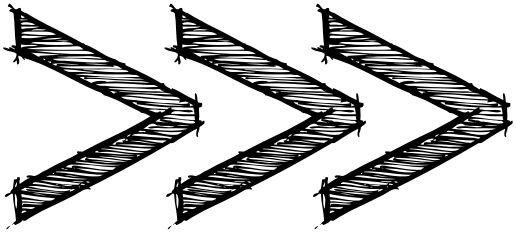


# FOCUS AREA



*new consultant packet*

“ We must FOCUS our eyes on Jesus, the author and finisher of our faith.”

-HEBREWS 12:2

## SET UP YOUR MK INTOUCH ACCOUNT

This is your free virtual office with MK- where you will place orders, find education, keep track of your clients and find many resources and tools to build your business.

- Go to [www.marykayintouch.com](http://www.marykayintouch.com)
- Enter your Consultant #: \_\_\_\_\_
- Click "Set Up Account"

Note: If you don't like the MK e-mail address they set for you, you will want to change it now, because you cannot change it later

Find all New Consultant resources by going to:

- ➔ [www.whitneywemhoff.com](http://www.whitneywemhoff.com)
- ➔ Consultants
- ➔ New Consultants

OR



Scan to visit our  
NEW CONSULTANT  
WEBPAGE



7

ways to turn this

opportunity  
into a **SUCCESS**

1

Communicate with your Director

2

Approach everything with a good attitude & positive expectancy

3

Attend **EVERYTHING**

4

Know how you make your money

5

Invest in your Future

6

Get Educated

7

Get in **ACTION**





## WELCOME TO THE FUTURE FOCUS AREA!

Whether you are in my Legacy Unit or one of my offspring Director's Units, I want to celebrate you and your business in Mary Kay. Our Area symbol is a tree because on every tree there are flowers that contain seeds, that then drop and plant other trees. My mission as a Future National is to create a Legacy of women helping women discover their full potential, grow personally & professionally and live the life God intended for them to live. Like a tree, I want to plant seeds and grow as many leaders in Christ as I can. I want to carry on the Legacy that Mary Kay Ash created so that women can continue to live their life by putting God 1st, Family 2nd & their Career 3rd. I want to continue my Mother, Inner Circle Senior National, Stacy James' Legacy of building an Area of Independent Leaders who are mentally healthy, emotionally stable and spiritually strong.

Creating your "Dream Life" is not just about financial freedom and the lifestyle that your business can provide. It also includes the life-long friends and the fellowship with God. It will provide opportunities to grow leadership skills, business sense, confidence and self empowerment. Most importantly, your Mary Kay business can have an impact on your family, your friends and the women that God places in your path. That is why we are so much more than makeup!

In order for you to make your "Dream Life" come true, you need to know what you would define as your "Dream Life". Once you have a clear picture of your desires and passions your Director can create a plan to fuel your success. Staying plugged into your weekly Success Meeting, our weekly PINK University LIVE Facebook Events and attending Company Conferences will be critical to your business... There is a reason that people who attend Weight Watchers Meetings see faster results than those who don't; they receive consistent Accountability and support. If I could only give one piece of advice about success in this business, besides keeping a good attitude, it would be to never miss a meeting, a call or an event. With this opportunity, YOU have all the resources you need to create your future.

If you devote yourself to growing and learning I know that you will succeed! I want you to know that I believe in you and I can't wait to celebrate each step of success you and your business achieve!

Love and prayers,

*Whitney Wemhoff*

402.205.8777 | whitney © whitneywemhoff.com

www.whitneywemhoff.com



/whitwemhoff



whit\_wemhoff

FOCUS OFFICE:



future.focus.area



www.facebook.com/groups/focusarea/

legacyunit.officemanager © gmail.com



# Get **CONNECTED**

Your Director will be a great resource for you and will help, guide and train you along the way.

However, your success will depend entirely on you, and the action that you take.

Directors will match a Consultant's time & effort with her support & encouragement. She cares about you and your success, so it is important to know that there is only one of her and many Consultants in her Unit. If you need help please reach out to her so she knows how to best support you. YOU will always mean more to your Director than your Consultant #, she truly wants what is best for you.

