

MARY KAY®



Welcome to the *Fearless Dream Catchers* Future National Area

Congratulations on your decision to become a Mary Kay Independent Beauty Consultant. You are now a member of one of the top units in the Chico and Northern California areas. Welcome to our fabulous team!

We are the Fearless Dream Catchers Future National Area. I believe every woman has a dream who just needs a place to make it come true. And Mary Kay is the perfect setting for that! Are you ready to create success fearlessly in your life? Mary Kay herself often said, "You can do everything right with the wrong attitude and fail, but you can do everything wrong with the right attitude and succeed beyond your dreams!" So, let's take that new enthusiasm you have and run with it.

And, I will match my time 100% with your effort! So ask me lots of questions, and call me after every appointment so I can help you grow your business quickly!

Most importantly, in the next 24 hours, please complete your list of everyone you know. Don't prejudge!

You'll want to call into our Next Steps hotline at **641-713-3900ext 740600#**. This hotline is where you will learn how to work from your weekly plan sheet and hear about Mary Kay's inventory options. You can earn over \$1000 in FREE Mary Kay products with your very first

QUICK REFERENCE

Training Website

Unit Name

Unit

Jessica Feske

www.jessicafearlessdreamcatchers.com

Fearless

Sales Director

New Consultants only

Dream

MU60

Text: 530-774-4209

Www.marykayintouch.com

catchers

jfeske@marykay.com

MK University

Your consultant #

Voxer ID: jfeske106

New Consultant Checklist

- ☐ 1. **Take the odometer reading** on your vehicle. One of your biggest tax deductions is mileage!
- ☐ 2. **Respond to the email** sent from your sales director. Let us know we are using your correct email address. Create a folder in your email account for emails from her.
- ☐ 3. Like to text? **Send me a text** (with your name) and let me know 530-774-4209.
- ☐ 4. **Listen to the Lipgloss hotline 1-641-719-3900 access code 481149#** and share it with a friend. Bring that friend to your first meeting.
- ☐ 5. **Join me on Social Media.** Friend me on Facebook — Jessica Feske and I will invite you into our private unit page— Fearless Dream Catchers to keep you up to date on the latest info.
- ☐ 6. **Purchase a 3-5 Section spiral notebook.**
- ☐ 7. **In Section 2 of your spiral notebook**, begin your potential customer, hostess and team member contact list. (More details under “How do I develop a clientele” in Frequently Asked Questions).
- ☐ 8. **Log on to www.marykayintouch.com. Enter your consultant number and create a passcode. Review the FIRST STEPS OFFERS. There are lots of goodies waiting for you, including your personal website & your own marykay.com email address!! Order your Business Cards and Product Labels.**
- ☐ 9. **Download the FREE VOXER app and text me your voxer name (series of letters and numbers).**
- ☐ 10. **Open a separate checking account. Order a square reader from squareup.com and look into PROPAY.**



Text or email me when you've completed ALL 8 steps above to earn your Mary Kay Business Card Holder!



Ladder of Success

National Sales Director

Family security program
New Cadillac every 2 years
Luxury trips
Incredible commissions



Sales Director- 24 or more unit members

26% commissions
Many other bonuses: 10%, \$100, etc
New cars



DIQ- 10 team members

Qualification to become a director
Team members team members count

Team leader- 5-7 team members

9 or 13% commissions
Can go on target for your car

Star team builder- 3-4 team members

Still 4%
New red jacket
\$50 bonus on qualified team members



Senior consultant- 1-2 team members

4% commissions

Star Consultant- 1800 wholesale orders/quarter

PRIZES
Trade Power
\$ in your pocket
Referrals from the company



Beauty consultant

50% off

What to Expect Next

#1. Start Training

- ❑ Attend your **LOCAL SUCCESS EVENTS**. “Those who show up, go up!” Find more information on the following page.
- ❑ Now it’s time to turn into a professional! **MKUniversity** answers questions you didn’t even know you had!! It’s fun! It’s interactive! It’s at YOUR PACE. The faster you learn, THE FASTER YOU MAKE MONEY AND MOVE UP!! (Silver Wings is found under the Education tab).
- ❑ **JESSICA’S TRAINING**
 1. You’ll be receiving weekly emails from Jessica in your first 6 weeks! Tip: Make a folder in your email specifically for MK training so that you can easily find them.
 2. You’ll have New Consultant Bootcamp which is 4 weeks on Tuesday 5:30-6:30pm at our studio. You will learn to work your business “Full Circle” .

