

Bolen's BRAVE Unit

Heather Bolen

How to Run Your Mary Kay Business

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Welcome To Our Unit!



Congratulations and welcome to Mary Kay Inc! I am so excited to be the first to welcome you to the best business opportunity for women in America! You have decided to be part of a Fortune 500 Company, a Best Selling Brand of Skin Care and Color Cosmetics, and one of the Top 10 Companies for Women to Work for, but more importantly, you have joined a company of heart with strong ethical standards. Mary Kay Inc.'s philosophies are God first, Family second, and Career third and the company prides itself on living by the Golden Rule.

I am so glad to have you in our Mary Kay group. There must be a million questions running through your mind right now and I can assure you that this is NORMAL! I was so excited when I joined in 2003. I wanted to learn everything NOW...RIGHT NOW! Be patient with yourself. Your journey in Mary Kay will be one of both personal and professional growth. I encourage you, first and foremost to be a good student. You can learn all you need to know about make-up in one day, but you will spend years learning about yourself and others, attitude management, time management, money management, etc. It does take time to build a business, you won't get rich over night, but the journey to success is well worth it!

Your journey will be both exciting and rewarding. While I am interested in your financial success (the dollars you sell and the people you add to your team), I am equally interested in the person you are becoming on this journey through life!

There is a simple system of learning to help you succeed, beginning with this packet! Your weekly success meetings and new consultant trainings are your first baby steps. They should NEVER be missed! An enormously successful communication network is in place for you as well

"You are where you are by the choices you have made or have allowed others to make for you." Congratulations on your choice! I am thrilled that you have chosen to work with me!

YOUR Sales Director,

Heather Bolen

Checklist For New Consultants

Welcome to your New Consultant training! Please don't forget to let me know when you complete challenges or trainings, as you may be eligible to receive amazing prizes!!!!

If you haven't already...below are some other 1st step action items you may want to do:

- Assemble your Starter Kit. Take all retail products out of the boxes and put everything but the foundations in your demo roll-up bag for you to use at your classes. Put the foundations in a zippered bag in your starter kit bag.
- Put together your demo and display roll-up bag to use at your appointments. Refer to page 13 called "Demonstration Products", so you know what products to pull off your shelf and put in your travel roll-up bag.
- Go to www.marykayintouch.com to purchase your WEBSITE (you want your website address on your business cards). You get 50% off your website if you get it ordered within your 1st 6 wks as a new consultant.
- Order your Business Kit from MK Connections (business cards, reorder labels - I recommend the tent style of business cards). Their website is www.mkconnections.com
- Complete your Advanced Color Consultant Workshop on Mary Kay Intouch to learn foundation and color application.
- Complete your Advanced Skincare Certification on Mary Kay Intouch to learn which skincare systems we have and how to recommend to your customers.
- Complete MK University on Mary Kay Intouch to be well-grounded in all aspects of your business.
- Take all of the products that you do not already use out of your inventory to use yourself. The more products you use yourself, the more you will sell.
- Purchase the extra supplies if you do not have these already: cotton balls, q-tips, hairclips, pens, calculator. You will need these for your appointments. Keep all of your receipts. This is a business expense, therefore, tax deductible.
- Do a Weekly Accomplishment Sheet online and submit to your director (ME) for all sales. After your debut kick-off party and first facials. See the "New Consultant Questions and Answer" page 11 on how to do this and why.
- As you begin facialing women enter current customers, family and friends who have bought up to this point into the "My Customers" database on the Intouch website. This allows you to do easy PCP enrollment, see "New Consultant Questions and Answer" page 11.
- Pro-Pay - Learn about this tool and sign up for processing customer's credit or debit cards on your Mary Kay Intouch website. See "New Consultant Questions and Answer" page 11. NEVER give product without being paid for it!

General New Consultant Info

Pink Bootcamp Roadmap for Success

It helps you to focus on what is important RIGHT now!! Stay focused on this and keep it in front of you daily so you know where you are. Great goal for your first 60 days to get this completed. Plus a TON of awesome prizes you can win by focusing on this training! I have pre-recorded training phone calls AND videos for you to watch. They are Welcome, Booking, Coaching, Selling, Recruiting and Time and Money Management. They are FABULOUS training. There are attachments that go with each that can be printed. Please see my website heatherbolenmk.com for all the Pink Bootcamp training numbers and handouts.

Mary Kay Dallas Head Quarter's Consultant information phone #:

800-272-9333 call this # for ALL questions..... that is what this is for! The company is wonderful and available for YOU from 8:30 a.m.-5 p.m. M-F
(Canada phone 877-411-MARY)

Appearance and Image

You only have 1 time to make a good first impression

Good, dependable, responsible, and sharp looking

Look in the mirror and ask yourself, "Would I buy cosmetics from me?" If not, fix it! 😊

Mary Kay dress-skirt and hose at all company events and Success Nights/Guest Events

Monday Night Live (MNL)

Our Success Nights are vital to your success in your business! Those who "show up ,truly go up!" Dress is dressy (skirt and nice shirt) for MNL. Guests are always welcome and usually make your girls night more profitable! It is a time for girls to be pampered and enjoy some "me" time for themselves. I love kiddos, but MNL is not the place for kiddos, so you may communicate that to your guests if they should ask 😊

Consultant Training Call

Only lasts 30-45 min!!!! Once a month, on a Sunday evening at 8:00 cst, we have different directors training on a variety of topics. The call is live and NOT recorded! There is NO need to announce yourself or say anything! Please get on before we start, as a beep occurs when people get on and it is disruptive if we've already started! 515-739-1015 access code: 385-002-247#

Active vs Inactive Status

In Mary Kay, we have a term called active vs inactive status. You are active after a \$225 order or more for that month plus the next two months. Active simply means it doesn't matter if you order 1 item or 20 items you still receive your product discount of 50% off. If you become inactive, you are still a part of our Unit, you are NOT kicked out 😊 However, the NEXT order you place, whenever that may be, will need to be at least \$225 wholesale (\$450 worth of products for your cost of \$225) to regain your active status.

General New Consultant Info (CONT.)

Email and Facebook

I communicate primarily with Email and on our Unit Facebook page (Bolen's Brave Unit, if we aren't FB friends, please request me and I'll add you). Checking your email and truly reading it DAILY or at least every other day is vital to you knowing what is going on!

Attitude:

Be around people who make you feel good. Make a list of friends- those that make you feel better when you are with them, those who make you feel so-so, and those who always put you down or make you feel less important...Make adjustments!

Manage and Service Customers - PCP Program

Enroll customers in PCP (Preferred Customer Program) each quarter (.70 cents each). Enter each customer's sales ticket after their purchase into "My Customers" on the Intouch website. See "New Consultant Questions and Answer" page on how to do this.

Business Organization

FOLLOW UP is the name of the game: 2+2+2

Follow up in 2 days to see how many compliments they are getting on their new look, 2 weeks for their glamour appointment, then 2 months to check to see how they are doing on their product - check for re-orders

Important Terms

- Facial – 1 person
- Double Facial – 2 people
- Skin Care Class, Makeover Party, Glamour Party – 3-6 guests

Perfect Start vs Power Start

- Perfect Start 15 faces in 15 days; 2 wks to do 15 faces, earn PS pin
- Power Start: 30 faces in 30 days; 4 weeks to do 30 faces, win Crystal PS pin
- No quota, no assignments, but a Great Goal!
- Will start your customer base
- You'll begin making money
- You'll see how your inventory will 'really' sell
- You'll become more confident
- You'll learn a lot
- You'll become a professional
- Decide which "Start" is best for you, decide on date to start - call me!

General New Consultant Info (CONT.)

Pearl Program

Marketing calls/Pearl Program - Get your customers from facials and parties on our recorded marketing call OR face to face with me, your director, for a practice interview/career chat as soon as you facial them! Don't think that they have to be someone that wants to sign up, just someone that is willing to help you with your training/contest!! It helps you with the Pearl Program and earning your FABULOUS set of pearls!

Offers and Discounts through Mary Kay:

T-mobile

Chase Visa Credit Card offer (cash reward points)

Kinko's Discount Card

Dell Computer Discount

Star Consultant Program / Wholesale Production in a quarter

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

Mary Kay Quarters throughout the year:

1st Quarter: June 16th-September 15th (Canada July 1-Sept 30)

2nd Quarter: September 16th-December 15th (Canada Oct 1-Dec 31)

3rd Quarter: December 16th-March 15th (Canada Jan 1-March 31)

4th Quarter: March 16th-June 15th (Canada April 1-June 30)

3 Major Events per year:

Fall Retreat-October-Kansas City Airport Marriott (hosted by our National, Pam Ross)

Mary Kay Seminar-July-Dallas, TX

Mary Kay Career Conference-Usually in March or April

Reminders to let EVERYONE know you are in business:

Change voicemail on cell phone or possibly home phone representing yourself as a Mary Kay Consultant
MK Sticker on your car

Place Look Books and business cards in your car, purse, and at work

NEVER post anything NEGATIVE about Mary Kay on Facebook!!!!!! If you are having trouble with your business, Facebook AND Unit Meetings are NOT the place to discuss this! A private phone call with your director (ME) is the place to discuss this!

How Do Goals Effect Our Attitude

"It's hard to get anywhere if we don't know WHY!"

Why set goals?

1. Things begin to happen.
2. Goals make you feel good about yourself.
3. Goals provide an attitude adjustment.
4. Goals establish self-discipline and motivation.
5. Goals give you direction and purpose.
6. Goals take you where you want to go.
7. Goals create good habits.
8. Goals prevent you from allowing others to control your life!