## **PINK** University **LIVE**

Join us for PINK University on **WEDNESDAY EVENINGS AT 8:30 PM CST**. You will be able to watch this LIVE training from our FOCUS Area Facebook Group. Make sure you have joined our Facebook Group, you can find it by going to [www.facebook.com/groups/focusarea](http://www.facebook.com/groups/focusarea)

The video will start streaming LIVE at 8:30 pm CST. When you start watching you will be able to watch it in real time... (It will not start over from the beginning.) You will be able to "join" the video presentation and interact by typing in comments and questions. Earn EXCEL-erize points by attending!

- Watching LIVE (2 pt)
- Joining on time (1 pt)
- Interacting throughout the video/ sharing your takeaways at the end (1 pt)

## Receive Text Updates:

You can communicate with Whitney by texting or calling her at 402.205.8777

She will send out occasional announcements to the entire Unit, but if you would like more frequent updates via text, you can subscribe to additional subgroups by texting the following words to that number.

{NOTE: Each word must be sent separately and without any other words/symbols/emojis in the text!}

**REMINDER** will subscribe you to receive weekly reminders/announcements

**INSPIRATION** will subscribe you to occasional inspiring messages

**LEARN** will subscribe you to occasional messages with tips & ideas

To subscribe to receiving text message alerts from Mary Kay:

login to Intouch → go to "Profile" → "My Texting Preferences"

## Voxer:

The best way to communicate with your Director and the Consultants in your Unit is to download the free app Voxer. This will allow you to communicate back and forth using multiple features such as:

- Audio Messages
- Texting
- Video Messages
- Group Messaging
- Pictures



You can find Whitney under the Username: **whit\_wemhoff**

# Unit Meeting:

Get plugged into your Weekly Success Night each week! This is a place for you to meet the other girls, form friendships, get education AND work your business at the same time. Your Director or Adopting Director take a lot of time to plan these weekly meetings and put them on for the benefit of the Consultants. Please utilize this resource & make the most of your time by always having models there. Utilize this weekly event as a great Girls Night Out for you and your guests! Attending each week will be critical to your business... There is a reason that people who attend Weight Watchers Meetings see faster results than those who don't; they are able to receive consistent accountability and support.

## Facebook:



We utilize Facebook a lot for our Unit Communication. You can find your Director's personal Profile Page by going to [www.facebook.com/whitwemhoff](http://www.facebook.com/whitwemhoff)

Follow our FOCUS Area on Instagram! [future.focus.area](https://www.instagram.com/future.focus.area)



*Unit Facebook Group:* [www.facebook.com/groups/legacyunit](http://www.facebook.com/groups/legacyunit)

You will find announcements, reminders, ideas, inspiration, education and recognition for our Unit in this group. Please feel free to share your own praise news, ideas and scripts with our Unit Family!

*Area Facebook Group:* [www.facebook.com/groups/focusarea](http://www.facebook.com/groups/focusarea)

You will find announcements, reminders, ideas, inspiration, education and recognition for our Future National Area in this group. Please feel free to share your own praise news, ideas and scripts with our National Family! We will also hold our weekly PINK University LIVE training video events in this group every Monday at 8:30pm CST.

# Booking Babes:

Do you like to have some accountability or partner with other's who are running after the same goals you are? Booking Babes will not only give you that- it will give you a way to consistently see progress in your business. 100% of the Consultants who participate in our Booking Babes Group see more results in their business.

## Benefits:

- Receive accountability
- Experience consistent progress, growth & results
- Make new best friends
- Learn more ideas, tips and scripts from other top Consultants
- Earn extra prizes
- Receive more regular communication with your Director
- Earn extra EXCEL-erize points
- Get inspired daily
- Working your business daily becomes a habit



Scan to watch the  
**BOOKING  
BABES VIDEO**



## Qualifications:

You must make **10 Reach Outs a day, at least 4 days (minimum) a week**. A reachout is a communication attempt with anyone about anything income producing for your business. Find more about what is defined as a Reach Out on the Booking Babes page on our FOCUS Area Website.

# WAYS To WIN

Scan to visit  
**PRIZES &  
PROMOTIONS**



Here is a RECAP of all the Current Promotions & Prizes you can achieve with your business this month. This does not include all of the promotions & prizes that are consistently in place for you on a Quarterly & Annual basis... To see **ALL** promotions and to find more details on the current promotions, please go to the Promotions & Prizes Page on our FOCUS Area Website.

## EXCEL-ERIZE POINTS

Earn points by working your business & achieving some of these challenges. See the EXCEL-erize page on our website to see more ways to earn points & what you can redeem your points for!



## BOOK 10 CHALLENGE!

Have 10 appointments booked for the month by the 5th at Midnight and receive **10 Points**.

