

**Michele's Majestic Eagles  
Pearl Division – Unit #K878**

**Dear Majestic Eagle:**

**I am extending a personal welcome to you for joining our “Red Hot” team! We are extremely proud of our Unit because of its commitment to excellence and success. Stay in close communication with me, attend your training sessions, conferences and Monday night Success Events and you will *soar* right to the top of this organization. By the way, our Success Events that are held in the south suburbs take place in the Best Western Hotel which is located at 4375 W. Frontage Road, Oak Forest, IL 60452. We meet on Mondays nights at 7:00pm and a calendar will be e-mailed to you with the exact schedule ASAP. In addition, you will have the option of attending your Consultant Orientation in-person or by conference call.**

**My primary focus is to help you launch and grow your new Mary Kay business. This includes answering any questions, acting as your business advisor and personal coach. The commitment that I am willing to make to you is “I will match my professional time and effort with yours”. Take a moment to review the following phrases because you will find them to be very beneficial as you move forward with your new business venture:**

- THE ONLY TIME WE FAIL IS WHEN WE FAIL TO TRY**
- DISCIPLINE BEATS DISCOURAGEMENT EVERY TIME**
- DON'T GIVE IN TO THE NAY-SAYERS AND DREAM-KILLERS**
- MAKE THINGS HAPPEN, DON'T WAIT FOR THEM TO HAPPEN**

**Your new business is capable of giving you the desires of your heart—extra money, new friendships, self-confidence and strong business skills. What you are willing to put into it will determine the degree of SUCCESS you will receive from it. So, let's work together to turn your dreams into a reality!!**

**I BELIEVE IN YOU!!!**



**Michele A. Halliburton  
Senior Sales Director  
(708) 206-1161**

***'We are a rising National Area'***

**YOU'RE STARTING MARY KAY!!!**  
**Congratulations on a smart decision**  
**Here's what you do first:**

1. Read through this list before doing anything, and then go back and check each step off one by one as you accomplish it.
2. Make a contact list: As many people as you know who have skin!
3. Set a date NOW for your grand opening debut!
4. Sign up for New Consultant Training and Weekly Meetings.
5. GET YOUR BUSINESS SYSTEMS IN PLACE:
  - a. Open a free checking account for your business. Keep it separate from personal finances. Any sales that you make from telling people what you're doing should be placed in your Mary Kay account and do not touch it for now.
  - b. Open up your Propay Account (you increase your sales by 30% when you accept credit cards). Go to Mary Kay Intouch, and look under "Business Tools" for Propay. It will walk you through signing up. You must already have your checking account with its account # and routing #.
6. When your Starter Kit arrives, have fun with it.
  - a. Take product out of boxes.
  - b. Start reading parts of your Consultant's Guide.
  - c. Watch the DVD Skin Care Class with the flip chart in hand (many times).
  - d. Listen to the audio CD in the Consultant's Guide.
  - e. Invite friends, family and neighbors to sample the skin care and let you practice your flip chart with them so you can get good at what you do – share, share, share, and you will find that you sell, sell, sell, ..... It doesn't matter that you are inexperienced. Tell everyone what you're doing - - enthusiasm sells!! THEY WILL LOVE IT, TOO!!
7. Log onto the Mary Kay Intouch and enroll.
8. Log onto the Mary Kay Intouch, go into "My Customers" and fill in as much of the information on the people from your contact list as possible (this will be a valuable data base for you in the future).
9. Make an appointment with your Director to discuss the desires and goals for your business. At this appointment, you will be educated on the options for your store (your first inventory selection).
10. HAVE FUN – MARY KAY IS A FUN BUSINESS!!!

**INVENTORY**  
**(Your Store)**

Your initial investment is your Starter Kit.  
The additional amount you decide to invest into your business will be your decision.

## YOUR ALTITUDE WILL MATCH YOUR ATTITUDE

**Mary Kay Image:** You are now a professional beauty consultant representing one of the most respected company who's providing the best selling brand of products in the United States. I know you would agree that your image should reflect this. When representing Mary Kay you should be dressed professionally in a skirt, suit or dress. Please, no pants. In addition, you should have properly applied Mary Kay makeup with well manicured nails and clean professional hair.

**Mary Kay Ethics:** The primary factors that sets Mary Kay apart from other companies is our principles and ethics. It goes without saying that you should always be honest and never make claims of the product other than those provided by the company. In addition, always practice the golden rule and never take anyone else's customer.

