



NEW CONSULTANT *Orientation Packet!*



Hey There, Gorgeous!

WELCOME TO THE DREAM TEAM!

I am so thrilled that you made the decision to start your very own Mary Kay Business and welcome to our Award-Winning Pink Cadillac Unit! I hope you are as excited as I am for you to begin this new journey in your life. If you stick to it and work your business I promise you will find yourself in a new place in life and loving it! Get ready to make the best friends of your life, have fun, earn awesome prizes, and most importantly put some money in your pocket!

As your Director, I am here to answer any questions you may have, teach you the skills of this business, and lead you to success! I am excited to be your personal business coach! You will find a wealth of support and training available in our unit. Please feel free to contact me whenever you have a question or may want some advice or if you want to share good news with me! My favorite part of my job is getting to build relationships with each and every one of our incredible unit members! That's you!

HUGS,

Lisa Goodwin

Independent Sales Director



CONTACT ME!

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We are a part of the Emerald Division & Unit #RZ76



Beat the BOX

GET YOUR BUSINESS MOVING
WHILE YOU WAIT FOR YOUR
STARTER KIT!



INVENTORY
OPTIONS

1

☐

Watch the Video regarding your Inventory Options & have a conversation with your Director to make an Inventory decision.



2

☐

Join me on Social Media! Friend Request me on Facebook so I can add you to our private Unit Group Page.



3

☐

Download the FREE App called VOXER and send me a message! VOXER is a walkie-talkie style app that we use a ton in Mary Kay for communication & training. We also use it to send pictures, videos, gif's & documents too!



4

☐

Log on to www.marykayintouch.com - Enter your consultant number and create a passcode. Review the FIRST STEPS OFFERS. There are lots of goodies waiting for you!



5

☐

Create you list of 100 Names Fast - see the following 2 pages!

Check off all FIVE tasks by the time your kit arrives
and receive your "Beat the Box" Reward!

you've got this!



100 Names Fast!

Friends, family classmates, co-workers and acquaintances to contact for facials this month!

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



100 Names Fast!

Friends, family classmates, co-workers and acquaintances to contact for facials this month!

51	76
52	77
53	78
54	79
55	80
56	81
57	82
58	83
59	84
60	85
61	86
62	87
63	88
64	89
65	90
66	91
67	92
68	93
69	94
70	95
71	96
72	97
73	98
74	99
75	100



Success Meetings

DRESS UP, SHOW UP, GO UP!

ASK YOUR DIRECTOR FOR DETAILS ON A SUCCESS MEETING NEAR YOU!


1. **Be on Time!** Thanks in advance for arriving on time or early! There's no such thing as fashionably late in Mary Kay. Try to arrive at least 15 minutes early. At larger events, at least 30 minutes early. You get better seats when you're on time.
2. **Event Dues:** Dues for Weekly Success Events are customary. Dues cover training supplies, facials supplies, and other necessities and may vary! Please be prepared for this in advance by asking your Director for the information ahead of time. Guests are always FREE!
3. **Guests:** Guests are always welcome to attend! They can get pampered or sit in on training and learn more about this amazing business opportunity if they have already been pampered previously! Please RSVP guests expecting to be pampered to your Director!
4. **Dress Code:** Mary Kay Ash (our founder) asked that we always wear a dress or skirt to appear as professional as possible! We love getting fixed up as it gives us a reason every week to get cute and get out of the house! So come in a dress/skirt that makes you feel like a million bucks and be sure to wear your Mary Kay pin as soon as you get it!
5. **Children:** We love that we can put family first in Mary Kay. However, to remain professional, please leave children at home. Look at this as an opportunity for Mommy's night out of the house! Yay!
6. **Attitude:** Be sure to come with a smile and a positive attitude! Our favorite part of our Mary Kay "pink bubble" is being surrounded by positive and uplifting women! So be an encouragement to your sister consultants. And if you're the one needing the encouragement, you'll be sure to find it at our amazing Success Events!
7. **Recruiter Notes:** If you have any team members, please assist me in encouraging your new team member to join us as our Weekly Success Events. It's single-handedly the most important key to success in your business! Being plugged-in to the community is a must so introduce her to our Success Events. Brief her on our dress code and dues before hand and help her meet new friends when she arrives! Congrats on building your team!



