

CHAMPION

New Consultants and Re-Focused Consultants

Workbook



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developing your *why*

MAKING A PLAN BEGINS WITH A VISION FOR THE FUTURE AND THAT VISION IS KNOWN AS YOUR WHY.

What is your why?

You're going to have challenges along the way. It is important to find a way to remind yourself everyday of what your business can help you achieve.

Your Why is the reason you signed your Mary Kay agreement and it is why you work on building a successful business. It keeps you motivated and focused. It is something that is deeply personal, yet relatable to others. Your Why inspires the actions that lead to your results by sharing directly from your heart.

write down your why...

what goals do you want to achieve?

What do you want to change, enhance or accomplish for yourself and for the people around you?

Who are the people in your life that could be affected by you having more flexibility and financial success?

create a way to visualize your why

Keep a visual reminder of your goals in a place that you can see every day. This could be a photo on your desk, a Pinterest Dream Board or a screensaver on your phone. Use these photos for inspiration as you experience setbacks and successes. Keep adding new photos that build on your Why.

What is your plan?

Now that you have your Why, it's time to put it into action! Write down what you plan to accomplish over the next three months.

30 DAYS

60 DAYS

90 DAYS

Connecting to your network

YOUR NETWORK IS ONE OF THE MOST VALUABLE ASSETS IN YOUR BUSINESS. DEVELOP YOUR CONNECTIONS AND CULTIVATE THOSE RELATIONSHIPS

Your Mary Kay business grows through conversations with people. From building a team to bringing on new customers, it all begins with building a robust list and opening the conversation.

tips for building your team

- Be open to anyone. Every connection could lead to an opportunity to build your business. Learn to listen for opportunities to bring your business up in conversation.
- Don't let names build up on your list without calling them. If you don't call, someone else will.
- Always keep your list with you. You never know when you will have an opportunity to add someone new.
- Remember to ask for a prospect's contact information in addition to giving them your information.



who should you add?

PEOPLE YOU KNOW

Take a moment and write down the names of all the women you know on your Mary Kay List. Don't over think it and don't prejudge. This may seem easy, but you will be surprised how many people you know. This can be your friends, family, cousins, neighbors, work associates and other people you know from your community. Write them all down! Go through your contact lists (phone/planner, Facebook, LinkedIn).

EXPERIENCES YOU'VE HAD

Think about a time when you were with a group of people who accomplished something that made you proud. What women were with you? Who put in the extra effort? Who stayed positive no matter what? Are these women on your list? By thinking about women with traits that you admire, you can think more broadly about women you would like to work with on your team!

BESIDES YOUR FRIENDS & FAMILY, 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?
- ... who checks you out at the grocery store?
- ... who helps you at the cleaners?
- ... that you met on vacation?
- ... who checked you in at your hotel?
- ... who gives you child lessons?
- ... who cuts your hair?
- ... who fills your prescriptions?
- ... who leads the PTA?
- ... Girl/Boy Scouts?
- ... who works at your gym?
- ... who booked your last vacation?
- ... who recently moved onto your street?
- ... who is your bank teller?
- ... that you met through your husband/significant other?
- ... who was your nurse?
- ... who was your maid of honor?
- ... who was your cleaning lady?
- ... who you met waiting in line?
- ... who is your child's teacher?
- ... who is the parent in the car pool line?
- ... 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 a waiter at your favorite restaurant?
- ... who you met at a business luncheon?
- ... who helped you at the jewelry store?
- ... the salesperson to give great advice?

fresh contact list

WHO DO YOU KNOW WITH SKIN? WHO WOULD YOU INVITE TO YOUR WEDDING?

NAME AND PHONE/EMAIL

NAME AND PHONE/EMAIL

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 _____

NAME AND PHONE/EMAIL

NAME AND PHONE/EMAIL

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 _____

*We're not just selling cosmetics
we're touching lives.* MARY KAY ASH



booking your next appointments

The secret to success after Seminar is to get booked up!!

You can add any friendly courtesies to the front like, "Hope your Dad is feeling better!" or "are your kids glad to be back at school" or "hope this crazy COVID world is treating you well" or "I missed you at the baseball game last night!" but other than that, you don't want to deviate from the script. It's perfection!

When you use this script, 1 out of 10 people will say yes and book an appointment.

