





New Consultant Checklist #1

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While You Are Waiting For Your Starter Kit To Arrive...

- Send a picture of yourself to Angie through email.** This will be used in her unit correspondence.
- Attend your weekly meeting.** Share a training CD with a friend. Bring that friend to your weekly meeting for special recognition. Meeting Information: Every Monday night—6:30-8:30 pm—Training Center, 9776 Mau-melle Blvd., Maumelle, AR. If you live out of the area, contact Angie so she can locate a local meeting for you to attend.
- Purchase a 3 Section Spiral Notebook.**
 - Section 1—Master To-Do-List each week
 - Section 2—Prospective customers, hostesses and team members
 - Section 3—Notes from training and meetings
- Create Your Contact List**

This is a list of 75+ people you know. (Who would you invite to a big wedding? 300 invitations is average number for church wedding.) Don't prejudge. You will invite these women to your debut and to be your first practice faces for your Power Start. Put their names in Section 2 of your Spiral Notebook.
- Listen to your 'Next Step' CD and discuss your inventory options with Angie.** Do your first order with guidance and wisdom of your Sales Director. Hundreds of dollars of free product are only available with YOUR FIRST ORDER. Start your business, in your agreement month, with inventory at Sapphire Level or above and earn a CZ Stud Pendant. 
- Check out the Mary Kay InTouch® Web site at www.marykayintouch.com** to register for the following limited-time offers:
 - 50% off** a Mary Kay Personal Web Site with shopping
 - 15 FREE Catalogs** to send to potential customers. (This is very important. It is the beginning of your customer list.)
 - Complete your **Signature Look Questionnaire** online prior to placing your first qualifying product order for additional FREE Products.
 - FREE OFFER...**over \$600 in FREE Mary Kay Products available with your first inventory order.
 - 50 FREE BUSINESS/INFORMATION CARDS...**Order your FREE cards through MK Connections Web site. Then check out the Business Kit for only \$39 (a \$72 value). It includes 250 business cards, business card case, 1,000 product reorder labels, a self-inking name and address stamp, plus a name tag—all the essentials to get your business growing in style. MK Connections can be found from the InTouch Home Page under Ordering.
- Establish primary forms of Mary Kay Communication**
 - Email Address...**Training, informational messages including information on special events are sent to our unit members. Make sure Angie has your email address! Angie's assistant, Laramay Adams, also sends emails for our unit so make sure her email is in your address book—Laramay@cox.net. Her phone number is 479-217-0741
 - Visit www.mk.intelliverse.com** or call 1.800.327.8898 to sign up for a fabulous voice messaging system that allows you to receive training messages and motivation from Top Directors. Email Angie with your assigned number to begin receiving training. Angie's number is 866.757.1670 (Refer to Intelliverse in this packet.)
 - Unit Conference Call...**Angie has an unit conference call every Saturday morning from 9:00-9:30am CST for every consultant in our unit in the U.S. Motivation, Education & Recognition! Angie will have a drawing for a special prize at the end of the month from all consultants who participated on the call and post their comment on our Facebook Group Page. Mark this call on your appointment book—641-715-3300 Access Code 791593#
 - Unit Website...**Visit our unit website at www.daydreamarea.com (user name and password is: daydream) for all the latest training, promotions, event information, recognition and photos. Angie will have a drawing for a special prize at the end of the month for all consultants who signed the guestbook that month!!
- Make a reservation with Angie for your New Consultant Training** and when you attend, earn a sample pack of Mary Kay product samples. 
- Open Separate Bank Account.** Go to a bank that offers FREE checking and debit card. You should keep your business and your personal finances separate. (Refer to Money Management in this packet.)



New Consultant Checklist #2

Preparing Your Home Office...

- Create a separate workspace for your business.** This could be a separate room or a corner of a room in your home. THIS IS VERY IMPORTANT. A neat and organized workspace contributes greatly to a happy and healthy business owner.
 - Desk
 - Computer with Printer
 - High Speed Internet if available in your area, otherwise use the fastest bandwidth available.
 - Shelving for your inventory. (Book shelves, hutch, small linen closet with lots of shelves, etc.)
 - Instead of file folders for your papers and brochures, tray a paper organizer on or near your desk.
 - Cell or home phone with large minute or unlimited plans.

***Optional:** Some consultants create a BRAIN BOOK that holds papers that they want to keep with them at all times. This would be a 3-ring binder with sheet protectors and pocket holders. This would also hold your spiral notebook.



New Consultant Checklist #3

When Your Starter Kit Arrives...

