

The image features a festive border of Christmas decorations. It includes green pine branches, red and yellow bows, and various ornaments: a green one with white stars, a red one with white stars, and a yellow one with white stars. The background is a shimmering gold and white pattern.

Holiday strategy Guide

Get your running shoes on!!



PRE-PLAN YOUR HOLIDAY STRATEGY

By Sherry Hanes

- Determine your purpose? What is your reason to be successful this Holiday Season? What do you hope to gain? Get your mind clear on your vision. You can't be foggy and achieve. Write it down! Make your goal poster with 3 things in mind: Goals to achieve which will benefit your family or you personally (top part of goal poster), Mary Kay goals that would support achievement of the family or personal goals (middle of poster), Goals that would support your ability to achieve your Mary Kay goals and your personal/family goals (i.e. quiet time, weekly plan sheet/6 most important things, exercise, diet, help) (bottom of poster)!

When you work from the bottom up, you will be able to accomplish your goals at the top! Post your goals in at least 5 places where you are on a daily basis—color copies work great! We must remember that we are entering into the best uninterrupted selling season of the year & many goals will be achieved or make gigantic progress during this season! This season will build your momentum moving into the new year and generate new business for the new year!

It has been my experience that you will not work your business unless you have a solid reason to do so! What is it that is going to motivate you to develop your plan, pick up the phone, step out your door, gain the necessary skills? Success in your Business is all based on your attitude, your work ethic and understanding that success is a system and a strategy that you work to gain something desired & planned by replacing what you now have in your life with something better and more beneficial.

- Hold as many appointments NOW as you possibly can & collect "Wish Lists — This will develop your base of people to work with for holiday sales.
- Who do you know who is need of Holiday shopping money? Many women take on extra jobs to earn holiday spending money? They have a purpose! Show them how they can make money!
- Much of your holiday success will be dependent upon your ability to match the right people with the right opportunities. Look at your Circle of Influence & customer base and begin to develop the following lists in a spiral notebook:
 1. **BUSINESS GIFT SERVICE:** Who gives their employees or co-workers holiday gifts? What businesses do you frequent who has employees? Businesses make holiday purchasing decisions in October or before.
 2. **HOLIDAY GLAMOUR MAKEOVERS:** Who is going to want to be certain that she looks her best for holiday parties? Or who will be attending lots of holiday activities? What restaurants and local businesses depend on their employees professional presence that would love for someone to come in to train their employees?
 3. **FUN PACKETS:** Who works with a lot of people (women or men) or sees a lot of people (women or men) on a daily or weekly basis at church, neighborhood sporting events, community events, children's activities, etc.?
 4. **FRAGRANCE SURVEYS:** Who loves fragrance?
 5. **HOLIDAY COFFEES OR COLLECTION PREVIEWS:** Who loves to entertain? Who lives in a large neighborhood? Who has a large circle of friends?
 6. **12 DAYS OF CHRISTMAS & GIFT SETS:** Who loves to do special things for their wife, husband or significant other? Who has elderly parents who may be difficult to purchase for? Who has college students who will be missing out on some family activities during December because they are away at college? Who has young children who would delight in doing something fun & special for Mom? Who has teenagers? Who is going to need stocking stuffers? Who may need some lust in case" holiday gifts?
 7. **HOLIDAY CLASSES:** Who is going to be a football or hunting widow this fall who would love to invite some of her girlfriends over for makeovers or collection preview?
 8. **SELLING TO HUSBANDS:** What men do you know that hate to shop & love convenience? What group of men would love a half time shopping experience to get all their shopping done?
 9. **OPEN HOUSES:** Will I participate in a group Open House or will I hold my own? What clubs, organizations, apartment complexes (a service for their tenants), schools (primary schools for staff members or colleges for students & staff), businesses (as a convenience for employees) may host an Open House for me?
 10. **TRUNK SHOWS:** Who may not come to anything but would love to shop with you if you brought it to them?

Failing to plan is planning to fail. Plan for success!!

Holiday Strategy Handbook

“Plan your work and work your plan!” – Mary Kay Ash

Step 1: Choose your strategy

Listed below are the main holiday selling ideas!

Choose **1 or 2** ideas that best fit your time, energy and personality!

- a. Holiday Coffees/Trunk/Gift shows/Pampering Parties
- b. Open Houses
- c. Gift Giving Services for Businesses, Husbands, Family & Friends
- d. Velocity/Time Wise Classes/Holiday Makeovers

Step 2: Set a plan of action

- a. Use a Weekly Plan Sheet or calendar and schedule dates and times
- b. Commit to implementing the selling ideas you have chosen!
- c. Take into account personal events, shopping, cookie making, etc.
- d. Set specific goals.
- e. Create your plan with your family
- f. Use the guidelines in this packet

Step 2: Evaluate your success and make notes for next year.

I am choosing the following ideas:

1. _____
2. _____

My holiday retail goal is \$ _____

I want to build my business because _____

I want to add (#) _____ team members.

What worked best for me

What I would change:

Holiday Plan of Action

October plan...

1. Set your goal for holiday sales & recruiting
2. Make a list of all businesses & people you do business with, talk to them about your gift-buying services
3. Talk to all your customers about helping them with their gift buying needs. Help them see how you can help them! Show them how shopping NOW will offer them the best choices and prevent some of the hassles of their holiday time
4. Book Holiday Shopping Coffees
5. Have every customer fill out a Holiday Wish List so you can follow up with their "Santa".
(This will be done in Nov & Dec)
6. Offer a variety of classes - skin care, glamour, nail care, etc. Begin to talk to everyone about preparing for the holidays!
7. **RECRUITING! Build your team in October so they can take advantage of the holiday selling season!**

November plan...

1. Follow up with all business contacts & leads
2. Continue to book shopping coffees, skin care, glamour & nail care classes
3. Continue having each customer fill out a Holiday Wish List
4. Begin talking to the men you have contact with - work, church, friends, etc.
5. Begin following up with Holiday Wish Lists.
(They may not be ready to buy - but you are at least making your service known!)
6. Service all of your customers for their personal & holiday needs.
7. **RECRUIT! What a great time to begin a business - your own shopping at cost, provide service for those you know & prepare for an exciting new year of opportunity!**

December plan...