How to Set Goals

1. Be specific!
2. Aim high to have butterflies!
3. Create visuals EVERYWHERE!
4. Involve your family!
5. Pick someone to emulate.
6. Define where you are in your life.
7. Determine what you are capable of doing in one day, one week, one month.
8. Write in detail and talk to the appropriate people who believe in your goals.
9. F.O.C.U.S. (Follow One Course Until Successful) on your goal daily.
10. See them happening!
11. Keep your focus.
12. Quitting ISN'T an option.
13. Set another goal IMMEDIATELY!

Heather's Top Reading List

1. The Mary Kay Way by Mary Kay Ash
2. Mary Kay's Autobiography
3. 21 Irrefutable Laws of Leadership by John C. Maxwell
4. Go For NO! by Richard Fenton & Andrea Waltz
5. Who Moved My Cheese? by Spencer Johnson, M.D.
6. The Dream Giver by Bruce Wilkinson

New Consultant Questions and Answers

What are the most important things to concentrate on?

Work towards being a Star Consultant - Ask me where you are and how much longer we have left in the quarter. We can figure out a plan.

Open 2 bank accounts to manage money correctly. TELL me if you don't understand this, it's REALLY important!

Who will be your 1st team member?

Pink Bootcamp

HAVE FUN!!!

How do I enroll my customers in PCP (Preferred Customer Program)?

Mary Kay Intouch website-Business Tools-My Customers-New Customer

Once your customers are entered in to your customers you will enroll them in the PCP program 1 time a quarter to receive a new look book from the company.

Mary Kay Intouch website-Business Tools -Preferred Customer Program-Enroll Customers

You only have to enroll customers once a quarter. The reason to do this versus sending your customers look books mailed from you, is because it is about ½ the price for the company to mail it for you instead of you buying the Look Books and then mailing them at the post office.

(I remind women via email when the deadline is to enroll customers for PCP.)

How do I set up a Pro-Pay account?

Mary Kay Intouch website-Ordering-ProPay-Sign up

866-573-0951 Customer service

Why sign up for Pro-Pay? Many customers pay with a debit or credit card and this allows you to process cards and the money will then be deposited in your checking account. It is \$39.95 to sign up, and it can be split into 3 different payments. There is a small percentage deducted from each total you submit like 3%, because it is a banking institution. But, I believe, so worth it because I believe you will find about 80% of your customers pay with debit or credit card.

How do I submit my Weekly Accomplishment Sheets when I have sales?

Why submit weekly accomplishment sheets? It saves you LOTS of time at the end of the year on your taxes. Instead of having to add up each individual sales ticket, you can simply print off a report for everything you have sold, given away as hostess gifts, or used as a giveaway in general. It also is how I know to recognize people at our meetings and in our newsletters for their sales.

Mary Kay Intouch website-Business Tools-Weekly Accomplishment Sheets-Enter Weekly Accomplishments

(VERY Important on the final step of step 6, you will need to hit Submit to my Director)

New Consultant Q's and A's (Cont)

How do I order my Business Cards?

Mary Kay Intouch website-Ordering-MK Connections-Business Marketing MK Connections

There are business kits available to new consultants that are less expensive than if you just buy items individually. It is totally up to you. I do recommend “tent style business cards” and the product re-order labels so people know to call or email you when they run out of their products! Keep in mind if you are a STAR consultant, you usually have the option to choose a MK Connections gift certificate as a prize from the company.

How To Pack A Starter Kit

What should you take to your Skin Care Class?

1. Work from a Travel Roll-Up Bag
 - a. First Pouch: TimeWise Miracle Set
 - b. Second Pouch: Microdermabrasion
 - c. Third Pouch: Make-up Remover, Mascara, Primers
 - d. Fourth Pouch: CC Cream, Concealers, Under-eye Corrector (Put foundation in a mesh bag like what your mirrors are in)
2. Prep your mirrors in their mesh bags
 - a. Make sure you've used Windex to clean your mirrors EVERY TIME!
 - b. Put in a plastic tray
 - c. Put in mascara wand and eye applicator
 - d. Put in disposable washcloth
 - e. Put in 2 cotton balls
3. Extra Supplies
 - a. Pens
 - b. Customer Profiles
 - c. Sales Slips
 - d. Headbands - just make sure to clean between uses!

Demonstration Products To Write Off

1. A couple full-sized lip glosses (cheaper in the long run to demo full size)
2. Classic Blonde Brow Pencil
3. Eye Primer
4. A couple of crème eye shadow colors (ex. apricot twist and beach blonde)
5. 3-4 cheek color shades
6. Under Eye Corrector
7. Firming Eye Cream
8. Microdermabrasion Plus Set
9. Foundation Primer
10. Finishing Spray
11. Translucent Powder

Pink Boot Camp Calls

Complete in 30-60 days from starting your Mary Kay Business to earn TONS of prizes from ME! My website is heatherbolenmk.com

1. Welcome/Goal Setting

Number: 605-475-4099

Code: 951038#

Reference: 2#

Action Items:

- * Print off Bolen Pink Bootcamp Roadmap to Success.
- * AND, share with me your goals, I would LOVE to cheer you on!

2. Booking

Simply copy and paste this and it should take you to the recording

<https://soundcloud.com/user-943315511/booking-with-auri-hatheway>

Action Items:

- * Print off the attached documents to go along with the call (on my website)
- * Locate scripts from me for Perfect Start/Power Start and prepare your list of contacts

3. Coaching

Number: 515-604-9009

Code: 416414#

Reference: #

Action Items:

- * Print off the attached documents to go along with the call (on my website)

4. Selling

View the video on my website heatherbolenmk.com under Pink Bootcamp tab

Action Items:

- * Print off the attached documents to go along with the call (on my website)
- * Print off 6 copies of "Build a Bag Closing" and laminate
- * Print off hostess plan from my website (several to choose from, pick what you would be a hostess for)
- * Write on index cards the steps to a proper closing:
 1. Close the sale with the "Build a Bag Closing" by asking the following questions: Did you have fun? What was your favorite part? How does your face feel? If money were no object what set specials would you love to take home today? What do you feel most comfortable taking home today?
 2. Book her 2 wks later for her follow up glamour/hot date look. Write it down in your datebook. If you need to use the tentative date booking approach do so.

Pink Boot Camp Calls (CONT.)

3. Tell her what and how she can earn for FREE (that she wanted but didn't get today) if she invited friends. Give her a hostess packet with recruiting info in it. Explain our hostess credit.
4. Book her for a Pearl Girl call and write down a time in your datebook, let her know you will be texting her the day before to remind her.

5. Recruiting

Number: 605-475-4099

Code: 951038#

Reference: 1#

Action Items:

- * Print off the attached documents to go along with the call (on my website)
- * Set up your first 10 Pearl Girl Calls

6. Time and Money Management

Number:641-715-3900

Code: 547447#

Action Items:

- * Print off the attached documents to go along with the call (on my website)
- * Print off a "Weekly Plan Sheet" under Training tab and then Time Management
- * Set up your 2 bank accounts

National MK Skin Care Survey

21 Day results and \$21 Gift Card at Personalized color appt

Name _____ Date _____

Consultant _____

Skin Care Line chosen for the survey:

TimeWise Miracle Set _____ TimeWise Repair Line _____

Botanical Skin Care Set _____ Clear Proof Skin Care Line _____

How does your skin feel TODAY:

How does your skin feel 21 days later:

How does your skin look TODAY:

How does your skin look 21 days later:

What do you like about this skin care system compared to what you currently use:

Biggest benefit to using this skin care line 21 days later:

Date set for 21 day follow up Personalized Color appt & \$21 Gift Card _____

Interested in inviting a few friends to help gather more surveys and earn FREE products yes _____ no _____

Foundation Matching

Finding the Right Shade

First, ask these 3 questions

1. Do you burn, burn, burn? If yes, pink undertone.
2. Do you burn the 1st time out and it turns into a tan quickly and then tan the rest of the summer? If yes, yellow undertone.
3. Do you NEVER burn? If yes, olive undertone.

Look at the Foundation Shade

Foundation Shade Undertone Chart for TimeWise® Liquid Foundations

Category	Yellow	Olive	Pink	Golden Orange	Warm Brown
Ivory	Ivory 2 Ivory 4	Ivory 5	Ivory 1 Ivory 3 Ivory 6 Ivory 7		
Beige	Beige 1 Beige 2	Beige 4 Beige 6 Beige 7	Beige 3 Beige 5 Beige 8		
Bronze	Bronze 1 Bronze 6		Bronze 2 Bronze 4	Bronze 3 Bronze 5	Bronze 7 Bronze 8

1. Decide if she is Ivory, Beige or Bronze.
2. Then find the column with her correct undertone.
3. For example, if she is a light ivory with a pink undertone, you would select Ivory 1, Ivory 3 or Ivory 6.

Who Should I Invite To My Debut?