- Order your initial inventory store if you haven't already.**
- Schedule your Business Debut.** Check with Angie on size of inventory necessary for debut. Typically a star order of \$1,800+ wholesale will provide enough products to service those that attend and create some displays.
- Keep your Starter Kit Box.** It will make a great presentation one day when you tell audiences all over the world "What you found inside your Starter Kit Box".

IN YOUR STARTER KIT...

- Double check Starter Kit contents list.
- Put the dates of all Mary Kay training and Success Meetings in your Mary Kay Date Book** for the next 3 months.
- Read your 'Start Earning Now' Magazine** and pack your Starter Kit Bag. (See page 7 in 'Start Earning Now' Magazine to see how best to do that.)
- Check out the Star Consultant Prize Brochure** in your Applause Magazine. Your product orders this quarter will help you earn those gifts.
- Watch the '**Skin Care Class' DVD** and listen to the '**Starting Points' CD**
- Read through all guides and brochures.
- Try all the Products in the Roll-up Bag.** (See list in the Beauty Book insert)

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New Consultant Checklist #4

After Your Inventory Arrives...

- Read a chapter a day from Mary Kay's Autobiography.** Came as a free gift with your first order!
- Label your inventory with your product labels, especially the skin care and skin supplements.** (Order the labels with the business kit from MK Connections.) I do NOT recommend putting labels on products that would be defaced by a label such as lipstick tubes, most color cosmetics and fragrances.
- Use your name and address stamp to stamp all Look Books, Beauty Books and Team Building materials.**
- If you have extra funds, consider the following inventory cases from MK Connections.**



Rolling Tote
(for starter kit & class supplies)



Wheeled Cosmetic Carrier
(for carrying inventory to classes)



Color Slip-on Case
(for carrying inventory to classes)

- A fishing tackle box** (from Bass Pro, Wal-Mart or other fishing supply store) is perfect for eye shadows, blushes, etc. Also good for samples. Take your product items with you to store to check fitting.
- Organize and store inventory** both on office shelving and in carriers that you are taking to your appointments. Product can safely be carried in car truck except in times of extreme heat or cold.
- Discuss with your recruiter or Angie** how much of each item to take to your appointments.

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New Consultant Checklist #5

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Before Your Business Debut...

**It is so important to kick off any new business with a Grand Opening!
And this business endeavor is no different!!**

Use this checklist as a guide of what needs to be done to have a fabulous Business Debut...

___ **Schedule your business debut** within your first 2-3 weeks of business. However, if this is not possible, then scheduling a debut is better than not scheduling one at all. You will also want to plan on having your inventory/product in stock before your business debut.

___ **Hold your business debut in your home** preferably because it is a warmer environment. Church, fellowship halls, civic halls, apartment club houses, or a friend's home will be fine. Delegate the task of cleaning your home so time may be spent on the telephone with your prospective guests and customers.

___ **Invite all of the people on your "Contact List"** in Section 2 of your spiral notebook. This should be a minimum of 50 people. (You can expect 10-15 to attend with proper follow-up) A great idea to make sure you have a large turnout is ask each guest to bring a friend. Earn your Money Bag when you have at least 10 of age guests at your debut!!



___ **Send out a minimum of 50 invitations.** I'm including a postcard master you can use to copy. Sending postcards alone will not be effective. After you have mailed your invitations, plan to call each guest personally and invite them and ask for their Yes or No 24-48 hours before your event.

___ **Call each guest on your "Contact List"** in Section 2 of spiral notebook. Keep in mind that your friends and family are not coming to hear your Director or Recruiter. They are coming to help you! Your attendance Will be in direct proportion to the number of guests you personally speak with 24 hours prior to the event. Remember if they cannot come to your debut, you'll want to schedule an appointment with them and/or invite them to the next unit event.

CHECKLIST FOR DAY OF EVENT

___ **Provide simple refreshments.** You will want to delegate the hosting to someone special in your family or a close friend so that you may be focused on helping your guests schedule appointments and learn more about your Mary Kay business. Make the focal point be your PRODUCTS and BUSINESS, not the food. Wait until after the debut to serve the food.

___ **Mark your date book.** Fill in everything you have going on in your life for the next 2 to 4 weeks. Then highlight the times and dates you have dedicated to your Mary Kay business. Put a Star beside your POWER START weeks. Complete 30 faces in 30 days and earn your Power Start Pin!! (Tracking Sheet on page 5 of Your 'Start Earning Now' Magazine in your Starter Kit.)



