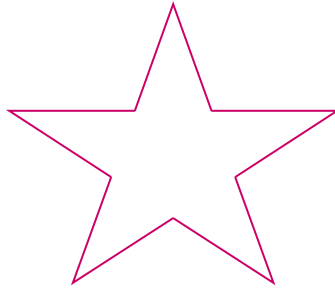




Once Upon A Time . . . IS NOW!



*Building Our
MK Wall
With
Focused
Vision!*



See how
Women Like You
can turn their
dreams into successes.

**NEW CONSULTANT
GUIDE BOOK**

My Info

Name:			Consultant ID#:
<input checked="" type="checkbox"/> I Am Participating in:			Start Date:
<input type="checkbox"/> Voxer	<input type="checkbox"/> Mk Academy	<input type="checkbox"/> \$1,000 Cash Club	

Free Product Deadlines

Free Color 101 / 15 Day Deadline:	2 Calendar Month Deadline:
-----------------------------------	----------------------------

My Director / Recruiter Info:

Director Name:	Recruiter Name:
Director Phone #:	Recruiter Phone #:
Director Cell:	Recruiter Cell:
Director Email:	Recruiter Email:



If I could make my Mary Kay wish come true, it would be:





Once Upon A Time . . . **IS NOW!**



Welcome To Our Mary Kay Family!



Congratulations and welcome to Mary Kay, Inc. I am so excited to be working with you as a brand new Mary Kay Beauty Consultant.

Always Remember . . .

*“Success is not for the Chosen Few,
it is for the **Few Who Chose.**”*

You are where you are in life by the choices YOU have made or the choices you have allowed OTHERS to make for you.

I am thrilled that you have chosen to build your own Mary Kay business and become a part of our Mary Kay Family!

Moleda
★

Moleda Dailey
Your Future National Sales Director

First Steps To Get Started!



1

Get Connected.

- ★ Make arrangements to attend your Tuesday Evening Success Meeting
- ★ Download FREE Voxer app for your phone
- ★ Make sure the Company has your email address.
- ★ Sign up for any additional training available this quarter
- ★ Prepare for your Unit Debut

2

Make Your Prospect List.

- ★ 50 Names of Potential Facials, Classes, and Customers.
- ★ 10 Names of Potential Guests.

3

Complete Your First 30 Practice Facials.

- ★ Add all 30 Faces to your Preferred Customer Program (P.C.P.)

4

Decide Where You Want to Go on The Career Path.

- ★ Red Jacket
- ★ Car Driver
- ★ Sales Director

5

Decide How You Want to Provide Products to Your Customers. Create a Business Plan to Support Your Decision.

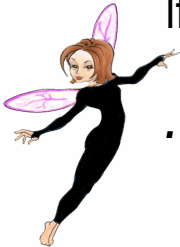
- ★ Have Products in Stock from the Start. (Investor).
- ★ Build up Products on your shelf with your MK Profit. (Re-Investor)
- ★ Never having product in Stock. (Order Taker)



Let's *Design* Your Business *Plan!*



4 Question Follow Up:

1  If the Mary Kay Fairy could give you anything that you want in Mary Kay and ***you could not fail . . .*** . . . What would ***you want?***

2 ★ Have you made your ***Prospect List*** for your First 30 Faces?
★ Have you ***Started Scheduling*** your First Appointments?

3 ★ Have you ***filled our your List*** for your first 10 Practice Interviews and/or Guests?
★ Who do you think ***your first 3 Recruits*** could be to put you in your Red Jacket?

4 ★ How do you want to ***provide products*** to your customers?
★ Which Package is the ***most exciting to you?***



Where Do I Start?



This is your Prospect List

1. Make a list of 50 names of people you know.
2. Complete this form.
3. Make a copy & hand it in at the next meeting.

<input checked="" type="checkbox"/>	NAME	PHONE#	<input checked="" type="checkbox"/>	NAME	PHONE#
1			26		
2			27		
3			28		
4			29		
5			30		
6			31		
7			32		
8			33		
9			34		
10			35		
11			36		
12			37		
13			38		
14			39		
15			40		
16			41		
17			42		
18			43		
19			44		
20			45		
21			46		
22			47		
23			48		
24			49		
25			50		

Practice Interviews & Guest List

This is your Prospect List

1. Make a list of 10 names of people you know who might help you out.
2. Complete this form.
3. Make a copy & hand it in at the next meeting to receive your prize!



NAME: _____

DATE: ____ / ____ / ____

<input checked="" type="checkbox"/>	NAME	PHONE#
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		



Who Do You Know?



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 school or college
- ...you know from your favorite sport or 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? candles?
- ...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 was 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 jewelry 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!

DRESS FOR SUCCESS

- *Mary Kay Style*

What to Wear
To All Mary Kay Appointments
& Success Events.



Mary Kay Consultants

Dress or Skirted Business Suits.

- ★ Complete your look with professional shoes and your Mary Kay Pin.

Mary Kay Beauty Coat

The MK Beauty Coat is optional, but a great addition to your career wardrobe.

- ★ The Beauty Coat should be worn with a black skirt. A black, white, or pink blouse complete the look. Beauty Coats may be purchased from MK Connections.



Mary Kay Red Jackets

What a great way to let everyone know that you are on your way to the top in Mary Kay!

- ★ The official Red Jacket may be worn at ALL MK Training or Success Events once you have reached the Leadership position of **Star Recruiter, Team Leader, Future Director, or DIQ** (Director in Qualification). Red Jacket should be worn with black skirt, black hose, and white blouse. (DIQ's should wear black blouse.) Red Jacket may be purchased from MK once you have 2 Active Team Members. May be worn when you have 3 Active Team members.



NO PANTS!

- ★ Remember, Mary Kay Events and Appointments are a NO PANTS ZONE!



Mary Kay Image & Ethics

- ★ You are Mary Kay in your community. Display a positive, professional attitude.
- ★ Dress for success in a dress, suit, skirt combination, or a Mary Kay beauty coat. Never wear slacks to Mary Kay sales meetings, workshops, beauty shows, or other Mary Kay functions.
- ★ I never touch anyone at a Mary Kay show. To do so would be to violate one of Mary Kay's most important rules.
- ★ I never break the Basic Skin Care set as the desired results will not be obtained.
- ★ I always try to be on time to sales meetings as I know it shows respect for others.
- ★ I know children are not allowed at sales meetings as it is not professional.
- ★ I try never to be negative to my sister consultants, as I realize to do so is unfair to them.
- ★ I never ask to borrow product from another Consultant without having already placed an order with which to pay her back. I always pay my debts promptly.
- ★ I never talk when new Consultants are being pinned or when guests are being introduced . . . That is rude!
- ★ I never smoke when doing a Mary Kay appointment or sharing the Mary Kay opportunity.
- ★ I take care of my customers by contacting them every two months.
- ★ I would never take a customer from another Consultant who was servicing her customer properly.
- ★ I would never neglect someone by not sharing the Mary Kay opportunity to them if I felt that they would be an asset to our company.
- ★ Mary Kay products are designed for direct personal sales and not for display or to be sold in retail outlets.
- ★ Mary Kay products manufactured for sale in the United States can not be sold in foreign countries.
- ★ Avoid making medical or exaggerated claims for cosmetic products.
- ★ Avoid claims as to how long the product will last.
- ★ Don't use Doctor's names.





INCOME POTENTIAL MARY KAY COSMETICS



With Mary Kay, your ambition and effort can really pay off, whether you start out part-time or fulltime.

In the examples below we will base the average party size with 4 guests in attendance. If only 2 guests purchase the *TimeWise Miracle Set* for \$99, then retail sales for the party will be approximately \$200. This does NOT include any outside orders or color cosmetics sales. Then we will base the reorder sales on repurchasing *TimeWise* every 8 weeks. (That's \$38 each time, 6 times per yr and 2 additional times for Foundation.) This does not even include the reorders for the Day & Night Solutions.

THESE NUMBERS ARE VERY CONSERVATIVE!

