

# 12 STEP PROGRAM

## New Consultant Steps & Prize Checklist

**STEP 1: Complete the "Beat the Box" Challenge by midnight of the day your kit arrives.** You have about 48 hours to do 5 simple tasks to earn your Wildest Dreams Money Bag.



**STEP 2: Look at the "Ready, Set, Sell!" brochure** (in your kit), fill out the *Product Planning worksheet* to support you in making a decision about inventory that will work best for you. Earn the Flip Chart & Pink Bootcamp workbooks when you start with a STAR (\$1800+ wholesale)



**STEP 3: Set up your Mary Kay website & announce the launch of your business.** I created a video that answers your frequently asked questions. Earn some fun stationary for completing this step.



**STEP 4: Complete the 21-Day Voxel Challenge.** Listen to the 21 messages and Vox Alicia your thoughts/take-aways to earn your Wildest Dreams Water Bottle.



**STEP 5: Have 25 people try Satin Hands (the Set is in your kit) in 2-5 days.** Use the tracking sheet to keep track of your 25 people and send Alicia a picture when you're done to earn your MK Notebook.



**STEP 6: Log into marykayintouch.com** when you can 1) Setup your MK email; 2) Setup ProPay to be able to process credit cards; and 3) Order your business cards. Also, go to your bank to setup a separate account. You will earn your Wildest Dream Checkbook Cover.



**STEP 7: Find a local workshop to attend.** When you go 8 weeks in a row you earn \$100 in free products. This is by far the most valuable gift because that's how valuable our positive supportive community is.



**STEP 8: Complete Pink Bootcamp.** Watch the 4 videos and fill out the Pink Bootcamp workbook to earn your Wildest Dreams tablet case!



**STEP 9: Have 10 or more guests at your Business Debut** to earn your Wildest Dreams Totebag.



**STEP 10: Complete your 1st 6 parties (and/or 30 faces) in your 1st 30 days** (you can set the dates) to earn your Going Places sunglasses.



**STEP 11: Earn your Pearls of Sharing.** Complete your first 5 career surveys to earn your earrings. Do your NEXT 5 to earn your bracelet. Add your first qualified team member & earn your necklace.



**STEP 12: Move up the Career Path to Red Jacket** to earn a custom graphic T and get recognized at the next event.



# STEP #1

Complete the Beat the Box Challenge

## BEAT THE BOX



YOU HAVE 2-3 DAYS TO COMPLETE THESE 5 STEPS BY MIDNIGHT ON THE DAY YOUR BOX ARRIVES.

1

**Tell the top 3 most important people in your life**, who love you the most, and support you unconditionally and positively, that you started a Mary Kay business and what you're most excited about. Tell them before your box arrives.

2

**Make a quick dream list.** If you could do anything with your Mary Kay business, anything at all, what are the top 3 things you would love to see happen? Text Alicia your top 3 things before your box arrives.

3

**Download the free app called Voxer.** Text Alicia your VoxerID before your box arrives.



4

**Watch 2 Videos.** Watch 1. the intro to the 12-Step Program (4 minutes) and 2. the YouTube video Alicia will text you. (37 min). Squeeze them in before your box arrives.

5

**Fill out the Product Planning Worksheet** (Alicia will text it to you) and text Alicia your total points before your box arrives. Also set up a time to chat with Alicia - let's try to get it in before the box arrives.



**EARN THIS**

receive this money bag when you complete this 5 step challenge by midnight on the day your kit arrives.



# STEP #2

## Ready Set Sell!

When considering Inventory, there are some helpful resources in your Starter Kit.

1. Ready Set Sell Brochure
2. Product Planning Worksheet
3. Financing Options List - *from Alicia*

**GREAT Start**

**READY, SET, SELL!**

GET GOING WITH THE BEST OFFER EVER!  
JULY 1, 2018 - JUNE 30, 2019



MARY KAY

### NEW INDEPENDENT BEAUTY CONSULTANT PRODUCT PLANNING WORKSHEET

Before reviewing the ordering options featured in this brochure, you may want to complete this product planning worksheet with your Independent Sales Director or recruiter. The worksheet is designed to help you decide how much product is right for you.