___ **Have the following supplies available:**

- ___ Pens and profile cards for each guest to complete as they arrive. (Profile Cards came in your kit)
- ___ Money bag with \$20 in change (1-\$5, 10-\$1 and \$5 in coin)
- ___ Look Books stamped with your information (came in your kit or Sec. 2 under Promotional Items)
- ___ Sales Tickets (came in your kit or Sec. 2 under Business Supplies)
- ___ Calculator

___ **Your Director/Recruiter** will arrive 1/2 hour before the program to help you set-up the product display and door prizes. She'll need a big table. You'll want to arrange the seating in a semi-circle in front of the table.

___ **Relax and have fun with your guests.** Your focus should be to schedule your 10-20 skin care classes for your Power Start. Let your Recruiter/Director fill orders and talk to people about the business opportunity.



New Consultant Checklist #5

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Before Your Business Debut Continued...

___ Have enough hostess packets prepared to give to each guest at your debut.

- ___ Hostess Brochure
- ___ Look Book
- ___ 3 Sales Tickets with your sales tax percentage filled in
- ___ Team-Building Brochure
- ___ Team-Building CD

(These items either came in your starter kit or can be found on online ordering on Section 2.)

WHAT TO EXPECT DURING YOUR DEBUT

Each guest will receive a Satin Hands Treatment when she arrives. Below are the directions so you can become familiar with the steps for this wonderful pampering system.

All guests will introduce themselves, tell how long they have known you and their relationship with you, a bit about their family, work, hobbies and what their experience with Mary Kay has been if any.

Your Director/Recruiter will explain the purpose of the event: You will be affirmed in your business by your guests. Your goals will be shared and your guests will know that you will be asking them to help you by having a complimentary facial or class.

The Director/Recruiter will share their "I" story and their relationship to you.

Mary Kay Cosmetics will be introduced as the #1 Best Selling Brand of Skin Care and Cosmetics in the Nation.

No one will actually receive a makeover that day because that is what you will be offering at their skin care class. This is a show and tell type event.

At the close, the guests will have an opportunity to earn chances for door prizes by making a purchase, scheduling a facial and/or party, and listening to a team building CD.

SCRIPT FOR INVITING TO YOUR DEBUT

Always SMILE, be enthusiastic, expect they will want to come and be a part of your new growing business!!

(If they already have a consultant, just thank them for their time.)

"Hi ___ ! I am so excited! I just started my own business with Mary Kay Cosmetics and I am having my Grand Opening on ___ at ___ pm! My director is coming to do a presentation and I need 10 women to receive my first prize in the company! We are going to do a pass and show kind of Girl's Night Out, so we won't be taking off our makeup...Can I count on you to be there? Great! I am sending an invitation to you and I will be following up later in the week to make sure nothing has changed. I really, really appreciate this. It means so much to me that you are going to be there!"

For anyone who says they "know" they can't make it; go ahead and schedule her RIGHT THEN for her appointment to borrow her face and get her opinion. When you set the date and time, let her know that if she has 2 or 3 other women with her she can get some free Mary Kay and it would help you get your 30 faces done quicker.

SATIN HANDS DIRECTIONS:

STEP #1: Squeeze an ample amount of MK Extra Emollient Night Cream into palm of hand. Massage cream into hands, between fingers, remembering the tops of hands too.

STEP #2: Squeeze an ample amount of MK Satin Hand Smoothie Hand Scrub into palm of hand over night cream. Massage buffing cream into hands, same as night cream.

STEP #3: Rinse hands thoroughly under warm running water and dry hands completely.

STEP #4: Squeeze ample amount of MK Hand Cream into palm of hand. Massage hand cream into hands. NOW YOU HAVE SATIN HANDS.



New Consultant Checklist #5

After Your Business Debut...

"A party worth booking is worth coaching." Mary Kay Ash

"If attitude determines 97% of a person's success, then follow-up is the remaining 3%." NSD Linda Toupin

- Ideally it is BEST to privately facial a hostess a few days or a week prior to her party, especially if she has never had a facial or isn't currently using MK products. This helps you know what product she wants to earn and what gift she will choose for her PERFECT HOSTESS GIFT. (\$200 sales/2 Bookings AND 2 Guests listen to Choices CD)

Preliminary Coaching:

Some coaching will be given verbally during the debut however you will want to follow-up with each guest 24-48 hours after your debut to:

(Refer to her in all conversations as 'YOUR BUSINESS PARTNER')