Magic Script

HI KATIE! HOW ARE YOU? OKAY, RANDOM QUESTION, SO I THINK YOU KNOW THAT I AM (NOW) A MARY KAY BEAUTY CONSULTANT AND PART OF MY SKILL-BUILDING RIGHT NOW IS TO PERFECT HOW TO HOLD VIRTUAL SPA AND BEAUTY SESSIONS AND ALSO FACEBOOK PARTIES. I AM WORKING TO PAMPER 30 WOMEN AND GIVE AWAY FREE GOODIES TO THOSE WOMEN WHO HELP ME PERFECT MY VIRTUAL SKILLS! BASICALLY, YOU GET A DIY SPA OR BEAUTY SESSION, AND YOU CAN ENJOY IT ALONE OR SHARE IT WITH FRIENDS! ANY CHANCE YOU COULD BE ONE OF MY 30, AND DO YOU PREFER ME TO TEXT YOU THE DETAILS OR CALL YOU WITH MORE DETAILS?

Your BELIEF in Mary Kay and your ability to succeed will create trust in you and your business. Like any other skill, the more you invite, the more CONFIDENT you will become.

What do I say when they respond?

WHEN THEY RESPOND, "YES...WHAT IS IT?"

You say, "Great! Thank you so much! First thing is to choose if you are more into Skin Care and Spa products or Skin Care, Foundation and Makeup products. Then, we decide if you want to get more FREE goodies by sharing me with your friends on a Private Face Book Group created just for your party., or if you prefer me to schedule a spa or beauty session on zoom. Are you familiar with Face Book parties. or Zoom?

Looks like I have an opening for a zoom session on _____ or _____ coming up, and I have next week open for a Face Book party. The Face Book party seems to earn you the most freebies. It's so easy. I do all the work, you just invite lots of friends to join in the group. If some of your friends want free goodies like you they can comment that they want samples too, and I'll send them some.

Only give two options. You can also book for in person if she is comfortable with that.



a quick texting tip

If you have a busy schedule and your only time to send out some text messages is at midnight, set your phone to airplane mode, then turn airplane mode off when you want the texts to send!

That's it! Your goal is to send this script to everyone you know. And it has to be personalized and individually sent to each person. if you mass message, you will get NO response. You can send this by text message, by email and by personal message on Facebook.

I Took the Challenge

30 Faces & 10 Pearl Girl Calls

Face Tracking:

- | | | |
|-----|-----|-----|
| 1. | 11. | 21. |
| 2. | 12. | 22. |
| 3. | 13. | 23. |
| 4. | 14. | 24. |
| 5. | 15. | 25. |
| 6. | 16. | 26. |
| 7. | 17. | 27. |
| 8. | 18. | 28. |
| 9. | 19. | 29. |
| 10. | 20. | 30. |

Pearl Calls:

- | | |
|----|-----|
| 1. | 6. |
| 2. | 7. |
| 3. | 8. |
| 4. | 9. |
| 5. | 10. |

Be a
Pearl
Girl!

3 Sharings with Director:
Earrings



3 more Sharings with
or without Director:
Bracelet



1st Active
Team Member or
3 more Sharings:
Necklace



****Complete Challenge** - receive \$40 MK Connections gift from your director (product organization, MK Apparel or other!)

How to Work **VIRTUALLY**

1. **Facebook** parties- we will do one together for your Grand Opening, so you learn how.
2. Send Pamper Packs and do a video chat with one person or a group. You can use **Zoom**, **FB messenger**, **FaceTime** or any source.
3. Have a customer use the **Skin Analyzer App** & **Mirror Me App** and follow up with them.
4. "5 in 5" Appointments or parties are showing 5 of your favorite products in just a 5 minute product showing without samples.

What to include in a Pamper Pack:

1. Questionnaire & Closing sheet (*can print front to back*)
2. Look Book (*or can send Beauty Book with skincare*)
3. Business card
4. \$10 off Pink Pamper card (*do this to ensure they do a video chat with you*)
5. Pink Pamper checklist - mark what products including
6. Samples-
 - 1st pack: Timewise Skincare & Microdermabrasion or Charcoal Mask
 - Color Pack: Skincare, Color Card, Applicators, Eyeliner, Mascara, Foundation Primer, Foundation Shade
 - Advanced Skincare Pack: Skincare, Microdermabrasion, Charcoal, Moisturize Renewal Mask, Facial Peel
7. Can wrap in tissue and put in a clear treat bag (*found this at dollar general*)



How do I grow my confidence & my Business in Mary Kay?!