## NEW FACES TAKE YOU PLACES CHALLENGE

Earn your Embracelet from MK each month by having an accumulation of \$600 Wholesale in Production for the month. The Consultant in each Unit with the highest # of new personal team members (min. of two), will receive a prize!

## 21 DAY BOOKING

When you join our Booking Babes group and complete 10 business reach outs a day for 21 consecutive Days you will get **25 Points and a pair of MK Sunglasses**

You must fill out a Recognition Report by the 5th of the month in order to claim any prizes you earned the previous month. You can find this Report by clicking on the "Recognitions Report" Button on the Consultant page of our FOCUS Site.

# Be a STAR



Order a minimum of \$1,800 in Wholesale Production in a Quarter and Pick a Prize from MK! Get an additional 600 Points for every **NEW** Qualified Team Member that Quarter! The More Team Members & Production you have, the more points you get to move up to higher Star Levels which means better prizes and more rewards! In addition to the Prizes & Recognition, **NEW** Customers will be sent to your Personal Website & you will get to order the New Products **EARLY!**

### QUARTER PERIOD:

Q 1: June 16-Sept 15  
Q 2: Sept 16-Dec 15

Q 3: Dec 16-March 15  
Q 4: March 16-June 15

### STAR LEVELS:

\$1,800 Sapphire Star  
\$2,400 Ruby Star

\$3,000 Diamond Star  
\$3,600 Emerald Star  
\$4,800+ Pearl Star

# success MENTALITY

It is important to know what you want out of this new Opportunity. Your Starter Kit holds **MANY** life changes for you! It holds Financial Stability, Freedom to make Choices, designing your life and paycheck the way **YOU** want it to look. It holds Free Cars, Diamonds, Prizes & Trips. It holds new Life-long Friendships and Spiritual Growth. This Kit holds the Changes you are looking for in your life. I believe with all my heart these things are in **EVERY** Starter Kit but they only happen for those who take advantage of them by creating a Business. It is up to you what type of Mentality you want to have when approaching this new opportunity.

## hobby MENTALITY

You are only looking for a little bit of extra income here and there. You just want to have fun and make some new friends but aren't looking to grow a large customer base or a great amount of income.

### For a Successful Hobby it is important to:

- Get some training so you are more knowledgeable about the product.
- Plug into Events where you can to receive training and meet new friends.

## Business MENTALITY

You want to make some great extra money to add to your current income. You want to be respected as a Business Owner and be treated as a Professional. You plan to maintain a Large Customer Base and take advantage of some of the great perks this company offers such as a Free Chevy Cruze, Prizes and Diamonds.

### For a Successful Business it is important to:

- Take advantage of all training to become more knowledgeable about the product.
- Plug into Events each week where you will receive training, updates on new products and promotions and develop friendships.
- Have product on hand for your Customers (at least a Star level, your Director can help you decide what amount would be best for you)

## career MENTALITY

You want the dream life. You want to take advantage off **ALL** the perks this company has to offer. You want to not only be Financially Stable but you want to build a Substantial Income. You are looking to replace your current job and deciding to work for yourself by making this a Career. You are not only interested in growing your Customer Base but you want to be a Leader in this Company and are passionate about showing others what this Opportunity can do for them as well.

### For a Successful Career it is important to:

- Take advantage of all training so you are more knowledgeable about the product.
- Plug into Events every week where you will receive training, updates on new products and promotions and develop friendships.
- Attend all Company Conferences.
- Have a full store of product on hand for your Customers so that you can see lots of people which will result in lots of sales which will build your business much faster. Having a full store of product will allow you to not only make more money but also move up the career path faster.
- Work your Business consistently each week.

# TIPS FOR success

In Mary Kay, we like to say, "it takes 80% attitude and only 20% skill". We all know that skills can be taught, so as long as you have a great attitude you will go a long way both professionally and personally. Always approach everything with positive expectancy.