- Review the guest list she gave you during the debut. Encourage her to invite 10 per party. If she gives you 30 names, that is 3 separate parties. When she invites 10, an average of 6 will attend.
- Give her enough Party Postcards to send to all the invited guests. (Postcards can be found at www.marykayintouch.com on online ordering under Sec. 2)
- Explain the hostess program to her again. Figure the amount she will want to sell in order to earn her wish list products for free. (Take the dollar amount and multiply by 5. That equals 20%)
- Give her the words to say when she invites her guests.
- Give her 5 Look Books and order forms and ask her to take orders from 5 people who cannot attend her party. (Remember to complete your sales tax percentage on the sales tickets.)
- Coach her on refreshments. Keep it simple or if she loves to entertain let her be extravagant. Just remind her to keep the refreshments until the end of the party.
- Send her a thank-you note in advance appreciating her for helping you in your business.
- Talk with her as if she is already one of YOUR TOP HOSTESSES.
- Facial your Hostess privately a few days or week prior to her party.

For our 'tech savvy consultants' whose hostesses are all about the internet and social networking:

- www.marykayintouch.com
- Click on **Education** (at top of page)
- Click on **Hostess Program**
- Click on **Before the Party**
- Checkout the **Beaute-Vite** and creating the **Hostess's** very own **Party Webpage!**

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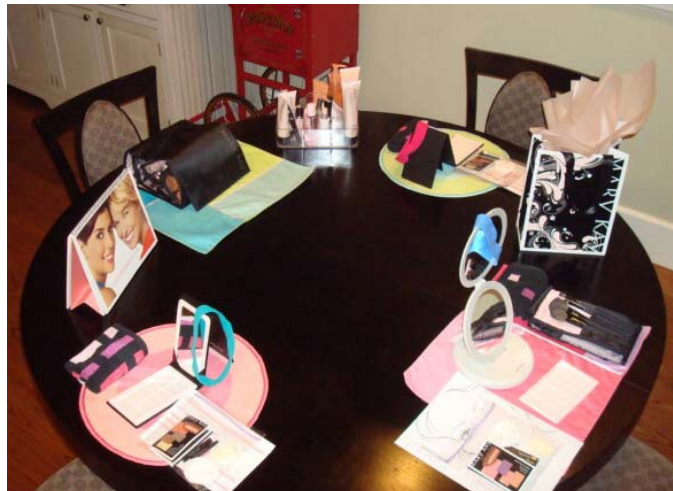


New Consultant Checklist #6

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Before Your First Party or Facial...

- Travel with your recruiter and/or director to view one of her parties.
- Practice your flip chart by rehearsing in front of a mirror. (You might review training DVD's again.)
Keep in mind that you will, over the next few weeks, 'rework the words' on your flipchart, personalizing it and making it your own. You want your presentation to be professional however at the same time fun and a reflection of your personality. If you 'fly by the seat of your pants' and do not follow the flipchart you may still have a successful class, however you just convinced the girl at the table who does not have your personality that she can not do this. By using a flipchart (even one you have rewritten) your skill then becomes transferable to your future team members.
- Practice setting up your table display and trays. "You never get a 2nd chance to make a first impression. When a guest walks in to your party she should go "WOW!" when she sees how professional and pretty your table looks." NSD Linda Toupin
 - Color coordinated placemats or tablecloth or both.
 - Dark colored wash cloths are preferred over facial cloths. (Want to win a guest over? Allow her to lay her head back in her seat, drape a slightly hot wash cloth over her face just before she removes the cleanser. Trust me she will love you and our products.)
 - Roll-up Bag for display and close
 - Acrylic Caddy with products you are sampling
 - PERFECT HOSTESS GIFTS in center of table (Gifts of your choosing). \$200 in sales, 2 Bookings and 2 guests listen to CHOICES CD
 - Individual Goodie Bags for each guest should include: Washcloth, headband, mirror and tray, disposable mascara wand, eye and lip applicators, Look Card, Profile Card)
 - Thank-you gift for hostess in beautiful MK paper gift bag with tissue (\$1.00-\$2.50 item)
 - Hostess uses lighted make-up mirror/brush set and gets personalized Look from www.marykayintouch.com
- Practice packing your cases to go to your appointment.





New Consultant Checklist #6

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Booking Your First Party or Facial...

Ok, now it is time to get some appointments on your books...

If you haven't already completed your contact list; now is the time to do so. Mark your date book with 8 appointment times in the next 2 weeks that you are available. Learn the script below. Be excited! Be ready for their objections (they're to be expected). Schedule a time to call (a 2 hour block of time, maybe 7-9 pm). Stay at it until you get 8 block of time scheduled! (Never book 1 or 2 at a time.) Always have 8. Please follow this Step-by-Step—this is MOST important to your success!