1. What are your Mary Kay goals? CHECK THE ANSWERS THAT BEST APPLY TO YOU.

- (A) DESIRED MONTHLY EARNINGS
- \$1,200+ = 4 POINTS
  - \$800 - \$1,199 = 3 POINTS
  - \$400 - \$799 = 2 POINTS
  - \$100 - \$399 = 1 POINT
- (B) SELLING APPOINTMENTS
- 3+ appointments per week = 4 POINTS
  - 1-2 appointments per week = 3 POINTS
  - 2-3 appointments per month = 2 POINTS
  - 1 appointment per month = 1 POINT

- (C) SUCCESS MEETINGS
- I am committed to attending success meetings each week. = 3 POINTS
  - I am committed to attending success meetings twice per month. = 2 POINTS
  - I am committed to attending success meetings when they fit into my schedule. = 1 POINT
- (D) GOALS CHECK ALL THAT APPLY.
- I would like to build a SOLID CUSTOMER BASE. = 2 POINTS
  - I would like to earn the use of a MARY KAY CAREER CAR. = 2 POINTS
  - I would like to become an INDEPENDENT SALES DIRECTOR. = 2 POINTS
  - I would like to earn a little EXTRA CASH. = 1 POINT

2. Calculate your points to determine an inventory\* category for your selling goals.

CHECK THE BOX THAT BEST APPLIES TO YOUR TOTAL

TOTAL POINTS	POINTS	WHOLESALE CATEGORY
<input type="checkbox"/>	13+ POINTS	\$3,600+ wholesale
<input type="checkbox"/>	12 POINTS	\$3,000 wholesale
<input type="checkbox"/>	11 POINTS	\$2,400 wholesale
<input type="checkbox"/>	8-10 POINTS	\$1,800 wholesale
<input type="checkbox"/>	5-7 POINTS	\$1,200 wholesale
<input type="checkbox"/>	2-4 POINTS	\$600 wholesale

NAME: \_\_\_\_\_

\*Purchasing inventory is an individual decision, and it's certainly not a requirement for you to begin your Mary Kay business. We always recommend that you determine what activity level you plan to pursue in your Mary Kay business. Then, if appropriate for your personal circumstances, invest in a level of inventory that supports that activity. If you decide that this opportunity is not right for you, Mary Kay will purchase, at 90 percent of your original net cost, original and unused Section 2 products, as long as these items were purchased by you from the Company within one year prior to return. Please refer to your Independent Beauty Consultants Agreement for complete details.



For Lauchlan Unit HN72

Earn the Mary Kay Pendant when you:

- 1) Complete all 4 videos.
- 2) Answer the questions in this packet on the title page of each session and Vox a picture to Leah.
- 3) Complete the challenges with all 4 sessions listed on this page.

SESSION 1  
**Booking, Coaching and Pre-Profiling**

Challenge: Fill out the Contact List and Vox Leah a picture when it's complete.

SESSION 2  
**Mastering the Flip Chart to hold a MK Party**

Challenge: Print the Flip Chart in color and fill in your I-Story. You take a picture of your I-Story when it's complete.

SESSION 3  
**Team Building**

Challenge: Complete your first 5 Career Surveys with Leah to receive your...



**GET THE PARTY STARTED**  
3.0

To the brilliant Sales Directors Tina Frantz and April Hutchinson who were the brain-children behind this launch, who used endless mental energy and their own resources to produce these very words, document and ideas, who tested it out in sweat equity and who so generously brought it to the MK world. A million thank yous for your investment.

-GMSD Julia Burnett

**EARN THIS**

A printed copy of the Beauty Experience Flip Chart and the Pink Bootcamp Workbook (both in color) when you finish your SAPPHIRE STAR (1800 Credits)

# STEP #3

## Setup Your MK Website



1. Watch my video for some tips
2. Set it up at [marykayintouch.com](http://marykayintouch.com)
3. Send an announcement to everyone you know!



**EARN THIS**  
Fun Stationery to use in your business

# STEP #4

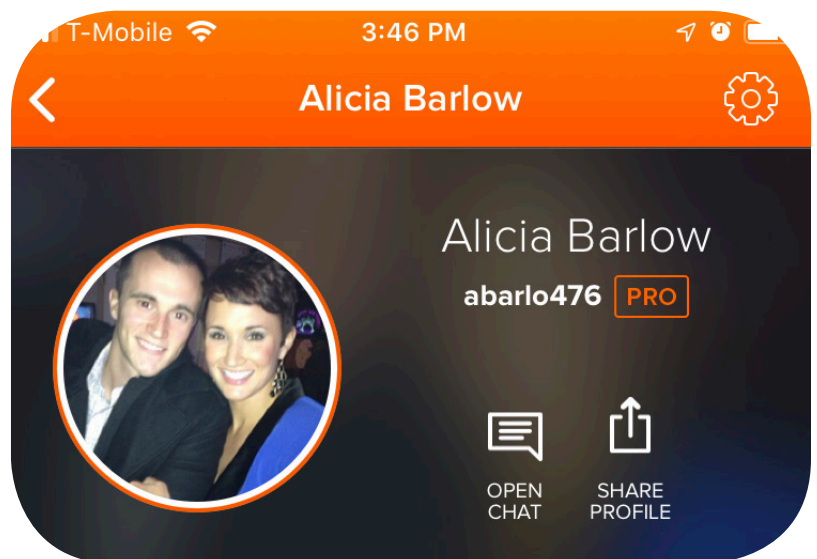
## 21 Day Voxer Challenge



Listen to the 21 Voxer Messages and send Alicia a Vox!