1. Follow up on all husbands & men! They are beginning to get serious!!!
2. Follow up on all Holiday Wish Lists.
3. Book shopping coffees
4. Book skin care & glamour appointments. (Help them prepare for parties & people by looking their best)
5. Talk to men about 12 Days of Christmas gifts! They love it!
6. Have gifts with you at all times - in your car - in a basket that you carry - at all appointments & reorders.
7. Help people think about stocking stuffers & last minute gifts
8. **RECRUIT!! Still time to get gifts at cost, take advantage of the tax benefits & prepare for an exciting new year of opportunity!**

Holiday Strategy Contact List

Businesses to contact for gift giving services:

Business	Telephone	Contact Person
1. _____	_____	_____
2. _____	_____	_____
3. _____	_____	_____
4. _____	_____	_____
5. _____	_____	_____
6. _____	_____	_____
7. _____	_____	_____
8. _____	_____	_____
9. _____	_____	_____
10. _____	_____	_____

Customer's Name	Secret Santa's Name	Significant other (name/phone)
1. _____	_____	_____
2. _____	_____	_____
3. _____	_____	_____
4. _____	_____	_____
5. _____	_____	_____
6. _____	_____	_____
7. _____	_____	_____
8. _____	_____	_____
9. _____	_____	_____
10. _____	_____	_____

Holiday Coffees, Makeovers, Trunk/Gift Shows & Skin Care Classes:

Customer's Name	Secret Santa's Name	Significant other (name/phone)
1. _____	_____	_____
2. _____	_____	_____
3. _____	_____	_____
4. _____	_____	_____
5. _____	_____	_____
6. _____	_____	_____
7. _____	_____	_____
8. _____	_____	_____
9. _____	_____	_____
10. _____	_____	_____

My Weekly Plan

My Time	Family Time	IPA's	MK Time	Faith	Job	Recruiting
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	<i>Sunday</i>	<i>Monday</i>	<i>Tuesday</i>	<i>Wednesday</i>	<i>Thursday</i>	<i>Friday</i>	<i>Saturday</i>
6:00 AM							
7:00 AM							
8:00 AM							
9:00 AM							
10:00 AM							
11:00 AM							
12:00 PM							
1:00 PM							
2:00 PM							
3:00 PM							
4:00 PM							
5:00 PM							
6:00 PM							
7:00 PM							
8:00 PM							
9:00 PM							
10:00 PM							

A December to Remember

Sunday

Monday

Tuesday

Wednesday

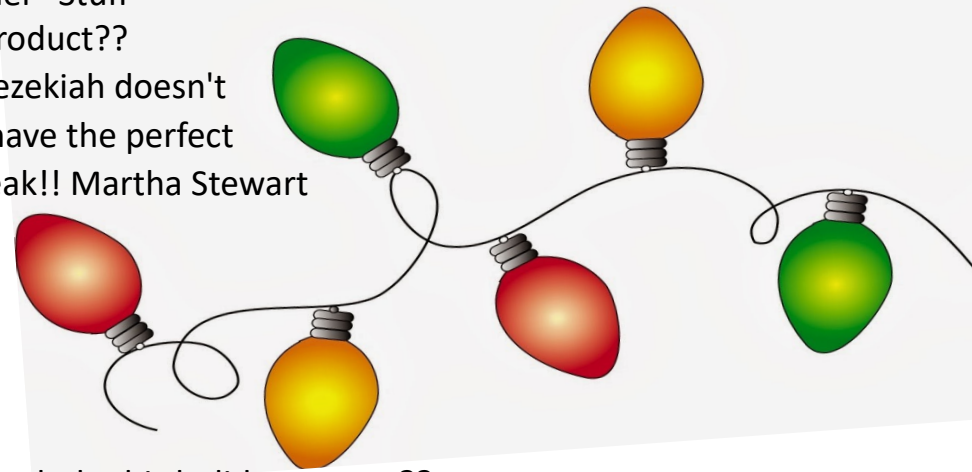
Thursday

Friday

Saturday

Christmas Without Chaos

How can I possibly keep my business running when I have all this other "Stuff" to do?? How am I going to pay for Christmas if I DONT keep selling product?? It doesn't have to be crazy this Christmas!! I checked all over - 2nd Hezekiah doesn't say, "Thou shalt go into debt and make your life miserable trying to have the perfect Christmas season to celebrate the Savior's birth!" Give yourself a break!! Martha Stewart has MANY MANY people working to make her house look so perfect on television.....and who appointed her the expert anyway??



Here are some ideas for you —

1. What are your **three most important** traditions or activities to include this holiday season??
2. Ask your family members - "What are YOUR three most important traditions or activities to include this holiday season??"

Now, if it's not on that list - do you *really* have to do it?? Will Scrooge come haunt you with three ghosts if you don't?? Will Christmas NOT happen this year if you skip the 23 fruitcakes you've always baked?? Let's get real!!

NOW, look at the attached calendar, and PLAN when you're going to do the activities that are necessary. I'm making a list here so you don't forget something—but you are NOT supposed to do all of these. This is just a brainstorm. Cross out the ones you don't need to do, but SCHEDULE what is necessary!!:

Put up tree

Wrapping gifts

Shipping out of town gifts

Shopping

Outdoor lights

Decorating the house

Making my shopping list

Buying groceries for big dinner

Cooking big dinner

Baking treats

Christmas cards signed

School concert for kids?

Christmas parties for the office

Open house for MK customers?

Making gift sets to sell?

Last Minute stop & shop events?

Calling customers for reorders

Calling customers' husbands for gifts

Holiday guest events for selling/recruiting

Church activities — when & where?

Traveling - packing?

OTHERS??

Once the essentials are on your calendar, schedule the business & personal activities you WANT to do. Say "NO THANKS" to the rest!! You don't HAVE to be insane this year! God first, family 2nd, career 3rd!!



Holiday Time Table

September 1st—10th:

- ⇒ Plan your Holiday Strategy.
- ⇒ Call all your customers and offer them a \$75 for \$35 for all Hostesses who have 3+ guests, \$100 In class sales and one class booking OR your favorite hostess program. Consider mom/daughter parties, Skin care parties, Trunk / Gift Shows or Office Pampering Parties!

September 11th—15th:

- ⇒ Complete your Star!
- ⇒ Order your holiday items early.
- ⇒ Put together your on-the-go basket and set up preview appointments/on-the-go's/stop & shops appointments with your best customers to get their opinions of what they like. This will help you with Holiday inventory ordering.

September 16th—30th:

- ⇒ Begin your preview appointments with customers.
- ⇒ Begin sending letters and making follow up calls to local businesses. Start with business owners within your customer base.
- ⇒ Hold appointments that you scheduled the 1st part of the month.
- ⇒ Do your own personal shopping using our wonderful Mary Kay products and gift items!

October 1st—15th:

- ⇒ Set your goals Retail Sales, interviews held and new team members.
- ⇒ Have guests to every meeting!
- ⇒ Start "showing, telling and smelling" with everyone you come in contact with.
- ⇒ Have your on-the-go basket filled with samples, fragrances and Look Cards.
- ⇒ Hand out 3 a day for best results. You are planting seeds for your future! Ask them if you can text them your business card so you automatically have their contact info!
- ⇒ Have 10—15 Hostess Packets and Recruiting Packets with marketing info. and a link to your favorite marketing video/audio prepared.
- ⇒ Start following up with PCP customers.
- ⇒ Target: Booking Skincare Parties, Fall Makeovers, Nail Care Classes, Pampering Parties (Satin Hands and Body Care). Offer a variety of choices based on her personal needs. Get in front of them with the products so you can get a wish list filled out for her, interview her and meet more wonderful ladies.
- ⇒ Offer a free lip gloss/mascara to your customers for allowing you 15-30 minutes to share your Career Opportunity so they can earn extra income during the Holiday Season. Tie this in with the above appointment if possible.
- ⇒ Now is the time to start booking office visits to do Shopping Coffees / Holiday Preview Parties during break / lunch time at customer's place of employment or in a neighborhood setting.

