

WELCOME TO THE BOLD & BEAUTIFUL BUTTERFLIES



Congratulations
and Welcome to Mary Kay Inc.

I am excited to be working with you as a
brand new Mary Kay Beauty Consultant.

Brenda Pool
Independent Mary Kay Sales Director

For God did not give us a spirit of fear but of power,
love and self-discipline.
2 Timothy 1:7

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WELCOME TO THE BOLD & BEAUTIFUL BUTTERFLY UNIT

I am so excited that you have made the decision to start your Mary Kay career! As your Sales Director, working with new consultants is one of my favorite things to do! I am looking forward to working with you and supporting you in your new business.

I began my Mary Kay business 20+ years ago and debuted as a Director in 1993. I live in Hampton, Virginia and before Mary Kay I was in medical transcription.

Enclosed in this packet, you will find ideas on how to get your business started and I encourage you to listen to the "Inventory Options" CD within the next 24-48 hours. I will call and follow up with you to answer any questions you may have and to help you get started! I'm sure you have many questions, and as a new consultant, I did too!!! We will discuss all of your questions and concerns in detail. I am here to train and support you along your new journey.

Each week we have Success Events for training and recognition. If you are not local to me, I will locate a Mary Kay Success Event near you. Attendance at the Success Events whenever possible will be vital to your success in this business. It is a fabulous opportunity to learn the business and get to know other Consultants and Directors.

Out exciting unit goals this year include building 3 NEW Directors and setting up our own Independent area! Will one of them be you? Whatever goals you have for your Mary Kay business, I will be watching with pride as you carve your own path and pursue your dreams!

As your Director, it's my job to match my time with 100% of your efforts. This business is truly what you design it to be, and I'm here to help in any way that I can. Again, congratulations on your new business and welcome to our awesome unit!

Brenda Pool
Sales Director
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MARY KAY NEW CONSULTANT BOOT CAMP

**MONDAY NIGHTS
7:00 - 9:00 PM**

Five specialized Training Sessions designed to help new consultants learn the basic essentials of a Mary Kay business.

CLASS #1 - WHAT HAVE I DONE & WHAT DO I DO NEXT?

DATE:

Running an office in your home, Mary Kay Image, Communication Systems, Business Debut, Inventory/Money Management, Star Consultant Program and Attitude management.

CLASS #2 - LEARNING THE BASICS

DATE:

Learn the basics of time management and how to run your business. Great tips on building a customer through the PCP program. Plus, the how-to's on scheduling appointments and coaching them to success!

CLASS #3 - BEHIND THE SCENES OF A SKIN CARE CLASS

DATE:

A look into what takes place behind the scenes to have a great skin care class. Packing for a class, the Skin Care agenda, and how to use the 4 Point Recruiting Plan.

CLASS #4 - PASSING IT ON

DATE:

Bring a guest with you and learn how to share the Mary Kay facts. Understanding the Mary Kay marketing plan. Effective use of the layering process and overcoming objections.

CLASS #5 - MIRACLE MINERAL MAKEOVERS, SELECT SATURDAYS

DATE:

A live skin care class, conducted by a Director. As part of the class requirements, you need to bring at least 1 guest (over 18) to this training in order to graduate! Your guests will be pampered with a makeover.

DREAMS COME TRUE WORKSHEET

1. Your Dream... Select something you would like to purchase or pay off in the next 3 months.

Choose something that is not related in anyway to things you can earn from MK at any time. For example, "My dream is to pay for a summer vacation from my Mary Kay business. I will need \$3000 to make this dream come true!" Keep in mind, anything that you can earn from MK (like a car, star consultant prize, directorship...) is not a dream, it is simply the rewards of your work.

My dream to make come true in the next 3 months is: _____

Total dollar amount needed to make my dream come true: \$ _____

2. Your Dream Number..

Use the formula below to determine your Dream number.

Example:

Your **DREAM** is to have \$3000 profit in 3 months to pay for your vacation.
\$3000 divided by 3 (*# of months to attain goal*) = \$1000
\$1000 divided by 0.40 (*60-40 split, your profit margin 40%*) = \$2500
\$2500 divided by 4 (*weeks in a month*) = **\$625**

The example DREAM NUMBER is \$625. That's what you need to SELL each week to pay for your Dream and still be able to replenish your inventory.