Honor the Mary Kay guarantee completely and cheerfully. When in doubt, always be on the side of the customer.

**Mary Kay Conduct:** You ARE Mary Kay to everyone you meet.

- Please do not smoke in front of your customers, even if given permission.
- Do not accept alcoholic beverages to drink at classes or other appointments.
- Never get into controversial conversations at classes or with customers.
- If your car has the Mary Kay sticker on it or if you drive a Mary Kay career car, keep it clean and drive with courtesy.

**Attitude is Everything:**

- Be positive and enthusiastic: Don't say negative things, especially at your Success Meetings.
- Attend ALL Success Meetings and Mary Kay events such as Seminar in July/August, Career Conference in March/April and ChicagoRama in January. These events are for your success and continued education.
- Listen to Mary Kay and other motivational tapes daily. Positive self-talk is vitally important!
- Read your Applause magazine. In addition, read at least 15 minutes a day out of your Consultants Guide. Remember, knowledge is power!
- Never share "down times" with a sister Consultant. Call your Director if something is bothering you. Remember, the more you talk about something bad, the worse it becomes.
- When you start to doubt yourself, remember the thousands of other Consultants who are doing it.
- Discipline yourself to replace negative thoughts with positive ones.

## OUR UNIT IS A WINNING TEAM

### Winners are People like You

Do you know that most Consultants go through a 4-phase swing many times during their Mary Kay career?

**THE 1<sup>st</sup> PHASE...EXCITEMENT...** You've caught the vision of where you can go and what you can do for yourself and your family through this Mary Kay opportunity! You don't know or understand just how it will all come together, but you just know that it will. Nothing can stand in the way of your pursuit of the Mary Kay dream- -you're ready to take on anything!

**THE 2<sup>nd</sup> PHASE...FRUSTRATION...** Things are not going as fast you'd like them to. Can you relate to this? Of course you can. We've all been there. We get impatient with ourselves and our customers. We tell ourselves that nobody wants to book a Class, a Show or buy Mary Kay products.

**THE 3<sup>rd</sup> PHASE...CRISIS POINT...** Do you throw in the towel, shoot holes in your Starter Kit, or get your head straight and work through it? Do you tell yourself that Success Meetings are the last place you're going since you have not done much of anything? Or do you tell yourself that Success Meetings are where you need to be to get your act together? The right question to ask yourself is the last one. As hard as it may be to push yourself to a Meeting, it's the best thing for you and your Mary Kay career right now, you'll actually be glad you went!!!

**THE 4<sup>th</sup> PHASE...RECOMMITMENT...** You've made it! You've recovered from the situation and you're stronger because of it. You've recaptured your dream; you're excited again, and ready for the next obstacle. One thing is certain- -each time you slip into the frustration phase, your trip back to phase one (excitement) gets quicker and quicker because you know the way.

**IS IT WORTH IT?** Is your Mary Kay career worth the hassle of putting up with postponed appointments? Making yourself go to Success Meetings and finding something to be proud of? Could you find this kind of never-ending excitement, supreme challenge, and positive attitude in any other job? I wouldn't be the person I am today without the great opportunity Mary Kay gave me because now I have a healthy self-image and so many chances to share this positive way of life with other people. Is Mary Kay worth it? You bet it is! We must never sell ourselves short. Give yourself time to grow and above all, never lose sight of your goals. When you lose sight, then you have time to see the obstacles that lie before you.

Remember, Mary Kay sells DREAMS as well as cosmetics.

Resolve now to work through every phase two and never forget where you could be in six months, a year, three years, or five years from now, if you just persist! Sure, it can be difficult at times, but if you always look ahead and imagine a positive side to everything, you're sure to go far with Mary Kay. And pretty soon the positive things that you are imagining will come true!