- ⇒ Continue to follow up with businesses, always adding more to your list.
- ⇒ Look ahead at your fall calendar and schedule your Open House(s). This is for Consultants with ample customers locally to them (at least 100 minimum).

October 16th—31st:

- ⇒ Continue booking Wish Lists and warm chatting with your on-the-go basket.
- ⇒ Have guests at every meeting! Offer a free gift for coming.
- ⇒ Make sure you have everyone fill out a Wish List!
- ⇒ Order items from the holiday catalog for your own gift giving needs.
- ⇒ Send out letters to husbands on your list.
- ⇒ Offer a variety of classes. Skincare, glamour, fragrance, multi-masking, peel parties, On-the-Go, etc. Begin to talk to everyone about preparing for the holidays.
- ⇒ Remind everyone of your gift giving / wrapping service.
- ⇒ RECRUIT! Build your team in October so they can take advantage of holiday selling season and the tax advantages for the entire year.



November 1st—15th:

- ⇒ Continue booking, Wish Lists and warm chattering with your on-the-go tote. Now you can offer Holiday Makeovers.
- ⇒ Start working on your “Pink Friday” sale list, invites, etc. if you are going to do one.
- ⇒ Have guests at every meeting and at any event in your local area.
- ⇒ Begin follow up with men you've contacted using the Wish Lists you may have. Many may not be ready to buy but you've planted a seed. Ask when you could call back.
- ⇒ Continue following up with business leads. If they are not interested in large gifts, ask if they'd be interested in you coming and offering hand massages with the Satin Hands products to offer a break for the employees.
- ⇒ Keep track of community events through local papers or flyer. Churches, schools, local business to do women's teas, etc. What a great opportunity for you to offer your services to have a pamper station or table or treats.
- ⇒ Be Creative! Many businesses may want to offer a special goody to customers during the Holiday time. Keep your ears and eyes open and make suggestions. You could provide a Pamper Goody Bag with a hand cream and \$10 Gift Certificates to use at their facial and makeover or men's cologne sample and \$10 Gift Certificate. Charge your cost plus supplies. It's a great way to meet new women. You can choose to put a minimum purchase price on the Gift Certificate.
- ⇒ Send out your Open House invites, if you are holding it the last weeks of November.
- ⇒ RECRUIT! What a great time to begin a business. Your own holiday shopping at cost!

November 16th—30th:

- ⇒ Continue with booking, wish lists and warm chattering with your on-the-go tote!
- ⇒ Have guests at every meeting and at all guest events in your area.
- ⇒ Follow up with Open House invites, Call EVERYONE and make sure they don't miss the free gift for sending their RSVP. Book those that can't come for another time.
- ⇒ Set up your Open House if booked during this week. Keep it simple!

⇒ Recruit! What a great time to begin a business for shopping at cost, extra income for the holidays and tax benefits.

December 1st—15th:

- ⇒ Finish your Star Consultant Prize Contest by December 15^m Follow up with all husbands. They are getting serious now! Talk Twelve Days of Christmas!!!
- ⇒ Follow up with all Wish Lists.
- ⇒ Continue Booking! Wish Lists, and warm chatting with your on-the-go basket! This is a great time for Gift Shows.
- ⇒ Have gifts with you at all times, in your car, In a basket to carry with you wherever you go.
- ⇒ Have stocking stuffers available. (Hand Creams, Mint Bliss Foot Lotion...etc.) Slip in goody bag and tie with ribbon.
- ⇒ Deliver any 12 Days of Christmas baskets no later than December 13th.
- ⇒ Book shopping coffees.
- ⇒ Offer to have a fancy party dress night for make-up training.
- ⇒ Consider last minute Open House.
- ⇒ RECRUIT! Still time to get gifts at cost, take advantage of the tax benefits and prepare for an exciting new year of possibilities.

December 16th—23rd:

- ⇒ Call all your customers for their own personal needs. They often forget to call to reorder during the hustle and bustle. Remind them of your last minute gift ideas and stocking stuffers. Ask if she sees any gifts under the tree with her name on it. If not, find out who her Santa is and get her Wish List.
- ⇒ Deliver to offices as often as possible. Bring your basket in with stocking stuffers and sets.
- ⇒ Always have gifts in your car. This is a good time to put leftover sets in the trunk of your car and visit some local businesses. Ask employees if they'd like to shop. You can offer a discount on gift sets left if you choose.

December 23rd—25th:

- ⇒ Spend time with your family.
- ⇒ Be prepared for some last minute "panic" calls from your customers.

December 26th-January 1st:

- ⇒ Follow up with gift certificates put in gifts given.
- ⇒ Book "New Year, New You" classes.

**"Failure to plan is planning to fail."
Follow your Holiday plan and you
will have a DEBT FREE Christmas!**



Earn \$3000 by Christmas

Commit to: 2 hours a week for unit meeting/training, 5-6 hours per week to show/demonstrate products in front of people.

Invest: In holiday product basic inventory, 4, 3 ring binders and clear protectors to contain the Holiday Gift Portfolio and Look Book.

Show or Tell: Fill a Holiday Basket and let everyone shop while you watch. The Average person selects 3 items from the holiday line, averaging about \$50.00 per shopper. You only need 8 customers per week to reach your goal. Have the customers | tell their friends or take a Holiday Gift Portfolio and sell for from that. If they sell \$200.00 for the portfolio, they can shop for half price and if they tell friends about I you and their friend purchases 3 items they can get any item for half price. You can also do 1 party and one makeover per week to add to your sales. **The SKY IS THE LIMIT!!**

Week 1	Sell \$650	Profit \$260
Week 2	Sell \$650	Profit \$520
Week 3	Sell \$650	Profit \$780
Week 4	Sell \$650	Profit \$1040
Week 5	Sell \$650	Profit \$1300
Week 6	Sell \$650	Profit \$1560
Week 7	Sell \$650	Profit \$1820
Week 7	Sell \$650	Profit \$2080
Week 8	Sell \$650	Profit \$2340
Week 9	Sell \$650	Profit \$2600
Week 10	Sell \$650	Profit \$2860
Week 12	Sell \$650	Profit \$3120



Subtract your expenses for creating the portfolio and basket and you have \$3000.00 to spend on a cash Christmas for your family! You can do it. Imagine a dream Christmas with out and bills in January.

Don't stop with this. Think even Bigger! Check out more ideas on the next page for selling \$10,000.00 this season. It happens to those who believe and work! Business won't hunt you down but it is waiting for you to find it!

That's what I call CASHED up for CHRISTMAS!

\$10,000 Christmas Sales Plan

1. 20 Silent Hostess selling \$200.00 Using your Holiday Portfolio) 2 per week for 10 weeks	\$4000
2. Contact 20 Husbands with wish list from their wife and sell them \$50	\$1000
3. 10 Holiday Coffees selling \$200 Using the Holiday Coffee Plan 1 per week for 10 weeks	\$2000
4. One Skin Care Class per week \$200 Sept. through Mid Dec. (14 weeks)	\$2800
5. Holiday Open House and calls \$500	\$500
Total Sales	\$10,300
Profit from Sales	\$5150

This is a very focused plan that allows you to schedule and promote your business while still doing your life. If you follow this plan exactly as it is laid out you will be working approximately 15 hours per week including your preparation time. Preparing ahead for each of these income producing activities will allow you to remain organized and focused!!!



