME

GREAT *Start*

READY, SET, SELL & TEAM BUILDING BONUS BUNDLES

Initial Order Amount		Ultimate Product Bonus Bundles up to \$158 each	Color Look \$129 retail value	2 Mirror With Trays \$5.50 each	1-2 Travel Roll Up Bags \$35 each	Maximum Bonus Value	Star Consultant Level Earn a great Star Prize!	3 Great Start Qualified Team Member Product Bonus Bundle Up to \$220 retail value each No Limit!!	3 Personal Great Start Team Building Bonus \$50 each No Limit!	Potential Bonus Value Add more Great Start Team Members and earn more!
Wholesale Your Cost	Suggested Retail									
\$3,600	\$7,200	6 Bundles \$948	\$129	\$11	\$70	\$1,158	EMERALD	\$220 each/\$660	\$50 each/\$150	\$1,968
\$3,000	\$6,000	5 Bundles \$790	\$129	\$11	\$70	\$1,000	DIAMOND	\$220 each/\$660	\$50 each/\$150	\$1,810
\$2,400	\$4,800	4 Bundles \$632	\$129	\$11	\$70	\$842	RUBY	\$220 each/\$660	\$50 each/\$150	\$1,652
\$1,800	\$3,600	3 Bundles \$474	\$129	\$11	\$70	\$684	SAPPHIRE	\$220 each/\$660	\$50 each/\$150	\$1,494
\$1,200	\$2,400	2 Bundles \$316	\$129	\$11	\$35	\$491		\$220 each/\$660	\$50 each/\$150	\$1,301
\$600	\$1,200	1 Bundle \$158	\$129	\$11	\$35	\$333		\$220 each/\$660	\$50 each/\$150	\$1,143

Ultimate Product Bonus Bundles = **100% PROFIT!**



1 TimeWise Miracle Set 3D Bundle, \$158



2 Targeted Solutions Bundle, \$149



3 TimeWise Liquid Foundation Bundle, \$150



4 Open for Business Bundle, \$154



5 Lash and Lip Bundle, \$153

Team Building Product Bonus Bundles = **NO LIMIT!**
100% PROFIT!



1 TimeWise Miracle Set 3D Bundle, \$110



2 Skin Care Solutions Bundle, \$95



3 Open for Business Bundle, \$106



4 TimeWise Liquid Foundation Bundle, \$106



5 Lash and Lip Bundle, \$93



New Consultant Checklist #4

MARY KAY[®]

After Your Inventory Arrives...

- Read a chapter a day from Mary Kay's Autobiography. Came as a free gift with your first order!
- Label your inventory with your product labels, especially the skin care and skin supplements. (Order the labels with the business kit from MK Connections.) I do NOT recommend putting labels on products that would be defaced by a label such as lipstick tubes, most color cosmetics and fragrances.
- Use your name and address stamp to stamp all Look Books, Beauty Books and Team Building materials.
- If you have extra funds, consider the following inventory cases from MK Connections.



Rolling Tote
(for starter kit & class supplies)



Wheeled Cosmetic Carrier
(for carrying inventory to classes)



Color Slip-on Case
(for carrying inventory to classes)

- A fishing tackle box (from Bass Pro, Wal-Mart or other fishing supply store) is perfect for eye shadows, blushes, etc. Also good for samples. Take your product items with you to store to check fitting.
- Organize and store inventory both on office shelving and in carriers that you are taking to your appointments. Product can safely be carried in car truck except in times of extreme heat or cold.
- Discuss with your recruiter or Angie how much of each item to take to your appointments.

PINK 
PROMISE
BUILD HER: ONE BRICK AT A TIME



New Consultant Checklist #5

MARY KAY[®]

Before Your Business Debut...

It is so important to kick off any new business with a Grand Opening! And this business endeavor is no different!! Use this checklist as a guide of what needs to be done to have a fabulous Business Debut...

___ Schedule your business debut within your first 2-3 weeks of business. However, if this is not possible, then scheduling a debut is better than not scheduling one at all. You will also want to plan on having your inventory/product in stock before your business debut.