#2. Make an Inventory Decision

You watched the inventory video, - If money were no object, how much inventory would fit the vision you have for your business?

- ❑ **Answer the following questions** for the type of business you dream of:

Does inventory make sense?

How much inventory makes sense?

What are some ways you would fund it?

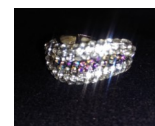
Refer to

-Ready Set Sell

- 8 ways to find \$

#3. Earn Prizes!!

- ❑ **Pearls of Sharing**: Earn your complete set of pearls when you...
 - Earrings - Have 3 women listen to the marketing plan with your director.
 - Bracelet - Have 3 more women listen!
 - Necklace - Add your first team member in your first month of business.
- ❑ **Selling Contest**: Earn a Surprise Gift from Karen when you sell 40 items or \$1000 in your first 15 Days!
- ❑ Get it all in place with your **Launch Party!!!** Invite 30 women— half will come. Typical results: 4 will remain customers, 8 will book new parties, 6-9 will listen to the business plan and 3 will join your team!!!! You will earn your **Pearls**, sell over \$600 to complete your **Selling Contest**, and booked enough parties to complete your **Perfect Start**!
- ❑ **Perfect Start**: Earn your Perfect Start Ring when you complete 5 parties in a two week period and place your qualified order of \$600+ wholesale.



Local Training

Attend your first 13 Success Events in a row & receive a gorgeous piece of jewelry from your Director!

Make sure to have your director fill out the punch card on the App at each meeting to earn your prize!



TNL
TUESDAY
LIVE
7:00—8:30 pm

For all events, please arrive 15-30 minutes prior to the start of the event to set up for your guests.

Ask guests to arrive 10 minutes prior to the start time to receive a special Satin Hands Treatment .

Visit our Tuesday Night Live Facebook page and the events page on the App for an up-to-date list of local events.

Dress to Impress

You only have ONE chance to make a first impression. Always dress for success with your Mary Kay business. This includes a skirt (black is practical) or a dress. Dress like a professional, hair and makeup done, and looking slammin'!



Pink Dreams Studio
574 Manzanita
suite 10

New Consultant
Boot Camp
will come in a
weekly email

MEETING & ORGANIZATIONAL TIPS

1. Always arrive 10 to 15 minutes early to all events & appointments.
2. Mary Kay attire should be worn to business events, meetings, etc.
3. Try to bring guests to all events. They deserve it! Also let them know what we wear so they can dress appropriately if they want, they are welcome in their jeans, etc, but if they know we will all be in skirts, they may feel more comfortable dressing alike.
4. Be Sure to silence your cell phone during events & appts, also if you do have an urgent call, please excuse yourself out of the room before answering.
5. Bring your MK datebook, notebook (I love composition books) & positive attitude to every event.
6. Talking and disrupting the meetings are rude and disrespectful to the speaker and/or Director. Come early or stay after to visit with gals:)

FASHION TIPS

1. Wear hose that are the same color as the hem line or a neutral or natural color.
2. Wear shoes that match or coordinate with business attire. Shoes should never be lighter than color of hem line. (ie Don't wear white shoes, white hose & black skirt).
3. Accentuate your attire with jewelry that compliments your business dress. Nice pair of earrings, necklace, bracelet, etc.
4. Purse or Briefcase should be professional looking. Black or Neutral color such as Brown leather will look more professional.
5. Wear a hair style that compliments your facial features.