Holiday Team Building

Start Your Consultant Career Now!

Top 10 Reasons:

1. You could receive up to a 50% discount on holiday gifts for family and friends.
2. You'll be able to help friends and family spend money they received as gifts
3. When you travel to visit long-distance friends and family, you can take your showcase and practice your skin care class skills.
4. You can practice your Consultant skills on friends and family members visiting you.
5. You can help friends and family with a new look for that special holiday party.
6. Let friends and family know you can help them with last-minute stocking stuffers and holiday gifts already wrapped!
7. You'll be ready for the new year when women are looking for new looks, new opportunities and time-saving services.
8. You'll probably be seeing people you don't see very often. What a wonderful opportunity to tell them about your new Career and book post-holiday classes!
9. When you make holiday telephone calls to friends and family members far away, you can tell them about your new career and offer them the opportunity!
10. You'll be ready to start your new year with a bang! You'll have a career that allows you to shoot for the stars without hitting a glass ceiling.



Part Time Holiday Consultant Program

Become a consultant for Holiday Cash. Earn extra money for your holiday shopping and see how you like it!! If you love it, keep going. If not, become a client again or reorder for personal use and buy your Mary Kay wholesale!

How to get started:

1. Order your showcase with samples and training material for \$100 plus tax and shipping.
2. Order a basic inventory order for \$600 plus tax and shipping.
3. Attend Orientation.
4. Book a "Holiday Open House" with me and invite your family & friends. If you have 15 guests we will sell \$600-800 & book 5 or 6 additional appointments.
5. I will help you with the first appointment. You hold the other 5 appointments, selling out your inventory. If you are enjoying your experience and having loads of fun, we'll keep on. If not, enjoy the profits and become my special client again!

Mary Kay has wonderful special offers for new consultants!!

You can receive hundreds of dollars in free products when you start, including a complete color look! Take advantage of your wholesale buying power for your own holiday shopping.



Holding a successful Holiday OPEN HOUSE

Toni always holds her open houses the first weekend of December, Thursday through Saturday. She believes that keeping the same date year after year has helped her by building her customers' expectation of the event. "Last year some of my invitations got lost in the mail," Toni said, "but my regular customers came to my house anyway saying, 'We knew you wouldn't let us down!' It was a great feeling!"

Open house hours are from 10am to 9pm each day. "That way even working women can make it on Thursday." Toni also lets all her customers know that she takes checks, cash, MasterCard, Visa, or Discover.

Most of Toni's customers on Thursday are people who don't work or who work flexible hours, so Thursday is her "special an hour" day. "Each hour of the open house a different product is featured. For instance, Loose Powder may be on special for half price from 10 to 11am. From 11am to noon, I may offer a free mascara with any purchase over a particular amount." Toni says some of her customers will come in the morning to shop, go eat lunch, and then return in the afternoon so they don't miss any of the specials!

To make sure they know what products she's featuring, the invitations contain her list of products and items offered. Toni also points out that customers must attend the open house to receive the specials - phone orders aren't eligible.

Toni sets up her home like a department store for the open house, grouping products in different

rooms of her home. For example:

Kitchen — Toni sets up refreshments, usually festive cookies and cider, in her kitchen. Customers enter her home through the kitchen and fill their plates before moving on and she always has her registration table in the kitchen so guests can sign up for door prizes. Toni sounds a buzzer once an hour and draws a guest's name. The guest then chooses a prize from a gift basket full of samplers and other small items such as a lipstick case.

Dining Room - As customers enter the dining room, they pick up a paper shopping bag that has been provided. Basic skin care products are arranged on one end of the dining table. Skin supplements are set up on a smaller table in the room. "I often have the more expensive skin care supplements (Day/Night Solution, etc.) available for a special price when a customer buys a minimum amount of product. It's a great way for them to get started on the product and they always want more - at the full price!"

Living Room — Toni sets up her glamour displays with seasonal flourishes, such as pinecones, holly, etc. She always has a special display for the holiday limited-edition glamour collection and all the holiday limited edition fragrance items are also displayed there.

Downstairs - Every year Toni comes up with a different fun idea for her open house. One year a local designer demonstrated how to decorate with greenery for the holidays. Another year a clothing storeowner presented fashion accessory ideas. Last year Toni arranged for a local photographer to take photos of guests who arrived in holiday apparel. "Each interested person came early for a glamour makeover, then had a portrait taken. I sold more than \$1000 in glamour on Saturday."

To save on preparation time, Toni doesn't make up gift baskets before the open house. Instead she has a "make your own basket" area set up so customers can choose an empty basket and the products they want included. A Consultant is standing by to decorate the basket, or the customer can take the

basket home and decorate it herself. "I don't make money from baskets. The payoff is that when a customer sees how beautiful a gift basket of products can be they always come back for more for other occasions!"

Toni recommends having at least four consultants to help, two experienced Consultants and two new Consultants. "The experienced Consultants understand how to work with customers and the new Consultants can learn!" Toni spends her time visiting with customers, explaining products and, most important, booking. "I keep my datebook nearby so a customer wanting a makeover or facial can easily set an appointment. I also have a lot of regular customers who bring friends, so I fill out a skin care profile on them, book a class or facial and give a sampler to the customer for bringing a friend."

Toni believes that open houses are perfect for giving a new Consultant's business an early boost and advises her unit members to try having a "hostess an hour" to guarantee a full house. Toni suggests asking five hostesses to bring three people during set times of the day and gives the hostess her choice of hostess credit or her buying what she wants at a special price. "I had one hostess bring 11 people, and I had more than \$1000 in sales in that one hour! The hostess chose credit."

Recruiting isn't forgotten during Toni's open house "When they see the beautiful products and the excitement my Consultants and I have for our careers, it's easy to talk to people about this business and invite them to my unit meeting."

After her open houses are completed, Toni sits down to call customers who weren't able to attend. "I've found I can sell an additional \$1000 to \$2000 over the phone simply by following up. It's almost like a fourth open house!"

Toni says her attendance grows every year, mostly through her customers spreading the word. "Having my open houses on the same date just gives me such an advantage. I even have customers volunteering now to help. What better way to find great recruits!"

Goals and Holiday Open Houses from NSD Kathy Goff-Brummett

It is that time of the year: we are looking for unique ways to market our product and the career opportunity. Some of you have already held your Open Houses, but I want to throw these thoughts out to you for future sales events such as these.

When you plan your Open House, I feel it is critical to define your goal(s) ahead of time. Why are you holding a Holiday Open House?

1. To have retail sales
2. To touch base with your customers
3. To meet new prospective customers
4. To show team members and potential team members a way to market MK
5. To layer in die recruiting process
6. To get your name into your community
7. To get your house ready for die holidays
8. To entertain your friends
9. To enjoy the crafty parts including baking and basket making
10. To take good Skin Care customers into other lines of our products
11. To market to husbands of your customers, etc.