"You don't always get what you want, but you almost always get what you expect." - STACY JAMES

Knowing your "WHY" is so important in this business. Knowing WHY you are doing this. Is it because you just want some extra cash? How much extra cash do you need? How do you plan to spend that extra cash? Do you want to have extra spending money for more date nights with your man or to buy some cute new clothes? Pay off student loans faster? Put your kids in private school or pay for their college tuition? Do you want to be able to give back more, be able to donate to more charities or pay someone's doctor bill that cannot afford it? Do you want a free car that is brand new, reliable and has all the fun bells & whistles in it? How much money would that save you if you didn't have a car payment or have to pay car insurance every month? What would you do with that extra money? How is that going to feel when your friends & family see that you have earned a FREE car? Do you want to be able to replace your income so that you can leave your current job? What will that freedom allow you to do? Will it give you more time with your children? Will it allow you to spend more time with family or even live closer to them? Would it give you the freedom to travel more and live your life on YOUR schedule and not someone else's? Do you want to donate your time volunteering for things you are passionate about? Do you want to build something, create an empire and something that is yours? Do you want to change people's lives, give them opportunities to do things that they could only dream of? Does it empower you to know that you are not only changing that person's life, but the life of her family and all the families that she touches? Do you want to make a generational impact? Do you want to help women build their self confidence and mentor and guide them in becoming the best version of themselves?

Figure out what it is that drives you, find pictures, quotes & scriptures that support those things and post them up on a vision board, somewhere you will see them daily. You can even create "WHY Cards" that you carry around with you so that when you hit those bumps in the road like we all do, or need some motivation, you can pull them out and remember WHY you are doing this. Take a minute and write out your WHY, email it to your Director along with a picture of your Vision Board.

"If you believe you can, you can. If you believe you can't, you're right".

- MARY KAY ASH

## OUR MARY KAY ATTIRE CONSISTS OF:

- A smile
- A skirt or a dress
- Pantyhose or tights
- A business jacket or blazer
- Mary Kay Policy states that no pants are allowed at its events
- Please make sure you are not showing too much leg or chest
- Find a good skirt and jacket set that you can change out the top until you earn your sassy red jacket!

## MEETING AND EVENT ETIQUETTE:

- Arrive 10-15 minutes early to all events, meetings and appointments.
- Arrive with a 100% positive attitude.
- Bring guests to all events.
- When you bring a guest, make them your focus (not your sister consultants).
- We love children, but please leave children at home. They are wonderful, but remember that meetings and skin classes are not the places for them.
- Please do not serve alcoholic beverages at any Mary Kay Events



"It takes years to build a reputation and only 5 minutes to ruin it."

- WARREN BUFFETT



# DUAL MARKETING STRUCTURE

## 3 Avenues of Income

**#1. PRODUCT**  
 50% on all product transactions  
 50% on all reorders

**#3. LEADERSHIP**

**#2. SPONSORING  
STRUCTURE**

- 1. Team Member 4%
- 2. Team Member 4%
- 3. Team Member 4%
- 4. Team Member 4%
- 5. Team Member 9%

➔ 13% if 5+ team members order in the same month

\$50 Bonus on every qualified Team Member after your 3rd Team Member



\$100 Unit Building Bonus

Consultant Profit	Mary Kay's Profit
4%	9%
9%	13%

4% 9% 13%

- Average Part Time Consultants makes \$5,000-\$25,000 a year
- Average Director makes \$5,000-\$25,000 a month
- Average National makes \$300,000-over \$1 Million a year

# INVESTING

## in your Future

If I can impart one piece of advice that was given to me, is to consider investing in inventory! Your small business is based on sales. The more product that you have on hand the more money you will make. Mary Kay offers some amazing perks for new consultants who launch their business off by investing in inventory.

### Here are some advantages of investing in inventory:

“The opportunity to make **50%** of your sales gives **YOU** control over your financial situations.”

- Convenience for you and your clients. Usually, when they run out of something they needed it yesterday!
- Cosmetics can often be impulsive, the opportunity to take products home generally increases sales and increases customer loyalty. (You sell 3X more)
- The immediate gratification of profits!
- You establish yourself as a professional and not an order-taker.
- Clients know that they can come to you when they need products, so you can build and maintain your customer base.
- You can provide **CUSTOMIZED** customer service and make payment plans available. That is something no department store can offer.
- Time is money, having inventory will save you so much time, that you can use to sell more or build your team!

### Other things to consider with Inventory:

- If you decide to have product on hand, within **15 DAYS** of signing your agreement, you will receive free product. You can use that product for yourself, you can sell it, you can demo it or you can gift it!
- You can start a business for under \$5000, which is incredible. It is certainly an investment, but the potential to create a career that can provide you with financial freedom, is worth every cent.

If you invest in having product on hand and decide Mary Kay is not for you.. you can sell your product back for 90% of its initial value.

If you invest in having product on hand and sell that product you make 50% commission

**DOUBLING YOUR INVESTMENT!**

# Set Yourself up for

# SUCCESS

STORES



By Investing in profit level Inventory and **DOUBLING** your Investment!