1. Training makes a huge difference!!

We have **New Consultant Training...Set up your appointment with Linda ASAP!!**

***Attend 4 in a row (so you get ALL 4 areas of training and receive a MK Pro Palette!!)*

Pro Palette
(UNFILLED)

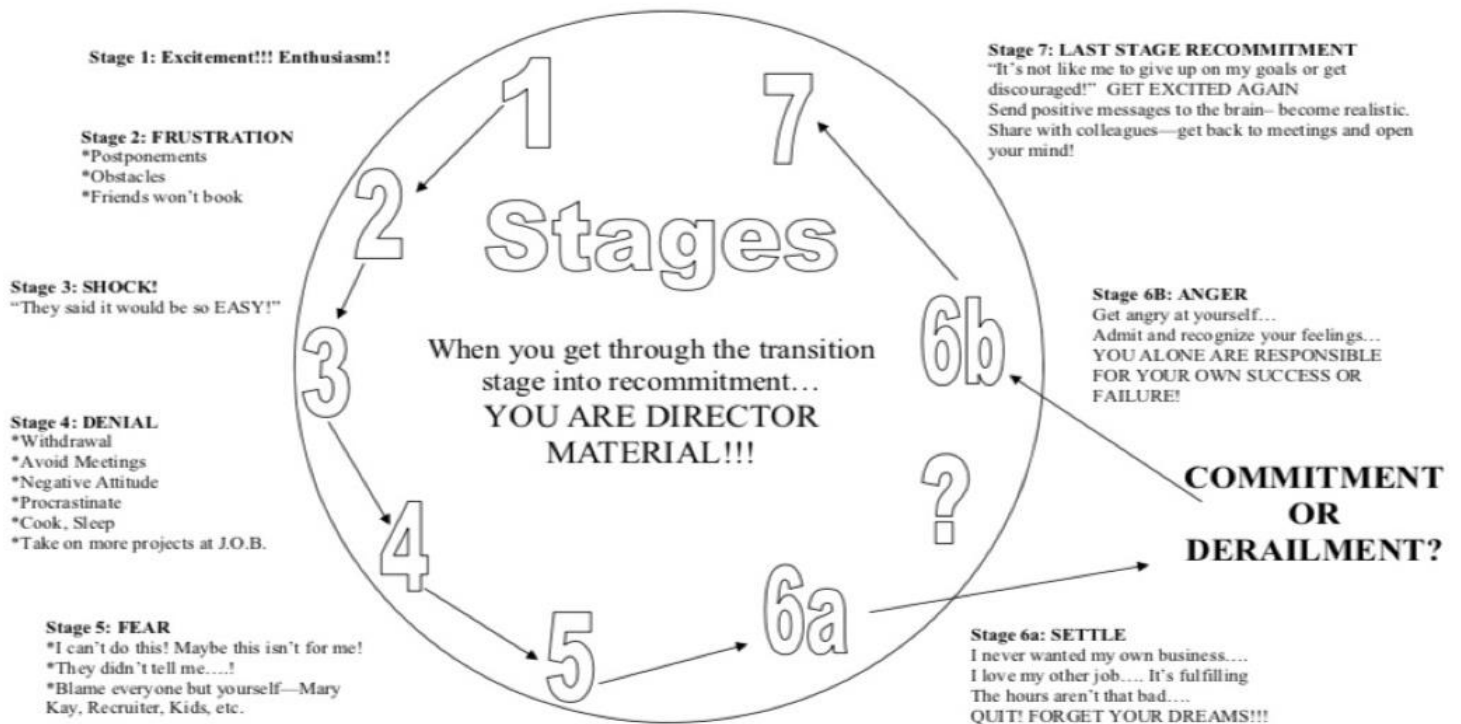


2. Turn your Launch Party Group into your VIP Customer group and you can post info about products, sales, and more in there!