Now that your Starter Kit has arrived here are your . . .



»» Next Steps to Success!

ACTION ITEMS

- ☐ Highlight your datebook when you want to hold appointments.
-  ☐ Book 5 appointments (facials or parties) & earn a prize from your Director!
- ☐ Attend a Weekly Success Event and bring a friend to see you be pinned as a New Consultant!

NEW CONSULTANT CHALLENGES


I challenge you to jump start your new MK Biz by completing your Pearls of Sharing & Power Start! By sharing MK products with 30 people thru a facial/party in the next 30 days you will learn tons, build loads of confidence and start building your customer base and MK team!

-  ☐ Pearls of Sharing: Setting up 10 Career Chats with your Sales Director to share the opportunity with at least 6 of your sharpest friends and/or customers!
-  ☐ Power Start: Pampering 30 Faces in 30 Days!

BUSINESS TOOLS

- ☐ Personal Website Subscription (found on marykayintouch.com)
- ☐ Propay account and separate Mary Kay bank account
- ☐ Order Business Cards (on marykayintouch.com)
- ☐ Purchase party supplies such as cotton pads, pens and raffle tickets

EDUCATE

-  ☐ Read the Mary Kay Ash Autobiography that came in your Starter Kit in the 1st 2 weeks to earn a prize from your Director!
- ☐ Attend a New Consultant Boot Camp.
- ☐ Check out the MK University program along with the Skin Care & Color Confident Certifications under the Education Tab on marykayintouch.com.
- ☐ Plan on attending Mary Kay Events (Career Conference, Seminar & Fall Retreat.)



Booking Scripts!

BOOKING YOUR FIRST FACIALS AND PARTIES

TELEPHONE CALL (BEST RESULTS)

Hey there ____ ! Do you have a second? Great! This will only take a minute! I don't know if you knew this or not, but I just began a Mary Kay business and I'm SUPER excited about it! I'm brand new and needing some practice. My director challenged me to perform a practice pampering session and makeover on 30 people so I was wondering if you could be one of those faces for me? It's free and will only take about an hour. *Is there any reason why you wouldn't be able to help me with my goal?* Fantastic! So what's better for you . . .weeknights or weekends?

I really appreciate you help! So when we get together, is there anyone you would like to invite to join us? If you wanted to have at least 3 girlfriends join you I would LOVE to give you some special incentives because that would help me even more!

FACEBOOK

Hey ____! Is there any way I could borrow your face to do a practice makeover with you? I need to practice on 30 faces and I immediately thought of you! Can you help me out?? :)

When she says yes, ask her if she wants to have a friend or two join her!

TEXTING

Hey girl! I'm a new Mary Kay girl, excited and nervous! I thought of you because I know we would have fun. I've been challenged to facial 30 people as practice and I was wondering if you could be one of them! All you have to do is show up . . .I just need the practice! What days work best for you? Weekdays or weekends?

INVITING TO A SUCCESS EVENT

Hey girl! I'm not sure if you knew this or not but I'm doing Mary Kay now! I'm so excited! I'm in need of some practice & training and every _____ night we do pampering parties at our Studio in _____. So I was wondering if you would be able to come as my guest? It's totally free and fun and it helps me so much - what do you say?



POWER START TRACKING

#	NAME	AMOUNT SOLD	NOTES
1			
2			
3			
4			
5			
6			
7			
8			
9			
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11			
12			
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30			



Pearls of Sharing

SCRIPTS & VIDEOS

SHARE THE LOVE with your friends, family, coworkers, acquaintances, girl at the gym-if you like her, share it with her!!! Be sure to include the best video for her - personalize the selection from the videos listed below.

1.

"Hi Susie!!! I am SO excited! I just became a beauty consultant with Mary Kay! My director has challenged me, as part of my training, to share the facts about the company with 10 fun, sharp women so I can learn how to share information and answer questions with the women I meet as I'm building my business. I immediately thought of you because you're super supportive and I know you won't laugh at me! 🤗🤗🤗 It's totally painless. Do you have 10 min you could share with me?"