Wholesale Order	Retail value	Wholesale Investment + Tax	Demo	Free	Skincare	Supp.	Prize	Full Color	Brush Sets & Compacts	Body Care	Full Demo	Men & Frag.
Ext. Full Store \$4800	\$9600	\$5800	X	\$1000	X	X	★	X	X	X	X	X
Full Store \$4200	→ \$8400	\$5000	X	\$905	X	X	★	X	X	X	X	
Emerald \$3600	→ \$7200	\$4400	X	\$850	X	X	★	X	X	X		
Diamond \$3000	→ \$6000	\$3600	X	\$735	X	X	★	X	X			
Ruby \$2400	→ \$4800	\$3000	X	\$625	X	X	★	X				
Sapphire \$1800	→ \$3600	\$2300	X	\$505	X	X	★					

Our wonderful company takes **90%** of the risk for us with a  Buy Back Guarantee

You leave an average of \$350 on the table at each party by not having product on hand.

# EXPLANATION OF EACH STORE LEVEL:

## Extended Full Store \$4800

An Extended Full Store provides you with multiples of all skincare lines, supplements & color products, giving you the opportunity to hold multiple appointments & servicing reorders without needing to restock as often. You will be able to complete the skincare & supplements that did not come in your kit to demo. You will be able to demo formulas of foundation as well as have multiple of each shade in stock to sell. You will also have multiple brush sets, roll up bags & compacts on hand to sell. You will be able to carry fragrances, body care & the men's line on hand to sell if you choose. You will be able to demo full size color products & brush sets as well if you wish.

## Full Store \$4200

A Full Store provides you with your multiples of skincare lines, supplements & color products giving you the opportunity to hold multiple appointments & servicing reorders without needing to restock as often. You will be able to complete the skincare & supplements that did not come in your kit to demo. You will be able to demo both formulas of foundation as well as have multiple of each shade in stock to sell. You will also have multiple brush sets, roll up bags & compacts on hand to sell. You will be able to demo full size, color products & brush sets as well if you wish. (You will not be able to carry Fragrances, Body Care or the Men's Line.)

## Emerald \$3600

The Emerald Store will get you three to four of each skincare line and supplements and then multiple color shades. You will also be able to carry brush sets, brush cleaners, cleansing brushes, compacts and applicators in your store. You will also be able to carry body care- toning lotion, cellulite gel, satin hands, body spray /lotion/shower gel. You will still be able to hold a few appointments and not need to restock right away. You will be able to complete the skincare & supplements that did not come in your kit to demo. You will be able to demo both formulas of foundation as well as have multiple of each shade in stock.

## Diamond \$3000

The Diamond Store will get you two to three of each skincare line and supplements and then multiple color shades. You will also be able to carry brush sets, brush cleaners, cleansing brushes, compacts and applicators in your store. You will be able to complete the skincare & supplements that did not come in your kit to demo. You will be able to demo both formulas of foundation as well as have multiple of each shade in stock.

## Ruby \$2400

The Ruby Store will get you a couple of each skincare lines and supplements and then one of each color product & foundation shade you will get 2 of some of the more popular shades but not multiple of each color. You will be able to complete the skincare & supplements that did not come in your kit to demo as well as both formulas of foundation. You will not have as many of each product on hand so you will most likely need to restock after one or two appointments.

## Sapphire \$1800

The Sapphire Store will provide you with one or two of each skincare line & supplements . You will be restocking after every appointment and you most likely will not be able to fill each order at your parties. You will be able to complete the skincare & supplements that did not come in your kit to demo as well as both formulas of foundation.

## Demo + \$1200

The Demo + Store will get you some popular individual cosmetic items to sell but not any complete skincare sets. You will be able to complete the skincare & supplements that did not come in your kit to demo as well as both formulas of foundation.

## Demo Package \$600

The Demo Package will just get you your full sized products to demo that you are missing from your kit as well as both formulas of foundation. This will not get you any product to sell.

# FINANCING

## your Future

Mary Kay has done an incredible job of creating an opportunity where you can start a business for under \$5,000. Many of the costs that would normally be associated with starting a small business are taken on by Mary Kay, including research and development, manufacturing, packaging, storage, shipping, marketing and much more.