___ Hold your business debut in your home preferably because it is a warmer environment. Church, fellowship halls, civic halls, apartment club houses, or a friend's home will be fine. Delegate the task of cleaning your home so time may be spent on the telephone with your prospective guests and customers.

___ Invite all of the people on your "Contact List" in Section 2 of your spiral notebook. This should be a minimum of 50 people. (You can expect 10-15 to attend with proper follow-up) A great idea to make sure you have a large turnout is ask each guest to bring a friend. Earn your Money Bag when you have at least 10 of age guests at your debut!!



___ Send out a minimum of 50 invitations. I'm including a postcard master you can use to copy. Sending postcards alone will not be effective. After you have mailed your invitations, plan to call each guest personally and invite them and ask for their Yes or No 24-48 hours before your event.

___ Call each guest on your "Contact List" in Section 2 of spiral notebook. Keep in mind that your friends and family are not coming to hear your Director or Recruiter. They are coming to help you! Your attendance will be in direct proportion to the number of guests you personally speak with 24 hours prior to the event. Remember if they cannot come to your debut, you'll want to schedule an appointment with them and/or invite them to the next unit event.

CHECKLIST FOR DAY OF EVENT

___ Provide simple refreshments. You will want to delegate the hosting to someone special in your family or a close friend so that you may be focused on helping your guests schedule appointments and learn more about your Mary Kay business. Make the focal point be your PRODUCTS and BUSINESS, not the food. Wait until after the debut to serve the food.

___ Mark your date book. Fill in everything you have going on in your life for the next 2 to 4 weeks. Then highlight the times and dates you have dedicated to your Mary Kay business. Put a Star beside your POWER START weeks. Complete 30 faces in 30 days and earn your Power Start Pin!! (Tracking Sheet on page 5 of Your 'Start Earning Now' Magazine in your Starter Kit.)



___ Have the following supplies available:

- ___ Pens and profile cards for each guest to complete as they arrive. (Profile Cards came in your kit)
- ___ Money bag with \$20 in change (1-\$5, 10-\$1 and \$5 in coin)
- ___ Look Books stamped with your information (came in your kit or Sec. 2 under Promotional Items)
- ___ Sales Tickets (came in your kit or Sec. 2 under Business Supplies)
- ___ Calculator

___ Your Director/Recruiter will arrive 1/2 hour before the program to help you set-up the product display and door prizes. She'll need a big table. You'll want to arrange the seating in a semi-circle in front of the table.

___ Relax and have fun with your guests. Your focus should be to schedule your 10-20 skin care classes for your Power Start. Let your Recruiter/Director fill orders and talk to people about the business opportunity.



New Consultant Checklist #5

MARY KAY[®]

Before Your Business Debut Continued...

___ Have enough hostess packets prepared to give to each guest at your debut.

- ___ Hostess Brochure
- ___ Look Book
- ___ 3 Sales Tickets with your sales tax percentage filled in
- ___ Team-Building Brochure
- ___ Team-Building CD

(These items either came in your starter kit or can be found on online ordering on Section 2.)

WHAT TO EXPECT DURING YOUR DEBUT

Each guest will receive a Satin Hands Treatment when she arrives. Below are the directions so you can become familiar with the steps for this wonderful pampering system.

All guests will introduce themselves, tell how long they have known you and their relationship with you, a bit about their family, work, hobbies and what their experience with Mary Kay has been if any.

Your Director/Recruiter will explain the purpose of the event: You will be affirmed in your business by your guests. Your goals will be shared and your guests will know that you will be asking them to help you by having a complimentary facial or class.

The Director/Recruiter will share their "I" story and their relationship to you.

Mary Kay Cosmetics will be introduced as the #1 Best Selling Brand of Skin Care and Cosmetics in the Nation.

No one will actually receive a makeover that day because that is what you will be offering at their skin care class. This is a show and tell type event.

At the close, the guests will have an opportunity to earn chances for door prizes by making a purchase, scheduling a facial and/or party, and listening to a team building CD.

SCRIPT FOR INVITING TO YOUR DEBUT

Always SMILE, be enthusiastic, expect they will want to come and be a part of your new growing business!!

(If they already have a consultant, just thank them for their time.)