WHEN SHE SAYS "YES" OR "WHAT WOULD I HAVE TO DO?" -

"All I need you to do is jump on a 10 min call with me and my Director and listen to her talk about her MK story. You answer a few questions at the end and then you count as one of my appts to make me a Pearl Girl!!!

What's best for you today or tomorrow?"

ONCE YOU HAVE HER BOOKED TEXT ME & LET ME KNOW THE DATE & TIME.
THEN SEND:

"If you could do me one more favor and watch this video before we chat then you will be more well equipped to give us your feedback when we talk!

Thanks so much in advance!

Talk to you @_____! (insert video link here)

Thank you so much!! Xo" 🤗🤗🤗

2.

"Hi _____ this is _____! How are you? Great! Do you have a quick minute? As you know I just started my very own business with Mary Kay, and the second step of my training is to have 5 sharp women to watch a Mary Kay Video and get their opinion! I wanted to ask you, because I really respect you and I value your opinion! _____, I know you would probably never be interested in "doing" Mary Kay, and that's ok! By watching and sharing your opinion, you would just be helping me complete the second step of my training!

GREAT MARKETING VIDEOS:

GOOD FOR "FEELERS" - NSD STACY JAMES
<https://safeshare.tv/x/ss5b7b1a905f795>

EDUCATED/YOUNG/SINGLE - NSD DACIA WIEGNADT
<https://safeshare.tv/x/ss5b7b1c238f158>

GREAT FOR MOMS / WORKING WOMEN - AMY KEMP
www.amykemp.me

NSD ROYA MATTIS
<https://safeshare.tv/x/ss5a78fbc69a696#712dE7vIGM5oCDvK.96>

NSD GLORIA MAYFIELD BANKS
<https://www.safeshare.tv/x/ss5aa089a418f58>

VERY INFORMATIVE - NSD LEAH LAUCLAN
<https://safeshare.tv/x/ss593e9dc018ab5>

YOUNG MOM RETIRED HER 25 YEARS OLD
HUSBAND IN 2.5 MONTHS AND NO SALES
EXPERIENCE - KRISTEN CHRISTEN
<https://safeshare.tv/x/ss5b7b191ee0665>

YOUNG, COLLEGE STUDENT, FUN - WANT TO MAKE
MONEY! - JAMIE TAYLOR
<https://safeshare.tv/x/ss5aa08798ba68c>

PROFESSIONAL CORPORATE CPA - LEIGH ANN DAVID
<http://m.bblink.co/8gjy47>



PEARLS OF SHARING

NAME

INTEREST LEVEL

1 _____ 1 2 3 4 6 7 8 9 10

2 _____ 1 2 3 4 6 7 8 9 10

3 _____ 1 2 3 4 6 7 8 9 10

Yay! Earrings earned! Keep going!

NAME

INTEREST LEVEL

4 _____ 1 2 3 4 6 7 8 9 10

5 _____ 1 2 3 4 6 7 8 9 10

6 _____ 1 2 3 4 6 7 8 9 10

Yay! Bracelet earned! Almost there!

Claim your pearl necklace when you sign your first team member! Your Director will help you!

MY FIRST TEAM MEMBER:



Career Path

CLIMB THE LADDER OF SUCCESS

1. BEAUTY CONSULTANT (You are Here)

0 team members

50% discounts on products

Receives monthly Applause Magazine

Eligible for Quarterly and Yearly prizes



2. SENIOR CONSULTANT

1-2 active team members

Benefits of being a Beauty Consultant

Eligible for 4% commission

\$50 team building bonus



3. STAR TEAM BUILDER

3-4 active team members

Benefits of being a Beauty Consultant

Eligible for 4% commission

\$50 team building bonus

Eligible to wear prestigious RED JACKET!



4. TEAM LEADER

5-7 active team members

Benefits of being a Beauty Consultant

Eligible for 9-13% commission

\$50 team building bonus

Eligible to go on-target for the Chevy Cruze



5. FUTURE DIRECTOR/DIQ

8+ active team members

Benefits of being a Beauty Consultant

Eligible for 9-13% commission

\$50 team building bonus

Eligible to begin Sales Director qualification



Goals

"Give yourself something
to work towards -- constantly."