**DON'T LET PHASE TWO KEEP YOU FROM WINNING!!!**





# INTRODUCING

SHERIE DOWNS-STEPNEY  
AS A  
MARY KAY COSMETICS INDEPENDENT  
BEAUTY CONSULTANT

\*\*\*\*\*

\*\*\* **SAMPLE FLYER** \*\*\*

\*\*\*\*\*

PLEASE JOIN ME FOR MY GRAND OPENING &  
RIBBON CUTTING CEREMONY AS I LAUNCH  
MY NEW BUSINESS

SATURDAY, FEBRUARY 26, 2005

4:00 P.M. SHARP

RSVP: (708) 423-6784

550 W. 111<sup>th</sup> STREET

CHICAGO, IL

Door Prizes

Refreshments



## GRAND OPENING CHECKLIST

### 1. Before the Event:

- Talk to your Independent Sales Director about your Business Debut.
- Decide when you will hold your Business Debut.
- Choose a location for your event: Oak Forest Hotel, your house or your church.
- Create flyers/invitations (see sample Flyer).
- Make a list of 30+ guests with phone numbers.
- Mail flyer/invitations 1½ weeks before your event.
- Begin follow-ups 1 week before for an initial count.
- Decide what refreshments you will be having.
- Go to a Dollar Store and purchase: (4) lovely gifts, (1) roll of Pink Crepe Paper and mini-gift bags/tissue paper
- Ask 2 people to assist at your event: Your Recruiter and one other person.
- Begin final follow-up calls 3-days before your event.
- Have the following items available at your event: a pair of scissors, roll of crepe paper, a basket, a camera and business cards.
- Create a display of Mary Kay products. Let the Director/Recruiter conduct your event and you just SMILE AND NOD.

### FOLLOW THESE SIMPLE STEPS FOR A SUCCESSFUL "GRAND OPENING"

### 2. At the Event:

- As guests arrive, let your recruiter give them a "Satin Hands" treatment.
- Ask guests to fill out a customer profile. You may want to use the customer profiles to hold a drawing for a door prize at the end of the debut.
- Welcome everyone and all other activities will be handled by your Director/Recruiter.
- Have Look Books available for every guest and serve refreshments towards the end.

### 3. After the Event:

- Send thank you notes to everyone who attended and include your business card.
- Follow up with everyone, whether they purchased something or not. This would be a great time to again invite each guest to schedule an appointment for a facial or book a skin care class if they haven't already done so.

# **NEW CONSULTANT ORIENTATION**

## **BRIEF "I" STORY**

### **ATTITUDE**

- a. Attitude is 90% of success—in anything.
- b. What you think about, you bring about What to Say When You Talk to Yourself by Shad Helmstetter.
- c. Inspire yourself daily with positive CD's and/or books:
  1. You Can Become the Person You Want To Be by Robert Schuller
  2. MK's CD of the Month
  3. Mary Kay's Autobiography
  4. Applause magazine
- d. Go-Give Spirit—with other Consultants
- e. Golden Rule—always ask if a potential customer/recruit has a Consultant. If the situation is questionable, talk to your Director.

### **BUSINESS BASICS**

- a. Attend YOUR Success Meetings
  1. Mondays nights @ the Best Western Hotel 4375 Frontage Rd. Oak Forest , IL. 60452
  2. Consultant fees are \$20.00 per month (Tax Deductible)
  3. People who show up—go up

### **IMAGE**

- a. You are Mary Kay to your customers
- b. Professional Attire
  1. Skirts, dresses or suits at ALL Mary Kay events
  2. Nails manicured or no polish
  3. Wear your Beauty Coat when you conduct your appointments
- c. No smoking or drinking alcohol allowed
- d. Wear products from YOUR Mary Kay store



- e. **Speak positively at MK functions and to others about MK. If you have concerns, talk directly to your Director**

## **GOAL SETTING**

- a. **Define a goal. You set a goal to get here today and overcame obstacles to achieve the desired results**
  - 1. **Specific**
  - 2. **Measurable**
  - 3. **Attainable**
  - 4. **Realistic**
  - 5. **Time Bound**
- b. **Visualize yourself having already achieved the goal**
  - 1. **Talk to yourself about how it will feel once you've achieved the goal**
- c. **Write down your goals. Then, create a "vision board" that represents your goals**
- d. **Commit yourself to completing a Power Start**
  - 1. **Use the tracking form from your Welcome Packet**
  - 2. **Keep track of your retail sales**
  - 3. **Practice your flipchart presentation**

**Whatever your goals are—positive relationships, personal growth, recognition, more family time, job security, company car, business ownership, financial freedom or to become a Sales Director it can be accomplished by holding SKIN CARE CLASSES!!!**