Your Script: "Hi _____, this is _____ calling. Do you have a quick minute? You're not going to believe this, I'm starting my own business teaching skin care and color cosmetics for Mary Kay! I'm so excited! Would you let me borrow your face to practice on? (Wait for her answer) Great! I knew I could count on you. Let me tell you the dates I have available so you can choose what's best for you. I have _____ (date) at _____ (time) OR _____ (date) at _____. Which of those is better for you?" (She chooses and then to turn the facial into a party you say.....) You know as part of my training, I need to do 15-30 practice facials in the next 2 weeks. I can do up to 6 faces at one time. Who else can you think of who might be willing to let me practice on them at the same time? (wait for an answer—keep saying) "anyone else?" (until she can't think of any more, then say) I know it's hard to come up with people on the spot, I'll tell you what, if you can put a list together, I'll mail them all an invitation...if 3 to 5 of them decide to come I'd be in a position to give you \$75 worth of product for \$35 for bringing them. How does that sound? Can I get your guest list later today or would tomorrow be better? What time should I call you? Great! I'll need names, email addresses and phone numbers for those you decide to invite okay? One last thing, _____(her name), these are my training classes and I have to hold them during a certain period of time to get credit, so I want you to know I'll keep this appointment no matter what. Can I count on you too? Great! Thanks again for helping me out. I promise it will be lots of fun!"

When you schedule appointments you have to remember to work the "Law of Averages".

If you schedule:	Then this many will hold:
10 facials/classes	6 facials/classes
8 facials/classes	5 facials/classes
5 facials/classes	3 facials/classes
3 facials/classes	1 facial/class

As you begin your Mary Kay career, you will receive plenty of objections. To become a successful Mary Kay consultant begin now practicing the below "Suggested Responses" to "Common Objections".

Common Objections	Suggested Responses
I'm too busy!	Great MK has taught us that it is the busiest people who get things done. That's one reason why I chose you!
I don't know anyone!	Great! This will give you a chance to make some new friends! Just ask 2 or 3 people and ask each to bring 2 or 3 friends.
I don't use makeup!	I can appreciate that. I believe you will be really impressed with our skin care. I would certainly value your opinion and I believe you would have fun with it.
I've been using brand "x".	Great! I've heard a lot about that product but I've never tried it. Getting your opinion would really help me later because I will be talking with others who use your brand too and your opinion will give me a good comparison.
I don't have any money to buy Mary Kay.	Great! Did you realize you can get your product at a reduced cost or even FREE when you share your facial with friends who purchase the product?
I'm allergic to Mary Kay.	Mary Kay has improved all of the skin care products. They are now allergy tested & fragrance free! Mary Kay gives you the opportunity to try the products before you consider purchasing and you are protected by a satisfaction guarantee! You see, Mary Kay caters to people with problem skin.



New Consultant Checklist #7

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After First Product Sale, Facial and/or Party...

By entering each customer in the myCustomers business tool at www.marykayintouch.com you are populating a database for future use in customer-related applications. This step is very important.

1. Enter each customer's profile into myCustomers
 - Click on Business Tools (top of home page)
 - Click on mycustomers
 - Click on Add a Customer
2. Enter each customer's sales ticket into myCustomers
 - Click on Business Tools (top of home page)
 - Click on mycustomers
 - Click on Customer Orders

You will also use your customer database to enroll your customers in the Preferred Customer Program. Empower your customers every quarter to look and feel gorgeous with hot-off-the-runway looks, younger-looking skin, gift ideas and more. Plus, you can create excitement in your customers by offering them a sampler of the quarter's hottest new product and advertising the gift with purchase. The sampler is only available inside issues of *The Look* sent through the Preferred Customer Program. The cost is only .70 per name for *The Look* with sampler to be mailed to them with a personal note from you. Looks very professional!

To enroll your customers:

- Click on Business Tools (top of home page)
- Click on Preferred Customer Program
- Click on Enroll Customers

Watch your email for enrollment deadlines. Mary Kay also offers other mailers you can enroll your customers to receive, if you choose.

Look Book with sampler begins mailing:

Spring—March Summer—June Fall/Holiday—September Winter—December

Submit your **WEEKLY ACCOMPLISHMENT SHEET** online. Your MK business week ends on Saturday night at midnight. By turning in your Weekly Accomplishment Sheets, you will receive 'ribbon' recognition, newsletter recognition and Seminar year end recognition with you unit.