While that is an incredible opportunity, it is still a reality that many new Consultants don't have an extra \$5,000 laying around. While you can truly start your business with just the starter kit, finding a way to get inventory on hand will jump start your business and set you up for future success. Finding a way to finance your investment may be scary, but **100%** worth it! Remember that the risk you take on is minimal, as Mary Kay will buy back **90%** of your inventory if you decide this isn't the opportunity for you.

### HERE ARE SOME WAYS THAT YOU CAN FINANCE YOUR BUSINESS:

- **Personal Savings**- You may have some money saved up and this is an investment in yourself as well as in your business!
- **Trusted Investor**- Talk to family members, relatives or close friends that may be willing to lend you some money.
- **Conventional Loan**- This type of loan will help you establish credit in your own name. You can get this type of loan at a bank
- **Credit Card**- Visa, Mastercard, Discover, and American Express are all accepted by MK to order product.  
\*\*\*\* If you were to accumulate any interest on a card or loan- all interest is considered tax deductible  
\*\*\*\* You can also make a split payment with your order, using up to 4 cards
- **Perks of the MK Visa Card**
  - They offer 0% Interest for at least a year
  - You earn Reward Points so you can get cash back and apply it to your card
  - They give you your card info immediately after you apply so you can put in your order the very same day.  
**IMPORTANT:** Make sure you write the Card info down before you close out of the page! Otherwise it takes 10 Days for the card to come in the mail
  - Apply by logging into your Intouch Account
- **Perks of a US Bank Card**
  - US Bank has a Platinum card that offers 0% interest for up to 18 months.
  - Some Banks will give you the Card # if you ask for it (they cannot get you the exp date but that is ok)
  - If they will not give you the Card # ask them to Expedite the Card
  - Apply by going into a local US Bank



"Twenty years from now you will be more disappointed by the things that you didn't do than by the ones that you did. So throw off the bowlines. Sail away from the safe harbor. Catch the trade winds in your sails. Explore. Dream. Discover"

# A life-changing INVESTMENT

Here is an example of how your National Stacy James paid off her loan. Stacy started her MK Business because her Teaching income was not making ends meet with her husband Brian in Medical School, a 4 year old at home, teaching school & working on her Masters Degree. So with all of these student loans and debt they had accrued, they thought there was no way they could invest in Inventory.

After Brian listened to Stacy's Director go over their Inventory options and how much more money they would make if she had product on hand, they decided that they had to find a way to make it happen!

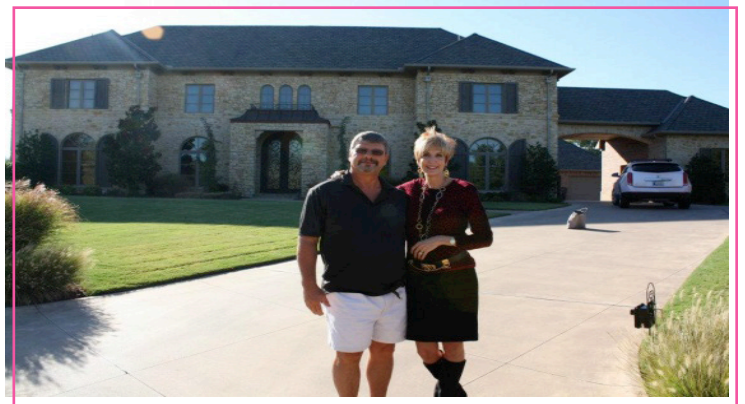
So here is what they did:

## THEY INVESTED IN INVENTORY

- Stacy held 3 parties a week, all on Sunday.
- She would take 50% of her sales & restock her shelf
- Then she took the other 50% and used part of that to pay off her Inventory loan and the other part went to paying off their debt
- Within 6 months they had paid off their Inventory loan AND all of their debt except for student loans they were still accruing.
- 4 months after making the decision to become a Consultant Stacy LEFT her Teaching Career to pursue Mary Kay full time. Going on to become a Director, earn her Pink Cadillac and then becoming a National. Stacy has earned over 8 Million Dollars in her Mary Kay Career & has been able to travel all over the world with her husband. When Whitney was just a year old, Brian decided to leave his medical position and retire at the age of 32 so that he could enjoy the Mary Kay lifestyle with Stacy and raise their 3 daughters at home together.

## BRIAN & STACY HAD DEBT THAT CONSISTED OF...

- Visa Card- Maxed Out
- Discover Card- Maxed Out
- Master Card- Maxed Out
- JC Penny's Card- Maxed Out
- Groceries
- Childcare
- Insurance
- Rent
- Utilities
- Car Payment
- 2 Student Loans
- & any other thing you can think of...



