

TODAY IS YOUR DAY

TO DISCOVER THE NEW INDEPENDENT BEAUTY CONSULTANT EXPERIENCE.

You've signed your Independent Beauty Consultant Agreement, you've adored and explored your Starter Kit, and you're ready to roll up your sleeves and start working your business. Want some suggestions on what to do first? Check out these potential first steps filled with exclusive offers to help boost your business from day one. You can follow the checklist below and make today your day to get it done!



Make it happen!

- Talk** to your Independent Sales Director or recruiter about how to identify and grow your customer base and whether choosing a level of inventory would be appropriate to support your business goals.
- Start** your business beautifully with a gorgeous **new color look** worth \$131 suggested retail that's breathtaking on all skin tones. It's yours when you place a \$600 or more wholesale Section 1 order in your first 15 days!*
- Check out** the *Great Start: Ready, Set, Sell!* brochure in your Starter Kit to see how you can earn **FREE, limited-time product bonus bundles.****
- Shop** *MKConnections*® on *Mary Kay InTouch*® for **special offers and savings** on business-building tools and accessories that can give you a professional edge.
- Sign up** for your *Mary Kay*® **Personal Web Site!** You can process online orders when you also sign up for a ProPay® account. It's how to work your business 24/7 and still get a good night's sleep.
- Download** the *myCustomers +*™ **App for FREE**, and turn your smartphone into a portable business manager.
- Be on** the lookout for **emails from the Company** during your first month. They're full of valuable tips and advice.

***To qualify** for a free color look, a wholesale Section 1 order of \$600 or more must be received and accepted by the Company within 15 calendar days of when the Independent Beauty Consultant Agreement is received and accepted by the Company. Sales tax is required on the actual suggested retail value of the gift. Suggested retail values can be found on the *Mary Kay InTouch*® website. The Company reserves the right to change or update products, packaging and programs. Please go to the *Mary Kay InTouch*® website for the most up-to-date information.

**An Independent Beauty Consultant's initial order with the Company must total \$600 (excluding shipping, handling and tax) in wholesale Section 1 products to be eligible for the product bonus bundles. The initial order must be received and accepted by the Company in the same or following calendar month that the Independent Beauty Consultant Agreement is received and accepted by the Company. Sales tax is required on the suggested retail value of the Section 1 products included in the product bonus bundles.

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Developing your why

MAKING A PLAN BEGINS WITH A VISION FOR THE FUTURE & THAT VISION IS KNOWN AS YOUR WHY.

What is your why?

You're going to have challenges along the way. It's important to find a way to remind yourself everyday of what your business can help you achieve.

Your WHY is the reason you signed your Mary Kay agreement & it is why you work on building a successful business. It keeps you motivated & focused. It is something that is deeply personal, yet relatable to others.

Your WHY inspires the actions that lead to your results by sharing directly from your heart.

Put words to your why

If your WHY isn't crystal clear, use the exercise below to get you thinking about it and how to express it:

A good WHY statement has two parts. To _____ so that _____. The first blank is the contribution you make and the second blank is the impact of your contribution.

1. Think about three or four of the specific experiences in your life when you were at your best. What made you so successful or happy in those specific examples?
2. If you were to tattoo one verb on your body, what would it say?
3. If everyone in the world were to _____ [the verb you tattoo on your body] what kind of world would it be?
4. If they build a statue of you after you die, in one sentence, what will the plaque say? She _____.
5. Complete the following statement: I wake up every day inspired that _____. [Hint: the verb you'd tattoo + the impact you have on others - #3 & #4]

[Adapted from; Out In The Job Market - Elevator Pitch, Simon Sinek]

WRITE DOWN YOUR WHY

WHAT GOALS DO YOU WANT TO ACHIEVE?

What do you want to change, enhance or accomplish for yourself and for the people around you?

Who are the people in your life that could be affected by you having more flexibility and financial success?