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

- _ from your old job?
- _ from school or college?
- _ you know from your favorite sport or hobby?
- _ from your child's activity
- _ from your church?
- _ from community activities?
- _ from whom you rent?
- _ to whom you sold a house?
- _ that you met through your husband/significant other?
- _ who checks you out at the grocery?
- _ who helps you at the cleaners?
- _ that you met on vacation?
- _ who checked you in at your last hotel?
- _ who gives your child lessons?
- _ who cuts your hair?
- _ who leads the PTA?
- _ Girl/Boy Scouts?
- _ who works the desk at the health club?
- _ who booked your last vacation?
- _ who sells baskets? candles?
- _ who bought a house last on your street?
- _ who is your bank teller?
- _ who is your florist?
- _ who was your nurse at the office/hospital?
- _ who was your maid of honor?
- _ who is your cleaning lady?
- _ who you met in grocery/bank line?
- _ who was the bride you saw in the newspaper?
- _ who is your child's/your friend's child's teacher?
- _ who is the secretary at your work/school?
- _ who sells you your clothes?
- _ who sells you your shoes?
- _ who sold you your glasses?
- _ who is the wait staff at your favorite restaurant?
- _ who you met at your last business luncheon?
- _ who helped you at the last jewelry store you were in?
- _ who helped with your last decorating purchases?
- _ the last salesperson to give great service?

Add Your Own!!!!

Grand Opening Agenda

(Open House, Anniversary Party, Debut) (Must be over 18 to attend)

Give tickets to everyone as they walk in the door for coming and being on time. Each person will need a baggie to hold all their tickets. Satin Hands for everyone who is early and ON TIME. If they are late, they can do Satin Hands at the end of the event.

*They get tickets for everything! For coming, eating, drinking, buying, booking, satin hands, etc.
I bring the tickets with me.

After Satin Hands, guests get something to eat & drink and then go to look at everything on display: Guests check out products on display (you will want to have a very pretty display of the products). The display table needs to be in the same room that the guests will be sitting in. Your guests should be able to see the table - browse, look & smell. Prices should also be shown with the products. Maybe little cards in front of each, showing their cost. This is where you can show your creativity! You can use pretty fabric, boxes to get some height on the table, candles, anything to make the table look really inviting! Feel free to ask for help if you need it!! The special for that day for purchasing at your Grand Opening, will be a 10% discount.

Products to display: Miracle Set (in bag), TW Repair Set, Basic TimeWise Set, Micro set, Firming eye cream, Botanical set, Serum C set, Clear Proof Set, satin lips, satin hands, mineral foundation w/ brush, face in a case- filled with a warm look, brush set, oil free eye makeup remover. Anything else you want to put out is fine, but these are your basics.

After guests eat a little and browse a little, then they gather in the family room. (Or, wherever you will be able to fit the most people) **DISPLAY TABLE NEEDS TO BE IN THE SPACE THAT WE'RE SITTING AND GOING THROUGH THE PRODUCTS AND AGENDA!!**

~ Introductions – (Consultant)

Thank everyone for coming

Introduce your recruiter and me!!

Explain the purpose of debut- this is your Grand Opening/Celebration!!!

Explain the tickets- door prizes at the end.

~ Product Show (Heather to handle this part)

*Consultant- in charge of getting the profiles handed out w/ the sales receipts.

(They will need pens to write with and mini clip boards or magazines really help)

Have everyone fill out their customer profile card, give them tickets when it's completed

Beauty books (NOT Look books) to all guests

Debuts top 6 products, answer questions.

Guests fill out their sales slips.

The Special today is 10% off!!!! AND, for every \$10 they spend, they get a ticket!!!

(During the next part of the Grand Opening, the New Consultant and Recruiter fills the orders as quickly as possible. You will have about 15 minutes while the next game is played.)

Grand Opening Agenda (CONT.)

~ Ticket Booking game/Heather

Working on a Power Start – Heather explains how the guests can book and help the consultant.

*Consultant, have a chart (the next month) on a clipboard that I can pass around with blocks of times that you can schedule your parties over the next 4-5 weeks or your datebook ready with time slots highlighted that you are available for facials.

~ Survey close sheet – Heather

~ Drawings for guests/door prizes.

*Consultant - you will want to wrap up 1 door prize (\$10-12 retail) for each 5 women who RSVP. Remember, PRESENTATION is everything!

~ Thank everyone for coming, close out any orders, eat some more and we're done!!!

If they bring a guest or two, OVER 18, then you can over them a small gift for this... You can roll up gift certificates with a ribbon or mini Satin Hands crème and chocolate.

Grand Opening Invitations

Needing invites for your Grand Opening or Business Debut? Check out heatherbolenmk.com under the New Consultant tab for printable postcards to send to your guests.

Grand Opening Details

Grand Opening details

I have learned through the years, what works and what doesn't with the important steps for a Grand Opening.... Even with Facebook and texting, it is **imperative** that you follow these "true & tested" steps to make sure you are not disappointed with the results of your Grand Opening!! :))

1 - MAIL, YES SNAIL MAIL your personal invites to EVERYONE you know within an hour of driving time. FACEBOOK NOTIFICATIONS AND TEXTING DO NOT COUNT FOR THIS STEP!!! You can find printable postcards available at heatherbolenmk.com under the New Consultant tab.

2 - Start calling everyone on your list, the day of the RSVP to start confirming your yes's and no's. (FACEBOOK AND TEXTING DO NOT COUNT FOR THIS STEP! :) That is why we need the RSVP date out at least a week before your Grand Opening, so you can personally CALL, WITH YOUR PHONE, everyone on your invite list!!

3 - Now you can start texting and Facebooking, ONLY AFTER ALL PHONE CALLS ARE MADE!!

4 - Because of the food, you need to know who is really in and who is out... Please be nice, but firm that it's kinda like planning a small dinner party, you really need to know who is able to attend.

5 - Texting and calling should be going on, up until the day before the event. Last minute "yes's" are a great thing, so keep calling and texting until you have up over 12 RSVPs, do not stop until you have 12 confirmed, so you have a minimum of 10 walk in!!!

6 - It's all about the numbers with this, invite everyone you know, have a goal of how many you want to attend and keep the action up, until that goal is met!!!

7 - Keep me and (your recruiter) in your loop, we need to know how the progress is going. We bring stuff too, so we need to know how it's coming together for the team effort!!!

8 - It is CRITICAL that your guests know that this is a 'set' agenda, not a stop and shop, so the best way to convey this is to say on your invite that "Games begin at ____pm sharp"!!! That way they know to be on time!!!

9 - Your display table MUST be within reaching distance of me doing the presentation, in the same room that everyone is sitting. Remember, NO facials or makeovers at this event, this is a party, the more the better!!! This is an ANNOUNCEMENT party, you will have some snacks/desserts/pink punch, whatever you think is good!!! It's all about the fun, easy finger food, being on time and introducing your new business with Mary Kay!!!

10 - HAVE FUN!!!!

Grand Opening No Show Scripts

Calling and texting those you have sent invites to prior to Grand Opening:

"Hi _____!! I am super excited about my first party _____ at _____! It is going to be so fun! We are not doing anything on your face, all on the backs of hands. We are going to have NEW products there and colors to show that are IN right now! I want to make sure and have your gift ready! Are you able to join me and if so what is your favorite lip gloss color? Pinks, Neutrals, or Berries? It has to do with your FREE gift from me!"

After your Grand Opening for those who couldn't come, this is what you can say:

"Hi Betty, I am so sorry that you couldn't attend my Grand Opening, but totally understand how busy everyone is... There is another way you can still help me with my training though, I need faces for my first challenge in MK and it would be sooooo awesome if I could borrow your face. You may come to my house solo or bring a friend or two, if you would like! Or, I can come to your house, whatever is easiest for you! The more faces I do, the more credit I get for my training! I have this Friday night at 7pm open or Saturday at 2pm, which one would work best for you? And for helping me with my training, I will have a special gift for you and your guests that you bring along! Thank you so much for helping me!"

***The gift can be a cute, small goodie bag of samples and candy and fu-fu. Or, an eye shadow of their choice, OR a \$10 gift certificate OR whatever you think is cute, but small!!!**

MARY KAY WEEKLY PLAN SHEET/HOJA DE PLANEACIÓN SEMANAL MARY KAY

NAME (NOMBRE): _____ WEEK OF (SEMANA DE): _____

	SUNDAY (DOMINGO)	MONDAY (LUNES)	TUESDAY (MARTES)	WEDNESDAY (MIÉRCOLES)	THURSDAY (JUEVES)	FRIDAY (VIERNES)	SATURDAY (SABADO)
6:00							
7:00							
8:00							
9:00							
10:00							
11:00							
12:00							
1:00							
2:00							
3:00							
4:00							
5:00							
6:00							
7:00							
8:00							
9:00							
10:00							

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Sample Master To Do List

(New Consultant)

6 Most Important Things To Do list is pulled from our master list each day
(3 High Priority/3 Medium Priority)

HIGH (people)

- Call or text or private FB message _____ (30 of the 150 names on your list) using script for your NEW CONSULTANT SCRIPT (to do your Power Start - 30 Faces in 30 days) located at www.heatherbolenmk.com
- Invite 5 of your most supportive friends to attend your weekly meeting with you.
- Call & Research banks to compare rates for inventory.

MEDIUM (paper or process that supports the people)

- Decide Business Debut Date (dependent on inventory)
- Print off invitations on www.heatherbolenmk.com
- Mail out or hand deliver 75 for 15 attendees.

LOW (delegate)

- Once you decide each system, it can be delegated.

(Seasoned Consultant)

6 Most Important Things To Do list is pulled from our master list each day
(3 High Priority/3 Medium Priority)

HIGH (people)

- Follow up with hostesses for this week (list names). Pre-profile if she is a weak hostess.
- Invite (list names) for weekly meeting or event.
- Follow up or initiate bookings with (list names).
- Follow up or schedule interviews with (list names from recruiting layering sheet) located at www.heatherbolenmk.com. If booking or interview attempt fails, see what products she needs.
- Call regarding booth for festival or to be guest speaker at school, sorority, civic group, etc.