***Remember on your personal FB Page - Keep **INFORMATIONAL** only (no prices, sales or calls to action)*

3. Remember the Emotional Cycle and that we **ALL** go through it at some point!

Attitude/Emotion Cycle



This cycle is inevitable any time you are growing. With growth comes "Growing Pain".

Only Through growing pains can you truly taste victory.

Remember, everyone who is where **YOU** want to be has grown into the position.

Practice makes **PROGRESS**

Choose 1 of the script examples to schedule an appointment:

(VIRTUAL SCRIPT)



build your team this year

ONE OF THE MOST EXCITING & REWARDING WAYS TO EXPLODE AFTER SEMINAR IS TEAM BUILDING. OF COURSE, THIS IS ONE OF THE KEYS TO SUCCESS!

However, you'll find that the real reward of team building is to see the personal growth of your team members! You truly feel (and you should) that you have contributed significantly in making their life better and thereby helping to make this a better world.

As a result, you'll earn those 4%, 6%, 8%, 9%, AND 13% commission checks, move up the ladder to Star Team Builder to Elite Team Leader to DIQ to Independent Sales Director! All in all, you'll become a more professional consultant!

Script for practice Career Conversations

Hey girl! Quick question for you...As part of my next level training with MK I have to practice sharing Mary Kay's company info Virtually to 9 women this week. My director told me to pick women I admire and I thought of you. Corny I know but seriously I think you are AMAZING! How you rock being a mom of 4 and everything you do in the community you blow me away (whatever sincere compliment add that in) I know Mary Kay is probably something you wouldn't consider for yourself but I just need to borrow your ears and get your feedback. Would you be free to join a fun, informational Zoom this Thursday at 6:30 pm CST? For helping me, I have a gift, and you go into the drawing for FREE Mary Kay and a Kate Spade handbag, or I could send you short informational video and then do it over the phone if time is tight.

My Favorite Script

Hi Sarah! With my Mary Kay venture, I need to practice sharing the Mary Kay opportunity virtually with 6 of the sharpest women I know to get their feedback. Even if you aren't interested in doing mk, is there any chance you could donate 30 minutes of time to give feedback on our company information?

REFRAME SUCCESS

Success and failure don't exist on opposite ends of the spectrum. Success often comes after facing a setback, learning from the experience and finding ways to continually improve.

Embrace the fact that you will face resistance at first. Expect that people will need, on average, at least five positive experiences with Mary Kay before deciding whether to become a Customer or a Consultant.

some quick tips

Practice the scripts so that they feel personal and comfortable.

Get advice from others so you can refine your invitation.

Make a habit of including an invitation to learn more about Mary Kay into your daily conversations.



Bring your **Besties**

Bring your friends in on the fun! Your first 3 new personal team members who become Mary Kay Independent Beauty Consultants during your Great Start time frame can receive a \$25 discount on their Starter Kits!



RECEIVE
3
COUPONS!

Your **Besties Coupons** Expire on: _____

1)

6)

2)

7)

(\$100 Bonus)

3)

8)

4)

(Eligible to go on target for car)

9)

(Eligible to become a Sales Director)

5)

10).....



MOVING UP THE *Consultant* CAREER PATH

Independent Beauty Consultant

No Team Members
50% Product Commission

Senior Consultant

1-2 Active Team Members
In addition to above...
4% commission
\$50 Bonus For Each Qualified Team Member



Star Team Builder

3-4 Active Team Members
In addition to above...
4-8% commission
\$100 Bonus For First Time Achievers



Team Leader

5-7 Active Team Members
In addition to above...
9-13% commission
Eligible for Car Qualifications

Elite Team Leader

8+ Active Team Members
All of the above + 5%

D.I.Q.

10+ Active Team Members
In addition to above ...
Eligible for Director Qualifications

Director & National Sales Director

Earn Product, Personal Team, Unit & Area
Commissions plus Bonuses. In addition to
Company Cars...and so much more.