CREATE A WAY TO VISUALIZE YOUR WHY

Keep a visual reminder of your goals in a place that you can see every day; a photo on your desk, a Pinterest Dream Board or a screensaver on your phone. Use these photos for inspiration as you experience setbacks & successes. Keep adding new photos that build on your Why.

What is your plan?

Now that you have your Why, it's time to put it into action! Write down what you plan to accomplish over the next three months.

30 DAYS

60 DAYS

90 DAYS

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Connecting to your Network

YOUR NETWORK IS ONE OF THE MOST VALUABLE ASSETS IN YOUR MARY KAY BUSINESS. DEVELOP YOUR CONNECTIONS AND CULTIVATE THOSE RELATIONSHIPS.

Your business grows through conversations with people. From building a team to bringing on new customers, it all begins with building a robust list and opening the conversation.



Tips for building your list

Be open to anyone. Every connection could lead to an opportunity to build your business. Learn to listen for opportunities to bring your business up in conversation.

Don't let names build up on your list without calling them. If you don't call, someone else will.

Always keep your list with you. You never know when you will have an opportunity to add someone new. Remember to ask for a prospect's contact information in addition to giving them your information.

WHO SHOULD YOU ADD TO YOUR LIST?

People you know

Take a moment and write down the names of all the women you know on your Mary Kay List. Don't over think it and don't prejudge.

This may seem easy, but you will be surprised how many people you know. This can be your friends, family, cousins, neighbors, work associates and other people you know from your community. Write them all down!

Go through your contact lists (phone/planner, Facebook, LinkedIn).

Experiences you have had

Think about a time when you were with a group of people who accomplished something that made you proud.

What women were with you? Who put in the extra effort? Who stayed positive no matter what happened? Are these women on your list?

By thinking about women with traits that you admire, you can think more broadly about women you would like to work with on your team!

DON'T FORGET TO ADD TO YOUR LIST THE PERSON...

- ...from an old job?
- ...from school or college?
- ...from a hobby?
- ...from your child's activity?
- ...from church?
- ...from community activities?
- ...from whom you rent?
- ...from whom you sold house?
- ...who is a friend of a friend?
- ...who dry cleans?
- ...that you met on vacation?
- ...who checked your hotel?
- ...who gives you child lessons?
- ...who cuts your hair?
- ...who fills your prescription?
- ...who leads the PTA?
- ...from Girl/Boy Scouts
- ...who works as a receptionist?
- ...who was your maid of honor?
- ...who is your cleaning lady?
- ...who you met at a store?
- ...who was the bride you knew?
- ...who is your child's teacher?
- ...who is the secretary at your work?
- ...who sells you your clothes?
- ...who sells you your shoes?
- ...who sold you your glasses?
- ...who is the wait staff when you go out?
- ...who you met at your last luncheon?
- ...the last person the give great service?
- ...who sells baskets? candles?
- ...who lives near you?
- ...who is your bank teller?
- ...who is your florist?
- ...who is your nurse?

Booking your First Appointment

The secret to success with booking your first appointment is to use the MAGIC script shown below. And you might be tempted to change the script, but don't! And here's why: This script has been tested on over 100,000 people over the past 5 years and it WORKS. Even if you change 3 words, it can lead to NO results. Yes, we've seen that happen.

You can add any friendly courtesies to the front like, "Hope your Dad is feeling better!" or "I missed you at the baseball game last night!" but other than that, you don't want to deviate from the script. It's perfection!

When you use this script, 1 out of 10 people will say yes and book an appointment.

Your **BELIEF** in Mary Kay and your ability to succeed will create trust in you and your business.

Like any other skill, the more you invite, the more **CONFIDENT** you will become.

MAGIC SCRIPT

Hi Kaytiel! How are you? Okay, random question, so I am now a Mary Kay beauty consultant and part of my training is to give 30 women a free facial in my first month. Basically, you get a satin hands treatment, a pore minimizing treatment, an anti-aging facial, plus foundation matching!

Any chance you could be one of my 30?