None of these goals is any better than the next. You choose what is in your heart!

Once you have defined your goal, you can spend time preparing accordingly.

Let me use myself as an example: I hold Open Houses each year, to get my name in to the community (over and over) so folks will think of me and Mary Kay in one thought and to increase my customer base by meeting new folks. In order to meet these goals, I spend my time making and distributing hundreds of invitations. I also ask my current customers to bring friends and offer them incentives to do so.

If I was not focusing on these goals, I might not distribute so many invites or offer those targeted incentives. When the Open House is over, I can assess whether I met my prime goal or not. If sales are low, but that was not my goal, I won't feel frustrated!



Holiday Previews

A holiday preview is an easy, inexpensive way to introduce your customers and their friends to your holiday gift selection, especially the holiday bundles. While there are many versions of this popular selling strategy, the following method by National Sales Director Sherrill Steinman of Pigeon, Mich., is an all-time favorite:

What You'll Need:

- ◇ Full-size satin hands collection — scented & fragrance free (Feel free to include past scents that you still have on your shelf.)
- ◇ Holiday bundles (Make your own or use the ones on In-Touch & and special ones that are out for the year.)
- ◇ Fragrances — men's and women's (Include supplemental products in the same fragrance if available.)
- ◇ Merchandising bags (choose your own)
- ◇ 3x5 index cards
- ◇ Skin care profile cards, beauty books, holiday gift lists, "Dear Santa" gift lists and sales tickets for each guest
- ◇ Hostess gift, a small price for a drawing and some gifts with purchase
- ◇ One or two half-cup tins filled with plain, whole coffee beans
- ◇ A pretty tin or tray filled with butter cookies
- ◇ Your Holiday Look Book

What to Do:

- ◆ Make a list of prospective hostesses. Call each and say something like, "Christmas is only _____ weeks away! How would you love to get a jump on the season? Just invite your friends for holiday treats. I'll bring the cookies and introduce you and your friends to all of our new holiday products. We'll have lots of fun! Plus, I'll have a _____ as your special gift just for hosting the preview. Would this week or next be better for you? Great! I can't wait to show you everything! "
- ◆ Place a complete holiday bundle and/or fragrance description on one side of an index card. On the reverse side of the index card, write the price for each item in the bundle or each fragrance or fragrance item. You can find descriptive statements for each fragrance in Product Central on InTouch. You can also find the fragrance notes for each fragrance there. Place each index card behind the collection in the merchandising bag.
- ◆ Follow the same procedure for any other color, skin care or body care collections you create. You can always find additional information in Product Central on InTouch to include on your index cards.



Holiday Preview Outline

Select your ten best customers/friends. Call and use this script:

"How would you like to get anything you want from Mary Kay at Half Price? Well, it's easy and it's fun. Have a Holiday Preview, invite as many women as you would like and when we sell at least \$200.00 you can order anything you want for half price! All you have to prepare is Coffee (or hot chocolate) and Dessert!"

Set a Date and Time: "Which would be better for you _____ or _____?"

How to display products.... Arrive with each holiday fragrance or bundle in a separate bag. Put them out in a festive bag or decorative box to display them. Have one display table with all items on it. Also have 3-4 gift ideas already made up to display. (Snowman Soup, Coffee and Cream, Kissable Lips etc.) Also have a small bowl with coffee beans for cleansing your nose between fragrances.

When Guests Arrive:

Do Satin Hands on every guest. (Make sure you have the Fragrance Free option available). Give each guest a pen, sales ticket, Wish List, Skin Care Profile & Look Book. Take out each fragrance and romance it, including descriptions found in Product Central on InTouch. Have cotton balls sprayed and wrapped in netting so you are not spraying every different fragrance into the air. Have a Gift with Purchase offer for that event only.

Very Important to say during your presentation: "When you see something you would like, just write it on your sale ticket."

Watch your time: At closing say, "I promised (Hostess) I would only be an hour so it's time to have a drawing for a special gift. Just collect their skin care profiles and draw one of them. The item does not have to be big just wrapped beautifully.

Do not have them total their sales. Collect the tickets then say, "While _____ gets you something to drink, I'll help with your orders. I am here to work with you, I take Visa, Mastercard, Discover, American Express, checks, cash or the "He'll never know plan: some cash, some credit, some check. Which ever is best for you." If necessary, you can offer a payment plan (i.e. half now, half later), but usually customers are ready to pay up front. Explain to them the additional services that you offer....Holiday makeovers, Business Gift Service, Age Fighting products, Bridal etc.

Make sure you offer a special incentive for anyone who books their own Holiday Preview that night and a gift for the hostess when two of her friends book then!

Be sure to send a thank you note to every guest so that when you follow up from their profiles to book them they remember good things about you!!! Then follow up to book for skin care classes and makeovers. Be sure to have Team Building information with you to hand out.





Thank You for booking your Holiday Preview!

You and your guest will experience an unbelievable display of dazzling holiday gifts for everyone on your list, including yourself!

You and I are business partners for the duration of the event. As my way of saying "thank you", when you hold your Shopping Coffee on the original date booked, and you get at least 10 orders for me, you will receive ANYTHING and EVERYTHING in Mary Kay at 50% off!

You may have as many people in attendance as you wish - the more the better, since it will make it easier for you to sell 10 items.

- Adults only, please (18 and over)
- Just supply holiday cookies and coffee and I'll do the rest!
- Remember, this is your only chance to get 1/2 off everything, so go for it! Invite everyone and lots of confirmed guests.
- On the day of the event, please call and remind all those invited.

Tell your guests the Preview will only last about an hour, so we **MUST** start on time (this is not a traditional Open House where they come and browse at their leisure). They will see, touch and smell our entire holiday line - (see enclosed brochure). They may place orders for anything they wish with at least 1/2 payment by cash, check, Visa, MasterCard or Discover. Their orders will be delivered to your (the hostesses') home in 14 days. We will also be doing drawings for prizes and lots more fun things.

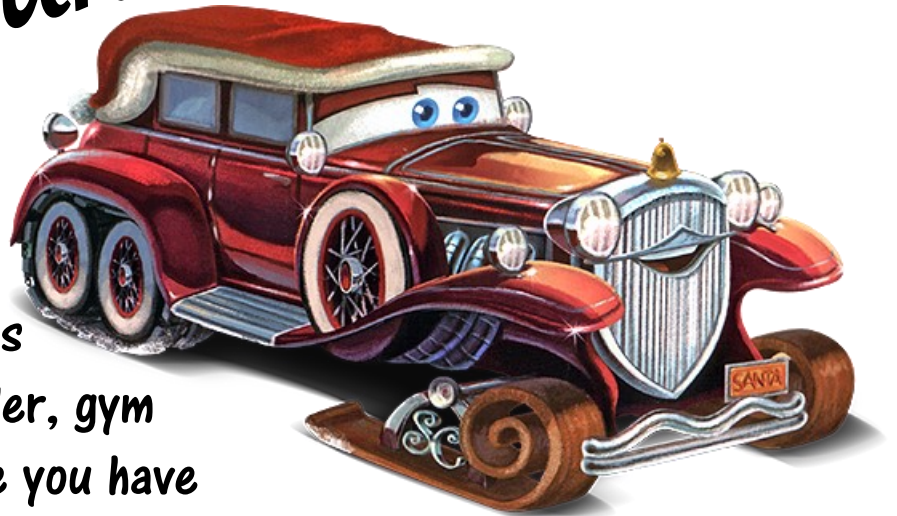
Your Shopping Preview will be held on:

At: _____ AM / PM

I will arrive one-half hour early (_____) to set up.