3 MK PARTIES PER WEEK (6-9 HRS PER WEEK)

$\$200 \text{ sales} \times 3 \text{ parties} = \$600 \text{ weekly retail sales}$
 $\$600 \times 50 \text{ weeks per year} = \$30,000 \text{ sales per year}$
 $6 \text{ customers per week} \times 50 \text{ weeks} = 300 \text{ new customers per year}$
 $300 \text{ reorders} \times \$250 \text{ per year} = \$75,000$
 $\text{Total Annual Sales} = \$105,250$
TOTAL ANNUAL PROFIT (50%) = \$52,625

2 MK PARTIES PER WEEK (4-7 HRS PER WEEK)

$\$200 \text{ sales} \times 2 \text{ parties} = \$400 \text{ weekly retail sales}$
 $\$400 \times 50 \text{ weeks per year} = \$20,000 \text{ sales per year}$
 $4 \text{ customers per week} \times 50 \text{ weeks} = 200 \text{ new customers per year}$
 $200 \text{ reorders} \times \$250 \text{ per year} = \$50,000$
 $\text{Total Annual Sales} = \$70,000$
TOTAL ANNUAL PROFIT (50%) = \$35,000

1 MK PARTY PER WEEK (2-4 HRS PER WEEK)

$\$200 \text{ sales} \times 1 \text{ party} = \$200 \text{ weekly retail sales}$
 $\$200 \times 50 \text{ weeks per year} = \$10,000 \text{ sales per year}$
 $2 \text{ customers per week} \times 50 \text{ weeks} = 100 \text{ new customers per year}$
 $100 \text{ reorders} \times \$250 \text{ per year} = \$25,000$
 $\text{Total Annual Sales} = \$35,000$
TOTAL ANNUAL PROFIT (50%) = \$17,500

The GREAT 8 WAYS to Sell MARY KAY!



#1 *On The Face!* **Skin Care Class** (avg. Sales \$375) or a **Facial** (avg. sales \$75)

#2 *On The Go!* **10 minute appointments** at offices or homes where you demonstrate 3-4 products for great sales.

#3 *On Paper!* Sales through mailing or handout out **Look Books** - Preferred Customer Program (**PCP**)

#4 *Online!* Sales through your **personal Mary Kay Website**. (Cost is \$25 if you signup within your first 2 calendar months)

#5 *On With The Show!* **Specialty Parties**. Spa, Glamour, Holiday Gift Parties plus much, much more!

#6 *Ongoing Customer Sales!* **Reorders!** - With great customer service your customers could reorder on the average of \$160 per year in just Skin Care alone!

#7 *Open Houses!* **Open Houses** are a great way to create the habit of your customers buying from your store instead of the mall stores. Schedule quarterly Open Houses only after completing your first 100 Faces.

#8 *On The Grow!* Continuing to build a large customer base by:

- ★ **Offering Gift Service** for all Holidays & Special Occasions.
- ★ **Silent Hostesses** - Ask Friends & customers to sell products to win FREE PRODUCT.
- ★ **Fundraisers** - Not a lot of profit, but a great way to build your wholesale orders. find new customers, and help a community cause.

Super Sales Ideas!

"Make This Your Best Month Ever!"

SELECT YOUR TOP 3 FOR THIS WEEK

Hold an MK
Facial Appointment

Average sales \$75

Hold an MK Party

Average sales \$375

Book 5 guests/models
for your meeting and
offer her 1 glamour
item 1/2 off when she
purchases \$50 or more.

Demo Satin Hands on 30
people to sell 15 sets!

*Visit childcare centers,
nail salons, medical offices, etc.,
and offer them a 5 minute
Satin Hands Treatment*

Sell \$24 to 24 people
in 24 hours!

Do this TWICE and you'll
have nearly \$1,200 in
sales!

Hand out 30 samples of
TimeWise Repair and offer
a 10% discount on the
purchase of the set.
Make it your goal to sell
5 sets!

Invite 10
friends & family
to be a Lipstick Hostess

Sell 10 = 1 Free Lipstick
Sell 20 = 3 Free!

Hold phone lottery and
tell customers one lucky
winner will receive their
order for FREE! Sell at least
\$20 to 20 customers for
\$400 in sales.

Challenge 3 friends
to sell \$100 EACH and
reward them with a lunch
date (on you) when they
complete their \$100 goal!

Hand out 10 samples
EVERY day and follow up
with 2 NEW Bookings a
day.
Your Goal? Book 8 to hold
5 selling appointments!

Select 1
Feature Product
of the Week

Buy 1 - Get 1
Half Price.

Contact customers with
birthdays and offer a
15% discount on
purchases made BEFORE
the 15th. Offer 20% off if she
shares her appointment
with 3 friends!

Deliver reorders and up
sell by selling at least one
additional item per
customer.
*Focus on 1 or 2 products
to promote for upselling!

Contact customers and
remind them of your
exclusive gift
giving services
(Grads, Father's Day
Valentines Day, etc.)

Sell discounted
Gift Certificates:

\$175 for only \$125
\$125 for only \$100
\$75 for only \$50

\$24 to **24** people in **24** hrs

**Help me reach my goal to sell a minimum
or \$24 to \$24 people in 24 hours!**

*Lash Love Mascara &
Oil Free Eye Make Up Remover*

\$30



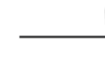
2 Lip Glosses

\$28



Satin Hands Pampering Set

\$34



2 Eye Colors & Eye Liner

\$27



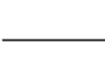
Firming Eye Cream

\$32



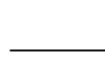
Lip Liner & Lip Stick

\$26



Lash & Brow Serum

\$38



*Lash Primer & Lash
Love Mascara*

\$30



Get the ENTIRE Lash Bundle!

Lash Love Mascara

Lash & Brow Serum

Lash Primer

~~\$85~~

\$60



24 + 24

Sell \$24 in products to 24 people in 24 hours!

I BELIEVE IN YOU!!!

	Customers Name	Phone Number	Products Ordered	Order Total
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				
11				
12				
13				
14				
15				
16				
17				
18				
19				
20				
21				
22				
23				
24				

You Can Do It!

Team Building Tips!

"Make This Your Month To Move Up!"

Personal Team Building Strategy

Building a Mary Kay Team of motivated and focused women can be one of the most rewarding parts of a MK business both personally and financially. There is nothing more rewarding than inviting someone to your team who decides to build her own business and realize her own financial dreamsall because you invited her! Helping others build a financial future for their family can be a "paycheck of the heart" AND a paycheck for **P.M.S. (Pamper Me Silly) Fund**.

You can build your **P.M.S Fund** by adding New Team Members each month. In order to consistently add New Team Members to your team you must master the following two steps:

- Step 1 - Share MK Career Opportunity Information using one of the strategies listed below.**
Step 2 - Ask her to be part of your team!

Select your 1-2 Strategies this week to share MK Info

- **Guest at Event** - Even though the Director at the Event will share info with your Guest regarding the Career opportunity, it is your responsibility to follow up and ask her to be part of the team.
- **Recruiting Hotline** - Hotline call info can be found on the home page of www.moledaonline.com. Be sure to contact your Director immediately following the presentation so she can do follow up.
- **Recruiting Notebook Presentation** - The Recruiting Notebook can be found under the Education Link in the Team Building Section of www.moledaonline.com. Remember that this presentation style is only effective if you ask her to be a part of your team at the end of the presentation.

Regardless of the Strategy selected, be sure to log in your information regarding all interview and potential team member info in the "Director Follow Up" section located on the home page of www.moledaonline.com. Notify your Director that you have submitted the info so that she can follow up to help you build your team.

Remember that the number of team members that you have on your team will determine the percentage of commission earned each month....so the goal is to have A LOT of MK consultants on your team!

LOTS OF MK TEAM MEMBERS = LOTS OF P.M.S. MONEY FOR YOU!

For those of you who truly embrace the importance of building your team with the same level of urgency as building your customers/sales, you will enjoy not only LARGER commission checks but also enjoy the perks of moving up the Career Ladder in Mary Kay!



Magic Numbers to Move Up By . . .

Career Path at a Glance:



- * **1** Senior Consultant - 4% Commissions on Personal Team
- * **3** Star Team Builder - (Red Jacket) 4% Commissions on Personal Team plus \$50 Cash Bonus on each New Qualified Team Member.
- * **5** Team Leader - (Red Jacket) 9-13% Commission on Personal Team plus \$ 50 Cash Bonus on each New Qualified Team Member. May also go "On Target" for Car!
- * **8** Future Director - (Red Jacket) 9-13% Commission on Personal Team plus \$ 50 Cash Bonus on each New Qualified Team Member.
- * **10** DIQ Qualification - (Red Jacket) 10 Active Team Members and achieving Star Consultant status during current or previous quarter will allow you to submit a request to MK to begin the Director in Qualification (DIQ) process.
- * ****24** Director - Earn up to 26% on Personal Team and 13% on Unit. \$100 Cash Bonus on each New Qualified Personal Team Members. Additional Bonuses available. (Additional Qualifications must be met.)