THAT'S IT! YOUR GOAL IS TO SEND THIS SCRIPT TO EVERYONE YOU KNOW. AND IT HAS TO BE PERSONALIZED AND INDIVIDUALLY SENT TO EACH PERSON. IF YOU MASS MESSAGE, YOU WILL GET NO RESPONSE. YOU CAN SEND THIS BY TEXT MESSAGE, BY EMAIL AND BY PERSONAL MESSAGE ON FACEBOOK.

What do I say when they respond?

WHEN THEY RESPOND, "YES....WHAT IS IT?"

You say, "Great! Thank you so much! Basically, we pick a one and a half hour window that works best for you. Looks like I have an opening on Thursday at 6:30 pm or Saturday at 11 am. Do either of those work for you?" (Only give two options)

You are welcome to schedule these at her home, your home or at your training center, if you have one.

SHE MAY SAY, "LET ME GET BACK TO YOU..."

"Okay sounds great. Okay if I text you to check in later tonight? I'm in a challenge to get these all set with times by midnight...we can even pencil in a time if need be. Thanks again for your support! I'm so excited about getting together!"

A QUICK TEXTING TIP!

If you have a busy schedule and your only time to send out some text messages is at midnight, set your phone to airplane mode, then turn it off when you want the texts to send!

PERFECT. POWER. PLUS.



Perfect Start // COMPLETE 15 FACES IN 15 DAYS!

1	2	3
4	5	6
7	8	9
10	11	12
13	14	15



Power Start // COMPLETE 30 FACES IN 30 DAYS!

	17	18
19	20	21
22	23	24
25	26	27
28	29	30



Power Start Plus // COMPLETE THE POWER START + SHARE THE MARY KAY OPPORTUNITY WITH AT LEAST 6 PEOPLE!

	2	3
4	5	6

*"Work like a boss & make it happen!
Remember, good things come to those who hustle!"*

NAME _____ START DATE _____ END DATE _____



Beauty Coat Contest

You can earn the Pearls of Sharing AND your MK Beauty Coat by sharing the MK opportunity with at least 9 women in your first 30 days! You can share the opportunity via a three-way call with your Sales Director, by bringing a guest to your weekly meeting, or by having your potential new team member call in to the Pre-Recorded Marketing Line! We suggest doing a combination of the three. Make sure that before you share the opportunity each of the women have tried the Mary Kay products.

CONSULTANT NAME: _____



Earn your **Pearls of Sharing Earrings** by sharing the marketing plan with 3 women.

Name: _____

Name: _____

Name: _____

Earn your **Pearls of Sharing Bracelet** by sharing the marketing plan with 3 additional women.

(6 total)



Name: _____

Name: _____

Name: _____



Earn your **Pearls of Sharing Necklace** by sharing the marketing plan with 3 additional women. (9 total)

Name: _____

Name: _____

Name: _____

Earn your **Beauty Coat** by adding 1 Great Start-qualified team member* and completing a Power Start

Name of recruit: _____

Wholesale Order amount: _____

*A Great Start-qualified consultant is one whose initial order or cumulative orders are \$600+ wholesale, and are received in the same or following three calendar months as her/his Beauty Consultant Agreement.





Path to Success

SALES DIRECTOR

- 24+ unit Members
- Earn profit based on retail sales
- 9-13% Unit commission
- 9-13% Personal Team Commission

Eligible for:

- Personal Team Building Bonus \$100 or more
- Unit Volume Bonus \$500 or more
- Unit Development Bonus of \$400 or \$1,000
- Star Consultant Bonus of \$300 or more
- Wellness Award Bonus Program of \$800, \$1,300, or \$2,000
- Cadillac Bonus, New Independent Sales Director Program Bonus
- Independent Senior Sales Director Bonus
- Earn the use of a Sales Director Career Car or Cash Compensation option
- Quarterly Star Sales Director recognition and year long consistency prizes
- Attend Leadership Conference
- Qualify for Top Sales Director Trip