MEDIUM (paper or process that supports the people)

- Place product order
- Redesign my table setting for upcoming holiday
- Decide on upcoming holiday specials & how they will be communicated

LOW (delegate)

- Add profiles of new customers to InTouch.
- Add sales tickets from previous week to InTouch (or paper system)
- File receipts from week for taxes.
- Fill outside orders from classes to be held this week.
- Pack inventory bags for classes.
- Create goodie bags for classes/clean mirrors.
- Assemble 20 hostess packets & 20 recruiting packets.
- Label products, rotate old to new, front to back.
- Follow up with customer service rotation calls to customers.

Booking General Info

- Where do you find people? Grocery store, department store, dry cleaners, bank, pharmacy, offices, hospitals, anywhere there are people. Carry goody bags with you in your purse or bag so you are ready. In the goody bag put 2 samples, and a couple pieces of candy along with your business card. When you are willing to open your mouth and chat with people you will never be out of names and numbers.

- Make a list of EVERYONE you know RIGHT now with skin on their face WITHOUT prejudging. Call them!!! IF you are afraid to call them, call me first so we can go over what to say!

Texting and Facebook are good for many parts of Mary Kay, but to get the first booking, we believe in the good old fashion call!

- Book from current parties: (This is the EASIEST way! So, get good at this!) Listening to the Linda Toupin CD Long Term Success will help you to get very good at this. Everyone at party should have a “second appointment.” We call it the “hot date” look. It is where they get to try more in depth color, other than just the typical one eye shadow, cheek color, and lip gloss. So the goal is to book everyone you facial for a “hot date” look. They get to have their custom look designed just for them based upon their hair color, eye color and skin tone. Once the “hot date” look is set, it's really easy for them to see how if they have friends join them for their hot date look they can get some free goodies too.

- Referrals-Don't forget to play some sort of name game-either the Desert Island game or use tickets to have them share girlfriends! Expect it. Don't be afraid to call them using the referral script! You will find that sometimes it's easier to call people you don't even know than it is to call the ones you do!

- **Understand the NUMBERS!! We usually have 5 parties hold when we have 10 for sure YES' to something.** So invite accordingly! Follow up the day before a facial or party is crucial! **A text is fine** in this case because you already have the booking. Do not say, “just confirming” but **INSTEAD** say Hi _____!! Can't wait to see you tomorrow at _____! Your microdermabrasion treatment and fall trend color appointment will be so fun! I have your free gift for you but wanted to ask you, do you like pinks, neutrals, or berries? It has to do with your free gift! Also will you be bringing friends or coming alone? Either way is great with me! Can't wait to see you tomorrow!

- The BEST thing you can do for your business is to set aside a time each week to BOOK! It needs to be a QUIET place, no kids, just you, your datebook, and your phone. Treat yourself to a pop, or a coffee while you are booking. Whatever gets you in the mood to get on the phone. It is SOOOO important to make time to do this, and to attempt to make it the same time each week. You don't have to work Mary Kay, daily or even 10 hours a week. But, I am a FIRM believer that if you will treat your Mary Kay business like a REAL JOB, (get on the phone when you are supposed to, stick to offering people the same time each week on when you want to hold appointments, have childcare figured out during those times, if you have kids, and do this with CONSISTENCY each week, your Mary Kay business will pay you MORE than your “REAL” job. You don't have to offer people all kinds of times to hold appointments. You can simply say, “I work Mary Kay Monday evenings, and Saturday morning? Which would work better for you?”

Booking Those First Appointments

1ST STEP

Make a list of all the people you know with skin on their face (This is your list for mailing out Debut Invitations)

2nd STEP

Schedule your Grand Opening or first party with your recruiter

3rd STEP-MOST IMPORTANT STEP!!!

FOLLOW UP CALLS AFTER YOUR DEBUT (All calls less than 5 minutes, don't keep on phone too long)

Follow up calls to family/friends who could not attend debut This is what you are going to say...

Hi Sally, this is _____, and you are never going to guess what I've done!!! I am soooooo excited, and a little nervous, but soooooo excited. I am a brand new Consultant w/ Mary Kay and I need faces for my training. The more faces I do, the more credit I get for my training. May I borrow your face for training purposes? Great!!! Now my deadline for my goal is _____ and I promise to give you a really special gift for helping me out! Are days, evenings, or weekends best for you? Great! I have a 7:00 on Thursday night and a 2:00 on Sat., which one is better for you? Now, I can come and just do you at your kitchen table or if you would like to share your appointment w/ a friend or 2, I can do 3 faces just as easy as I can do one...But the more faces I can do, the more practice I get and the more credit I get for my training. Either is fine with me, which do you think would be better for you? GREAT!!! But, remember I'm coming for you, so IF your friends show up great, but if not, that's o.k. too, because I'm coming for you!!!! Send her a text after you get off the phone thanking her and letting her know when you will be there so she can get on her calendar.

Booking: The Numbers - What You Can Expect!

Something that will help you from the very start in this business is to learn what we call “the numbers”. This simply means how many people you must contact in order for you to achieve your goal. A lot of people come into this business and get discouraged because appointments postpone or guests don’t show up, etc. Well, that happens to all of us. Learning the numbers will teach you how to compensate for postponements, no-shows, etc., so you will overcome this and have MORE FUN! The postponements and no-shows will get rescheduled and on your books for the future, but you will still have the activity you need now so that you achieve your immediate goals.

Now, why do we say this? Are we pessimistic? Do we not believe what people tell us? No. It is just that experience shows us that even though they may have good intentions of coming to the event (whether it be a skin care class, glamour shots, career breakfast, lunch, etc.) things come up that prevent them from actually showing up. Sometimes people are just afraid to tell you “no” so they say “yes” and then don’t come. Yes - it happens! So-if you assume that this is going to happen and you compensate for they numbers, you will always be in business and you can save yourself a lot of disappointments.

Here are “the numbers”:

BOOKINGS - You will need to book 8-10 classes to ensure that 5 actually hold on the original date. You might ask 15-20 people to get 8-10 to book an appointment during the time frame that you want the appointment to hold.

GUEST FUNCTIONS / SKIN CARE CLASS GUESTS - You will invite 10 to get 5 to say “yes.” If 5 say “yes,” then 2-3 will show.

RECRUITING INTERVIEWS - You will need to interview 5 people to get 1 recruit who is ready, willing and able. This means that some may want to do it, but they may be going through a personal situation and cannot get started now. If you want to build a team now, take control and work the numbers to get the people who actually get started now. You will ask about 3-5 people to get 1 interview to hold.

Now, please remember that these are GENERAL numbers and that sometimes you may be pleasantly surprised when you have better numbers. Occasionally you may have worse luck, but if you always work these numbers you will take control of the outcome of your business and achieve your goals. So, when you set your goals to do your Perfect Start, how many people will you talk to???

PERFECT START....Book 8 classes to hold 5

Bubble Sheet

Contact Tracker



= contact attempted, but no contact made



= contact made, and no booking obtained



= contact made and booking obtained

1 sheet completed each week = Team Leader in 6 months

2 sheets completed each week = Team Leader in 3 months
and Free Car in 6 months

3 sheets completed each week = Team Leader in 2
months, free car in 4 months, and Director in 6 months.

(See explanation below)

* When texting, you must get a response to count it as an attempt

Explanation: Numbers are based upon contacts who are 21 or older (unless married), who are quality prospects. You should obtain at least 10 bookings per completed sheet.

The Only Booking Script You'll EVER Need...

The Only Booking Dialogue you'll ever need.....

"Hi _____. This is _____ calling! Do you have a quick second?"

"I'm so excited about a decision I've made. I've decided to

- 1) build my own business with Mary Kay Cosmetics
- 2) raise money for the Mary Kay Ash Charitable foundation which supports research into the cancers that affect women
- 3) promote myself up to mid-management
- 4) blitz my business this week (month)
- 5) take my Director's challenge

What I need to do is:

- 1) get opinions from 15 women of my presentation and products over the next 2 weeks
- 2) hold 20 classes this month so I can reach my goal of \$_____ in donations
- 3) give Mary Kay company information to the five sharpest women I know this week.

Is there any reason you could not:

- 1) let me borrow your face and your opinion? I'll have a great gift for you.
- 2) Allow me to pamper you and some friends with a hand treatment, a skin care analysis and a color consultation? I'll have a great gift for you, plus you can get free products!
- 3) Get together with me later in the week over a coke or coffee and let me share the information with you? I'll have a nice gift for you for listening. It may be for you or it may not, but you have nothing to lose to listen.

When she says "yes," then immediately give her two choices of appointments...I have Tuesday night or Saturday morning available. Which works better for you?

Once you have scheduled a specific time, then add, "_____," I also need the opinion of women I don't know. Is there any reason you couldn't include 2 or 2 women I don't know? In fact, there is a way for you to get free product by doing this!"

"Great, I will call you tomorrow and get the names and telephone numbers of your guests. I need to call them in person so that I can get advance information on their skin types and skin care needs."

Booking Tools

Calling someone you know when you are NEW:

Hi _____! This is _____! I am super excited! I have started my own Mary Kay business! I don't know what the heck I am doing yet ☺ but I need to borrow your face because I thought u would be forgiving! You don't need to buy anything, it only takes about 40 minutes, super informal, and I would have a free gift for you! We can do my house or yours, whatever is easiest! I was going to see if I can borrow your cute face to practice on?