Holiday Trunk Shows!



Call and schedule appointments with your current customers, husbands co-workers, day care provider, gym or any other business where you have contacts. Explain that you will come at the appointed time with Holiday Gift items for them to shop from your trunk.

When you arrive, make sure you are dressed professionally and festively. Have holiday music playing softly from your car. You may choose to have a thermos of hot spiced cider or hot chocolate, disposable cups and some holiday cookies.

Have the products packaged beautifully so that your trunk is attractive to look at and catches people's attention. They can take the gift with them at that time or order for future delivery. Make sure you tell them that they can order and pay half now and half upon delivery. Set up a delivery date when you take the order. Also make sure that you explain to your hostess ahead of time that you take credit cards. Offer your hostess the opportunity to do her holiday shopping at half price if the sales are at least \$200.00.



12 Days of Christmas

Want to make BIG money during the holiday season? Try THIS great idea!!

Want to help those guys who don't know what to buy and haven't got a clue how to be romantic, and make lots of Holiday CASH? Men usually hate shopping, but really want to please the women in their lives. Help them out by offering a gift containing 12 separate gifts to be opened for 12 days in a row either before, after or on Christmas Day. Any woman would be thrilled to receive this gift. If you were to sell ten 12 Days of Christmas Baskets, 5 for \$199 and 5 for \$299 that is \$1,490 from just 10 sales and the potential new customers after the holidays.

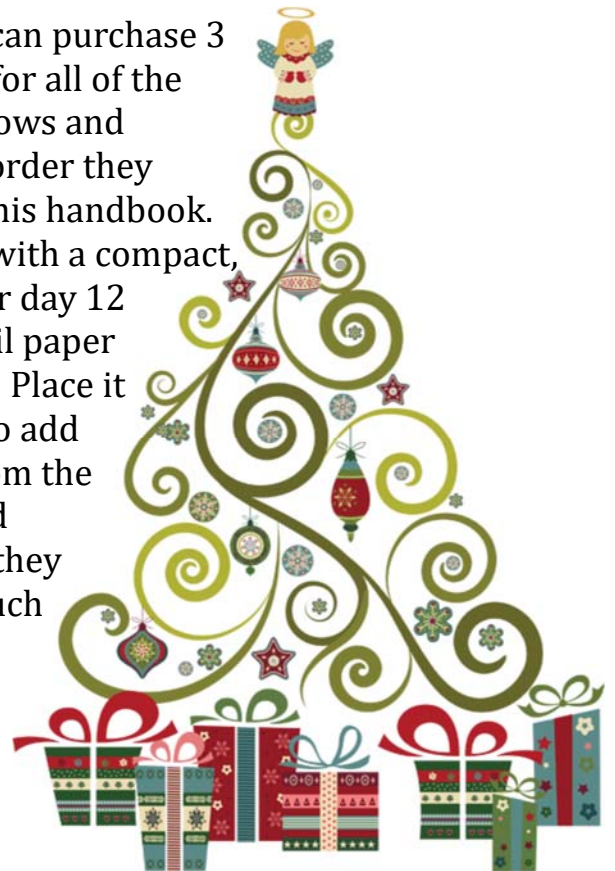
You will find scripts for calling men on the following page. Here are the instructions for making the 12 Days Baskets:

Select 12 gifts from regular and holiday products that come to approximately \$25 less than the selling price, (either \$199 or \$299). If you sell a 12 days basket for less than \$199 you are not doing yourself a favor as it is work to put together and you should be making larger profits. Carefully choose your skin care items, keeping in mind that it is not exactly romantic to receive anti-aging or anti-cellulite products from a man unless you specifically asked for them. However, microderm and the facial peel are good choices as they lend themselves more to pampering.

Pick a color scheme for all your baskets so that you can purchase 3 different wrapping papers that go together and use for all of the baskets you sell. Wrap each item individually with bows and decorations. Put a numbered tag on each gift in the order they should be opened. The tags are on another page in this handbook. If you are giving items that go in the compact along with a compact, make sure you tag them in the appropriate order. For day 12 wrap a bottle of Sparkling Cider or Champagne in foil paper with a big bow on top and the 12th day tag attached. Place it alongside 2 champagne glasses in the basket. I like to add small goodies in the basket like Peppermint Bark from the Dollar store or some other small items (small stuffed animals etc). I find large baskets at Michael's when they have 50% off or look for other creative containers such as trunks and large paper hat boxes.

Also include an envelope with a gift certificate for a New Year/New You Makeover.

12 Days Gift Tags and other cards to include are following this page.



Dialogues for selling 12 Days baskets

Calling husband of your customer: First you must run around until you are out of breath so that you sound excited when you call. Without the excitement this is a waste of time!!!

“Hi _____ this is your wife’s Mary Kay consultant and I am so excited about something new I am doing for the holidays this year. Do you have a few minutes for me to share this with you? (If not ask when you can call back.) I have created the most romantic incredible gift package for my clients this year and I am so sure that you would not want your wife (or mother or daughter) to miss out on this! It's called the 12 days of Christmas. It is a HUGE, BEAUTIFUL basket filled with 12 elegantly wrapped gifts. You will give it to her on the 13th of December and she will be able to open one gift every day for the next 12 days leading up to Christmas. On day 12, Christmas Eve, you have an option to have her open a bottle of sparkling cider with 2 champagne glasses for you to share a romantic time together and have her tell you how thrilled she was with your gift to her. Can you imagine her delight after opening something from you for 12 days straight!? These gifts that will pamper her and make her feel beautiful and loved. Would you like to order the Gold or the Platinum Set? (\$199.00 or \$299.00) Imagine her face when you walk in the door on the 13th of December with this HUGE basket just for her. And your gift keeps on giving because it will also include a gift certificate to use after the holidays for her to have a facial, microdermabrasion treatment and makeover plus \$10.00 in free products at her appointment. Best of all, I will come to her for all of it! Every item is 100% satisfaction guaranteed and I will personally check to make sure they love every single item they receive. Would you like to pay with card or check?”

If they ask the difference between the Platinum and Gold sets, explain that the Platinum has a larger selection of products within the daily gifts. They get 12 gifts with either, but the Platinum has more products within each daily gift. Also, they can have sparkling cider with glasses as an option with the Platinum.