* Active Team Members

** Includes Personal and Unit Active Team Members



For More Information go to www.marykayintouch.com.

Look up the "Advance Brochure" for complete details regarding the Mary Kay Career Path.



RED JACKET - *The Place To Be!*

It is a tradition in our Unit that New Consultants focus on achieving the Red Jacket position within their 1st 2 Calendar Months!

- ★ 3 Active = **Star Team Builder**
- ★ 5 Active = **Team Leader**
- ★ 8 Active = **Future Director**



TOP 10 REASONS TO BECOME A RED JACKET

- 1 Love Check - 4%, 9%, 13% Commission checks and \$50 Cash Bonuses for all new Qualified Team Members.
- 2 Advanced Training at all Company & Unit Events.
- 3 Red Jackets always know the scoop before everyone else.
- 4 Help your Sister Consultants achieve their goals.
- 5 Special Recognition at all Company & Unit Events.
- 6 1st Step in becoming a Leader in Mary Kay.
- 7 Important part of Success Meeting & Unit Organization.
- 8 On your way to Earning the use of the MK CAR!
- 9 Training Step to the position of Director.
- 10 Be a part of the Official Red Jacket Girlfriend Club.

The **Value** of Driving a **FREE** MARY KAY CAR!



You can go On-Target for **Grand Achiever** when you have 5 or more active personal team members plus \$5,000 combined personal team wholesale Section 1 production in a calendar month.

You may qualify as a Grand Achiever in one, two, three, or four months, based on when you achieve the following:

- ★ \$20,000 combined personal/team wholesale Section 1 production
- ★ 14 or more active personal team members.
- ★ You may contribute up to \$5,000 in personal wholesale Section 1 production toward the \$20,000 total.

See the *Advance* brochure for complete details.

* Actual Cash Compensation based on wholesale production in accordance with Career Car Program guidelines.

** An Independent Beauty Consultant is considered active in the month a minimum \$200 wholesale Section 1 product order is received by the Company and in the following two calendar months.

	Type of Auto	Monthly Payment	Savings
The average car loan is 4 years and the average monthly auto insurance payment is \$70. In that time you may save the following:	White Chevy Cruze	\$300 x 48 months	\$18,000
	Black BMW / Camry / Equinox	\$400 x 48 months	\$24,000
	Pink Cadillac SRX / CTS	\$800 x 48 months	\$43,000

There are over \$120,000,000 in FREE Mary Kay Cars (Chevy's, Camry's, Cadillac's) being driven by successful Mary Kay Beauty Consultants and Directors today. And with Mary Kay paying over 85% of the insurance, each of these thousands of women are saving tens of thousands of dollars for themselves and their families.

This is what could be done with the savings:

Chevy Cruze - \$18,000 =

- 1) College education for one child
- 2) Family vacations for several years
- 3) A nice down payment on a house
- 4) A nice retirement investment

Black BMW, Toyota Camry, Chevy Equinox - \$24,000 =

- 1) College education for one child
- 2) Family vacations every year
- 3) A substantial down payment on a house
- 4) A substantial retirement investment

Cadillac SRX or CTS - \$43,000 =

- 1) College education for two children
- 2) WONDERFUL Family vacations every year
- 3) A substantial down payment on a GREAT house



CAREER CAR PROGRAM

Get on the road to success!

Grand Achiever

Qualifications:

- \$20,000 combined personal team wholesale Section 1 production
- 14 active personal team members
- You may contribute up to \$5,000 in personal wholesale Section 1 production toward the total \$20,000 requirement.
- Your team must contribute a minimum of \$15,000 wholesale Section 1 production toward the total \$20,000 requirement.
- You must have a minimum of \$5,000 combined personal/team wholesale Section 1 production each month of the qualification period while maintaining five or more active personal team members.
- You must be active.

Chevy Cruze



Premier Club

Qualifications:

\$54,000 net adjusted unit wholesale production within two consecutive calendar quarters.

- \$600 car program credit counts toward required production.

Cash Compensation
of up to \$500 per month.

Camry SE



Equinox 1LT

Premier Plus

January 2014 - December 2014

Qualifications:

\$75,000 net adjusted unit wholesale production within two consecutive calendar quarters.

- \$600 car program credit counts toward required production.

Cash Compensation
of up to \$500 per month.

NEW!



BMW 320i

Cadillac

Qualifications:

\$96,000 net adjusted unit wholesale production within two consecutive calendar quarters.

- \$600 car program credit counts toward required production.

Cash Compensation
of up to \$900 per month.



SRX

CTS



Sales Director!



24 Active Personal and Unit Team Members plus \$18,000 wholesale production during qualification period. Check the *Advance Brochure* for more complete details.



Financial Rewards Available . . .

- ★ **26%** Personal Team Commission
- ★ **13%** Unit Commission
- ★ **4 - 6%** Offspring Director Commission
- ★ **\$100** for each New Qualified Personal Recruit
- ★ **\$500 - \$10,000+** Monthly Volume Bonus
- ★ **\$300 - \$500** Monthly Unit Development Bonus
- ★ **\$300 - \$500** Quarterly Star Bonus
- ★ **\$1,800** Annual Wellness Bonus

Plus . . .



- 1 **Drive Free!** - Earn the Toyota Camry or Chevy Equinox, BMW, or Cadillac CTS or SRX!
- 2 **Earn Big Girl Prizes** - 4kt Diamond Rings, Office Furniture, Big Screen TV's. etc.
- 3 **Earn Top Trips** - Stay at 5 Star Hotels in places like Hawaii, Italy, Switzerland plus many more
- 4 **Training by MK Millionaires**, the Top Achievers in Mary Kay
- 5 **Special Website** and **Director Hotline** privileges
- 6 **Wear the Suit** that is a symbol of success in Mary Kay
- 7 **Sneak Peak** of all the upcoming Products and Promotions
- 8 **You are invited to "Leadership"** in January! A Director ONLY Event.
- 9 Wear the official **"Mary Kay Director Class Ring"** for new directors
- 10 Know that you are **carrying on the dream of Mary Kay Ash** by helping others build their dreams.



Building Wall to Wall Leaders!

Join the Movement!

From Sept. 1, 2013 to Sept. 1, 2014, every Mary Kay **Independent Beauty Consultant** who debuts as an Independent Sales Director will earn her name on the Wall of Leaders at the Mary Kay world headquarters in Dallas.

Monthly Team Production

Month #1 _____

Month #2 _____

Month #3 _____

Month #4 _____

24 Active Team Members
(10 of 24 Active must have minimum \$600 cumulative)

\$18,000 Total cumulative
wholesale in 1-4 months
(min \$1,800 personal)
\$4,000 minimum each month

You must be Active

Team Member	Active \$200 w/s	Qual. \$600 w/s
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		
Contact your Director about submitting your DIQ commitment card		
11		
12		
13		
14		
15		
16		
17		
18		
19		
20		
21		
22		
23		
24		



Log on to InTouch for complete contest information



We Are Building **Our Own**
Magic Kingdom . . .



Once Upon A Time . . . **IS NOW!**
No Other Way!



OUR MISSION:
WV's 1st National Area!

Debut as a
New Mary Kay Director
THIS YEAR and become
a part of
Mary Kay History!



ALL MK DIRECTORS WILL ATTEND THE OFFICIAL
NATIONAL AREA DEBUT BALL IN THEIR FAVORITE RED FORMAL GOWN!



Tuesday Night Live!

★★★Those Who Show Up...GO UP!★★★

Doors open at 5:30 - Early Bird Drawing for those in the door 5:45

Week 1 - Girls Night Out

A night of Celebration for Consultants and Customers/Hostesses/Models! Guests will be given an opportunity to book, become a photo model, purchase product and receive company info. Photo Models will be able to pick up their pictures from the previous months photo shoot at the end of the evening.



Special Recognition for Millionaires Club, 30 Faces Achievers, Star Team Builders, Star Consultants, Move up Recognition for New Reds, On Target Car, NEW DIQ's and NEW Directors!

Inner circle Power Teams and New Debuting Consultants will be recognized with a Special Rose Ceremony. 5 Guests in the room = a prize from the prize table!