After she says yes, give her 2 time choices that you have available ☺

Calling someone you know when you are not NEW:

"Hi _____! This is _____ do you have a quick minute? As you may or may not know I am doing Mary Kay and have just been issued a challenge from my Director! ☺ I have been challenged to see _____ faces by _____! It is super simple, you get to try some quick skin care and dash out the door glamour! It will only take about 30-45 minutes and I will have a free gift for YOU! I was just going to see if that would be something I could borrow you for? ☺

After she says yes, I have _____ available or _____. Which would work better for you? Great I will text you the night before to remind you and see if you want to have a friend or two join you! You can let me know then! Thanks!

Facebook message (maybe haven't talked to or seen the person in a while):

Hi _____!!! I hope you are doing good! I know this might sound a little crazy, since we haven't seen each other in a while! But I am working to get survey opinions back in September on the new fall colors that came out with Mary Kay! I thought about you! You don't need to buy a thing! I was just going to see if I can borrow your face sometime in September for an awesome free gift?! And you fill out a quick survey for me? It would only take about 30-40 minutes? And I could come to you! Or you can come to me. Lmk ☺

Referral from the back of a profile (someone you don't know):

(If I don't get them live I leave this message)

Hi _____ this is _____! I had gotten together with your friend _____ the other day! We are doing a fun special promotion with Mary Kay for fall and she was able to choose a couple girlfriends to receive a FREE SPA gift and she chose YOU! Its all free and I was just calling to give you the details and see about a time to get your gift to you, so call me back at _____ ! Thanks! Heather

This is what I say if I talk to them live or possibly text this 1-2 days after you left the above message the previous day.

Hi _____ this is _____! I had gotten together with your friend _____ the other day! We are doing a fun special promotion with Mary Kay for (whatever season it is) and she was able to choose a couple girlfriends to receive a FREE SPA gift and quick 30 minute Color Trend appointment and she chose YOU! ☺ Its free and fun and I was just checking to see about a time to get your gift to you! ☺ Do you work during the day or what time do you usually get off work? Oh, ok, great! I've got _____ available or _____. Which one would work better for you? Tuesday I could do your house or Saturday at 11:00 you could come to mine?

Booking Tools (CONT.)

Referral Text:

Hi _____! This is _____, with Mary Kay! I had gotten together with your friend _____ and she gave you a FREE gift with Mary Kay! ☺ I would love to get to you what she gave you! U can choose whether you want a 30 minute microdermabrasion treatment or a 30 minute fall mineral makeover! Plus a free spa gift! You don't need to buy a thing! Lmk a day this week or next that might work and I can see if I have it available! ☺ Heather

Calling someone you met at a booth or by passing out your business card:

Business card

Hi _____! This is _____ and we had met at _____ the other day! I gave you the free sample and my business card and I would love to get together this month as I am working on putting some of the newer products on _____ faces this month! And I am not quite there yet! ☺ I would give you a fun free gift for your time, you don't need to buy anything, and it would only take about 30-40 minutes! ☺ Lmk if this is something I can borrow you for!? ☺ Heather

OR

Booth

Hi _____! This is _____ with Mary Kay and you entered our drawing at _____ and were a winner! You won a free Mary Kay spa item and also a 30 minute microdermabrasion treatment or a fall mineral makeover (your choice) let me know what your week looks like so I can see if I have it available and get your gift to you! ☺ Heather

Calling current customers every quarter to show them new products:

Hey _____! I am working on getting survey opinion forms completed on the new products/and fall colors that JUST came out! Going to see if I can borrow u sometime in August for a gift certificate for you! I have some availability this Sat Aug 9th at 10:00 am or next Monday evening the 11th at 6:00 pm! Lmk :) Heather

Asking someone to be a model or guest to an event:

Hi _____! We have a fall _____ that is next Monday evening in Burlington on the 15th at 6:00 pm! It is going to be super fun and I thought about u as a model. :) I would give u a gift certificate for your time and u don't have to say anything or do anything ☺ just stand and let me introduce you and our new fall colors on your eyes :) If u can model for me I would be soooo grateful! Lmk and I can give u more details! :) promise it will be FUN! Heather

Asking someone to call into a live Career call or meet with you, or with your Director face to face:

Hi _____: As part of my training for Mary Kay, I get to conduct what we call practice career chats with my director. She presents some facts about Mary Kay and it provides a way for me to listen to her on how she answers questions about Mary Kay. (Or if you will be doing interview yourself, using the interview guide, simply say I will present some facts about Mary Kay and you listen and ask me questions to help me with my training) Mary Kay may or may not be for you, probably not, ☺ but it would really help me and would not take too much of your time-approx. 15 min. You would get _____ for helping me out. Is that something I can borrow you for? I have _____ open or _____. Which one would work best for you?

Coaching: Items to Remember to Take to a Party

I have a party booked now what?

Items to remember to take:

Desert Island Game/Referral Game, Roll of DOUBLE Tickets, Goody bags, Products, Customer profiles, Sales Tickets, Pens, Giveaway basket - might include MK eye shadows or lip glosses, Hostess Packets, Mirrors (CLEAN mirrors) and Trays , Wash Cloths, Beauty Books, Placemat/Closing sheets, Cotton Balls, Q-Tips, Marketing Information printed out, National Skin Care Surveys

Items to bring for a skin care Facial:

Satin Lips, Satin Hands, Skin care sets, (I usually take Botanicals and Miracle Sets, Foundations, Microdermabrasion, Foundation Primer, Firming Eye cream)

2 ways to COACH: You can either

1.) Get guest list within 24-48 hours with NAMES, addresses and phone numbers of guests and **YOU** send out the invites.

If you use this approach here is the text I send to the customer to get the guest list:

Text I send 24 hours after I meet someone:

Hi _____! My email is _____ and all u have to do is send me the list of 15 or more friends/family members/co workers with addresses and I already have phone numbers for 10 of them! And you automatically get \$____ free whether they show up or not when I get your list by tomorrow ! It was great meeting u last night! Heather

(I mail out INVITES at least 7 days before if you have a guest list with names addresses and phone numbers)

Then here is the Text script to send the night before to all people that I mailed invites to:

Hi Stephanie! It's Heather and I am friends with _____! I will be helping her with her FUN Fall preview makeup girls get together tomorrow at 6:00 at her house! I will bring a filled goody bag for you, would love to include the colors u like! Text me back your favorite lipgloss color! Pinks, neutrals or berries! :) Heather

If they don't respond back they probably aren't coming. Better to know how many from the start!

OR

2.) You can use the Coaching Via text script and send her the script for her to text out to her guests. Then follow the system of communication with each guests that texts you back. If they respond to you that yes they will be at the party, I always still send a text the night before that says:

"Hi Stephanie!!! It's Heather and I am super excited to see you tomorrow night at _____'s house! I have your VIP goodie bag ready! Can't wait to meet you!"

Coaching: Dazzle Me Table Setting

What's the difference between JCPenney & Victoria's Secret Panties? ONE DAZZLES ME and ONE DOESN'T!

When women walk into your party, what do they think?

"Wow! I've never been to a MK facial like this!" OR "Ok...we will see how this goes!"

Best place to DAZZLE? DOLLAR STORE!!!!

MARY KAY

\$100 FREE when you party with me!

You can earn \$100 in FREE* Mary Kay products--WOW!



Choose to complete 5 of these items:

- \$20 for 5 women (over 18) at your party who are not already working with another Mary Kay Independent Beauty Consultant.
- \$20 for holding your party on the originally scheduled date
- \$20 for over \$300 in retail sales at your party (outside orders contribute to this total)
- \$20 for 2 additional bookings at your party
- \$20 for learning about the Mary Kay business opportunity and/or attending our Success Event as a guest.

My party is scheduled on _____ at _____
It will be held at _____ my home
_____ other location: _____

*Available through participating Independent Beauty Consultants only

Created by Emilee Stucky 2014

MARY KAY

\$100 FREE when you party with me!

You can earn \$100 in FREE* Mary Kay products--WOW!



Choose to complete 5 of these items:

- \$20 for 5 women (over 18) at your party who are not already working with another Mary Kay Independent Beauty Consultant.
- \$20 for holding your party on the originally scheduled date
- \$20 for over \$300 in retail sales at your party (outside orders contribute to this total)
- \$20 for 2 additional bookings at your party
- \$20 for learning about the Mary Kay business opportunity and/or attending our Success Event as a guest.

My party is scheduled on _____ at _____
It will be held at _____ my home
_____ other location: _____

*Available through participating Independent Beauty Consultants only

Created by Emilee Stucky 2014

Hostess Packet: What Goes Inside

Have at least 10 packets made up and ready for your business at all times.

Purchase: Cellophane bags to put them in (A store like Party City would have these.)

1. A Look Book
2. Outside Order Forms
3. Hostess Plan
4. A Tale of 2 Hostesses Poem
5. Guest List Sheet
6. Recruiting information-CD, Steps to Success Literature, or Recruiting Video information
7. Your Business Card
8. A Lip gloss Sample or Perfume Sample

YOU get the guest list and mail out postcards and then follow up with her guest list 24 hours before her party, asking them about their favorite samples for their goody bag you will be bringing them!

Coaching The Hostess

What did Mary Kay say about Coaching?

1. "Enthusiasm is the Key!"
2. "Tell your host to invite 10-15 women to get 5 to come!"
3. "Book 2 to guarantee 20% of those who can't attend!"
4. "Career with me- 'rain or shine I will be there.' "
5. "Send reminder card."