\$ _____ divided by 3 months = \$ _____ (a)

\$ _____ (a) divided by .4 = \$ _____ (b)

\$ _____ (b) divided by 4 weeks = \$ _____ = your Dream Number

My Dream Number is \$ _____ **! I will make my dream of:**
 _____ **come true by** _____ **!**

MK CONTACT LIST

...A LIST OF EVERY PERSON YOU KNOW WHO HAS SKIN ON THEIR FACE!

They can help you start your business, give you their opinion and allow you to practice on them. Write down literally everyone that comes to mind- with or have previously worked with relatives, relatives of relatives, and people you come in contact with that you might not even know their name.

Name	Address	Phone
1.	_____	_____
2.	_____	_____
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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 your school or college?
...you know from your favorite sport of 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 fills your prescription?
...who leads the PTA?
...Girl/Boy Scouts?
...who works the desk at the health club?
...who booked your last vacation?
...who sells baskets? Candies?
...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 the grocery/bank line?
...who ws 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 jewelery store you were in?
...who helped with your last decorating purchases?
...the last salesperson to give great service?
...who did I miss?

Add your own!!

BEGIN WINNING NOW!!!

BOLD AND BEAUTIFUL BUTTERFLY UNIT

NEW CONSULTANT PRIZES...



Get your business of to a Super Star Start and
Win these Prizes.

Cut out and turn in each Coupon to your Director to claim your prize!!!



PERFECT START PIN

Name _____

Win your **Perfect Start Pin** when you complete 15 faces in 15 days and place your order of \$200+.

___ I completed my Power Start by completing 15 faces in 30 days.

___ My order of \$ _____ was placed on _____.

My Perfect Start Dates
From _____ to _____.



POWER START PIN

Name _____

Win your **Power Start Pin** when you complete 30 faces in 30 days and place your Qualified order of \$600+.

___ I completed my Power Start by completing 30 faces in 30 days.

___ My Qualified Order of \$ _____ was placed on _____.

My Power Start Dates
From _____ to _____.



POWER START PLUS PIN!!!

Name _____

Earn your **Power Start Plus Pin** when you complete 30 faces in 30 days, place your Qualified order of \$600+ and Recruit your first Team Member during the same 30 day period.

- ___ I completed my Power Start by completing 30 faces in 30 days.
- ___ My Qualified Order of \$ _____ was placed on _____.
- ___ My New Team Member is _____.

My Power Start Dates
From _____ to _____.



COMPLETE BOOT CAMP

Name _____

Earn your Mary Kay Watch from your Sales Director when you have Completed the 5 Class Boot Camp

- Class 1 - **What Have I Done and What do I do Next?**
- Class 2 - **Learning the Basics**
- Class 3 - **Behind the Scenes Of a Skin Care Class**
- Class 4 - **Passing It On**
- Class 5 - **Miracle Mineral Makeovers**

Completed on _____

I DO MAKEOVERS PIN

Name _____



Complete your Power Start Portfolio in 30 days
And earn your I Do Makeovers Pin!

Date started: _____

Date completed: _____



START YOUR BUSINESS WITH A STAR ORDER

Name _____

Earn your Crystal Heart Ring when you order your inventory and you start with at least \$1800 wholesale making you a **STAR CONSULTANT!**

I placed a \$ _____ wholesale order on the date of _____ making me a _____ Star Consultant!



I'VE SHARED THE MK FACTS WITH PROSPECTS!

Name _____

Have 3 prospects call in and earn your Pearls of Sharing Earrings.
Have 3 MORE prospects call in and earn your Pearls of Sharing Bracelet!

MK Facts calls must be scheduled with Brenda within your first 4 weeks of starting your business.

Names of 3-6 Prospects who listened to the facts	Date	Response
1. _____	_____	_____
2. _____	_____	_____
3. _____	_____	_____
4. _____	_____	_____
5. _____	_____	_____
6. _____	_____	_____



I HAVE MY FIRST TEAM MEMBER!

Name _____

Sponsor your first team member in your first 30 days and earn your Pearls of Sharing Necklace!

My very first team member is _____ and she started her Mary Kay business on _____.