Now over 30 years later they will both tell you, that they are glad Stacy made that decision to invest in Inventory because it set them up for success!

To hear more about Stacy's story please watch the Successful Start video on the New Consultant Page of our website.



Scan to watch  
**NSD STACY JAMES'  
SEMINAR SPEECH**



**HOW TO PAY LOAN/  
BANK PAYMENT:**

Two Assumptions

1. Product on Hand
2. Profit Level

National average for Skin care Class  
= \$300 product sales  
\$300 (3-6 women; selling in sets)  
x 2 classes/week  
\$600

x 4 weeks/month  
\$2,400 anticipated sales  
\$1,200 MK to restock shelves  
\$1,200 yours  
-\$150 Bank Payment

**\$1,050 POTENTIAL PROFIT**

# Practicing

# PINK

# Portfolio



Feature 30 women who are 18 or older in your Practice Portfolio within your first 30 Days of your business and you will receive your Clutch Money Bag!

## FOLLOW THESE STEPS TO BOOKING SUCCESS!

**STEP #1** Make a list of every woman you can think of. Use your phone, contact book and social media to help you. If they come to your mind, just write them down, don't over think it. Put this list in a 3-ring-binder, this will be your Booking Binder.

**STEP #2** Figure out your schedule. Take a Weekly Plan Sheet and add in all of your life and work activities so that you can see the blocks of time in your schedule that you have for your business. Add in your Weekly Girls Night Out Events and set a date for your Kickoff Party. You can keep Weekly Plan Sheets like this in your Booking Binder as well!

**STEP #3** Start using the Booking System to keep you organized and give you some direction.

## HERE IS A SCRIPT TO GET YOU STARTED-

"Hey (name)! I just started some training for my new cosmetic and skincare business and part of my training is to complete a practice portfolio. Would you mind being adventurous and letting me borrow your face!? lol I literally have NO idea what I am doing yet and I would feel better practicing on someone I trust! I know you won't judge me if I mess up haha! Could I count on your help with this??"

## WHEN SHE SAYS YES:

"Thank you SO much! I knew I could count on you! I get some sweet prizes if I complete the portfolio in my first month, so I have a few options, let me know which one works best for you!

1. I am having a kickoff party you can come to, so I can practice doing makeovers in a group setting,

2. You can be one of my guests at my girls night out training event or

3. We can set up a separate time at your place or mine to get together"

(This sounds better and not scripted if you are talking to them on the phone. If you are messaging them, you could ask when a good time to call them would be..)

## WHATEVER SHE CHOOSES:

"Great! I REALLY appreciate your support! If you have any friends you want to bring along to help me reach my goal of 30 faster that would be awesome! Just let me know by \_\_\_\_\_"



Scan to watch

NSD GLORIA MAYFIELD BANKS  
BOOKING BASICS

\* Get a list of who she is bringing 24-48 hours before, if there is time, so that you can pre-profile them.



"Logic will get you from point A to B. Imagination will take you anywhere."

-ALBERT EINSTEIN

Find more information on Booking on the Booking Page under Education on our Website.

# KICKOFF

# PARTY

# INSTRUCTIONS

Invite all your friends and family for your Kickoff Party! This is a party to launch your new business as well as get some good practice in! Friends and family are great people to practice on. Depending on your location your Director or Senior might be able to help you with your Kickoff Party, but that may not always be the case. Whether one of us are there to help you or not, your Kickoff Party will still be a great experience for you and important part of your learning process!

1. If you do have someone assisting you please e-mail them the names and phone numbers of the guests who are scheduled to attend so they can shoot them a quick text letting them know they appreciate them coming for you and introduce themselves.
2. Make sure to book everyone who cannot attend for their own appointment, party or to come to your weekly success event.
3. Encourage your guests not to bring children. Having children at your Launch Party can be a big distraction
4. If you are serving food, you will want to put it out **AFTER** the product presentation for everyone to munch on and mingle while they are waiting to meet with you for their individual close.
5. Have a place set up to close each person individually. In this area you will need:
  - A place for the 3 of us to sit
  - Your pink receipts from your starter kit
  - Look Books
  - Hostess Packets
  - Pen
  - CalculatorMake Hostess Packets. Include things like:
  - Your Hostess Brochure or flier (Get some ideas on the Legacy Site under Education and Appointment Education)
  - A Look Book or two
  - Some pink receipts for outside orders
  - A few of your Business Cards
6. Make sure you are dressed professionally and in your Mary Kay Attire