## **RECORDKEEPING**

- a. **If you are spending more than (15) minutes per week on recordkeeping, it is probably too much!**
- b. **Keep systems simple. Utilize Mary Kay InTouch**
- c. **Use a "shoe box" with alphabetical dividers for Profile Cards**
  - 1. **maintain a Profile Card for everyone**
  - 2. **create a monthly file for birthdays**
- d. **Tax Records—access Tax Essentials via Mary Kay InTouch**
  - 1. **Sales Tickets- write clearly, add sales tax and give a copy to your customers**

2. **Date Book** – write name, address and purpose of your MK appointments
  3. **Mileage Log** – record in your date book or a mileage log
  4. **Weekly Accomplishment Sheet**
    - give to your Director or send to her by InTouch weekly
    - do running totals and most of the work for your April tax computations will be done
- e. **2-Envelope System**
1. **Income envelope has Sales Tickets**
  2. **Expense envelope has receipts for all purchases**
- f. **Money Management**
1. **Credit Card** – Use (1) exclusively for MK and any accrued interest will be tax deductible
  2. **Open a separate checking account for your MK business**
  3. **Put ALL money into your MK account. Use the 60-40 split**
    - 50% for product replacement **ONLY**
    - 40% for **YOU** (on profit level)
    - 5% for Preferred Customer Program (PCP)
    - 5% for Section 2/Sales Aids
  4. **Embezzling puts you out of business. If you're out of money and product, you are out of business**

## **INVENTORY**

- a. **It is an option—not a requirement to have stock on you shelf**
  1. **90% buy back provides security**
- b. **Having products on-hand is a good business practice**
  1. **Women are impulse buyers and don't want to wait**
  2. **Most people wait until the last minute to reorder**
  3. **Prompt delivery is good customer service**
- c. **How to determine the size of your initial order**
  1. **Make a list of all the people you know**
  2. **Most women know (3) other women. Multiply your list by (3) and these are your PEOPLE RESOURCES**
  3. **Decide how many Skin Care Classes you are willing to hold each week**
  4. **Reference your Ready, Set Sell Brochure**
    - \$ 600w = \$1,200r and services 5-10 people
    - \$1,200w = \$2,400r “ “ 15-20 “

<b>-\$1,800w = \$3,600r</b>	<b>"</b>	<b>"</b>	<b>25-30</b>	<b>"</b>
<b>-\$2,400w = \$4,800r</b>	<b>"</b>	<b>"</b>	<b>30-35</b>	<b>"</b>
<b>-\$3,000w = \$6,000r</b>	<b>"</b>	<b>"</b>	<b>35-40</b>	<b>"</b>
<b>-\$3,600w = \$7,200r</b>	<b>"</b>	<b>"</b>	<b>40+</b>	<b>"</b>

**d. Sources of money for buying inventory:**

**1. Use a bank's money, if possible**

- builds/establishes credit in your name**
- utilize a payment plan for payback**
- keeps tax records clean**

**2. Credit Card**

- consider MK Connections for special rates**

# SKIN CARE CLASS OUTLINE/COACHING/RECRUITING

## ITEMS TO BRING TO CLASS:

Hostess Brochure  
Travel Roll-Up and current Beauty Books  
Tote bag with samples, etc.

Be sure to wear your Ladder of Success to reinforce the STAR Consultant Program.  
**\*\*Bring what you actually pack for a class so they can experience as close to an actual class as possible.\*\***

## TIPS FOR THE DIRECTOR

Follow the Skin Care Class DVD and Consultants Guide as closely as possible. If you have developed other techniques over the years, teach them in the Advanced Skin Care Class. You may find it helpful to watch the DVD again before class. Mary Kay said that school is never out even for the pro!

Use tools that consultants can order from the company as visuals.

Remember to teach that we do not touch our customers.

Arrive early and set up the training room during consultant's 5 minute break to actually conduct a skin care class. Pick a new consultant to be your "hostess." The people sitting closest to her can role-play being guests at the class. The "hostess" will be the only one actually applying product and will provide a visual for the rest of the class.