MARY KAY SHARE SHEET

QUESTIONS FOR CUSTOMER:

Customer name & phone # _____

Consultant name _____

1. TELL ME ABOUT YOURSELF-- FAMILY, JOB, HOBBIES, EDUCATION, PASSIONS, LIKES, ETC.

TELL US
A LITTLE BIT
ABOUT YOU

2. IF YOU WERE TO START MARY KAY HOW WOULD IT BENEFIT YOU MOST?
(WHAT'S 2 FAVS & WHY)

- Flexibility
- Friendships
- Extra money
- Make a difference
- Fun
- Leadership

3. WHAT WOULD MAKE YOU HESITATE, IF ANYTHING?



4. IF WE HAD JUST A FEW MINUTES TO TALK, WHAT WOULD YOU MOST WANT TO KNOW?



CONSULTANT SHARE:



CONSULTANT 2 MINUTE MK STORY
THAT RELATES TO THE CUSTOMER

Talking Points—

- Mary Kay is a solid 57 year company
- God, Family, Career Values
- Sisterhood Culture
- No territories
- No limits
- Flexibility
- 50% profit
- Low cost to start:
 - \$30 ESTART OR
 - \$130 FULL KIT WITH ESTART
 - (\$45 ADD ON SAMPLE PACK)



CLOSING QUESTIONS:

1. From what you heard, what sounds **Best** ?

2. If you were to join me in MK, what would be your strengths?

3. It's good to weigh the Pros & Cons... So, what's the worst thing that could happen if you got started? And... what's the best?



4. So, I've gotta ask- any reason why you wouldn't wanna give it a try?

(If customer needs to think about it- remind her most can decide 24-48 hours & set a time to talk again)



HELLO *gorgeous!*

Name _____

Phone # _____

Consultant Name _____

1. Did you enjoy your virtual experience? ____ Yes ____ No
2. Do you have any feedback? _____
3. Do you like the way your skin feels? _____
4. For our next time together, what type of experience would you like? _____ Color Look _____ Advanced Skincare
5. What if we share with friends & you receive **FREE** product? _____
6. Name your **FIVE** favorite people you would like to gift a **PINK Love** pack!
 1. _____
 2. _____
 3. _____
 4. _____
 5. _____
7. What products/sets would you like to have show up on your doorstep? (*Today's specials on back*) _____

8. What products/sets would you like to add to your wish list? _____

9. Did you get to watch the MK Story video? _____
10. If you could ask me one question about Mary Kay today, what is it? _____

11. Which of the following options best applies to you?
 - Smart Shopper:** I'd love to get a discount on products or be my own best customer!
 - Side Gig/Extra Cash:** I have a career I love, but something extra sounds fun!
 - New Opportunity:** I am looking for a new path, so maybe this could be it! I want to try it!
 - Happy Client:** I love the product and am happy to support my beauty consultant!

During Seminar Breaks, can you Sell?

24 to 24 in 24

SELL \$24 IN SALES TO 24 PEOPLE IN 24 HOURS!

	CUSTOMER NAME	PRODUCT[S] SOLD	TOTAL
1	_____	_____	_____
2	_____	_____	_____
3	_____	_____	_____
4	_____	_____	_____
5	_____	_____	_____
6	_____	_____	_____
7	_____	_____	_____
8	_____	_____	_____
9	_____	_____	_____
10	_____	_____	_____
11	_____	_____	_____
12	_____	_____	_____
13	_____	_____	_____
14	_____	_____	_____
15	_____	_____	_____
16	_____	_____	_____
17	_____	_____	_____
18	_____	_____	_____
19	_____	_____	_____
20	_____	_____	_____
21	_____	_____	_____
22	_____	_____	_____
23	_____	_____	_____
24	_____	_____	_____

TOTAL CHALLENGE SALES:

IDEASERVE IT SPECIALS!



Discover
MasterCard
VISA
American Express

TRAVEL
ROLL UP
BAG

TIMEWISE 3D SKIN CARE SET
(counts as 2 sets)
new \$124
\$110

TW 3D 4 in 1 Cleanser
TW 3D Day Cream
TW 3D Night Cream
TW 3D Eye Cream

TIMEWISE REPAIR SET
(counts as 4 sets)
new \$544
\$205

Foaming Cleanser
Lifting Serum
Day Cream
Night Cream
Eye Renewal Cream

Capilae
Pick any 8 sets
only \$399
Plus FREE ROLL UP Bag

NATURALLY
(counts as 2 sets)
\$136

Purifying Cleanser
Exfoliating Powder
Moisturizing Stick
Nourishing Oil

BOTANICAL EFFECTS
(counts as 1 set)
\$54

Cleansing Gel
Moisturizing Gel
Refreshing Toner

CLEARPROOF
(counts as 1 set)
\$45

Clarifying Cleansing Gel
Blemish Control Toner
Acne Treatment Gel
Oil-Free Moisturizer