"Hi ___ ! I am so excited! I just started my own business with Mary Kay Cosmetics and I am having my Grand Opening on ___ at ___ pm! My director is coming to do a presentation and I need 10 women to receive my first prize in the company! We are going to do a pass and show kind of Girl's Night Out, so we won't be taking off our makeup...Can I count on you to be there? Great! I am sending an invitation to you and I will be following up later in the week to make sure nothing has changed. I really, really appreciate this. It means so much to me that you are going to be there!"

For anyone who says they "know" they can't make it; go ahead and schedule her RIGHT THEN for her appointment to borrow her face and get her opinion. When you set the date and time, let her know that if she has 2 or 3 other women with her she can get some free Mary Kay and it would help you get your 30 faces done quicker.

PINK
PROMISE

BUILD HER: ONE BRICK AT A TIME



New Consultant Checklist #5

After Your Business Debut...

*"A party worth booking is worth coaching." Mary Kay Ash
"If attitude determines 97% of a person's success, then follow-up is the remaining 3%." NSD Linda Toupin*

- Ideally it is BEST to privately facial a hostess a few days or a week prior to her party, especially if she has never had a facial or isn't currently using MK products. This helps you know what product she wants to earn and what gift she will choose for her PERFECT HOSTESS GIFT. (\$200 sales/2 Bookings AND 2 Guests listen to Choices CD)

Preliminary Coaching:

Some coaching will be given verbally during the debut however you will want to follow-up with each guest 24-48 hours after your debut to:

(Refer to her in all conversations as 'YOUR BUSINESS PARTNER')

- Review the guest list she gave you during the debut. Encourage her to invite 10 per party. If she gives you 30 names, that is 3 separate parties. When she invites 10, an average of 6 will attend.
- Give her enough Party Postcards to send to all the invited guests. (Postcards can be found at www.marykayintouch.com on online ordering under Sec. 2)
- Explain the hostess program to her again. Figure the amount she will want to sell in order to earn her wish list products for free. (Take the dollar amount and multiply by 5. That equals 20%)
- Give her the words to say when she invites her guests.
- Give her 5 Look Books and order forms and ask her to take orders from 5 people who cannot attend her party. (Remember to complete your sales tax percentage on the sales tickets.)
- Coach her on refreshments. Keep it simple or if she loves to entertain let her be extravagant. Just remind her to keep the refreshments until the end of the party.
- Send her a thank-you note in advance appreciating her for helping you in your business.
- Talk with her as if she is already one of YOUR TOP HOSTESSES.
- Facial your Hostess privately a few days or week prior to her party.

For our 'tech savvy consultants' whose hostesses are all about the internet and social networking:

- www.marykayintouch.com
- Click on **Education** (at top of page)
- Click on **Hostess Program**
- Click on **Before the Party**
- Checkout the **Beaute-Vite** and creating the **Hostess's** very own **Party Webpage!**

MARY KAY®

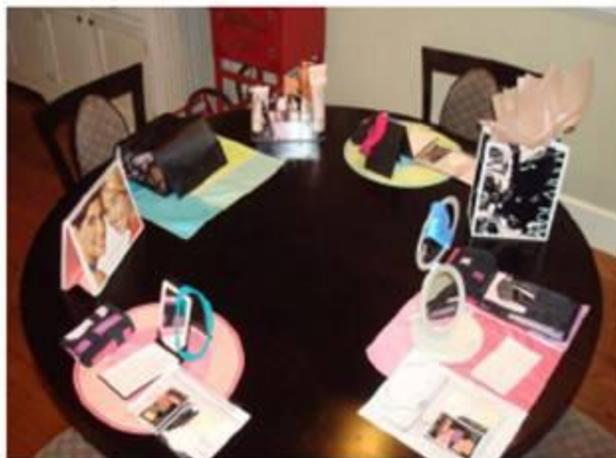


New Consultant Checklist #6

MARY KAY[®]

Before Your First Party or Facial...