Thoughts to ponder About Coaching

1. "If it was worth your time Booking her, then it is worth the time to Coach her."
2. "It is rude to not speak to her until the day of."
3. Fun ways to build excitement?
 - Postcard
 - Selfie video
 - Picture of her gift/prize
 - Reminding her of the Free Product she is going to earn.
4. Where do I buy cute things?
 - Dollar Store
 - Pinkprinting.com
5. Just know that half of your bookings won't hold, so don't be discouraged when something happens.
6. If you have to reschedule her, pin down a date immediately.
7. When should you coach her?
 - During your coaching hr.
 - At least 2-3 times a week. (especially if in a two week time frame!)
8. What should I say to her?
 - You will arrive 30 minutes before the party to set up.
 - You will need enough chairs for all her guest and a table to set their tray.
 - You are more than welcome to prepare food, but please serve it afterwards.
 - Your guests will do a basic facial like we did last time while you will have your glam.
 - You will have gifts for all of her guests.
 - The party should last about 1 1/2 hrs and you will start on time.
 - Tell her to have her guest arrive at 10 minutes before the time of the party starts so they can have a special Satin Hands Treatment.
9. What NOT to say?
 - "Are we still on?"

Say this out loud:

I AM AN AMAZING WOMAN AND EVERYONE LOVES TO PARTY WITH ME! **MY PARTIES WILL HOLD!!!!!!** MY HOSTESS WILL EARN FREE PRODUCT! THEY WILL HAVE FUN! THEY WILL BOOK THEIR GLAM TOO!

Coaching Via Text

Text that goes out to potential hostess 24-48 hours after you meet her at a facial or party

1st Text:

Hi _____! I am super excited about next Mon, May 9th at 6:30! I am getting gifts ready and am excited to give them to all your friends! Go ahead and copy and send the next text that I send to you. I would go ahead and send it to 20 people, so 5-6 will show. And, if all 20 RSVP, then you will just be getting lots more free stuff!☺ I am excited to do glamour with you! I will keep you updated on who responds! If I get responses starting tonight, I will give you a free full size lip gloss or lipstick, or any other glamour item of your choice!
Heather

2nd Text (She is supposed to copy this one and send to 20 of her friends/family)

Hey friend! I'm super excited! Last week I was gifted a pampering package for myself and 5 of my friends from Mary Kay on Mon, May 9th at 6:30pm! You know how much I LOVE you, so you are the one I would LOVE to be there with me! Part of my package was that you get a customized Swag Bag with some fun products in it! Can you text Heather 620-203-8652 with your RSVP so that she can make sure she customizes your swag bag with products you will LOVE!?!? ☺

Text that you send to her guests immediately after they start responding to you:

Awesome! Hi _____, I look forward to meeting you next Mon! Here are a few questions so I can be prepared for you! 1) Have you ever tried Mary Kay before? 2) What type of skin do you have (dry, normal or oily)? 3) What would you change if anything about your skin ... fine lines, dark circles, uneven skin tone, smaller pores, blemishes, etc? 4) What would you like in your Swag VIP Bag (more of skin care or color)? Can't wait to see you! Heather

Steps For Glamour Appointment

FRESH FACE, Robert Jones - Makeup Artist, Inspired Glamour!

1. Prep your face by using your favorite Mary Kay **Cleanser** and **Moisturizer**. The more hydrated your skin is the better your makeup stays on and the less wrinkled the face appears.
2. Use a small dab of **Foundation Primer** to cover your entire face.
3. Use **Eye Primer** to cover your eyelid and under the eye.
4. Today, you'll be using the Mary Kay **Brush Set and Cream Eye Shadow Brush**.
5. Grab the **Eye Brow Brush** and a color that will match your eyebrows. Having a strong eye brow will give your face an instant lift! Fuller, but groomed, brows are a great way to make us look younger. A good color to use would be **Mineral Eye Color Espresso** and of course the **Mary Kay Eye Brow Pencils**. Just add a touch of color to fill in your brows.
6. Take your **Cream Eye Shadow Brush and Cream Eye Color Beach Blonde or Apricot Twist** and apply to your eye lid. Cover just the eye lid with a thin coat. This helps give eyes a pop of color.
7. Next, take the **Eye Crease Brush and Mineral Eye Color Driftwood or Hazelnut**. Using a windshield wiper motion, starting from the outer edge of your eye, create a St. Louis arch right above the crease of your eye finishing in the tear duct of your eye. However, do not go so high that the color touches your brow bone. Make this color a little bit darker than you would like, because at the end we will blend and tone down all the colors. Makeup artist Robert Jones describes this color as a "matte beige".
8. Depending on if you like shimmer or not, take a color like **Mineral Eye Color like (shimmer colors) French Roast, Rosegold, Chocolate Kiss or Truffle** to create a Pac Man. Using the same Eye Crease Brush we will create Pac Man "V" on the outer edge of your eye. Blend well, so the colors mesh and there is not distinct difference. **(nonshimmer option: Espresso)**.
9. Finish your eye look with **Mineral Eye Color Sweet Cream** to highlight your brow bone and your tear duct. Use the **Eye Color Brush** tip to apply a very light color.
10. Finally use a clean **Eye Color Brush** to blend all colors. This is where you can determine how light, or how dark, you would like your look to be. Your color should fade out as it gets closer to your brow.
11. Depending on if you want a softer look, use the **EyeBrow Pencil Brush** to **apply Mineral Eye Color Espresso or Coal** as eyeliner. Do not swipe to apply, dab the color into the lash line to apply. You want to get as close to your lash line as possible. If you don't like using Mineral Eye Color, then grab your **Mary Kay Eyeliner**, starting from the outside edge and work your way in. Robert Jones suggests a Deep Brown eyeliner instead of black to for a more youthful look.

You can use the information below for a "fresh face glamour look, or you can also choose a color card from the company based upon your customer's eye color." Then you will simply add in the extras at their glamour appointment listed below. :) This is a great plan if you are new!

12. You've probably noticed some eye shadow has fallen beneath your eyes and that's ok. Now, you're going to take a **cotton ball or sponge**, dab a little bit of **moisturizer** and wipe away all of the eye shadow that fell when applying.
13. Next, you will apply your **Mary Kay Foundation** to your face. When applying, do not apply foundation onto your neck. Your tone should match perfectly; there is no reason to do so.

Steps For Glamour Appt (CONT.)

14. Next, using a clean **Cream Eye Shadow Brush/Concealer Brush** to apply concealer. **Concealer** is used cover up or diminish the dark circles under our eyes. This product goes a long ways so you don't need to use a lot. A common mistake is to cover everywhere underneath the eye area, but really you just need simply where you have darkness. TAP to blend, do NOT swipe.
15. My all-time favorite MK Product is the **Under Eye Corrector**. This is a product that brightens up your look! There are a couple different places we will use this product. Under the eyes, your forehead and your chin. The best way to blend this product is with a triangle sponge. Some people prefer to use a concealer here instead, it's personal preference. Some want both!
16. Grab your **Cheek Brush** and **Mineral Bronzing Powder** to add a sun kissed glow to your look. Start at the top of your cheek bone touching your hair line, bring the brush down to the center of your cheek, up to the top of your temple and then along the jaw line creating "3" on both sides of your face. Be careful to not add too much bronzer. We don't want to look orange.
17. Next is your **Mineral Cheek Color**. My favorite shade is **Shy Blush**. Another great option is **Strawberry Cream**. Once again using your **Cheek Brush**, smile and add a little bit of color on the apples of your cheeks.
18. Take your **Lash Primer** and add a couple of layers to both eye lashes. (if you want to curl your lashes, do so BEFORE putting on Primer).
19. To make your lashes look EXTRA long, use BOTH Mascaras, **Ultimate and Lash Love Lengthening**. ** Tip though, to make them look fuller, use **Ultimate Mascara** first, brush **Translucent Powder** onto your lashes, then finish with Lash Love Lengthening. If you have trouble with smearing underneath your eyes you could use **Mary Kay Waterproof Mascara**.
20. Next use a **Light Nude** lip pencil for a natural look. Next, use a light coral or pink lipcolor to give youthfulness and lift to the face. Great options are: **First Blush, Coral Bliss, or Wild About Pink** lipcolor.
21. To finish your look, take your **Powder Brush** and **Translucent Powder** to set your look. Lightly blend and brush this all over your face, eyes, and into your neck to add a good finish.
22. If you used Mineral Powder for your foundation, a better setting finish for you would be to use the **Make-up Finishing Spray**. However, there is nothing wrong with using both!
23. Add some **Fancy Nancy Nourishine Lipgloss** to make your look POP!

Wise Words at Facial and Parties

Before you go to a facial or class:

- *'SEE' in your mind how it ends.
- *Leave your drama at home. This is about HER.
- *See her liking you, your products & your services.
- *See her buying the skin care and earning her color.
- *See her introducing you to 5 of her favorite people.

Your business goes in the direction of your most predominant thoughts!

MYTH: People don't have time for a 2nd facial. People have time for what they see as valuable. Our job is make sure what we do has value. (Acrylic nails are filled in every 2 weeks, hair color and highlights every 6 weeks, exercise class every week, etc.)

EXTREMELY IMPORTANT:

1. Mention 2nd facial 7 times during the facial. This builds anticipation.
2. Have her make notes on her profile card. Writing denotes ownership. Any remarks that you want to remember have her make a note. (For example: at the 2nd facial let's try a cream to powder foundation, at your 2nd facial let's try the facial peel). Have her write down all the colors you use on her face.
3. Your 7 remarks are either promoting a thought about a product OR the people she might invite.
4. Keep remarks about each product BRIEF and to the point. You have PRODUCT CENTRAL for difficult questions or people who want to know ingredients.
5. You want the focus to be on developing a relationship with her!!
6. How do you develop a relationship in just one hour? ASK QUESTIONS!!!
 - a. Where were you born?
 - b. What did your parents do?
 - c. How did you meet your husband?
 - d. How many children do you have?
 - e. Hobbies?
 - f. Church?
 - g. Community Service?
7. While you are finding out about her you are constructing a puzzle. You are 'becoming her'. This will help you know how to interact with her.
8. During the facial, you are mentally constructing her guest list for her 2nd facial. That way the conversation flows naturally at the end.