SKINVIGORATE BRUSH
(counts as 2 sets)
\$100

Boosts absorption
Softens, lines and wrinkles
Thoroughly cleanses skin
Improves skin's appearance
Includes facial massage head

Queen
Pick any 6 sets
only \$299
Plus FREE ROLL UP Bag

MICRODERM
(counts as 1 set)
\$55

Step 1: Pellets
Step 2: Pure Minimizer

MASKING
(counts as 1 set)
\$58

Masking Brush
Charcoal Mask
Moisture Renewing Gel Mask

REVEALING RADIANCE FACIAL PEEL
(counts as 1 set)
\$65

HYDRATION
(counts as 1 set)
\$72

Hydrogel Eye Patches
Intense Moisturizing Cream
OR Oil-Free Hydrating Gel

Princess
Pick any 4 sets
only \$199
Plus FREE ROLL UP Bag

FLAWLESS FACE SET
(counts as 1 set)
\$58

Blending Brush
Foundation Primer
Choice of Foundation (add \$3)

CLINICAL SOLUTIONS RETINOL SET
(counts as 2 sets)
\$120

Retinol 0.5
Calm + Restore Facial Milk

DASH OUT THE DOOR
(counts as 1 set)
\$53

Ultimate Mascara
Unflirted Lip Gloss
Choice of Foundation (add \$3)

EYE SET
(counts as 1 set)
\$63

Exfolier
Oil-Free Eye Makeup Remover
Under Eye Corrector
Lash Intensely Mascara



Start your own *Mary Kay* BUSINESS TODAY BY ORDERING YOUR VERY OWN STARTER KIT TO MAKE YOUR DREAMS COME TRUE! Be sure to ask me what my **SPECIAL SIGNING BONUS** is when you decide to start your business TODAY!

FINISHING SET
(counts as 1 set)
\$64

Brow Tint
Finishing Spray
Powder
Translucent Powder
Powder Brush

BRUSH SET
(counts as 1 set)
\$55

Cheek Brush
Powder Brush
Eye Shadow Brush
Eye Crease Brush
Eye Smudger Brush

SATIN SUPREME
(counts as 1 set)
\$58

Satin Lip Set
Satin Hands Set

Our Unit is a WINNING Team

WINNERS ARE PEOPLE LIKE YOU!!!!



Did you know that most Consultants go through a 4-phase swing many times in their careers?

The First Phase: EXCITEMENT... You have caught the vision of where you can go and what you can do for yourself and your family through our Mary Kay opportunity! You don't know or understand just how it will all come about, but you just know it will!

The Second Phase: FRUSTRATION... Things aren't going as fast as you would like them to. Can you relate to this? Of course you can! We all have been there. We get impatient with ourselves that nobody wants to book a class.

The Third Phase: CRISIS POINT... Do you flick it in and shoot holes in your showcase, or do you get your head straight and work it through? Do you tell yourself that Sales Meetings are the last place you are going (since you don't have anything to crow about) or do you tell yourself that is where you need to be to get your act together?

The Fourth Phase: RECOMMITMENT... YOU'VE MADE IT! You have recovered from the situation and are stronger for it. You have recaptured your dream, you are excited again and ready for the next obstacle! One thing for certain... your trip back to Phase One (EXCITEMENT) gets quicker and quicker because you know the way.

Is it worth it? Is it worth the hassle of putting up with postponed classes? Making yourself go to sales meetings and finding something to crow about? YOU TELL ME! Could you find this kind of never ending excitement, supreme challenge and the positive attitude in any other job? I could not be the person I am today without the great opportunity Mary Kay gives me. I have a healthy self-image and so many changes to share this positive way of life with people. Is Mary Kay worth it? YOU BET IT IS! We must never sell ourselves short. Give yourself time to grow and above all, never lose sight of your goals. When you lose sight, then you have time to see obstacles.

REMEMBER, MARY KAY SELLS DREAMS AS WELL AS COSMETICS!



Don't let Phase Two keep you from winning!