

BUSINESS DEBUT CHECKLIST

Checklist to ensure you have a successful debut of your brand new Mary Kay business!



- _____ Schedule your business debut within your first 2 – 3 weeks of business. However, if this is not possible, then scheduling a business debut later is better than not scheduling one at all. You will also want to plan to have your inventory in stock before your business debut.
- _____ Hold your business debut in your home, preferably, because it is a warmer, friendlier, 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 your time may be spent on the telephone with your prospective guests and customers.
- _____ Invite all the people on your "Contact List". This should be a minimum of 75 people. (You can expect 15-20 to attend with proper follow-up.)
- _____ Send out a minimum of 75 Business Debut Invitations. Sending postcards alone will not be effective. After you have mailed your invitations, plan to call each guest personally and invite them 48—72 hours before your event.
- _____ Call each guest on your "Contact List". 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 that you personally speak with 24 hours prior to the event. Remember, if they cannot come to your business debut, you'll want to either schedule an appointment with them and/or invite them to the next unit event.

***Scripts to use for follow up calls:**

Script for Answering Machine:

Hi Sue, it's Mary, and I hope you are coming to my Grand Opening on Saturday – I really need your support! I know you'll be there – can't wait to see you!

Script for Personal Call:

Hi Sue, it's Mary. I'm calling you about Saturday. I'm so excited, I can win a special gift from my Director when 15 people are there – you can come, can't you?

If She Cannot Come:

That's okay – you can help me though. I need 30 faces in 30 days to finish my training. Can I borrow your face? (Set a date)

OR

That's okay – you can help me though. We are having model makeovers at our Success Event this week and if you can come with me and be my model, you will count for my 30 faces! What do you say? Will you join me?

- _____ Email your Director your confirmed RSVP List. Once you have called to confirm your guests, send the complete "Yes" and "Maybe" list with names and phone numbers 24-48 hours prior to the event. I will call and thank in advance all of your confirmed guests for coming to support you in your new business. This is one of the most important things we can do together to make you Debut a success!
- _____ Mark your datebook with everything that you have going on in your life. Then mark the times and dates that you have dedicated to your Mary Kay business. Put a star beside your power start weeks.

Checklist for the day of the event:

_____ Provide simple refreshments. You'll want to delegate the hosting/serving to someone special in your family or a close friend so you may be focused on helping your guests to schedule appointments and learn more about your Mary Kay business!

_____ Have the following supplies available:

- _____ pens
- _____ a money bag with \$20 in change. (1 – \$5, 10 – \$1 and \$5 in coins)
- _____ Beauty Books stamped with contact information.
- _____ sales tickets
- _____ calculator
- _____ name tags and Sharpie pen
- _____ poster board (Used to book your Power Start, your Director will explain the details.)
- _____ roll of double-strip perforated tickets
- _____ "It's All About You" forms (One for each guest printed from my website.)
- _____ filled Travel Roll-Up Bags
- _____ 3 door prizes

_____ Display all retail products for guests to see and touch.

_____ Your recruiter/director will arrive 1/2 hour before the program, and she'll need a table for her presentation. 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.

_____ Have enough *Hostess packets prepared to give each guest at your debut.

*Hostess packet should include:
Hostess Brochure (choose one with your Director)
A piece of Recruiting Literature
Mary Kay Beauty Book/Mary Kay Look Book
Recruiting CD/Listen for a Lip gloss Labels

WHAT YOU CAN EXPECT DURING THE PROGRAM:

- All the guests will introduce themselves, tell how long they have known you and their relationship to you, a bit about their family, work, hobbies and what their experience with Mary Kay has been, if any.
- Your Director or 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 recruiter/director will share their "I" story and their relationship with you.
- Mary Kay Cosmetics will be introduced as the #1 selling brand of Skin Care and Color Cosmetics in the Nation!
- No one will actually receive a makeover that day because that is what you'll be offering at their skin care class. This is a show and tell type event.

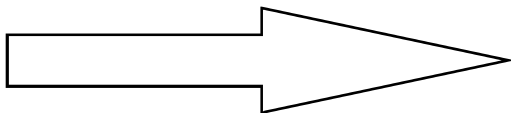
- At the close guests will have an opportunity to earn chances for door prizes by making a purchase, scheduling a facial (and or class) and listening to the MK marketing plan.
- Ideally, you'll want everyone to go home with a Miracle Set so you'll want to display plenty of these! When you schedule your class, it will be to fine tune her skin care and give her an advanced makeover session. Please have ALL of your products on display – this lets you guests see that you are serious about servicing their needs and that you're serious about your business!
- Have your date book with you. Your job that day is to go around the circle at the end and to book dates for classes (or facials). If you would, outline in red the days you wish to hold your appointments and inside the date, the times you're available. I've found that it's easier for a guest to understand your month-at-a-glance pages.
- Have a pink sales ticket, a Beauty Book and a pen for every guest present (ready for her in her chair would be great). Have calculators, a bag of money and coins for change close to your product display.
- Optional Door Prizes for: booking, purchases, open to hearing more about a career in MK

Coach each of your guests to arrive on time and to be committed to stay for the duration of the debut. Instruct her that this is a presentation. NOT AN OPEN HOUSE.

Don't be afraid to tell her that you will receive a Special Gift come when 15 people over the age of 18 are present. Remind her that she can bring a friend!

This is the smartest way for me to help you to begin your business and I'm excited to be working with you on this. I'm here to help you in every way and will match my time with your efforts, OK?

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



SATIN HANDS



Step 1. Squeeze an ample amount of Mary Kay Extra Emollient Night Cream into palm of hand. Massage cream into hands, between fingers, remembering the tops and palms of hands, too.

Step 2. Squeeze an ample amount of Mary Kay Peach Scrub into palm of hand over night cream. Massage scrub into hands, same as night cream.

Step 3. Rinse hands thoroughly under warm running water and dry hands completely.

Step 4. Squeeze an ample amount of Mary Kay Hand Cream SPF 4 into palm of hand. Massage hand cream into hands, same as above.

_____ NOW YOU HAVE SATIN HANDS!

Please join me for a
**RIBBON-CUTTING
CEREMONY**

to celebrate the debut of my new business with

MARY KAY

www.marykay.com/



Date:

Time:

Place:

Presented By:

RSVP to:

I am looking forward to seeing you. There will be light
hors d'oeuvres and a special pampering treatment I know you
will enjoy!



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!



MK CONTACT LIST

Make a list of every person you know that has skin on their face! They can help you start your business, give you their opinion, and allow you to practice on them.

Write down literally everyone that comes to mind—people with whom you went to school, people you work with or have previously worked with, relatives, relatives of relatives, and people you come in contact with that you might not even know their name.

Name:

Address:

Phone:

	Name:	Address:	Phone:
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Name:

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Name:

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