THE LADDER OF SUCCESS PIN

designing Star Consultant status and the Power Start pin may be seen on any MK consultant or Director. These pins can be awarded to any career level as they are earned. Taking pride in your appearance and the way your starter kit and mirrors look is all a part of Business Etiquette. You cannot expect to sell the product if you do not wear the product. Also, think about this....Which product would you be more likely to purchase- Clean or Dusty? Having a clean and

WITH EACH CAREER LEVEL, YOU CHANGE BUSINESS ATTIRE AND PINS.



MARY KAY CONSULTANT-Dress or Business Suit, black or neutral hose (optional), and black dress shoes. Mary Kay logo pin.

MARY KAY SENIOR CONSULTANT-Same attire as MK Consultant with MK Senior Consultant Pin Enhancer.

STAR TEAM BUILDER-Black skirt, white blouse, RED Jacket w/ MK Star Team Builder Pin Enhancer.

TEAM LEADER -Same attire as Star Team Builder except Team Leader Pin Enhancer is worn.

BOOKING SCRIPT

Holding 5 shows in your first 2 weeks is the MOST important part of your training! Always book extra appointments because people's plans do change and that way you are prepared for postponements.

- ☐ Make a list of 150 people you know & call all of them using this script.
You may not feel like you know that many but imagine you were getting married, who would you invite? I bet it is around 150! :)
- ☐ You have three objectives: Sell \$1000, book 8 parties, and book 6 sharing appts.
- ☐ Learn to give people two options to choose from. For example: "What's better for you, Tuesday or Thursday? Daytime or Evening?"
- ☐ Use the script. It works!

"Hi _____, this is _____. Do you have a quick minute?"

"I wanted to give you a call and let you in on some exciting news! I've started my own business with Mary Kay and I'd love to share what I am up to with you and get your opinion. Is there any reason why we couldn't get together to do that?"

Great! The first part of my training is to have 15 women get together for my business launch. I'm holding it at _____ (time) at _____ (place), would that work for you?

If yes— great, I'll pencil you in! Thank you for being one of the first 15 women to support me!!

If no That's ok, we can schedule a time for just us, What usually works better for you, daytime or evening? Evening, great we could do evening on Tuesday or Thursday which one works better? Thursday, great, would you prefer 5:30 or 6? Great, I'll pencil you in. Thank you so much for helping me out."

"You know _____, what I really need is a small group (**I'm shooting for that 15 you know**). Is there any reason why you couldn't include 3 or 4 friends to join you? Great! We'll have a lot of fun. If you could call those girls and invite them as soon as possible, that would help us get an early head count.

Now, I'll be in touch on _____ to confirm you and possibly your guests so I can a headcount ahead of time.

"Thanks so much _____, I know we are going to have a great time, and I really appreciate your support in my business!

Now for the selling contest. . . (**If you will not see her at a launch or a party within your 15 days**)

Oh, one more thing! I am in another contest to sell 40 items by the ____! I know you are going to love the products! Would you be willing to look at the catalog/website and let me know if there is anything you would like in the meantime? Great!!!

Catalog (if she is local) - Now, I only have 4 catalogs so would you be able to look through it tonight and I could pick it up with you tomorrow and get your order? Great! What is a good time for me to do that?

Website (if she is long distance)- The website is Marykay.com. You'll be able to see all the products but not purchase online. Would you be available to take a look tonight? Great! What is a good time for me to reach you tomorrow to see what you like?

Follow-up is Key!! Whether they are coming to the launch or just looking at a catalog for the selling contest, it is imperative that you follow-up to either confirm attendance or to take the catalog order. They will not remember to call you so make sure to write it down and follow-through with following up! :)

How do I log into the Mary Kay consultant website?

Go to www.marykayintouch.com and you will need your consultant number. Leave the password blank and hit connect. If you cannot find your consultant id #, call your recruiter or your director.

How do I set up my website?