- Click on Business Tools (top of home page)
- Click on Weekly Accomplishments
- Click on Enter Weekly Accomplishments
- Make sure the correct date range is at the top of the page.
- Enter your sales by completing the information and then click "Add". Repeat for each sale/facial/party/etc.

* Your Director and Recruiter are always excited to hear about your sales, facials and parties. You can easily talk to Angie 24/7 by calling your Intelliverse number, finding a message from her pressing 'a'. That will allow you to leave her a message at any hour of the day or night.



General Information

MARY KAY[®]

Credit Option

US Bank: 502-964-1873 Offers a credit card strictly for Mary Kay Consultants. When you call you need to tell them you are a Mary Kay Consultant, they offer a 0% interest for 6 months. They can give you immediate acceptance plus for a \$25.00 fee they can ship it 3 day air.

US Bank is a great option at 0% interest and they give you immediate approval or denial. This is great because you will know what your options are, along with the amount you are approved for so you can get your business started immediately. A lot of Consultants like to use this option so everything with their new business will be on one card, or to keep it separate from their other accounts. And you can't beat 0% interest!

Mary Kay Seminar Year—July to June

1st Qtr— June 16th—September 15th
3rd Qtr—December 16th to March 15th

2nd Qtr— September 16th—December 15th
4th Qtr—March 16th— June 15th

With the Star Consultant program, you can earn recognition for developing your total business—retail sales and team—and qualify for both Star Consultant prizes and Ladder of Success jewelry.

\$1,800—Sapphire \$2,400—Ruby \$3,000—Diamond \$3,600—Emerald
\$4,800—Pearl \$6,000—Pearl \$7,800—Pearl \$9,600—Pearl

As in all things in LIFE... Consistency is the KEY!

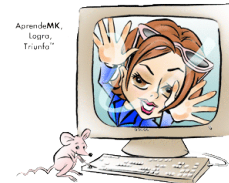
I Won a Prize!

[Click Here to Claim Your Prize!](#)

Go to www.daydreamarea.com and on the Promotions page you will see the "I Won A Prize!" button. For each prize you win from me, YOU MUST complete this form out completely! This is the only way we know to send you your prize!! If you live within an hour of meeting; you can pick-up your prizes.

Our Unit Website

Visit our Unit Website at www.daydreamarea.com for all of the latest events, recognition, training, photos, etc in our Unit! Sign the guestbook—I love to hear from you! Plus check out the Promotions Page for monthly promotions for fabulous prizes that you can earn along with the "New Consultant" page.



Please call me....

- When you're excited and have something to share.
- When you are frustrated and need a lift.
- When you have a great skin care class or a not-so-great skin care class.
- When you have a new recruit or your interview postpones.
- When you are ready to throw away your starter kit or when you have an awesome goal and need help with a plan of action.
- When you have obstacles to tackle and need support.
- When the car dealer calls and says your CAREER car has arrived!
- When you have lost sight of your goals and need a renewed vision.
- Anytime you need me....just call!

Persistence Pays

- 80% of all sales are made after the first call.
- 4% of all sales people give up after the 1st call.
- 25% give up after the 2nd call.
- 12% make 3 calls and then stop.
- 5% quit after the 4th call.
- 10% keep on calling after the 4th call.

AND TO THIS PERSISTENT 10% GOES 80% OF ALL THE SALES!

Be patient, be polite, and keep calling!



Intelliverse

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Communication determines the healthiness of all relationships. I take my roll as a 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!

As your Director, I want to stay in close contact with you and Intelliverse allows me to do just that! Intelliverse is a fabulous voice messaging system that allows you to receive training messages and motivation from the Top Directors and National Sales Directors around the Nation! All of the "Top Consultants" in our unit use this system to stay educated and motivated. Your first 30 days are FREE! After your free month, there is a one-time setup fee of \$15 along with the monthly fee that applies to the Basic Package. To get your Intelliverse number and start your 30 day free trail period*, contact the Customer Service Department at 800.559.6189. Then call me and I'll guide you through the setup and use of the system or call the Training Line at 877.310.0403! Also for your convenience, located on the New Consultant Page of our Unit Site, you will find an Intelliverse Reference Manual and Getting Started Tips. You'll LOVE it! Check it out and order online at www.mk.intelliverse.com.