You can use a similar script for calling people who are not currently customers or husbands of customers. Here is a script for that scenario:

“Hi, this is _____ with Mary Kay. I have an awesome gift idea for Christmas that is sure to win the heart of anyone in your life (daughter, son, granddaughter, niece, good friend, girlfriend, etc.) It is called the 12 Days of Christmas basket. It is a HUGE BEAUTIFUL BASKET filled with grooming and pampering products to help her/him take care of their skin and provide general grooming and pampering. It comes with 12 wrapped gifts so they can open one every day leading up to Christmas. On the 12th day you have an option to have a wonderful gourmet hot cocoa and two mugs so you can sit, visit and spend some time together. What a great way to bond with that special person in your life and give them products that are personalized just for them. I will deliver the basket to you by the 13th of December so that you can begin that day. Just imagine the joy of that special person in your life every day when they open another gift from you! It will be a Christmas gift long remembered. Every item is 100% satisfaction guaranteed and I will personally check to make sure they love every single item they receive. Would you like to pay with a card or check?”

Make sure you are SMILING when you talk to people. Practice in the mirror until you know it and can say it with a smile and excitement all at the same time!

Then SELL, SELL, SELL!!





Instructions for assembling 12 days baskets

You will need to purchase the following items: Large (at least 24 inches in diameter) wicker basket, preferably with a handle, champagne glasses, sparkling cider, decorative picks, wrapping paper in no more than three colors (you will want to use the same color scheme for all your baskets). Tissue paper in same colors as wrapping paper, curly ribbon, bows and other decorative items for packages. Some type of decorative shred to put in the champagne glasses. You should not spend more than \$25.00 per basket for supplies.

Wrap all 11 of the Mary Kay items in wrapping paper. Make sure you use only three colors for everything the basket. You can wrap them different ways to give the entire basket a better visual appeal. Add bows or ribbons and tag them according to when they should open them. Gift tags are on a following page. If you are using satin hands broken into 3 gifts, you would want them to open them in order of application so tag them in that order. Also wrap the sparkling cider and tag for day 12.

Lay colored tissue paper across the top of the filled basket in layers going different directions. Then place the wrapped products in the basket with the sparkling cider and champagne glasses standing up next to each other in the back of the basket.

Add decorative picks to fill spaces and enhance the visual appeal.

Add both the follow up card and the gift poem card to the basket.

Make a LARGE wire ribbon bow and attach to the handle or front of the basket.

You now have a BEAUTIFUL presentation to take with you and sell, sell, sell!!!

 *On the 1st day
of Christmas...*

 *On the 2nd day
of Christmas...*

 *On the 3rd day
of Christmas...*

 *On the 4th day
of Christmas...*

 *On the 5th day
of Christmas...*

 *On the 6th day
of Christmas...*

 *On the 7th day
of Christmas...*

 *On the 8th day
of Christmas...*

 *On the 9th day
of Christmas...*

 *On the 10th day
of Christmas...*

 *On the 11th day
of Christmas...*

 *On the 12th day
of Christmas...*

The 12 Days of Christmas

The 12 Days of Christmas, a tradition for so long... is used to show great love through gifts and written in a song. This special Christmas season I present these gifts to you. To thank you for the love and care you show the 12 months through. A special gift, just one each day, in numbered order too. Each one is special not to share and chosen just for you! As you open up your gifts, Christmas will draw near. But my love for you will carry on and last throughout the year.



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The 12 Days of Christmas

The 12 Days of Christmas, a tradition for so long... is used to show gratitude through gifts and written in a song. This special Christmas season I present these gifts to you. To thank you for the concern and care you show the 12 months through. A special gift, just one each day, in numbered order too. Each one is special not to share and chosen just for you! As you open up your gifts, Christmas will draw near. But my gratitude will carry on and last throughout the year.



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These 12 Days of Christmas have been a lot of fun. Sharing in the joy you've had in opening each one. But the fun isn't over as you soon will see. Here is one more special gift especially from me!

New Year, New You!


Get ready to ring in the New Year with a relaxing pampering session. This includes a facial, microdermabrasion treatment and makeover! Just call your Mary Kay Beauty Consultant to schedule your pampering session today!



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Snowman Soup

I was told you've been real good this year ... always glad to hear it! With freezing weather drawing near, you'll

need to warm the spirit!

So here's a little Snowman Soup complete with stirring stick. Add hot water ... sip it slow ... it's sure to do the trick! Then protect your hands with Mary Kay and have an awesome day!



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The 12 Days of Christmas Gift Collection

Gift Consultant: _____

Phone: _____

HOW TO ORDER:

1. Complete information & profile.
2. Choose your collection.
3. Choose payment type.

Your Name: _____

Your Phone: _____

Her Eye Color:

- Blue
- Brown
- Black

Her Hair Color:

- Black/Dark Brown
- Light Brown
- Blonde

Her Skin Tone:

- Fair (sunburns easily)
- Medium
- Dark (tans/no burning)

She wears makeup:

- Most of the time
- Sometimes
- Never
- Special Occasions

Does she enjoy fragrance?

- Yes!
- Sometimes
- No
- Allergies

Choose Your Collection:

- Platinum
- Gold
- Custom

Method of payment:

- Check
- Cash (50% deposit)
- Mastercard
- Visa
- Discover
- Amex

Card#: _____ Exp: ____/____

Collection Price: \$ _____ Less Deposit (if applicable) — \$ _____

Amount Due: \$ _____ **Due Date:** _____

The 12 Days of Christmas Gift Collection

Gift Consultant: _____

Phone: _____

HOW TO ORDER:

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2. Choose your collection.
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Your Name: _____

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Method of payment:

- Check
- Cash (50% deposit)
- Mastercard
- Visa
- Discover
- Amex

Card#: _____ Exp: ____/____

Collection Price: \$ _____ Less Deposit (if applicable) — \$ _____

Amount Due: \$ _____ **Due Date:** _____

Gift Consultant: _____

Collection Price: \$ _____

Less Deposit: — \$ _____

Amount Due: \$ _____

Due Date: _____

Phone: _____

Expect delivery of your gift collection

on: _____

Gift Consultant: _____

Collection Price: \$ _____

Less Deposit: — \$ _____

Amount Due: \$ _____

Due Date: _____

Phone: _____

Expect delivery of your gift collection

on: _____

Christmas Pillow Gift

Wouldn't YOU love to get this??

This is a small, beautifully wrapped gift that a husband puts on his wife's pillow Christmas night — after all of the other gifts have been opened, the mess cleaned up, after dinner is over and the guests have gone. The tag says: "This is for you because I appreciate you and all that you do for us." Ask the men you know, "Have you purchased your pillow gift for your wife?" Of course, he will ask what it is and you can tell him and then offer to wrap it for him! You can also tell him that this will make him a true hero in her life! Even when men tell you they have finished their Christmas shopping (as sometimes they'll say they have even if they haven't), you can ask them if they remembered the pillow gift. Make sure the wrapping is beautiful and choose a gift in his price range that works for any woman unless you know she wants something specific. Include a gift certificate for a free pampering session.



This is a pillow gift as you can see
Given with love for you, from me
Given because I'm glad you're in my life
Because I am so grateful you are my wife



Given because I appreciate all that you do
Because life wouldn't be
the same without you
Given with all the love I can give
For a wonderful life,
as long as we live!



Merry Christmas, Darling
Thank you for all of the things you
to do make my life amazing!