****Model Makeovers will be held in the reception area.****

Week 2 - Leadership workshop

This powerful class is for those who want their Mary Kay business to make a substantial financial contribution to their families income. Make a move up the MK Career Path to Red Jacket, Career Car Driver or Director. The sky is the Limit!

During this workshop you will learn how to find and work with Team Members. Understand the \$\$\$ that are possible and the strategy needed to acquire the Team of you Dreams!

****Model Makeovers will be held in the reception area.****



Week 3 - Photo Shoot

All models must have a confirmed/paid appointment time AND receive a facial prior to photo shoot to participate. Consultant must also attend shoot with her models. Contact Stephanie Chesnut to schedule your model 304 395-0462. Leave message and you will receive Model's appointment time during the next Tuesday Night Live event. See Stephanie before meeting begins to pay for models and receive appointment times. NO "AT THE DOOR" APPOINTMENTS WILL BE MADE THE NIGHT OF THE PHOTOSHOOT.

Week 4 - "Let's Party" and "Product Preview" Night will alternate month to month.

Let's Party - Participate in a MK Party on this Tuesday Night. Party Set Up, Table presentation, MK party presentation, Table close and individual consultations. Learn everything you need to know about how to have an effective and simple MK party presentation.

Product Presentation - What's New! What's Hot! What is the best way to present the product to your customers. Find out all of the answers to these questions plus much, much more.

**** Model makeovers will be held in the reception area****

Special Recognition

- ★ Red Jacket March and Red Jacket Cheer
- ★ Star Consultants
- ★ Millionaires Club March
- ★ Queen of Sales
- ★ New Recruiters for the week.
- ★ Busy Bees - Those who add 3 New Paid Models each week.

MODEL MAKEOVERS



The Tuesday Night Model Makeover Events are a great way to introduce your guests to Mary Kay Products and also prepare her to become a MK Model! Every Tuesday (except Photo Shoot nights) you may invite your guests to participate in this special event. All Model Makeovers will be conducted in the Reception Area of the Training Center. It is important to call in your models the night before to your Director so that we can prepare appropriate seating space for our guests.

Each Consultant must provide a zip lock bag with the following items for each model. It would be best to pre-profile each guest prior to the event in order to prepare the proper skin care for your guest.

Bag Items:

- ★ Profile Card
- ★ Tray
- ★ Disposable Cleansing Cloth
- ★ Cleanser - in Photo Shoot prep cup
- ★ Moisturizer - in Photo Shoot prep cup
- ★ Color card - with current color selection
- ★ Lip liner
- ★ Eyeliner
- ★ Mascara with 2-3 wands
- ★ Sales Ticket

If you are unable to provide the items needed for Model Makeovers you may purchase a Model Makeover Bag from the Director hosting the event.

All Model Makeover Bags = \$4.00

New Consultants (within their first two calendar months) may bring models and a model bag will be provided FREE of charge for each guest who attends. This will allow New Consultants time to place their first order and update their Starter Kits with appropriate samples for future guests.

REMINDER: Please bring a piece of Product wrapped in silver paper with a pink bow per guest for the guest drawing at the end of the event. Recruiters are asked to provide this for your New Consultant until her first order is placed.



Show your **MK Pride**
 by winning this
 Limited Edition
Pink & Crystal
MK Watch!

13 Week Challenge!

ATTEND YOUR SUCCESS MEETING 13 WEEKS IN A ROW TO WIN

Name:	# of Guests
Week 1 Date:	
Week 2 Date:	
Week 3 Date:	
Week 4 Date:	
Week 5 Date:	
Week 6 Date:	
Week 7 Date:	
Week 8 Date:	
Week 9 Date:	
Week 10 Date:	
Week 11 Date:	
Week 12 Date:	
Week 13 Date:	



“Girls Night Out!”

Model & Consultant Celebration Night

CONSULTANT INFO

- ★ Date: 1st Tuesday of Each Month
- ★ Location: Charleston Training Center
- ★ Time: 6:00-8:30 pm - Doors open at 5:30 pm
- ★ Cost: \$3 Guest are FREE!

★ GUESTS PROMO's

- ★ Model Runway Walk
- ★ Photo Models Best “Before & After” Winner
- ★ Balloon Pop for Bookings
- ★ Ticket Marketing
- ★ Door Prize Giveaways

★ CONSULTANT RECOGNITION

- ★ New Consultant Debut
- ★ New Red Jacket, On Target Car, DIQ
- ★ Millionaires Club
- ★ 30 Face Achievers
- ★ TEAM Building Medal Winners
- ★ Triple Crown Achievers

*Every
Consultant
who has 5 Guests
at any one
of the
“Girls Night Out!”
events,
wins a trip
to the
Prize
Table!*

*Be Sure to Remind
Your Director
to Receive
Your Prize!*



How To Make Your New Consultant Debut a BIG SUCCESS!



*Please Invite Everyone You Know
to Share in YOUR CELEBRATION!*



Time: 6:00 pm - Please ask your guests to arrive by 5:45 to get a good seat.
Guests will be given an opportunity to buy product from you, Book New Appointments
with you, and maybe become a New Team Member for your Team!

Your guests will also have an opportunity to win lots of Free Mary Kay and other Prizes!
This will be a Fun Evening for Everyone!

Steps to a Successful New Consultant Debut!

1. Make your Guest List
2. Send a Postcard Invitation
3. Confirm that they did receive the Invitation and ask if they will be attending.
4. Call the night before to remind your guests.
5. Adults Only --- No Children, Please!
6. Check out the different areas of recognition and set your goals for the month.
7. Share with Everyone your excitement about your New Business and that you would be so honored if they would attend your debut!

*I look forward to Debuting you
to our Mary Kay Family!*

Go to www.MoledaOnline.com
and Check Unit Calendar for dates & locations.

Sample Invitation Postcards

You Are Invited to
My Mary Kay
*New Consultant
Business Debut!*



Date: _____
Time: _____
Place: _____
Phone: _____

... *Thank You!* ...

Bring this card and receive 40% off any one item!
(Must be present to use. Cannot be used on "sets".)



*Door Prizes!
Refreshments!
Bring a Friend!*

Go to www.MoledaOnline.com to print off your copies.

ID = magic

PW = million

Click . . .

- "New Education Center"

- Guest Events

- New Consultant Business Debut Postcards

Communication Tools

Communication determines the healthiness of all relationships.

I take my role as mentor and encourager very seriously, and work closely with the Consultants who are “in my face”! I want to be sure you’re aware of all the great ways for us to stay in touch, so you can always get the training and support you need to head straight to the TOP!



LearnMK,
Achieve,
Succeed™

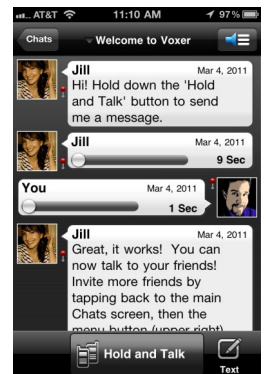
4 Primary Communication Tools You Will Need To Have In Place For Your Mary Kay Business:



Voxer Walkie-Talkie App

Voxer is a FREE downloadable app on your mobile phone which allows you to stay connected to your Director and your MK Family. Receive MK updates, tips, training, and event reminders. Voxer is a great way to stay connected to the latest happenings in your Mary Kay world.

Once you have downloaded Voxer to your phone, contact your Director so she can connect you to the group list.



you@you.com



Email Address

You will need a working email address that is checked daily. This form of communication is used to send written training and informational messages including schedules and announcements you need to know. If you are NOT receiving emails from Mary Kay or your Director, please go to www.MaryKayIntouch.com and update your email address under the “Profile” link. Notify your Director that you have updated or changed your email info so she may also update her files.



Mary Kay Intouch Website

The Intouch website is YOUR CONNECTION to the Company. You will use this site for training, retrieving necessary Company information, and online ordering of Mary Kay products for retailing to your customers.

To log on to the Mary Kay Intouch Website: Visit www.marykayintouch.com. Enter your Consultant number & password.



Your Unit Website

All Unit related information is posted on this site. This site has been created and maintained FOR YOU! It is packed full of selling and recruiting ideas, Unit Schedule of Events and special contest information.