## EXTRA THINGS TO PACK IN YOUR KIT:

- Cotton rounds or squares to remove eye makeup (the flat ones are better than the cotton balls. The cotton balls soak up too much product)
- Q-tips
- Pens for your guests to write on their profile cards

## THE FOLLOWING YOU WILL TAKE FROM YOUR INVENTORY AND PACK IN YOUR KIT:

- Microderm Set
- Satin Lips Set
- Foundation Primer
- Firming Eye Cream
- Any Foundation shades you are missing and other Foundation Formulas you got to Demo (if you aren't sure bring them all in their boxes or ask your Director)

\*\*If your Inventory has arrived, bring all the boxes unpacked to the party. It adds to the fun when your friends and family get to look through all your product with you and know they get to take home what they order!



# KICKOFF

# PARTY

# SCRIPT

“ Hey Kristin! How are you!? I saw that you just bought a house or you got engaged or your son is in soccer now.... (start off the conversation talking about her for a bit) .... Well the reason I am calling is because I just started my own business with Mary Kay and I am so excited because... (your reason why you're excited.. I get to be my own boss and set my own schedule.. I get to enrich the lives of other women and make a difference... The sky is the limit and I can make as much as I want as fast as I want... I am meeting so many awesome new girlfriends...)! My Director asked me to think of the women who have been a strong support system in my life and invite them to my Launch Party, so of course I thought of you! You have always been such a good friend so I really appreciate you always being there for me! This Party will be great training for me! Can I count on you to be there? ”  
“My Director also gave me a goal to do 30 faces in my first month so If you want to bring a couple friends that would help me meet that goal even faster and we will have something extra for you! Do you know who you would want to bring? (Tell her to get you the names and numbers of the women she plans to bring so you can thank them in advance.)”

Call people and invite them before you make any kind of social media event. You want people to know that it really means a lot to you that they are there..

If they can't come say "I understand, I would still love to practice on you! When can we get together!?" Make sure you say WHEN and not CAN WE... Just book her on the spot. I tell people that my schedule gets full fast and it works better if we just figure out a time now for me to put down and then if we need to move it we can. Then I tell her if she wants to see if some friends want to join her you will give her some free product. You can tell her you will give her \$10 free for every friend she has there that is over 18. Then say "Who do you think you will have join you?"



Scan to watch  
NSD THEA ELVIN TANGIBLES  
OF TEAM BUILDING



“Keep away from people who try to belittle your ambitions. Small people always do that, but the really great make you feel that you, too, can become great.”

-MARK TWAIN

# 24

# Hour Checklist



Complete within the first 24 Hours of your Orientation and receive your Keychain!

- Watch our National Stacy James' Successful Start Video on the New Consultant Page of our Website
- Fill out the Leadership Training List Form
- Make your Connection List- Write down all of the people you know that could be potential connections for your business
- Make your Inventory decision and discuss it with your Director
- Set up your free Mary Kay E-mail on Intouch (Make sure to **CUSTOMIZE** the e-mail, b/c you cannot change it after it has been set up!)
- Download the app Voxer and send your Director a message

Scan to watch  
**NSD STACY JAMES'**  
**VIDEO**



When this Checklist is Completed text your Director and then claim your prize on the Recognition Report by the 5th of the following month

## NEW CONSULTANT TRAINING

### Leadership Training

When you complete your Leadership Training Calls or Coffees with your Director in your first 30 Days, you will get your Pearl Earrings, Bracelet & Necklace!



### Plug In

You will be presented with your consultant pin at your first meeting. Earn while you learn - bring 5+ guests to events during your first 2 weeks to earn your MK Business Card Holder



### Practice Portfolio Challenge

Complete your Practice Portfolio by completing 30 Faces in your first 30 Days and you will get your MK Clutch/Money Bag!



# POWERS START

Complete 30 Faces in your first 30 Days of your business and you will receive your MK Clutch/Money Bag



# Tracking

NAME: _____	NAME: _____	NAME: _____	NAME: _____	NAME: _____
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# LEADERSHIP

As a new Consultant it is important to learn what is all available to you with this opportunity & to know how to share it with others! Listen to your Director share the opportunity during a LIVE interview with at least 10 women & receive your Pearl Earrings, Bracelet & Necklace



# Tracking

NAME: _____	NAME: _____	NAME: _____	NAME: _____	NAME: _____
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