•Basic—\$14.50/mo

- Personal Greetings—1,000/month
- Personal Greeting Length—30 seconds
- Outside Caller Message/Answer Back—2 minutes
- Mailbox Capacity—25 messages
- Message Retention—5 days
- Network Messages—300/month
- Excess message charges—\$.10 per message

Features of Basic messaging service includes:

- Play/Keep Delete/Undelete Messages
- Answer Bank another Intelliverse Messaging Message without hanging up
- Pause a message while listening
- Personal access number
- Personal Greeting
- Receive outside caller messages
- Time and date stamp

*Within your Free 30 day trail period—if you choose not to continue you must call Intelliverse Client Services at 800.559.6189 and cancel to avoid charges.

Also check out the Mary Kay InTouch Website...

The InTouch website is your connection to the company and it is a phenomenal website! Go to www.marykayintouch.com, enter your consultant number and password to gain access to TONS of information and training. There is great education for new consultants. From the Home Page click on Education, then under Education there is a 4 quadrant lesson—'Silver Wings Scholar'—check it out! Plus you can do your own online ordering of Mary Kay products for retailing to your customers!

Don't forget to check out our unit site...

Visit our unit website at www.daydreamarea.com for all the latest training, promotions, events, recognition and photos. Angie will have a drawing for a special prize at the end of the month for all consultants who signed the guestbook that month!

Mark your date book with our Unit Conference Call...

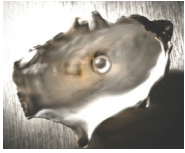
9:00-9:30 am CST every Saturday morning for every consultant in our unit in the U.S. Motivation, Education & Recognition! Angie will have a drawing for a special prize at the end of the month for all consultants who participated on the call! Dial in—641-715-3300 Access Code 791593#

Angie's Contact Information...

Office #: 501.821.9300

Cell #: 501.680.6739

Intelliverse #: 866.757.1670



Pearls of Sharing

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What is Pearls of Sharing Training?

As a new consultant, you will want to focus on your Pearls of Sharing training. This is a great learning session for you! The more you hear the Mary Kay Marketing Plan, the easier it will be for you to know what to do and how to do it as you move up in Mary Kay!

Follow these 3 easy steps to earn your Pearls:

1. Think of names of 6-8 sharp women that will help you with your training and write them below. Please include their phone numbers and a little about each of them (ex. do they currently work, children & ages, etc...)

2. Email Angie this list at aday530@comcast.net.

3. Give each one of them a call with the following script, “___, guess what? I am so excited! I just became a Mary Kay Consultant and as part of my training, my director has asked me to select my favorite friends/family members to help me, and of course you were at the top of my list! I do need to borrow your face for my Power Start, which is to put Mary Kay on 30 faces in 30 days, but the part of my training that I am calling you about is how to share our Marketing Plan. You don’t have to join, I just need live bodies to learn with! Yea! All you do is go on-line to www.daydreamarea.com and view the marketing plan under MK Opportunity—it only takes a few minutes! Complete the “Tell Me What You Think” form and you’ll receive a \$13 pink card that you can redeem with me. Then we’ll do a 3-way call for 10-15 minutes, with my director, so I can learn the follow-up part of my training! Can I count on you? Great! Would there be any reason why you couldn’t check out the website in the next 48 hours to that I can win my pearls?!?!”

4. Find 2-3 good times for them to receive the follow-up call and email that information to Angie so she can get it scheduled! Many women can have follow-up calls during breaks or lunch the next day!

Earn your Pearl Necklace when you complete 5 practice interviews with your Director in a 2 week period!

Earn your Pearl Bracelet with your 1st active team member!



Earn your Pearl Earrings with your 2nd active team member!

Create list of 6 to 8 sharp women to help you with your training
(They do not have to become a consultant for you to win your earrings or bracelet.)

1. Name _____ Phone _____ Appt: Day _____ Time _____
Tell me about her _____

2. Name _____ Phone _____ Appt: Day _____ Time _____
Tell me about her _____

3. Name _____ Phone _____ Appt: Day _____ Time _____
Tell me about her _____

4. Name _____ Phone _____ Appt: Day _____ Time _____
Tell me about her _____

5. Name _____ Phone _____ Appt: Day _____ Time _____
Tell me about her _____

6. Name _____ Phone _____ Appt: Day _____ Time _____
Tell me about her _____

7. Name _____ Phone _____ Appt: Day _____ Time _____
Tell me about her _____

8. Name _____ Phone _____ Appt: Day _____ Time _____
Tell me about her _____



Money Management

MARY KAY[®]

Successful business practices start with a smart approach to Money Management. It's extremely important to treat your Mary Kay Career as a Business. Proper money management is essential to any business. You cannot be a success if you mismanage your money.