**EARN THIS**  
Wildest Dreams  
Water Bottle



# STEP #5

## Satin Hands Challenge

Have 25 different people sample Satin Hands (came in your Starter Kit) in the next 2-5 days!



Print out the Tracking Sheet and watch the video for some tips and start selling!



**EARN THIS**

Journal when you fill out your tracking sheet and send it to Alicia

# STEP #6

## Get Organized on In Touch

### MARY KAY InTouch®

This community Web site for Mary Kay Independent Beauty Consultants provides 24-hour access to information and services for efficient and convenient management of your U.S. Mary Kay business.

[Haz clic aquí para ver el sitio en Español.](#)

Consultant Number:  Password:

This website is strictly for U.S. Mary Kay Independent Beauty Consultants.

Log in >

If you have forgotten your password or do not have one, [click here](#)

### Log into [marykayintouch.com](http://marykayintouch.com) to:

1. Setup your Email
2. Setup your ProPay account
3. Order your business cards
4. Open a separate checking account



**EARN THIS**

Wildest Dreams Checkbook Cover when you finish all 4 steps.



# STEP #7

## Get Plugged into Your Weekly Meeting



1. Find out all the details for your weekly workshop and schedule it in your planner
2. Read *It's Just How We Roll* document before you attend.



### EARN THIS

\$100 in FREE MK products when you attend your meeting 8 weeks in a row!



# STEP #8

Complete “Pink Boot Camp”!



Complete Pink Bootcamp by watching all four training videos and complete the Pink Bootcamp Workbook.

The training videos are:

1. Booking 101
2. How to have a MK Party
3. Recruiting 101
4. Business Management



## EARN THIS

Case for your tablet when you watch all 4 videos and complete your workbook.

# STEP #9

## Book Your Business Debut

Watch NSD Leah Lauchlan's video about how to hold a rockin' Business Debut!



### EARN THIS

Wildest Dreams Tote Bag when you have at least  
10+ guests at your debut  
*Guests must be 18+ years old*

# STEP #10

## Complete Your Power Start

Hold a Power 6 or higher in your 1st 30 days to complete your 1st Power Start.

Use the Power Program tracking sheet to track your Beauty Experiences.



- ACTIVITY**
- 9 beauty experiences (BEs) or 45 faces
  - 18 career surveys and/or guests
  - \$900 wholesale (sell \$1800 retail)
  - **Weekly Focus:** 2-3 BEs + 5 CSs/guests per party + \$225 ws (sell \$450 retail) per week
  - STAR Level: Ruby-Diamond
- 
- 6 beauty experiences (BEs) or 30 faces
  - 12 career surveys and/or guests
  - \$600 wholesale (sell \$1200 retail)
  - **Weekly Focus:** 1-2 BEs + 3 CSs/guests per party + \$150 ws (sell \$300 retail) per week
  - STAR Level: Sapphire
- 
- 3 beauty experiences (BEs) or 15 faces
  - 6 career surveys and/or guests
  - \$300 wholesale (sell \$600 retail)
  - **Weekly Focus:** 1 BE + 2 CSs/guests per party + \$75 ws (sell \$150 retail) per week
  - STAR Level: Sapphire

**REWARDS**

#PrimedAndReady #WeWillRise

UNLEASHED Area

track your beauty experiences (BEs)

	HOSTESS	PARTY SALES	# OF FUTURE PARTIES BOOKED	# OF CAREER SURVEYS BOOKED	# FACES AT PARTY
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					
13					
14					
15					
16					
17					
18					
19					
20					

month to-date  
keep adding weekly results for month-to-date total

new retail sales  
working toward \$1000 weeks

Century Club reorders

Requirements for POWER PROGRAM Levels

**Epic** ENTREPRENEUR

Earn the custom-made EPIC Entrepreneur Necklace when a New Consultant starts her business with \$3600 WS, OR a Seasoned Consultant builds to \$5000 WS on the shelf.

Earn the Elite EPIC Entrepreneur when a New Consultant pays off her initial investment to zero balance plus \$50k on the shelf, OR Seasoned Consultants/Directors have \$8000 WS on the shelf.



**EARN THIS**  
Your MK Sunglasses when you complete your 1st Power Start

# STEP #11

## *Be a Pearl Girl*

**Watch Leah's video on how to earn your Pearls.**



Earn your Pearl Earrings by doing your 1st 5 Career Surveys with Alicia



Earn your Pearl Bracelet by doing your 5 more Career Surveys with Alicia



Earn your Pearl Necklace when you add your 1st qualified new team member.

# STEP #12

*Move Up to Red Jacket!*

**The Final Step! Move up the Career Path to Star Team Builders (Red Jacket) to earn your #unleashed #bab shirt at the next MK Event!**