- Travel with your recruiter and/or director to view one of her parties.
- Practice your flip chart by rehearsing in front of a mirror. (You might review training DVD's again.)
Keep in mind that you will, over the next few weeks, 'rework the words' on your flipchart, personalizing it and making it your own. You want your presentation to be professional however at the same time fun and a reflection of your personality. If you 'fly by the seat of your pants' and do not follow the flipchart you may still have a successful class, however you just convinced the girl at the table who does not have your personality that she can not do this. By using a flipchart (even one you have rewritten) your skill then becomes transferable to your future team members.
- Practice setting up your table display and trays. "You never get a 2nd chance to make a first impression. When a guest walks in to your party she should go "WOW!" when she sees how professional and pretty your table looks." NSD Linda Toupin
 - Color coordinated placemats or tablecloth or both.
 - Dark colored wash cloths are preferred over facial cloths. (Want to win a guest over? Allow her to lay her head back in her seat, drape a slightly hot wash cloth over her face just before she removes the cleanser. Trust me she will love you and our products.)
 - Roll-up Bag for display and close
 - Acrylic Caddy with products you are sampling
 - PERFECT HOSTESS GIFTS in center of table (Gifts of your choosing). \$200 in sales, 2 Bookings and 2 guests listen to CHOICES CD
 - Individual Goodie Bags for each guest should include: Washcloth, headband, mirror and tray, disposable mascara wand, eye and lip applicators, Look Card, Profile Card)
 - Thank-you gift for hostess in beautiful MK paper gift bag with tissue (\$1.00-\$2.50 item)
 - Hostess uses lighted make-up mirror/brush set and gets personalized Look from www.marykayintouch.com
- Practice packing your cases to go to your appointment.





New Consultant Checklist #6

MARY KAY[®]

Booking Your First Party or Facial...

Ok, now it is time to get some appointments on your books...

If you haven't already completed your contact list; now is the time to do so. Mark your date book with 8 appointment times in the next 2 weeks that you are available. Learn the script below. Be excited! Be ready for their objections (they're to be expected). Schedule a time to call (a 2 hour block of time, maybe 7-9 pm). Stay at it until you get 8 block of time scheduled! (Never book 1 or 2 at a time.) Always have 8. Please follow this Step-by-Step—this is MOST important to your success!

Your Script: "Hi _____, this is _____ calling. Do you have a quick minute? You're not going to believe this, I'm starting my own business teaching skin care and color cosmetics for Mary Kay! I'm so excited! Would you let me borrow your face to practice on? (Wait for her answer) Great! I knew I could count on you. Let me tell you the dates I have available so you can choose what's best for you. I have _____ (date) at _____ (time) OR _____ (date) at _____. Which of those is better for you?" (She chooses and then to turn the facial into a party you say....) You know as part of my training, I need to do 15-30 practice facials in the next 2 weeks. I can do up to 6 faces at one time. Who else can you think of who might be willing to let me practice on them at the same time? (wait for an answer—keep saying "anyone else?" (until she can't think of any more, then say) I know it's hard to come up with people on the spot, I'll tell you what, if you can put a list together, I'll mail them all an invitation...if 3 to 5 of them decide to come I'd be in a position to give you \$75 worth of product for \$35 for bringing them. How does that sound? Can I get your guest list later today or would tomorrow be better? What time should I call you? Great! I'll need names, email addresses and phone numbers for those you decide to invite okay? One last thing, _____ (her name), these are my training classes and I have to hold them during a certain period of time to get credit, so I want you to know I'll keep this appointment no matter what. Can I count on you too? Great! Thanks again for helping me out. I promise it will be lots of fun!"

When you schedule appointments you have to remember to work the "Law of Averages".

If you schedule:	Then this many will hold:
10 facials/classes	6 facials/classes
8 facials/classes	5 facials/classes
5 facials/classes	3 facials/classes
3 facials/classes	1 facial/class

As you begin your Mary Kay career, you will receive plenty of objections. To become a successful Mary Kay consultant begin now practicing the below "Suggested Responses" to "Common Objections".