SUGGESTED ACCOUNTS FOR YOUR MARY KAY BUSINESS:

1. Checking Account—Label this account: special account; business account; cosmetic account, etc.
 - This account is used to pay business expenses.
 - This account is used for product replacement.
 - Deposit 100% of total sales in this account each week.
 - Log onto www.marykayintouch.com go to Ordering then MKConnections. Click on Business Marketing then Checks. These checks offer designs featuring Mary Kay products. These checks could start a conversation each time you write a check plus don't forget that many potential customers handle your check from checkout to the bank. The cost of these checks are even tax deductible as a Mary Kay business expense.
2. Credit Card—Used for registrations, product orders. (Pay in full when statement arrives.)
3. Check Card (if available to you) - Can be used in place of credit card. Work with your bank on limit if you intend to use this card to place orders.

DEVELOP A BUDGET FOR YOUR BUSINESS:

As with any business you will have expenses. You need to be aware of income vs. expenses on a monthly basis. Always remember to deposit 100% of total sales and work your business 60/40. The idea behind working your business 60/40 is that you always have profit, you always have product, you always have savings, and you never have debt!

60% = 50% + 10%

50% - Money to restock your shelf; you will reorder back exactly the product you sold.

10% - Money you set aside & save for things like enrolling customers in the Preferred Customer Program, Section 2 items, Seminar, Career Conference, etc.

40% = true profit

40% - This is your money to do with whatever you like with after you have ordered and paid off your "full store" (\$3,600 wholesale). The general rule is that \$3,600 wholesale on your shelves is a comfortable profit level. Until you are fully stocked, more than likely you will find it necessary to reinvest 100%.

Profit: We know we make 50% profit on all we sell. But by saving 10%, and only taking 40% as profit (what we refer to as "true profit") you will always have savings.

Savings: A key part of money management, putting 10% of all you sell into savings means you will never NOT have money for items that help you build your business and make it easier; such as enrolling customers in the Preferred Customer Program (which saves you time, money & builds your reorder business); samples (which help you sell more product); and continuing education programs such as Career Conference and Seminar.

Product: These are items for sale in a grocery store, Target or The Gap, Is the grocery store ever out of bread or milk? Is Target ever out of paper towels? Is The Gap every out of jeans? No because they always scan what they sell and that lets them know what product to reorder to restock their shelf. Working your business the same way; by reordering what you sell on a regular basis means you are always ready to fill your customers orders and therefore they will keep coming back to you over and over again.

Debit: The first thing we want to eliminate. After all, you didn't come into Mary Kay to spend money, you came in to make money! Still, we know that starting any business involves some initial start-up cost. A Mary Kay business is no different. What IS different is that our start-up expense is far lower than most businesses and allows you to make far MORE money sooner thus pay off your start-up expense in full. That's a great thing since most businesses involve start-up costs that are never recouped.



Dress For Success...

MARY KAY[®]

What to wear to all Mary Kay appointments and Success Events

Our Company Founder, Mary Kay Ash, asked two things of us... (1) never break the Basic Skin Care Set, and (2) wear a skirt or dress to all Mary Kay appointments and events.



MARY KAY CONSULTANT

Dress or Business Suit, black or neutral hose when appropriate, and professional dress shoes. Mary Kay logo pin.



MARY KAY SENIOR CONSULTANT

Same attire as Mary Kay Consultant with Mary Kay Senior Consultant pin enhancer.



STAR TEAM BUILDER

Black skirt, white blouse, RED Jacket with Star Team Builder enhancer, black or neutral hose when appropriate, and black professional dress shoes.



TEAM LEADER

Same attire as Star Team Builder except Team Leader enhancer is worn.



FUTURE SALES DIRECTOR/DIQ

Black skirt, BLACK blouse (DIQ only), Red Jacket with Future Sales Director enhancer and scarf, black or neutral hose when appropriate, and black professional dress shoes.



WHAT ARE YOUR MARY KAY PINS SAYING ABOUT YOU?



Your Mary Kay Pins are a representation of your incredible accomplishments in your business and should be worn with pride. However, be careful not to over-due it. Too many pins adorning your lapel can look cluttered and distasteful. A good rule of thumb is no more than 3 pins including your May Kay logo pin. Your Ladder of Success Pin and Power Start Pin are always great choices.



Taking pride in your appearance and the way your starter kit and mirrors look is all a part of Business Etiquette. You cannot expect to sell the product if you do not wear the product. Also, think about this: Which product would you be more likely to purchase—Clean or Dusty? Having a clean and neat automobile personifies pride and self assurance in your business and what Mary Kay stands for.