

You bought your starter kit...now what?

13 Steps to Get your Business off to a Great Start!

1	<p>Inventory: Attend New Consultant Training to determine your inventory needs. Make your decision within 1 week and then work with your Director to place initial order to be sure you take advantage of all first-time ordering bonuses.</p>
2	<p>Set up Mary Kay Web Site: Log on to www.marykayintouch.com and set up personal Mary Kay web site for only \$25.00 your first year.</p>
3	<p>Register for First Steps: Long on to www.marykayintouch.com and for \$10 you will receive 30 email tips, 30 business cards and 30 mailings of the Look Book to your friends/family.</p>
4	<p>Open separate Bank Account: Go to Washington Mutual or Bank of America (or any other bank who offers accounts with FREE checking and a debit card.) You should keep your business and your personal finances separate!</p>
5	<p>Order your Business Cards: (Be sure to include web site address on cards) www.mkconnections.com or www.vistaprint.com for 250 Free cards (you pay shipping).</p>
6	<p>Make a List of Everyone you Know: (These contacts will be the start of your new business.) Don't pre-judge...and make a special mark next to those people who you might like to have on your team. Set up 5 practice interviews with your director.</p>
7	<p>Schedule Debut: This is the "grand opening" of your business. Invite all of your friends, family, co-workers and neighbors. (This can only be done once your inventory arrives.)</p>
8	<p>Begin your Perfect 10 / Power Start: 30 Faces in 30 Days! This will get your business off to a super start! Keep track of the faces and any sales that come from them.</p>
9	<p>Become Familiar with the Products:</p> <ul style="list-style-type: none"> • Use all products, head to toe • Study the Look Book and Beauty Book to become familiar with the products • Listen to your training CD's found in your starter kit.
10	<p>Attend Weekly Success Meetings: Attend with a friend to receive your MK pin and more training. Meetings are not mandatory, but Consultants who "show up", "go up."</p>
11	<p>Stay in touch with your Director: I work closely with those who are working. Don't hesitate to call with questions. *Turn in Weekly Accomplishment Sheets <u>every</u> week!</p>
12	<p>Tap into Conference Calls:</p>
13	<p>Have Fun and Enjoy this Business!: This is an amazing opportunity and you deserve to reap all the benefits it has to offer. Remember that <u>enthusiasm</u> is your best sales tool! Concentrate on helping others and in doing so, you will help yourself!</p>

Recruiting Packets

Select 4 different colored professional two pocket folders
(Remember, we represent a 2 billion dollar business)

Put the folders together by personality types as follows:

D Personality

(decision-maker, wants to know how fast she can get to the top)

Black Folder

A copy of the commission and bonuses in the Applause
Beauty Book, not the Look Book
Color Copy of Starter Kit
Steps to Success with the National Suit Showing
Agreement Face up
6 Avenues of Income

I Personality

(She wants to have fun and still make money)

Orange Folder

Look Book
Star Consultant Prizes
Steps to Success with the cars showing
Color Copy of the Starter Kit
Agreement Face up
6 Avenues of Income

S Personality

(Loyal and slow to make change)

Blue Folder

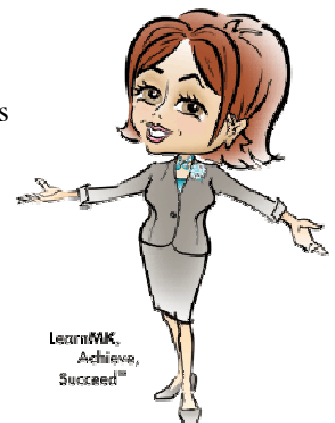
Beauty Book
Stories of Families
Color Copy of Starter Kit
Agreement with the Back Up
Steps to success turned with the Consultant picture showing
Your training schedule
(many to choose from as not to interfere with her family)

C Personality

(loves details and wants to know about the tax deductions)

Gray Folder

Beauty Book
Any Tax Information
Agreement with Back Up
Steps to success
Training Schedule
CD on the Company
Applause Magazine



Have these organized and ready to go at all times. Have at least 5 per personality. Take them to your classes, have them in your car, have them in your briefcase.