Go to www.marykayintouch.com and log in as a consultant. Under Business Tools you will find Personal Website Manager. You will have the option to purchase your annual website for \$30 in the month you begin your business and the month after you sign up, then it goes up to \$60 per year.

How do I order business cards?

Go to www.mkconnections.com or under ordering on marykayintouch.com and follow the MK Connections link or call 800-627-9577. Get your MK email and website set up first.

How do I accept credit cards as payments?

Log into www.marykayintouch.com and under ordering, you will find ProPay, you can sign up there or call 800-630-8115, ProPay will allow you to accept credit cards on your Personal Website and from all customers. And/or you can order a square reader at squareup.com

How do I order my product?

Your director will place your first order with you so you don't miss any free product. After that you can order on www.marykayintouch.com by under Ordering, then online ordering.

How do I know if I'm active?

Log into www.marykayintouch.com and under My Business, check your At a Glance page and your status will be next to your name or call 800-272-9333.

When do I receive my "star consultant ladder"?

After the quarter ends (3/15 or 6/15 or 9/15 or 12/15) the company begins the mailing. Please call branch customer service if you do not receive it within 8 weeks. 800-272-9333

How do I select my star consultant prize?

You will get an action item on your At A Glance page under My Business and you can order it there, usually about 3-7 days after the star quarter ends or you can call the prize department at 800-919-7735 if you have a question.

How do I order my Red Jacket?

Once you have 2 ACTIVE TEAM MEMBERS you can go on intouch.com, under ordering, under Career Apparel, you will find Red Jacket Information. As soon as you have 3 ACTIVE team members, you get to wear it to events.

I have a problem with my MK email or website?

Launch Checklist

- ☐ **Using the Script from your welcome packet, call and invite at least 30 women.**

(do not create a facebook invite or send any bulk texts or facebook messages. People WILL NOT respond to it.) Voice-voice contact will provide you with the best results.

- ☐ **Purchase a Firm, Stand on it's own, poster from the dollar store and make it a Launch Goal poster including the following**

- 1. A "thermometer" fill in tracking in \$50 increments from \$0-\$1000**
- 2. 8 boxes to fill-in your next 8 parties**
- 3. 6 lines to fill-in your next 6 sharing appts.**

Feel free to make it pretty if you are a crafty girl. :)

- ☐ **You will be added to our Pink Book Camp New Consultant Training Facebook page - Watch the Pink Book Camp Week 3 video and learn all about selling product at your parties!**

- ☐ **Study the comprehensive Skin Care Class Outline on Jessica's website**

www.jessicasfearlessdreamcatchers.com— Consultant training tab— week 3

(click on the Pictures for the PDF printable forms)

- ☐ **Gather all the items listed on the first page of the outline including:**

1. Things from your starter kit
2. Things to Purchase
3. Things to Print

- ☐ **Prep your datebook:**

Using your schedule, highlight in your Mary Kay datebook the 2 hour time slots you have available to hold parties in the next 2 weeks.

- ☐ **Call to remind your guests and get an accurate headcount 1 week prior and again 1 day prior. It is normal for some of your numbers to drop off as the date gets closer. So plan ahead by inviting more than you thought you would need.**

40 Guests in 4 Minutes

If you need help jogging your memory of friends and acquaintances you could invite to attend your event, try the following "40 Guests in 4 Minutes" exercise!

You might be thinking that 40 sounds like too many, but typically, only half the guests you invite will be able to attend your event, so it's important to invite more than you anticipate. Many factors affect a person's ability to attend your event, so don't be disappointed if certain people don't come- they might be at the next one!

Now grab a pen and try the following exercise. You'll be surprised how quickly your list grows!

4 Relatives

4 Friends

4 Coworkers

4 Neighbors

4 Church or Social Group

4 People you do business with (bank, salon, etc)

4 People who invited you to a Home Show/Party

4 Spouse's Coworkers or their Spouses

4 Previous Coworkers or School Friends

4 Contacts through your Kids (PTA, school moms)