Visit www.MoledaOnline.com

- ◆ User ID = magic
- ◆ Password = million





- ★ **Location:** Charleston Training Center • Davis Professional Building • Corner of TENN & LEE Streets, Charleston, WV
- ★ **Date / Time:** Check Unit Calendars • All Consultants & Models are asked to arrive 15 minutes early
- ★ **Attire:** Mary Kay Professional (skirt or dress)
- ★ **Classes Taught By:** Executive Sr. Director Moleda Dailey and Magic Directors.

AGENDA

CLASS 1 -

Topic: Learn more about customizing a skin care plan for each of your customers. Special emphasis on the 4 collections of skin care and anti-aging products.

CLASS 2 -

Topic: How to match Foundation shades, Concealers, Foundation Primer, Powders and Foundation application Brushes.

CLASS 3 -

Topic: Understanding Application, blending and contouring with Color. How to use the Mary Kay Professional Brush Set.

CLASS 4 -

Topic: How to create looks that can be used for photography, weddings, and pageants. Understanding how to use cosmetics and color to create a younger and more youthful look.

MK Academy Pro is designed to teach Professional Make Up Artistry Techniques for New Consultants. This 4 week course will enable the graduate to feel more confident and secure in her knowledge regarding application of our color products.

**ALL GRADUATES WILL RECEIVE A
"PROFESSIONAL MAKE UP ARTIST"
CERTIFICATE UPON COMPLETION
OF REQUIREMENTS.**

Mary Kay Academy Pro Graduates will have a world of opportunities opened to them.

They will feel more confident and will be trained to expand their business in the following categories:

- ★ Weddings - Pageants - Stage Makeup
- ★ Working with Professional Photographers
- ★ Holding Brush Clinics with their Best Hostesses
- ★ Working with Employers who wish to give their employees a boost in their image
- ★ Working with Women's Clubs and other organizations who wish to hold events for their members
- ★ **Plus . . . Lots, Lots More!**

WHO IS ELIGIBLE TO ATTEND?

Only New Consultants and their Recruiters. All New Consultants who submit their Beauty Agreements the Calendar month prior to the 1st Training Session of Month.

New Consultant must participate in order for Recruiter to participate.

New Consultants and Recruiters must register with their Directors prior to 1st Training Session of Month.

WHAT WILL YOU NEED TO BRING TO WORKSHOP?

- ★ A 1 inch Binder and 30 Sheet Protectors
- ★ Each Participant will Need a Total of 10 models that must attend the classes. A minimum of 1 model per session is required. You will be graded based on demonstrating the techniques that are taught on your models at each session. Recommend 3-4 models per session. A model may only be used once towards Certification.
- ★ Bring your Starter Kit with Everything needed to do a facial.
- ★ Please bring a piece of Product wrapped in Silver Paper for each guest. These wrapped gifts will be used in the drawing for free product.
- ★ Please bring a Camera to take pictures of your models.

GRADUATION REQUIREMENTS:

- ★ Must attend all 4 training sessions. If you cannot make one class, you may make up the exact class during the following month.
- ★ 10 total models must attend the sessions in order to practice techniques.
- ★ Models must be over 18 years old to participate.
- ★ Build and complete your Class Textbook.

Limited Space Available. If you are a New Consultant, Register with your Director TODAY to reserve your seat!

This is a LADIES ONLY EVENT - NO CHILDREN.

MK Academy Pro Graduation Voucher



Please complete the following information and turn in to your Director to receive your Graduation Certificate.

CONSULTANT NAME:			
DIRECTOR NAME:		ACADEMY MONTH:	
TOTAL SALES:		TOTAL BOOKINGS:	
TOTAL BOOKINGS:		TOTAL RECRUITS:	

	DATE ATTENDED	NUMBER OF MODELS
CLASS 1		
CLASS 2		
CLASS 3		
CLASS 4		

MUST HAVE A TOTAL OF 10 MODELS TO MEET GRADUATION REQUIREMENTS

	MODEL NAME	PHONE #	CLASS DATE	\$\$\$ SOLD	✓ CHECK CATEGORIES BELOW		
					PHOTO MODEL	BOOKING	RECRUIT
1							
2							
3							
4							
5							
6							
7							
8							
9							
10							

One of the most rewarding Goals to focus on as a New Mary Kay consultant is to build a ***Professional Model Portfolio.***



By building a professional Model Portfolio you will both build your business and showcase those who support you as you begin your New Mary Kay Journey.

The process of selecting your models, completing thier facials and working your Mary Kay business full circle will produce sells, customers, future parties and New Team Members.

The Charleston Training Center hosts a Professional Photographer for a Photo Shoot once a month. Currently we are hosting those events on the 3rd Tuesday of each month. Please check your the Unit monthly calendar for any updates and changes to this schedule.

A Fabulous Goal for every NEW consultant would be to add 10 Models to your Portfolio within your first calendar months!

Contact your recruiter for details regarding your participation with your first 10 models for the next upcoming Photo Shoot scheduled for the Training Center.

Please note: Models must be scheduled in advance. No walk ins will be excepted the evening of the Photo Shoot.

PHOTO SHOOT RULES

1. **YOU MUST HAVE THE CUSTOMER'S \$15 IN HAND BEFORE CALLING & SCHEDULING AN APPOINTMENT.**
2. Make checks out to Director Moleda Dailey.
3. Explain to your customer that they will have to fill out a release from.
4. Explain to your customer that a Before & After photo will be taken and added to your portfolio.
5. Ask your customer to arrive 15 minutes before her scheduled time.
6. NO TOUCHING!
7. Facial your customer in advance of Photo Shoot. Must include Color Select Look.
8. Your customer must use all Mary Kay products.
9. All consultants wishing to have their photo taken must wait until all guests are done.
10. All retakes will be scheduled at 8:00 and on. Guest will be allowed to reschedule at the next photo shoot only. The \$15 is a non-refundable & non transferable.
11. No one is allowed upstairs except consultants and models.
12. No children allowed.
13. The consultant must prepare a Ziploc bag for each guest. The bags must include the model's complete look in it . Face table consultants will not select individual looks for your model. (see list for items)
14. Failure to abide by these rules will limit the consultants participation in future photo shoots.
15. Bring finger foods.
16. **CONSULTANTS NEED TO ARRIVE AT 5:15 FOR SETUP AND STAY TO CLEAN UP!!!**
17. Please see Stephanie Chesnut to volunteer to help. There is a job for everyone.
18. Consultants please come appropriately dressed and you need to wear your beauty coats. (It looks professional)
19. Let your customer know that we will be giving away a prize to the best Before & After photo. The guest must be present to win. If your customer wins, you are responsible for returning the product to the consultant that provides the prize.
20. Please do not follow your guests around or tell them to wait for a certain consultant for their facial or their hair. We have consultants assigned to take care of their needs.
21. Consultants must attend sales meetings to participate in the photo shoot.
22. When guest arrives the night of the photo shoot they will be given a number. Guest will be called by their number at each station.
23. Pamper the guests! (make it fun for them)
24. Please stay at your assigned job.
25. Call your guest and confirm their time the weekend or day before the photo shoot.
26. Please advise your guest to wear a button-up shirt.
27. Consultants, be positive and uplifting to guests and other consultants. We are here to build people up and have fun!!!
28. Consultants, never make a negative comment or try to redo a guests makeup or hair style after it has been done!
29. **NO SHOWCASES ALLOWED UPSTAIRS.** Must have everything they need already in their bag.
30. If you are working the facial table please try to keep your time to 15 minutes per guest and never make the comment that you would have put another color on them. They worked with their consultants and picked their colors.
31. After you are finished with your work station please do not hang around the doorway to see the guests when the pictures are being taken. It makes it very hard for the ladies who are doing the wraps & jewelry.
32. **All Models must be 18 yrs or older.** Models who arrive with children will be asked to reschedule for the next photo shoot.