- Mary Kay Ash

My Short Term Goals:

My Long Term Goals:

My Wildest Mary Kay Dream:

NEED SOME INSPIRATION?

Take a look at some great goals
that you could work toward!

SAMPLE SHORT TERM GOALS:

- Sell a Miracle Set
- Facial 30 people in 30 days
- Add one team member
- Become a Star Consultant
- Be the Queen of Sales at the meeting
- Sell \$500+ in one week
- Become a Red Jacket within my first quarter in the company
- Earn my first love check

SAMPLE LONG TERM GOALS:

- Go on target for my car in 6 months
- Be a Pearl Star
- Go to Seminar/Career Conference
- Be able to pay off school loans
- Buy a _____ with MK earnings
- Become a Team Leader
- Pay off all debt

SAMPLE DREAMS:

- Become a Sales Director
- Become a National Sales Director
- Earn a Mary Kay car
- Earn a pink Cadillac
- Quit my job to do MK full time
- To be able to stay home with my kids
- Go on the Top Sales Director Trip

Having a goal is so important. If you don't know where you are going you will never get there! Make sure your goals have a time limit! Also be sure to write down your goals. Put pictures of your goals around your home to help you stay focused! Create specific goals for yourself and then find a plan to reach them!

Fill out this sheet and show it to your Director. She will best know how to support you if she knows what you want!



Moving on Up

CAREER LEVELS

1-2 Team Members – Sr. Consultant
 3-4 Team Members – Red Jacket
 5-7 Team Members - Team Leader
 8+ Team Members - Future Director/DIQ!

1-4* Team Members = 4% *active-\$225 wholesale within 3 months!
 5 or more Team Members = 9% or 13%
 You will earn 13% when 5 or more of your Team Members place a minimum \$225 wholesale and you place a \$600 personal wholesale in the same month.

EXAMPLE OF COMMISSIONS AND PRODUCTION

$3600 (\#1) + 2400 (\#2) + 1800 (\#3) + 600 (\#4) = 8400 \times 4\% = \$336.00!$

Add a 5th Team Member who places \$225 = 13% = \$1,121.00
 And you are ON TARGET FOR YOUR CAR!

EARNING YOUR CAR

Begin qualification w/ 5 active & \$5,000 wholesale within 1 month.
 Finish qualifying for your car by having 16 active Team Members and \$23,000 in wholesale production done within 1- 4 months. Production cannot fall below \$5,000 each month.

IT'S GREAT WITH 10 = DIQ (DIRECTOR IN QUALIFICATION)

Submit for DIQ. At this point your personal team members' new recruits, as well as your new recruits count toward the 24 people that are needed to qualify to become a Sales Director of your own unit.

DIRECTOR INCOME

Example: 15,000 Unit Production
 Unit x 13% = 1,950.00
 Unit x 10% = 1,500.00
 Personal Team (\$8600) x 13% = \$1,118.00
 Unit Volume Bonus = 300 and 500
 Personal Team Building Bonus = 100 for each (No cap on how many)
Director Check = \$5,268.00 Check



Action Plan

EARN A RED JACKET, FREE CAR OR DIRECTORSHIP

RED JACKET PLAN

6 Parties away from Red Jacket!

6 parties x 5 people/party = 30 faces

Interview half the guests

15 interviews --- 1 out of 5 people will join your team = 3 new team members!

ON-TARGET CAR PLAN

You can be 10 parties away from going on-target for your Car!

10 parties x 5 people/party = 50 faces.

25 interviews --- 1 out of 5 people will join your team = 5 new team members!

DIQ PLAN

You can be 20 parties away from going DIQ!

20 parties x 5 people/party = 100 faces

50 interviews --- 1 out of 5 people will join your team = 10 new team members!

10 + you = 11 people

You now take 11 people and together grow to 24!

With the skills you will learn of booking, holding parties, interviewing, inventory beliefs...you are only 30 parties away from Directorship. At this point.....you decide if you are going to do all 24 or split up between team? Rally together. Decide---1 month, 2 months, 3 months or 4 months.