This is a pillow gift as you can see
Given with love for you, from me
Given because I'm glad you're in my life
Because I am so grateful you are my wife



Given because I appreciate all that you do
Because life wouldn't be
the same without you
Given with all the love I can give
For a wonderful life,
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For a wonderful life,
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Merry Christmas, Darling
Thank you for all of the things you
to do make my life amazing!



Dear Business Executive:

I would like to offer a special EXECUTIVE SHOPPING SERVICE to busy executives, and business owners like yourself.

Knowing that your time is very valuable, I would like to make an appointment with you, at your convenience, to discuss your personal gift giving needs. Your employees and business associates, both men and women, will be delighted with the personal gift they will receive for the holidays.

In about 10 minutes you can make your selections in the price range you desire. All gifts will be beautifully wrapped and delivered to you on the date desired—at no extra charge. I'll take over the date remembering task for you and you'll find this to be a great time saver.

I will call you in a few days for an appointment.

Thank you for your consideration.

Cordially,
Professional Beauty Consultant





Contact business gift buyers & boost your holiday sales!

Senior Director Nancy Moser of Brookfield, Wis uses the following dialogue when calling local businesses about holiday gift buying:

"May I please speak with the person in charge of purchasing holiday gifts for employees or clients? Mr. or Mrs. _____, this is Nancy Moser. I'm an independent Beauty consultant with Mary Kay Cosmetics, and I'm calling the businesses in this area to offer my executive shopping service for your special clients and employees. May I have five minutes from your busy schedule to explain my services?"

"Depending on your needs, I have specialized gifts priced from \$10 to \$40 or more, and I will holiday gift wrap them for you for free! I also have a special gift for you with any purchase of \$50 or more. You can order now and pay half of the total cost and pay the balance due upon delivery the week of _____."

Nancy recommends taking the order over the phone whenever possible. However, most people want to see what they'll be getting, so instead of going into great detail by phone, she suggests that you ask for a 15-minute appointment this week to show her or him the wide variety of gift choices they have.

Overcoming Objections

Executive Senior Director Sharon Stempson of Fairborn, Ohio sends a letter to businesses she thinks may be interested in her gift-buying services. She then follows up with a phone call and is always prepared to overcome two of the most common objections:

"We only give bonus." Great! I know your employees truly appreciate that. You know, _____ I believe that when you give a small personal gift along with a bonus, that person thinks of you every time he or she uses it. You can get so much more goodwill out of your bonus! Is there any reason why we couldn't get together this week or next and spend 10 minutes looking at our gift ideas? It won't cost you a cent to look & I guarantee you'll be glad you did."

"Gifts are too personal." I know exactly how you feel. I've felt like that myself, but I have found that people love a personal item. By the way, do your employees work with your clients? We also provide free classes on professional makeup and dress that can help them represent your business the way you want them to. Would you be interested in that service as well? Why don't we schedule a 10 minute appointment for this week or next and let me explain my gift-buying ideas and the other services I can offer. Those 10 minutes may solve more than one problem for you!

Consider These Businesses And More...

Banks Dentists Clinics Veterinarians Car Dealers
Realtors Doctors Churches Printers Loan Companies
Gas Stations Contractors Restaurants Hotels
Social/Civic Groups Self-Employed People Insurance Companies

More Suggestions

- ◆ Dress and act professionally for each appointment. Be on time. When you arrive, give a product sampler or other small gift to the secretary and have fragrance samplers on hand for the potential buyer.
- ◆ Emphasize your range of prices. Ask your contact *if* he or she has several price levels in mind or if everyone receives the same gift. Usually a company gift-buyer will either choose the items or say, "I need 70 women's gifts and 10 men's gifts at \$20 each." The actual selection may be left to you.
- ◆ Listen for other gift needs your contact may have such as personal gifts for family and friends.
- ◆ Be sure to attach your address label to each gift product. If possible, get the names of the recipients for follow-up sales.
- ◆ Keep in mind that your goal is repeat business throughout the year and following holiday seasons.

Even if they don't buy this year, the good impression you make will be remembered in the future.



Name: _____

Phone: _____

Email: _____

Holiday Wish List

My Favorite Things

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

My "Santas" Are:

Name: _____

Relationship: _____

Phone#: _____ call or text?

Email: _____

Name: _____

Relationship: _____

Phone#: _____ call or text?

Email: _____

Name: _____

Relationship: _____

Phone#: _____ call or text?

Email: _____

People to shop for:

Name	Budget	Gift Chosen
1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		
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Don't forget! Preacher/Bishop, Manicurist/Hair Stylist, Home/Visiting/School Teachers, Housekeeper, Carpool Moms, Babysitters, Coworkers, Neighbors, Personal Doctor, UPS/Mail Carrier, etc.

Stocking Stuffers:

Gifts of kindness:

A gift for someone who may least expect it, but who would appreciate the

♥♥♥♥♥♥♥♥ **OUTSIDE ORDER FORM** ♥♥♥♥♥♥♥♥

Name _____	Date _____
Address _____	City _____ St _____ Zip _____
Phone: (daytime) _____ (evening) _____	E-Mail _____
<input type="checkbox"/> I would like to be a HOSTESS and earn FREE products! <input type="checkbox"/> I would like information about the Mary Kay Business.	

Quantity	Description	Color	Unit Price	Total

<input type="checkbox"/> Cash <input type="checkbox"/> Check payable to: _____ <input type="checkbox"/> MasterCard / Visa / Discover (circle card type) Name on Card _____ Credit Card # _____ Exp. _____



Sub-Total	_____
Tax	_____
TOTAL	_____

_____ Independent Beauty Consultant Phone Number _____



Name _____	Date _____
Address _____	City _____ St _____ Zip _____
Phone: (daytime) _____ (evening) _____	E-Mail _____
<input type="checkbox"/> I would like to be a HOSTESS and earn FREE products! <input type="checkbox"/> I would like information about the Mary Kay Business.	

Quantity	Description	Color	Unit Price	Total

<input type="checkbox"/> Cash <input type="checkbox"/> Check payable to: _____ <input type="checkbox"/> MasterCard / Visa / Discover (circle card type) Name on Card _____ Credit Card # _____ Exp. _____



Sub-Total	_____
Tax	_____
TOTAL	_____

_____ Independent Beauty Consultant Phone Number _____



Name _____	Date _____
Address _____	City _____ St _____ Zip _____
Phone: (daytime) _____ (evening) _____	E-Mail _____
<input type="checkbox"/> I would like to be a HOSTESS and earn FREE products! <input type="checkbox"/> I would like information about the Mary Kay Business.	

Quantity	Description	Color	Unit Price	Total

<input type="checkbox"/> Cash <input type="checkbox"/> Check payable to: _____ <input type="checkbox"/> MasterCard / Visa / Discover (circle card type) Name on Card _____ Credit Card # _____ Exp. _____



Sub-Total	_____
Tax	_____
TOTAL	_____

_____ Independent Beauty Consultant Phone Number _____

Referrals

Your Full Name: _____ Date: _____

Over

25

Name

Cell Phone

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Please be assured that I treat each friend or family member with the utmost care and respect!
Thank you for supporting my small business.