CHECKLIST FOR MODELS

- ◆ Disposable Tray
- ◆ Color Select LOOK Card
- ◆ Hair Band
- ◆ Eyeliner
- ◆ Cotton Balls (3 or 4)
- ◆ Eyebrow Pencil (if needed)
- ◆ Disposable Wash Cloth
- ◆ Mascara
- ◆ 2 Mascara Wands
- ◆ Basic Skin Care & Foundation
- ◆ Loose Powder / Dual Powder
- ◆ Lip Color
- ◆ Lip Pencil
- ◆ Concealer
- ◆ Eye Applicators
- ◆ Oil Free Eye Makeup Remover
- ◆ Free Gift for Guest (sample of hand cream, body lotion)

Checklist for Photo Models

Photo Model Name:

Consultant Name:



- | | |
|---|--|
| <input type="checkbox"/> Disposable Tray | <input type="checkbox"/> Color Select LOOK Card |
| <input type="checkbox"/> Hair Band | <input type="checkbox"/> Eyeliner |
| <input type="checkbox"/> Cotton Balls (3 or 4) | <input type="checkbox"/> Eyebrow Pencil (if needed) |
| <input type="checkbox"/> Disposable Wash Cloth | <input type="checkbox"/> Mascara |
| <input type="checkbox"/> Basic Skin Care & Foundation | <input type="checkbox"/> 2 Mascara Wands |
| <input type="checkbox"/> Loose Powder / Dual Powder | <input type="checkbox"/> Lip Color |
| <input type="checkbox"/> Concealer | <input type="checkbox"/> Lip Pencil |
| <input type="checkbox"/> Eye Applicators | <input type="checkbox"/> Oil Free Eye Makeup Remover |
| <input type="checkbox"/> Gift | |

Checklist for Photo Models

Photo Model Name:

Consultant Name:



- | | |
|---|--|
| <input type="checkbox"/> Disposable Tray | <input type="checkbox"/> Color Select LOOK Card |
| <input type="checkbox"/> Hair Band | <input type="checkbox"/> Eyeliner |
| <input type="checkbox"/> Cotton Balls (3 or 4) | <input type="checkbox"/> Eyebrow Pencil (if needed) |
| <input type="checkbox"/> Disposable Wash Cloth | <input type="checkbox"/> Mascara |
| <input type="checkbox"/> Basic Skin Care & Foundation | <input type="checkbox"/> 2 Mascara Wands |
| <input type="checkbox"/> Loose Powder / Dual Powder | <input type="checkbox"/> Lip Color |
| <input type="checkbox"/> Concealer | <input type="checkbox"/> Lip Pencil |
| <input type="checkbox"/> Eye Applicators | <input type="checkbox"/> Oil Free Eye Makeup Remover |
| <input type="checkbox"/> Gift | |



★ **Learn More about the Program.**

Call 605-475-4849 | Access Code: 925180#

★ **Weekly \$1,000 CASH CLUB Conference Calls:**

Monday Evenings, 9:00 PM EST

605-477-2100 | Access Code: 901457#

Recorded Playback:

605-477-2199 | Access Code: 901457#



JOIN THE \$1,000 CASH CLUB!

Wouldn't it be wonderful to add an extra \$1,000 cash EACH month to your family's budget?

What would you do with an extra \$1,000 each month?



- ★ Dream Vacation?
- ★ New Furniture for your Home
- ★ Home Improvement Projects
- ★ Backyard BBQ or Pool
- ★ College Savings Account
- ★ Retirement Fund
- ★ Dream Home Fund
- ★ Giving to your favorite Charity
- ★ Extra \$\$\$ for Monthly Bills
- ★ Debt reduction
- ★ \$\$\$ for Children's Activities



How amazing would it feel to be able to provide those extras for your family working very part time in your Mary Kay Business? But wait . . . *it gets better!*

What if you could add extra "guilt free" FUN money for yourself each month? The \$1,000 Cash Club also has a way to add BONUS BUCKS for you to spend on YOU each month ..because you deserve it!

How would you like to spend your P.M.S. (Pamper Me Silly) Fund each month?

- ★ New Shoes - Designer Purses
- ★ Monthly Manicure/Pedicure/Massage
- ★ New Clothes - Wardrobe update
- ★ Girlfriend Getaway
- ★ Health Club Membership with a Personal Trainer
- ★ Dinner and a movie with Friends. . . your treat!



Are you ready for a change?

Do you want to make a difference?

Do you want more for your family...more for yourself?

Do you want to have FUN, make new friends and make \$\$\$ at the same time?

If So, WELCOME TO THE \$1000 CASH CLUB!



\$1,000 CASH CLUB GUIDELINES

1) \$1,000 CASH CLUB CONFERENCE CALL

Participation in the "The \$1000 Cash Club" Conference each week.

Monday Evenings - 9pm est.

605-477-2100 Access Code: 901457#

This call will give you Product updates, Selling tips and ideas to help you achieve your \$1,000 profit each month. Please make arrangements to attend the call each week. In case of an emergency and you can't be on the call, you may call in to the recorded version of the Monday night call.

Playback: 605-477-2199 Access Code: 901457#



2) VOXER PARTICIPATION:

Download the "VOXER WALKY TALKY" App on your Smartphone. Search for your Director and send her a message thru Voxer. Your Director will then add you to the \$1000 Cash Club chat group. You will receive updates and info thru this app. This will also be the way you will check in with your Director Monday thru Friday.

Check Ins: As part of this program you will need to check in with your Director/Business Coach each day Monday- Friday between 8-9:00am. Give her a quick 1-3 minute update on your MK focus for the day and update her on the previous days activity. This is how you will receive personal coaching to guide you towards your goal each week.

Reminder: Your Director/Business Coach is eager to work with you. due to the amount of ladies in this program the most effective way to work with your Director/ Business coach is to attend the Weekly Conference Call and participate in the daily check ins via Voxer. This will allow her to connect with you in the most efficient manner. Please take the first 2 guidelines seriously when making the decision to work the \$1,000 Cash Club Program.

3) Select your TOP 3 Super Sales strategies for the week to reach your selling goal.

Refer to the Super Sales Info sheet. Also decide which method you will use to acquire your P.M.S. Fun money for the week.

4) Be prepared to track your Weekly and Monthly progress using the:

★ **\$1,000 CASH CLUB** Weekly Tracking Sheet

★ **30/20/10** Monthly Tracking Sheet

Note: Both tracking sheets may be printed from the \$1000 CASH CLUB section of www.moledaonline.com
user id =magic password = million

TIPS TO A GREAT START EACH MONTH!

- 1) Print off the Goal Sheet and complete for this month. Please send this to your Director so she knows how to best assist your Director/Business Coach for the month.
- 2) Set the timer in your Phone for the Monday Night Conference Calls at 9pm est. Also set the timer in your phone for your Mon-Friday check in calls with your Director via Voxer.
- 3) Be sure you are connected to your Director via Voxer and know how it works.
- 4) Print the weekly **\$1,000 CASH CLUB** Weekly Tracking Sheet and also the **30/20/10** Monthly Tracking Sheet. Add this to our Focus Binder.
- 5) Start creating your "go to" list for booking appointments, Hotline participants and potential Team Members and Models, Add this to your Focus Binder.
- 6) Be sure to have your Datebook full with appointments the first 2 weeks of the month.

HAVE FUN AND ENJOY YOUR \$1,000 CASH!



\$1,000 CASH CLUB WEEKLY TRACKING SHEET

...: PLEASE TURN THIS IN TO YOUR DIRECTOR EACH WEEK :...:

Name:		Month:	
Phone #:			
Week ending date:		Director:	

1. ACCOUNTABILITY is the key to any leadership success.
2. Activity in the RIGHT areas leads to results.
3. "SUCCESSFUL people do what unsuccessful people don't do." - Unknown
4. "In order to be free enough to find creativity, you have to be DISCIPLINED enough to follow routine." - Ken Banks

	SUN	MON	TUE	WED	THU	FRI	SAT
5 Leads Per Day Warm Chatters, Referrals, etc.							
2 Bookings Per Day Facials or Classes							
\$600-\$1,000 Retail Sales							
8-10 Interviews Per Week Face to Face Interviews - Hotline							
Voxer Accountability 8:00-9:00 am M-F							

# OF FACES PER WEEK			MONTH-TO-DATE TOTALS - ADD IT UP!	
	<u>New Faces</u>	<u>Sales</u>		
1.				# Total Faces MTD
2.				\$ RETAIL Sales This Week
3.				\$ RETAIL Sales MTD
4.				Wholesale Order This WEEK
5.				Wholesale Order MTD
			Place an X by your Star Goal for the Quarter	
6.				Sapphire (1800 Wholesale)
7.				Ruby (2400 Wholesale)
8.				Diamond (3000 Wholesale)
9.				Emerald (3600 Wholesale)
10.				Pearl (4800 Wholesale)
# OF PERSONAL INTERVIEWS PER WEEK			TEAM BUILDING	
	<u>Name</u>	(Results Y, N, Maybe)		
1.				# Interviews (Face to Face) This Week
2.				# Guests to Meeting This Week
3.				# of Hotline Interviews
4.				# of New Team Members This Week
5.				# of New Team Members This Month
6.			NOTES:	
7.				
8.				
9.				
10.				