Opening Remarks – Facial:

Start by appreciating her. Be specific.

__(Name)_____, (use people's names...there is no sweeter sound in the world than a person's name) I'd like to explain how I run my business. Today at the end of the facial, should you decide to become my MK customer (client), I will see you again at your check-up appointment in 2 weeks.

Today, I will prescribe a skin care regimen just for you. We offer 4 different product lines. Your profile card tells me which product line is best for your skin. We will know in 2 weeks if we made the right

Wise Words at Facial and Parties (CONT.)

choice. At that time, we will also know which additional supplements you might need and you will have an opportunity to try them.

Today, I will be using learning colors to teach color placement and technique. In 2 weeks, I will have the make-up artists at Mary Kay design a look especially for you.

At your 2nd facial, you will have an opportunity to share me with up to 5 of your favorite people. You will

receive free products for doing so. Additionally, I will see you every 3 months. That's how often your skin changes, you run out of products and we get new seasonal products that match the fashions for that season. I want to make sure you are totally in the know and on trend!

So let's get started...(Go into your normal presentation)

Do your normal close:

If money were no object, which set would you start with today? (do NOT EVER EVER EVER close with a LOOK BOOK!!!! Use a SET sheet ONLY!!!!).

After she answers you say "Because money typically is an issue, which set are you the most comfortable starting with today?" BECAUSE you now know what she wants, you can help her earn it at her 2nd facial.

The 2nd Facial That Turned Into A Class General Comments:

If done properly, 99 times out of 100 you will NOT need to pre-profile. At the first facial you established trust, she is now excited about the products and looking forward to learning more. She is anxious to share you with her friends.

Your table setting DAZZLES your guests! Beautiful, trendy and soooo inviting!! (think color, season, theme, chocolates, personalized place cards etc.) When the guests walk in, their mouths drop open. Excitement level builds before you say a word!

The hostess is given the place of honor at the table. She is near you so you can be at her beck and call.

At her place setting she receives:

1. Full brush set to use
2. Customized color look from InTouch
3. Concealer, highlighter, skin supplements specific to her
4. Thank you hostess gift BEAUTIFULLY wrapped or bagged with tissue

Class Flow:

Appreciate the hostess, indicate this is her 2nd facial and thank her for sharing you with her favorite friends.

Introductions—Before you share how you run your business, go around the table and get to know each person. (BUSINESS CARD folded in half makes place card, have them write their name and put on opposite side of mirror so you can see). Here is what you want to know from each person:

1. Name and how they know the hostess
2. Occupation
3. Previous experience with Mary Kay (looking for people with consultants)
4. If someone has something negative to say, DO NOT GET DEFENSIVE! Instead, compliment her on giving up 2 hours of her life for her friend & being willing to try again.

Wise Words at Facial and Parties (CONT.)

Opening remarks same as FACIAL (refer to previous notes) with the addition of the cycled party. (Cycled party) Since I am going to see you every 3 months, it only makes sense to me that we share hostess credit. This time ____ gets the free product; when I see you all in ____ (3 months from now), perhaps _____(name of guest as an example) could have everyone over and get all the free stuff.

THIS plants a seed of thought. You are TEACHING everyone how to THINK about a PROFESSIONAL consultant. Proceed with normal class. Talk about their 2nd Facial 7 times. Now it's easy—they are WITNESSING a 2nd facial! Guests get learning colors, while the hostess gets customized look.

Once this pattern starts, it NEVER ends. You never run out of appointments.

CLOSING A CLASS or FACIAL

1. Show sets at table close
2. At private close simply ask a few questions such as:
 - a. What did you enjoy most about your appointment?
 - b. If money wasn't an issue which set would you take home today?
 - c. Which set are you most comfortable starting with?

SELL first. THEN, BOOK 2nd appt (you know what she wants that she cannot afford). ONLY THEN, Recruit (offer her the opportunity, marketing call, coffee with director, recruiting literature, etc.).

This order is important! If you recruit her and she is not a customer and she doesn't follow through, you have NOTHING!! If she is a customer, and has introduced you to her friends, you STILL HAVE ALL THAT!! Plus, if she has buying family and friends, she is more likely to do something! Will everyone do what I just described? NO, but enough will that your datebook is packed for the rest of your career. I PROMISE!

Facial Or Class Closing & Guest Follow Up

Facial or class closing

Here is the order of a proper closing!

1. Close the sale with our Placemat asking the questions: Did you have fun? How does your face feel? If \$ were no object what 3 set specials would you love to take home today? What do you feel most comfortable taking home today?
2. Book her 2 weeks later for her follow up glamour/hot date look. Write it down on your datebook. If you need to use tentative date booking approach do so!
3. Tell her what and how she can earn for FREE ... that she wanted, but didn't get today. Give her a hostess packet with recruiting info in it (what goes in a hostess packet is on page 35). Explain our hostess credit-this should be quick and easy for you.
4. Give her listen for a lip gloss sheet and write down a time on your datebook to follow up with her within 24-48 hours to see what she thinks of the call and get class guest list via phone or email.
5. Send her a postcard-upcoming party postcard the next day.

Follow up questions to ask when you call her 24-48 hours later

First thank them for listening to the call or coming to be your guest at a girls night

1. What was the most appealing benefit you heard on the call or at the meeting about Mary Kay that you didn't already know? The one that jumped out to you most out of the extra income, flexibility, fun, girl time, cars, discount, tax deductions?
2. Was there anything that surprised you about our MK business?
3. What questions do you have for me? Pause and wait, sometimes this is tough.
4. On a scale of 1-10, one being I would rather cut off my big toe than do MK/I want to be a customer and pay full price OR 10 being I am really interested in more information and starting to get my products at half-off where would you be? No 5's.
5. If she is a 8, 9, 10 ... I tell her that she might as well get started! Is there any reason why you wouldn't want to go ahead and get started just for fun? With our 90% buyback guarantee? ...remind her of this!

Important thing is: whatever they say, you say GREAT! 6 or higher she needs to be asked to be your guest

at the next event! ASAP! Sometimes I tell her right then I would love to have her as my special guest at _____. Is there any reason she couldn't come to learn more and get any one item at off that night?

6 or higher I certainly send an e-vite (online invitation to get started) and send her the MK info email. I tell her I am going to do both of these things immediately so she knows to look for them in her email.

Don't wait to send e-vite or meet with her to help her get started if she is ready right then.

INTERVIEW GUIDE

Date _____ Consultant _____
Prospect Name _____
Address _____ City _____ St _____
Phone # (home/cell) _____
Best Time to Call _____ E-mail _____

**STEP 1: OUR
Agenda &
You**

1. I'll ask you to tell me a little about yourself so I can get to know you better
2. I'll tell you a little about me and my Mary Kay journey.
3. I'll share some facts about our career.
4. I'll answer any questions you may have.
5. And, because we've done the other 4, I'll ask if you'd like to work with me.

Tell me about yourself (family, job, education, hobbies, etc):

What do you like best about what you do?

What would you change, if anything?

What do you value most in your life?

Tell me about a time when you've been successful in life. What did you like most about that experience?

Let's fast-forward your life 5 years from now. What dream-come-true experience would you like to be living?

Are you currently on-track to achieve that?

Which do you need more of: time, \$, or both?

**STEP 2:
Me**

Let me tell you a little about myself, and why I love what I do! (2 min I story)
What impressed you most about the info I just shared?

**STEP 3:
The Facts**

If I only had 5 minutes to share some facts with you about a Mary Kay career and how it could help you find the time/\$ you mentioned that you are looking for, what would you want to know?

MARKETING PLAN POINTS

- No Territories/No Quotas
- Golden Rule
- Flexibility/Be Your Own Boss
- Priorities: God, Family, Career
- Advance at your own pace
- 90% Buyback Guarantee
- Training
- Confidence and Self-Esteem
- Income Potential
- Recognition & Prizes
- \$100 Gets You Started!

Which appeals to you the most?

Qualities we look for in a Team Member:

1. Integrity
2. Work Ethic - Willing to learn and grow. Don't have to know much about skin care, glamour, running a business, or building a customer base, but must be teachable, coachable, trainable.
3. Desires financial freedom
4. Decision maker
5. Positive Outlook

Which of these describe you?

**STEP 4:
Your
Questions**

Hypothetically, if you were to consider doing this, knowing I would teach you the skills you need, what are your own personal strengths that would allow you to succeed? _____ With the proper training, do you feel that you could learn to do what I do? _____ Do you have any other questions that I haven't answered? _____

**STEP 5:
The Close**

On an interest level of 1-10 (10 being the highest, and you can't say 5), what is your current interest level in a Mary Kay career? _____

(Consultants: Please copy this form and turn it into your Director)

Pink Boot Camp Recruiting Scripts

Asking someone to meeting one on one with Director- _____, I have had fun hanging out with you today! I am in a contest from my Director to do what we call 10 personal sharing appts this month. Its where she shares quick facts about the business and you listen for only about 20 minutes. I know it may go in one ear and out the other and that's ok, but I would give you a free eye shadow or one individual item at 40% off for you time and I was wondering if that is something I could borrow for? Its for my training and I get credit and earn sparkly things! (Then you can either proceed to name a couple of times you know your Director is available either at a girls night out, or at Starbucks or know when her Marketing calls are) Be prepared for when they say "yes, you could borrow me for that". You need know exactly what to say next!