Common Objections	Suggested Responses
I'm too busy!	Great MK has taught us that it is the busiest people who get things done. That's one reason why I chose you!
I don't know anyone!	Great! This will give you a chance to make some new friends! Just ask 2 or 3 people and ask each to bring 2 or 3 friends.
I don't use makeup!	I can appreciate that. I believe you will be really impressed with our skin care. I would certainly value your opinion and I believe you would have fun with it.
I've been using brand "x".	Great! I've heard a lot about that product but I've never tried it. Getting your opinion would really help me later because I will be talking with others who use your brand too and your opinion will give me a good comparison.
I don't have any money to buy Mary Kay.	Great! Did you realize you can get your product at a reduced cost or even FREE when you share your facial with friends who purchase the product?
I'm allergic to Mary Kay.	Mary Kay has improved all of the skin care products. They are now allergy tested & fragrance free! Mary Kay gives you the opportunity to try the products before you consider purchasing and you are protected by a satisfaction guarantee! You see, Mary Kay caters to people with problem skin.



New Consultant Checklist #7

MARY KAY[®]

After First Product Sale, Facial and/or Party...

By entering each customer in the myCustomers business tool at www.marykayintouch.com you are populating a database for future use in customer-related applications. This step is very important.

1. Enter each customer's profile into myCustomers
 - Click on Business Tools (top of home page)
 - Click on mycustomers
 - Click on Add a Customer
2. Enter each customer's sales ticket into myCustomers
 - Click on Business Tools (top of home page)
 - Click on mycustomers
 - Click on Customer Orders

You will also use your customer database to enroll your customers in the Preferred Customer Program. Empower your customers every quarter to look and feel gorgeous with hot-off-the-runway looks, younger-looking skin, gift ideas and more. Plus, you can create excitement in your customers by offering them a sampler of the quarter's hottest new product and advertising the gift with purchase. The sampler is only available inside issues of *The Look* sent through the Preferred Customer Program. The cost is only .70 per name for *The Look* with sampler to be mailed to them with a personal note from you. Looks very professional!

To enroll your customers:

- Click on Business Tools (top of home page)
- Click on Preferred Customer Program
- Click on Enroll Customers

Watch your email for enrollment deadlines. Mary Kay also offers other mailers you can enroll your customers to receive, if you choose.

Look Book with sampler begins mailing:

Spring—March Summer—June Fall/Holiday—September Winter—December

Submit your **WEEKLY ACCOMPLISHMENT SHEET** online. Your MK business week ends on Saturday night at midnight. By turning in your Weekly Accomplishment Sheets, you will receive 'ribbon' recognition, newsletter recognition and Seminar year end recognition with you unit.

- Click on Business Tools (top of home page)
- Click on Weekly Accomplishments
- Click on Enter Weekly Accomplishments
- Make sure the correct date range is at the top of the page.
- Enter your sales by completing the information and then click "Add". Repeat for each sale/facial/party/etc.

Pearls of Sharing

MARY KAY[®]

What is Pearls of Sharing Training?

As a new consultant, you will want to focus on your Pearls of Sharing training. This is a great learning session for you! The more you hear the Mary Kay Marketing Plan, the easier it will be for you to know what to do and how to do it as you move up in Mary Kay!

Follow these 3 easy steps to earn your Pearls:

1. Think of names of 6-8 sharp women that will help you with your training and write them below. Please include their phone numbers and a little about each of them (ex. do they currently work, children & ages, etc...)

2. Email Angie this list at aday530@comcast.net.

3. Give each one of them a call with the following script, "___, guess what? I am so excited! I just became a Mary Kay Consultant and as part of my training, my director has asked me to select my favorite friends/family members to help me, and of course you were at the top of my list! I do need to borrow your face for my Power Start, which is to put Mary Kay on 30 faces in 30 days, but the part of my training that I am calling you about is how to share our Marketing Plan. You don't have to join, I just need live bodies to learn with! Yea! All you do is go on-line to www.daydreamarea.com and view the marketing plan under MK Opportunity—it only takes a few minutes! Complete the "Tell Me What You Think" form and you'll receive a \$13 pink card that you can redeem with me. Then we'll do a 3-way call for 10-15 minutes, with my director, so I can learn the follow-up part of my training! Can I count on you? Great! Would there be any reason why you couldn't check out the website in the next 48 hours to that I can win my pearls?!?!

4. Find 2-3 good times for them to receive the follow-up call and email that information to Angie so she can get it scheduled! Many women can have follow-up calls during breaks or lunch the next day!