PLACE AN X IN THE BOXES BELOW AS YOU COMPLETE EACH CATEGORY!

\$ <input type="checkbox"/>	1 <input type="checkbox"/>	0 <input type="checkbox"/>	0 <input type="checkbox"/>	0 <input type="checkbox"/>	★ <input type="checkbox"/>
LISTENED TO CONFERENCE CALL	ACCOUNTABILITY VOXER: M-F	FACES 8-10 FACES	INTERVIEWS 8-10 PEOPLE	CASH \$1,000 RETAIL	PERSONAL WHLSE GOAL: \$1,000 MTH

Star Consultant Program!



What Is A Star?

- ★ \$1,800 or above in total Wholesale orders during a Company Quarter
(check Quarterly Star Planner for contest dates)

This Quarter Dates _____

- ★ 1,800 = Sapphire Star Consultant
- ★ 2,400* = Ruby Star Consultant
- ★ 3,000* = Diamond Star Consultant
- ★ 3,600* = Emerald Star Consultant
- ★ 4,800* = Pearl Star Consultant

Why Become a Star?

1. Leads from the Mary Kay Television and Magazine Ad Campaign.
 2. Quarterly Jamboree where Stars are the Guests of Honor!
 3. Your Director will personally schedule private time or an Event with you to help you build your business
 4. Company Prizes - Check out the Star Quarterly Planner!
 5. Company Recognition at Area and Company Events
 6. Beautiful Star Ladder Pin!
 7. Unit Recognition !
 8. The Pride that you gain knowing that you are with the Top in Mary Kay!!
- ★ The level of Star Consultant Recognition at the 2,400 level and above is based on both total personal wholesale and New qualified Recruits during contest quarter. More information regarding Star Consultant program may be found in the Star Quarterly Planner.

Discover the

POWER OF *Pink!*

NEW CONSULTANT PROMOTION

All challenges must be completed within your first 2 calendar months.

Your Contest Dates _____ and _____.

Turn in Prize Voucher once completed to receive prizes.

Complete all challenges below and win the COMPLETE COLLECTION!

NAME: _____ DIRECTOR: _____



PINK ICE RING

PLACE AN INITIAL \$600+ WHLSE ORDER



PINK ICE BEE

10 GUESTS ON THE MK HOTLINE
MUST BE LOGGED INTO THE DIRECTOR
FOLLOW UP SYSTEM



PINK ICE NECKLACE

ADD 3 ACTIVE TEAM MEMBERS!
NEW RED JACKETS!



PINK ICE EARRINGS

10 GUESTS TO LOCAL EVENTS



PINK ICE BRACELET

BECOME A STAR CONSULTANT!

Discover the

POWER OF

Pink!

NEW CONSULTANT PROMOTION VOUCHER

NAME: _____ DIRECTOR: _____

CONTEST DATES: _____ AND _____

ALL CHALLENGES MUST BE COMPLETED WITHIN YOUR FIRST 2 CALENDAR MONTHS. THIS PRIZE VOUCHER MUST BE COMPLETED AND TURNED IN TO YOUR DIRECTOR BY THE 15TH OF THE FOLLOWING MONTH TO RECEIVE PRIZES.

PLEASE CHECK THE PRIZES THAT YOU HAVE WON!



PINK ICE RING

I HAVE PLACED AN INITIAL \$600+ WHOLESALE ORDER!
TOTAL WHLSE:

\$ _____



PINK ICE BRACELET

I AM A STAR CONSULTANT THIS QUARTER!
(\$1800+ TOTAL WHLSE)

TOTAL WHLSE:

\$ _____

PINK ICE NECKLACE

I HAVE ADDED AT LEAST 3 ACTIVE TEAM MEMBERS!



NAME

WHLSE ORDER

- 1
- 2
- 3
- 4
- 5



PINK ICE EARRINGS

10 GUESTS WHO HAVE ATTENDED AN EVENT!

NAME

PHONE

RECRUITED?

1			YES NO
2			YES NO
3			YES NO
4			YES NO
5			YES NO
6			YES NO
7			YES NO
8			YES NO
9			YES NO
10			YES NO



PINK ICE BEE

10 GUESTS ON THE MK HOTLINE MUST BE LOGGED INTO THE DIRECTOR FOLLOW UP SYSTEM

NAME

PHONE

RECRUITED?

1			YES NO
2			YES NO
3			YES NO
4			YES NO
5			YES NO
6			YES NO
7			YES NO
8			YES NO
9			YES NO
10			YES NO

MK INFO HOTLINE!
641-715-3900
ACCESS CODE: 49413#

It's time to *"make a move"* in your Mary Kay business!

Complete 10 MK Info Hotline Shares
 in your first 30 days and receive your
beautiful Pink Crystal Bee pin!

All MK Info Hotline Share must also be submitted
 through the Director Follow Up" system located at
 MoledaOnline.com.



Name: _____

Director: _____

	INTERVIEW NAME	PHONE	METHOD	RESULTS
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				

Win Your Beautiful Pearls Of Sharing!

All MK Info Shares must be completed using the MK Info Hotline and completed shares must be submitted through the "Director Follow Up" section of MoledaOnline.com

MK INFO HOTLINE | 1-641-715-3900 | ACCESS CODE: 49413#

Pearl Earrings



Plus Bracelet



Plus Necklace



- ♥ Share the **MK Hotline** with **3 people** in your **1st 2 weeks** and receive your **Pearl Earrings!**
- ♥ Share the **MK Hotline** with **6 people** in your **1st month** and receive **Pearl Earrings AND Pearl Bracelet!**
- ♥ Add **1 New Personal Team Member** in your **1st month** who places a minimum **\$600** wholesale order in her **1st or 2nd month** and receive the **Pearl Necklace!**

Complete this Voucher and turn it in to your Director to receive your Prize!

NAME:		DATE COMPLETED
3 MK HOTLINE SHARES	= EARRINGS	
6 MK HOTLINE SHARES	= BRACELET	
1 NEW QUALIFIED* TEAM MEMBER	= NECKLACE	

*QUALIFIED = \$600+ WHOLESALE ORDER, MUST BE PLACED BY NEW TEAM MEMBER WITHIN THEIR 1ST TWO CALENDAR MONTHS.



\$1,000 TOTAL WHOLESALE THIS MONTH

MILLIONAIRES CLUB

Become a member of the **Millionaires Club** by placing **\$1,000+** in **total wholesale orders** during any calendar month and receive a **Special Gift** from your **Director!** New Prizes each month! Check with your Director to see the newest Prize available.



CHARMED MK LIVING A LIFE! IN MARY KAY

JULY 1, 2013 - JUNE 30, 2014

NAME: _____ DIRECTOR: _____ MONTH: _____

PLEASE CHECK ALL COMPLETED CHALLENGES TO RECEIVE CHARMS!

CHARM BRACELET - AWARDED WITH FIRST COMPLETED CHALLENGE
NOTE: ONE BRACELET PER CONSULTANT

<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	

PERFECT START
COMPLETE
15 FACES

POWER START
COMPLETE
30 FACES

POWER START PLUS
COMPLETE
30 FACES
AND SHARE INFO
WITH 6 OF THE 30

MILLIONAIRES CLUB
COMPLETE \$1,000
IN TOTAL WHOLESALE

STAR CONSULTANT
COMPLETE
STAR STATUS
DURING
MK QUARTER

<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	

GO GIVE AWARD
SHARE THE GO-GIVE
SPIRIT BY HOSTING
10 GUESTS TO UNIT
EVENTS THIS MONTH

BEE-LIEVER
SHARE YOUR BELIEF
IN MK BY SHARING
MK INFO WITH
10 PEOPLE

GOLD MEDAL
ADD 5 NEW
TEAM MEMBERS

SILVER MEDAL
ADD 4 NEW
TEAM MEMBERS

BRONZE MEDAL
ADD 3 NEW
TEAM MEMBERS

- ★ ALL CHALLENGES MUST BE COMPLETED IN A CALENDAR MONTH UNLESS OTHERWISE NOTED
- ★ FACIALS MUST BE BACKED UP WITH APPROPRIATE PAPERWORK
- ★ MK INFO MUST BE SUBMITTED TO THE "DIRECTOR FOLLOW UP" SECTION AT MOLEDAONLINE.COM

Give Your New Mary Kay Business a **POWER START!**



Power Start Charm
= **30** Faces
in a Month



Perfect Start Charm
= **15** Faces
in 2 Weeks

POWER START PLUS!