DIRECTOR-IN-QUALIFICATION

- 8 or more active personal team members
- Earn profit based on retail sales
- 4%, 9% or 13% personal team commission
- \$50 Team-building bonus for each qualified personal team member
- Eligible to go on-target for Grand Achiever status (Grand Achiever Career Car or Cash Compensation option)

FUTURE DIRECTOR

- 8 or more active personal team members
- Earn profit based on retail sales
- 9% or 13% personal team commission
- \$50 Team-building bonus for each qualified personal team member
- Eligible to go on-target for Grand Achiever status (Grand Achiever Career Car or Cash Compensation option)



TEAM LEADER

- 5 to 7 active personal team members
- Earn profit based on retail sales
- 9% or 13% personal team commission
- \$50 Team-building bonus for each qualified personal team member
- Eligible to go on-target for Grand Achiever status (Grand Achiever Career Car or Cash Compensation option)



STAR TEAM BUILDER

- 3 to 4 active personal team members
- Earn profit based on retail sales
- 4-8% personal team commission
- 1st-Time Reds receive one-time \$100 bonus
- \$50 Team-building bonus for each qualified personal team member
- 50% Discount on your initial red jacket order



SENIOR CONSULTANT

- 1 to 2 active personal team members
- Earn profit based on retail sales
- 4% personal team commission
- \$50 Team-building bonus for each qualified personal team member



CONSULTANT

- Star Consultant, Company & Unit Prizes, Bonus Products
- 50% Discount on all Section 1 product
- 50% Profit with each customer purchase





Understanding Your MK Status & Earned Discount Privilege

This reminder can help you:

- Keep your Active Status current.
- Keep your business on the cutting edge.
- Take advantage of your current Earned Discount Privilege by ordering any last-minute products.



Definitions:

Retail - What the Customer pays (full suggested price).

Wholesale - What an Active Consultant pays (discounted price).

How the Earned Discount Privilege works: When you place a minimum \$225 wholesale (\$450 retail) order in one month, you then have the privilege of receiving a 50% discount on any Section 1 wholesale order (regardless of size) as long as you remain **ACTIVE**.

How to remain in Active Status as a Consultant in MK:

Active Status: You are considered "Active Status" for the month you place a minimum \$225 wholesale order (\$450 retail) AND the two following calendar months:

January	February	March	April	May	June
You place a \$225 wholesale order	You do not place an order	You do not place an order	You do not place an order	You do not place an order	You do not place an order
Active 1st Month "A1" Status	Active 2nd Month "A2" Status	Active 3rd Month "A3" Status	Inactive 1st Month "I1" Status	Inactive 2nd Month "I2" Status	Inactive 3rd Month "I3" Status

If you are already Active Status (A1, A2 or A3) AND take advantage of your Earned Discount Privilege, this month becomes your NEW A1 month. You have earned two more months of Active Status! This order can be a SINGLE \$225 wholesale order OR a CUMULATIVE \$225 wholesale order, BUT the order has to be placed during a single calendar month.

January	February	March	April	May	June
You place a \$225 wholesale order	You do not place an order	You place a SINGLE \$225 wholesale order OR You place a CUMULATIVE \$225 order: 1. \$110 wholesale 2. \$115 wholesale	You do not place an order	You do not place an order	You do not place an order
Active 1st Month "A1" Status	Active 2nd Month "A2" Status	Active 1st Month "A1" Status	Active 2nd Month "A2" Status	Active 3rd Month "A3" Status	Inactive 1st Month "I1" Status

Inactive Status: If you fall into Inactive Status, you must place a SINGLE \$225 wholesale order to regain Active Status & your Earned Discount Privilege.

January	February	March	April	May	June
You place a \$225 wholesale order	You do not place an order	You do not place an order	You do not place an order	You place a SINGLE \$225 wholesale order	You do not place an order
Active 1st Month "A1" Status	Active 2nd Month "A2" Status	Active 3rd Month "A3" Status	Inactive 1st Month "I1" Status	Active 1st Month "A1" Status	Active 2nd Month "A2" Status