Earn your Pearl Necklace when you complete 5 practice interviews with your Director in a 2 week period!

Earn your Pearl Bracelet with your 1st active team member!



Earn your Pearl Earrings with your 2nd active team member!

Create list of 6 to 8 sharp women to help you with your training
(They do not have to become a consultant for you to win your earrings or bracelet.)

1. Name _____ Phone _____ Appt: Day _____ Time _____

Tell me about her _____

2. Name _____ Phone _____ Appt: Day _____ Time _____

Tell me about her _____

3. Name _____ Phone _____ Appt: Day _____ Time _____

Tell me about her _____

4. Name _____ Phone _____ Appt: Day _____ Time _____

Tell me about her _____

5. Name _____ Phone _____ Appt: Day _____ Time _____

Tell me about her _____

6. Name _____ Phone _____ Appt: Day _____ Time _____

Tell me about her _____

7. Name _____ Phone _____ Appt: Day _____ Time _____

Tell me about her _____

8. Name _____ Phone _____ Appt: Day _____ Time _____

Tell me about her _____



Money Management

MARY KAY[®]

Successful business practices start with a smart approach to Money Management. It's extremely important to treat your Mary Kay Career as a Business. Proper money management is essential to any business. You cannot be a success if you mismanage your money.

SUGGESTED ACCOUNTS FOR YOUR MARY KAY BUSINESS:

1. Checking Account—Label this account: special account; business account; cosmetic account, etc.
 - This account is used to pay business expenses.
 - This account is used for product replacement.
 - Deposit 100% of total sales in this account each week.
 - Log onto www.marykayintouch.com go to Ordering then MKConnections. Click on Business Marketing then Checks. These checks offer designs featuring Mary Kay products. These checks could start a conversation each time you write a check plus don't forget that many potential customers handle your check from checkout to the bank. The cost of these checks are even tax deductible as a Mary Kay business expense.
2. Credit Card—Used for registrations, product orders. (Pay in full when statement arrives.)
3. Check Card (if available to you) - Can be used in place of credit card. Work with your bank on limit if you intend to use this card to place orders.

DEVELOP A BUDGET FOR YOUR BUSINESS:

As with any business you will have expenses. You need to be aware of income vs. expenses on a monthly basis. Always remember to deposit 100% of total sales and work your business 60/40. The idea behind working your business 60/40 is that you always have profit, you always have product, you always have savings, and you never have debt!

$$60\% = 50\% + 10\%$$

50% - Money to restock your shelf, you will reorder back exactly the product you sold.

10% - Money you set aside & save for things like enrolling customers in the Preferred Customer Program, Section 2 Items, Seminar, Career Conference, etc.

$$40\% = \text{true profit}$$

40% - This is your money to do with whatever you like with after you have ordered and paid off your "full store" (\$3,600 wholesale). The general rule is that \$3,600 wholesale on your shelves is a comfortable profit level. Until you are fully stocked, more than likely you will find it necessary to reinvest 100%.

Profit: We know we make 50% profit on all we sell. But by saving 10%, and only taking 40% as profit (what we refer to as "true profit") you will always have savings.

Savings: A key part of money management, putting 10% of all you sell into savings means you will never NOT have money for items that help you build your business and make it easier; such as enrolling customers in the Preferred Customer Program (which saves you time, money & builds your reorder business); samples (which help you sell more product); and continuing education programs such as Career Conference and Seminar.

Product: These are items for sale in a grocery store, Target or The Gap. Is the grocery store ever out of bread or milk? Is Target ever out of paper towels? Is The Gap every out of jeans? No because they always scan what they sell and that lets them know what product to reorder to restock their shelf. Working your business the same way; by reordering what you sell on a regular basis means you are always ready to fill your customers orders and therefore they will keep coming back to you over and over again.

Debit: The first thing we want to eliminate. After all, you didn't come into Mary Kay to spend money, you came in to make money! Still, we know that starting any business involves some initial start-up cost. A Mary Kay business is no different. What IS different is that our start-up expense is far lower than most businesses and allows you to make far MORE money sooner thus pay off your start-up expense in full. That's a great thing since most businesses involve start-up costs that are never recouped.