In your first month
complete **30** Facials and
Share the Opportunity
with **6** People and
receive your Beautiful

Power Start Plus Charm!

COMPLETE THIS FORM AND TURN IN THIS VOUCHER TO RECEIVE YOUR PINS!

NAME:			MONTH:		
TOTAL FACES:		TOTAL MK SHARES:		TOTAL SOLD:	
NAME	PHONE #	\$\$\$ SOLD	NAME	PHONE #	\$\$\$ SOLD
1.			16.		
2.			17.		
3.			18.		
4.			19.		
5.			20.		
6.			21.		
7.			22.		
8.			23.		
9.			24.		
10.			25.		
11.			26.		
12.			27.		
13.			28.		
14.			29.		
15.			30.		

Providing Products to Customers

Method A: Order Taker

Hold Class. Take up orders. Collect money and tax up front. Place order.
Redeliver order 7-14 days from date of order being processed by Mary Kay.

Pros:	Cons:
1. Cash flow from weekly sales	1. Low or no reorders due to turnover time
	2. No impulse buying. Low class sales
	3. Trust factor
	4. Frustration - Impatient customers
	5. Hard to build long term business

Method B: Re-Investor

Designate a period of time to turn profits over and purchase products for your shelves.
Must decide which departments to offer to customers.

Pros:	Cons:
1. Will maintain reorder customers	1. Must build quickly to maintain customers
2. Will build inventory	2. Initial classes will be smaller due to impulse shopping.
3. Will eventually build long-term business	3. Trust Factor
	4. Frustration, Holding class #17-delivering class #2
	5. Must have family support / understanding

Method C: Investor

Purchase products up front. Treat you Mary Kay like a business.
The amount is based on departments you want to offer your customers.

Pros:	Cons:
1. Keep all reorder customers!	???
2. On the spot delivery	
3. Larger Class sales from the start	
4. Trust factor no longer a problem	
5. Word of mouth, "SHE HAS PRODUCT!"	
6. Ability to offer FREE products & prizes available	
7. More CASH FLOW	
8. Pay Yourself IMMEDIATELY!	
9. Family views it as a real business	
10. YOU view it as a real business	

*What Should
Balanced
Look*

*A Well
MK Store
Like?*



4800 wholesale = Full store - Year Round Services - Products for all skin care needs - Anti aging- Foundations - 2/3/4 of each Color product- Limited Edition - Gift Services. Products included from all sections of the diagram above. (Pearl Star Level)

3600 wholesale = Full store - Year Round Services - Products for all skin care needs - Anti aging -Foundations - 1/2/3 of each Color product, Limited Edition - LIMITED Gift Services. Products included from all sections of the diagram above. (Emerald Star Level) MOST POPULAR COLLECTION!

3000 wholesale= Products for all skin care needs - Anti aging - 1 or 2 of each Color product - NO Perfumes- NO Spa, bath, or body. Products included from 5 of the 7 sections of the diagram above. (Diamond Star Level)

2400 wholesale = Products for all skin care needs - Anti aging - Foundations - 1 of each of the Color products- NO limited Edition - NO Spa, Bath or Body - NO Perfumes. Products included from 4 of the 7 sections of the diagram above. (Ruby Star Level)

1800 wholesale = Products for most skin care needs - Limited Anti aging - Limited Foundations - 1 of each of the MOST POPULAR color products. NO limited Edition - NO Spa, Bath or Body - NO Perfumes. Products included from 3 of the 7 sections of the diagram above. (Sapphire Star Level)

1200 wholesale= Limited skin care products - minimum Anti aging - Limited Foundations - Very limited color.

600 wholesale = Some skin care - minimum Anti aging - minimum Foundations. Color Selection enough to use for display purposes or personal use.



"You cannot open a store with a can of tomatoes and a 5-pound bag of sugar."

It's a known fact that you will sell more when you know you have enough inventory.

When you are out of product, you are late getting it to your customers, which means they could go elsewhere to buy it. You may be reluctant to call and service your clients or book classes because you're afraid someone may want something you don't have.

Set yourself up for success by borrowing a low interest rate to purchase inventory at a profit making level. Isn't it easier to shop at a Kroger Store than a Seven/Eleven?

If you're wondering . . .

if you really need an inventory of products for your business, keep in mind that when Mary Kay started this company, she tried to eliminate the problems she had encountered in other companies.

One major problem was trying to deliver merchandise after a two week lapse of time. She found that invariably customers lost enthusiasm, and in many cases they completely cancelled the order. This diminished the hostess gift and casts a veil of gloom over the entire process. She remedied this situation by establishing delivery the day of the class, realizing that women are particularly anxious to begin using their cosmetics immediately.

One of the greatest merchandising techniques that has put the Mary Kay Beauty Consultant where she is today is immediate product availability, so it is very important that you have an adequate supply of Mary Kay products at your classes to deliver on-the-spot.

At the Skin Care Class, your guests have a chance to try the product and fall in love with it. They are happy and excited about using it right away, while your instructions are fresh in their minds. Women also tend to be "impulse buyers", and will often purchase more when they know they can immediately take possession. With adequate inventory, you will:

- ★ **Have a Sales Advantage.** Many sales are missed because at the moment of the customer's greatest desire, the product is not available. Clients often "cool" when they have to wait.
- ★ **Operate efficiently.** A well-balanced inventory ready for delivery tremendously increases the day-to-day operating efficiency of your business.
- ★ **Avoid extra trips** to deliver products to each of the customers who ordered at the class, saving time, money, and gasoline.
- ★ **Book more classes, resulting in an increase in your overall profit.** (It's hard to book a check-up facial if she won't be using the product for two more weeks.)
- ★ **Establish your team member's confidence in you.** If they know you have adequate inventory, they will follow your example. The results will be more confidence and enthusiasm, meaning greater success for them too.

Remember: when an enthusiastic customer has to wait for a post-class delivery of the merchandise she has selected, her enthusiasm wanes, and she may have second thoughts. You can avoid much time & effort by making sure your customers receive their merchandise at the class while they are still in the mood.

As National Sales Director Dalene White has said many times, "You cannot open a store with a can of tomatoes and a 5-pound bag of sugar. Likewise you are operating at a decided disadvantage when you do not have enough products in your Mary Kay Store to service your customers."



Debt or Investment?

Understanding What Debt Really Is!

by Dr. Robert Schuller

What, after all, is debt? Fresh out of the seminary, newly married, and just installed as pastor of my first church, I was earning a little over two hundred dollars a month. When winter approached, I needed coal for the furnace. I went to the coal yard and asked how much coal I would have to buy, how much it would cost and if I could charge it. "About five tons, it will cost you \$75, and we will not charge it, Reverend. You'll have to borrow the money somewhere for we don't give credit on coal." And that was that.

So, I went to ask for a loan for \$75 for the coal. The banker gave me a valuable lesson in economics. "I'll lend you the money for coal this time, but never again. When you borrow money for coal, you are going into debt. The coal will be burned. When it is gone, if you are unable to pay your loan, there is nothing you can sell to pay us back. When you borrow money for coal, or food, or the light bill, or the water bill, you are spending money that is gone forever. This is real debt!

If you want to borrow money to buy a car or a house, we will lend you the money. Then you are not going into debt; you are going into the investment business. If you cannot pay off your auto loan, you can sell the car, pay us back what we have coming, and any money you have left is your return on your investment. If you borrow money to buy a store and you borrow money for salable goods to stock the shelves, you are not in debt, you are in business. If you cannot pay off your loan, we sell the store and the goods; if there is money left over after we are repaid, you can have the profit from your investment. If you have no money left over after paying off the loan, you haven't made any money. It's that simple!"

It was this advice which was to give me greater courage years later when starting our new church. How long would it take to collect the money from surplus offerings? Perhaps twenty years! So we decided to borrow the money. When finished, the entire development was valued at one million dollars. Nearly \$600,000 was borrowed money. Someone said to me about that time, "I hear you folks have a debt of \$600,000." I corrected him, "Actually we have no debt. We could sell our property for a million dollars, pay off all mortgages, and have \$400,000 in the bank. We don't have a debt. We're worth almost half a million dollars!"

So it also is with your Mary Kay business!