Great I have _____ or _____ which would work better for you? Expect them to say YES because they will want an item of their choice at 40% off!

Asking someone to be on a marketing call- Would you be willing to help me with my leadership training by listening to our next FUN Customer Conference Call that my Director does that explains the business side of Mary Kay? I will give you a free eye shadow or one individual item at 40% off for you time. I was wondering if that is something I could borrow for?

Follow up call 24 hours after hearing Mary Kay marketing. Here is what you might

say: Hi _____! This is _____, Just wanted to call and tell you I am thinking about you today! Hope what we talked about was interesting to you! I just have a couple quick questions that I ask after sharing Mary Kay information that helps me to get your opinion and helps me to improve myself! Call me back today when you get a quick minute! Thanks!

When you talk to them *if you can tell they are interested but just not sure*, "What do you think about meeting at Starbucks with my Director and I or grabbing a coke for a quick 20 minutes and I'll give you a one item at 40% off for your time and she can answer questions, plus she does a special drawing for all people she gets to meet with face to face at the end of the month so you would get entered into her special drawing! Would that be something I could borrow you for?"

OR, it sounds like you are interested, and maybe I could answer some more questions. What do you think about being my model either this week or next at our girls night and I'll give you one item at 40% off for your time and I can answer some more questions and you get to see what our girls night out look like?!?! Plus my Director does a special drawing for all the people she gets to meet with face to face at the end of the month so you would get entered into her special drawing! Would that be something I could borrow you for?"

MRSFCAB

MRSFCAB is how I learned how to share Mary Kay facts! Of course you will expand on each topic, but this is the basic outline

M-Money

Ways we make money: 50% commission on EVERYTHING we sell, amazing reorder business since our product is consumable, and LOVE checks from what our team sells!

No pyramid, we are dual marketing concept meaning we all buy directly from Dallas for and sell for full price. (Maybe show copies of some of your fun love checks or wonderful weekly accomplishment sheets)

R-Recognition/Prizes (show pictures if possible)

S-Self Esteem/Personal growth Share our Company philosophy

1. God 1st, Family 2nd and Career 3rd
2. The Golden Rule: To do unto others as you'd have them do unto you

F-Flexibility Around your life, another job, or children

C-Cars Explain cars we offer

A-Advancement opportunities No limit to what you can make, the more faces we see the more money we make

B-Be your own boss You always will have a cheerleader and mentor but never a boss

Tax deductions

No quotas/No territories

Explain \$100 starter kit and show flyer with what all comes in it

90% Buyback

Close with filling out Pondering Pink form

Scale of 1-10-No 5's Put at the top of your paper, pass out opinion poll forms

1-4 means you are a great customer and we need YOU!

6-9 means you need a little more information and for me to buy you a cup of coffee or a coke

10 means sounds good sign me up!

Pass out recruiting brochures

Effective I Story: Share at Every Appt

Effective I-story

1. Where was your life at when you started your MK business? What were you doing?
2. Why did you say yes?
3. How has your life changed after starting your business? (even if it's only been 3 months)
4. What you love or what you've gained since starting your business.
5. What are your current goals?

1 and 2 will never change. 3, 4, and 5 will change depending on who you are talking and what you are getting out of your business.

Money Management General Info

LISTEN TO MONEY MANAGEMENT CALL FOR PINK BOOTCAMP!! There are only 2 ways to fail in Mary Kay, one is a bad attitude (which none of you have) and the second is poor money management. To make certain you are managing your money correctly call in number 641-715-3900 code: 547447#

** There are 3 attachments for this call and they are posted on my website heatherbolenmk.com under Pink Bootcamp training **

Mary Kay Promised us 50% commission not 100%

Separate checking account

Money split 60/40 ONLY AFTER inventory is at \$3,000 wholesale on shelf!!!!

60=50% product, 10% sales tax, new products and section 2

40=40% use to pay back loan, credit card, and eventually pay yourself

Save ALL receipts and keep track of your MILEAGE

Proper inventory management and how do I know what to order after my first order is placed?

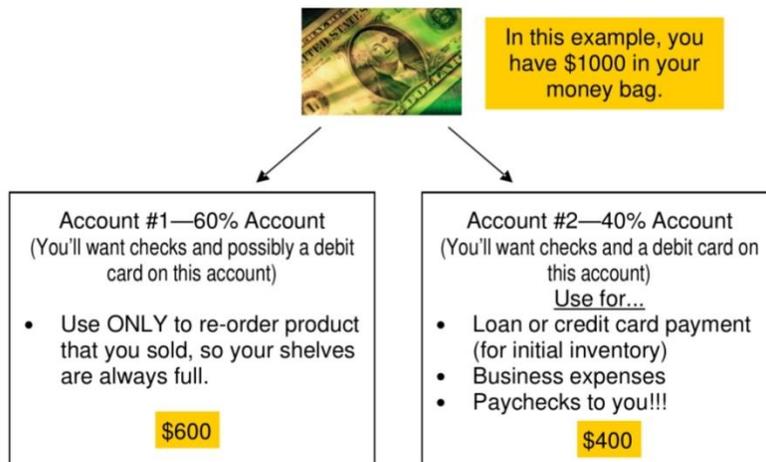
I recommend as you sell something, you take each sales ticket and **REORDER** it using the Mary Kay In Touch website under the Ordering tab at the top. As you enter in what you have sold into an order, you can simply save it and store it until you are ready to place that order. Or you may be ready to place the order immediately. I then simply put a checkmark or a pink mark on that sales ticket to remind me that I have reordered that sold product on the Mary Kay In Touch page. If your inventory is not at \$1800 STAR level or above, as you have facials and parties, you may discover what you need more of and re-order more to have more of certain items on your shelf.

Money Management

My best business advice is that you start your business with "profit level" inventory or get to profit level as quickly as possible. Profit level is \$3600 wholesale or more. Once you're at profit level, this is how I recommend that you manage your money...

Deposit all money that you get from customers buying our products into the bank.
Avoid the temptation to spend the cash 1st.

Open 2 checking accounts to use only for your MK business. This example shows how you use those accounts.



I do recommend that you have a credit card to use for ordering product and registering for Seminar, etc. (This may be the 2nd card you use only for MK business, if your initial inventory was done on a credit card.) I personally have a credit card that earns miles. I pay this card down to '0' every month, so I never pay interest. It also gives me 'float' time, when the customer is mailing a check or I'm waiting for Propay to have the funds available to me. I then immediately write a check out of the 60% Account to my credit card.

The 2 most important parts of having a successful Mary Kay business are having a good attitude and good money management. If you manage your money well, you'll also have a GREAT attitude!
You CAN do it!

Tax Worksheet

Name _____ Year _____ If 1st year, what was your start date _____

- _____ Total Sales (Retail Sales, Not Including Tax)
- _____ Commissions Prizes
- _____ Beginning Inventory (At Your Cost)
- _____ Section 1 Purchases (Your Cost - From Packing Slips)
- _____ Personal Use Product (Your Cost - Unseen - Physically Can Not See)
- _____ Gifts (Your Cost)
- _____ Demonstration products (Your Cost)
- _____ Closing Inventory (At Your Cost)
- _____ Childcare
- _____ Advertising (PCP, PINK!, etc.)
- _____ Insurance on Mary Kay Product
- _____ Interest on Loan or Credit Card
- _____ Dry Cleaning/Clothing
- _____ Legal and Professional/Accountant
- _____ Office or Bookkeeping Expenses/Assistant
- _____ Weekly Meeting Fees
- _____ Business Supplies
- _____ Sales Tax Paid (From Packing Slips)
- _____ Travel Expenses
- _____ Meals and Food
- _____ Bank Charges on Mary Kay Account
- _____ Propay Fees
- _____ Dues and Publications
- _____ Postage
- _____ Freight Expense (From Packing Slips)
- _____ Section 2 (From Packing Slips)
- _____ Workshops/Education
- _____ Personal Website
- _____ Unreimbursed sales tax
- _____ Misc. (description)
- _____ Discontinued Products
- _____ Office Equipment
- _____ Office Expenses
- _____ Charity Donations
- _____ Bad Debts
- _____ Starter Kit (If this is your 1st Year)

Current Year Assets Purchased:		
Date	Amount	Description
_____	_____	_____
_____	_____	_____
_____	_____	_____

- Telephone and Communication Expenses:
- _____ Office Phone
 - _____ Cell Phone
 - _____ Voice Mail
 - _____ Internet Access

Tax Worksheet (CONT.)

Vehicle Expenses:

_____ Total Vehicle Miles

_____ Total Mary Kay Miles

OR: _____ Purchase Price

_____ Gas, Oil, Repairs, etc.

_____ Tags

_____ Lease Payments

_____ Interest on Loan

_____ Insurance

Office In Home Expenses:

_____ Utilities (Gas, Electric, Water, Sewage, Garbage & Cable)

_____ Sq Ft of Home/Apt

_____ Telephone Base Rate (For the Year)

_____ Sq Ft of MK Office

_____ Insurance (Homeowners or Renters)

_____ Cost of Home

_____ Rent for Renters

_____ Purchase Date

_____ Repairs and Maintenance

_____ Real estate Taxes

_____ Mortgage Interest