- I. Before the class begins, coach consultants that they should:
  - A. Arrive 30 minutes early to leisurely set up, especially with their first few classes. Don't walk in with dollar signs in your eyes! Focus on making your guests look and feel special.
  - B. Pre-dispense TimeWise in each tray, pick foundation shades and use Look cards. Write the guests' names on their Styrofoam tray in pen. The sweetest name anyone can hear is their own!
  - C. Ask the hostess, "Who's coming tonight who you think would be good at doing what I do? (Pause) How about you? Watch me tonight and see if it doesn't seem like fun." (Step 1 of the 4-Point Recruiting Plan) Explain it. State it.
  - D. Have your hostess treat her guests to Satin Hands as you set up.
- II. Let consultants know that their Beauty Book is their friend. Now it is time for you to read the first few pages of the flip chart!! Be sure to do a strong "I story". Teach the remaining 3-steps of the 4-Point Recruiting Plan. Use your "hostess"

as a visual and have her go through the actual products so they can see what happens at a class.

**\*\*Mention Check-Up Facial 5 times\*\***

Let them know it is easier to get a booking at a class and requires less coaching.

- A. Close on the TimeWise Skin Care!
- B. Do a table closing highlighting the sets in the Beauty Book and the Travel Roll-Up.
- C. Roll play with individual consultants. If there is a more seasoned consultant in the room, you may want to have her role play with you while the others watch. First ask her to be “easy” and say she wants everything. Then have her give you these objections so consultants can hear you overcome them.
  - 1. No money
  - 2. Want to break up the TimeWise set
  - 3. No time to use it
- D. After you finish writing up the customer’s order, book her check-up appointment.
- E. Identify a recruiting prospect and follow through! Let new consultants know that if they are uncertain about how to follow-up, they should call their Director.

### III. After the Class

- A. Work full circle by following through with your hostess regarding recruiting! You can give her the Imagine the Possibilities or Consider the Possibilities DVD (Section II items).
- B. Complete your weekly accomplishment sheet and turn in to your Director!
- C. Give them some tips on how to regain control at a challenging class:
  - 1. Lower your voice and talk more softly or close your flip chart and stand quietly until you regain their attention.
  - 2. Call your “trouble maker” by her name and ask her a question like “How does your face feel?” Give them the attention they want and make them feel special.
  - 3. Give your “trouble maker” a soft touch on the shoulder. This body language usually helps to regain their attention.
- D. Pat yourself on the back for a job well done!

Addendum: This outline was compiled by Michele Halliburton and Shanda Dokes. Come and audit one of their classes if you have any questions regarding this outline.





# **COULD YOU USE \$30,000 PER YEAR PART TIME?!**

## **GIVE YOURSELF A PROMOTION & JUST TRY!!! DISCOVER WHAT MARY KAY HAS TO OFFER!**

74% of the workforce today are *women*; they all have skin and need to care for it. The average woman today spends in excess of \$600 per year just on skin care & cosmetics! More and more women start their own businesses to gain more time with family & financial freedom. Don't stop your regular job....**MARY KAY** is very part-time—at your own schedule! Of all the millionaires in the world today, only 3% are women! **AND.....of that 3%.....70% are in MARY KAY!**

### **Three appointments per week\***

3 classes x \$200 avg. sales = \$600 weekly x 42 weeks = \$25,200  
200 new **TimeWise** clients + 200 reorders at \$200/year = \$40,000  
\$65,200 = Total Annual Sales  
**\$32,600 PROFIT**

### **WHAT YOU CAN EXPECT FROM YOUR APPOINTMENTS AND REORDER BUSINESS AFTER ONE YEAR....**

**A skin care class ranges from 3-6 people (Average 4)  
Sales average about \$200 per class for a new consultant.**  
*(Seasoned consultants can have classes ranging from \$500 to \$1000)*  
**We retain about 85% of our clients**

**The average skin care reorders per customer each year is about \$200.**

#### **1 Class Per Week\***

85 clients end of 1st Year  
Profit/classes = \$4,200 (\$350/mo)  
Profit/reorders = \$5,800 (\$475/mo)  
**\$10,000 PER YEAR**

#### **2 Classes Per Week\***

170 clients end of 1st Year  
Profit/classes = \$8,500 (\$700/mo)  
Profit/reorders = \$11,500 (\$924/mo)  
**\$20,000 PER YEAR**



***If your boss offered to add \$800 to your paycheck each month if you worked just 5 hours overtime each week, WOULD YOU DO IT?!***

#### **Important facts you should know:**

No quotas, No territories, Tax advantages, 90% buy-back guarantee, free and local training  
Other avenues of income include team building commissions, free car & insurance, Director commissions & bonuses  
*\*Above figures based on working 4-6 hours per week—42 weeks in a year.*