

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!

- Holiday Coffees/Trunk/Gift shows/Pampering Parties
- Open Houses
- Gift Giving Services for Businesses, Husbands, Family & Friends
- TimeWise/Repair Classes/Holiday Makeovers/Holiday Happy Hours

STEP 2: SET A PLAN OF ACTION

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

STEP 3: EVALUATE YOUR SUCCESS AND MAKE NOTES FOR NEXT YEAR.

I am choosing the following ideas:

- _____
- _____



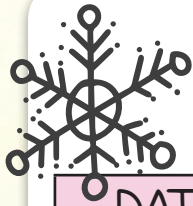
My Holiday Retail Goal is: \$ _____

I want to build my business because _____

I will change _____ lives through the MK opportunity (new t.m.'s)

What worked: _____

What I'd Change: _____



HOLIDAY TIMETABLE



DATES	ACTION
by Sept 30th	• Plan your Christmas strategy based upon your “why” and the difference you want to make. • Set your goals for Retail Sales, Interviews held and New Team Members for NOW-Dec. 31. • Call all your customers & book skin care classes & fall makeovers - especially for the next 2 weeks - then you'll get bookings from bookings. • Order your Holiday Items NOW + do make sure you have all the FALL products you want & need for fun Fall & holiday makeovers!!!). For gals that don't hold parties with you right now, set up product panel/preview appointments with them to get their opinions of what they like. This will help you with Fall & new Holiday inventory ordering. If you don't have the “finances” to make a special holiday selling/ordering plan - look for the finances now - low-interest credit card, savings, low-interest loan, selling something you already have, etc. There are two times it's okay to invest in your business in advance of sales - getting to profit-level inventory and every holiday season.
Oct 1-15	• Plan your Christmas strategy based upon your “why” and the difference you want to make. • Set your goals for Retail Sales, Interviews held and New Team Members for NOW-Dec. 31. • Call all your customers & book Skin Care Classes & ANY kind of fun product demos you want to! They can be On-the-Go's, Lip Parties, Holiday Sneak Peeks, Naturally sessions - anything that rocks your boat and gets you in front of 60+ people a MONTH, preferably! • Order your Holiday Items NOW (do make sure you have all the FALL products you want & need for fun holiday makeovers!!!). For gals that don't hold parties with you this month, set up product panel/preview appointments with them to get their opinions of what they like. This will help you with final Fall & new Holiday Inventory ordering. If you don't have the “finances” to make a special holiday selling/ordering plan - look for the finances now - low-interest credit card, savings, low-interest loan, selling something you already have, etc. • Hold those preview appointments and skin care classes! Show, smell & tell with all! AND have guests at all your facials, parties & previews from here on out complete Wish Lists! • If you ARE going to offer Christmas gift services to BUSINESSES, decide WHO now & prepare your letters now. Mail them by the first week of October & start making follow up calls to local businesses the next week. Start with business owners within your customer base. • Get in habit of inviting guests to EVERY SPECIAL EVENT. Have guests at every meeting! Keep it going!! • TEAM BUILD! Build your team in October so they can take advantage of any special Mary Kay promotions, holiday selling season, and the tax advantages for the entire year. • Research/schedule upcoming vendor events/customer appreciation events. • Do you need more holiday products? If you “couldn't” order earlier in the month, Order the official holiday products available to all. This order will be based upon your holiday season selling goal. Treat this like a retail business. • If the official holiday products are already out of stock, PIVOT. Make a Plan B for the SETS you will sell - Satin Hands, Satin Lips, Fragrance, Pampering Sets, Masks, Brushes, Skinvigors, Mint Bliss, etc.
Oct 16-25	• Invite guests to EVERY SPECIAL EVENT & have guests at every meeting. • Do you need more holiday products? If you “couldn't” order earlier in the month, Order the official holiday products available to all. This order will be based upon your holiday season selling goal. Treat this like a retail business. • Start showing telling and smelling with everyone you come in contact with if you haven't already! • Have a “Love” Roll-Up Bag filled with Holiday products, samples, fragrances and Look cards. • Hand out 5 cards a day (& get contact info) for best results. Planting seeds! • Have 10-15 Hostess packets and sharing packets prepared (make a label with the fast fun facts number to put on the back of your business cards) • Follow up with PCP customers that have received their Holiday mailing. • Target: Booking skin care classes, Fall Makeovers, Happy Hour Pampering Parties, Lunchtime Pampering Parties, Look Book Launch Parties,...offer a variety of choices based on her personal needs. Get in front of customers with products so you can get a Wish List filled out, share the opportunity and meet more wonderful ladies through SCC guests & Fabulous Referral Lists. • Offer a free lipstick/lip gloss to your customers for giving you 15-30 minutes to share the MK Opportunity so they can earn extra income during the holidays • Now is the time to book office visits to do Shopping Coffees, Holiday Preview Parties during break/lunch time at customers' offices or neighborhood gatherings.

DATES	ACTION
Oct 16-25	• Continue to follow up w/businesses, always adding more to your list. • Schedule your Open House (for consultants with ample customers locally) Nov. 2-Dec. 4 is ideal. • Have fun finding Halloween ideas to pamper teachers, moms & meet women while you're out and about. Check our your unit website, attend your success events and unit/area calls for great Halloween ideas. Prep them NOW & utilize through month end!
Oct 26-31	• Continue booking, Wish Lists and warm chatting with the "Love" Rollup Bag filled with holiday and fall products. THIS is the time to book up your FIRST TWO WEEKS OF NOVEMBER - begin to book Holiday Makeover parties!! (hard to say "after the Holidays" to a Holiday Makeover :-)). Begin talking to EVERYONE about preparing for the holidays! • Have guests at every meeting and EVERY SPECIAL EVENT. Amp it up and offer a free lipstick/gloss for coming or a MK gift card from you (must attend entire event :-))! • Order Holiday products for your own gift-giving needs: service people, teachers, etc. These are LIMITED EDITION & will run out (if some haven't already!!!) • Send out letters to husbands on your list. (from Wish Lists) • Remind everyone of your gift giving/wrapping service. • Utilize those fun Halloween ideas NOW - BIG TIME!!! Have good clean family fun on Halloween & meet lots of sharp moms with trick or treat bags :-))! • TEAM BUILD! Build your team in October so they can take advantage of the top selling season and tax advantages (& FREE \$70 retail starter kit bonus of Biocellulose Mask Sets!)
Nov 1-15	It's officially THE "HOLIDAY SEASON"!!! THANKSGIVING CHRISTMAS HANUKKAH KWANZAA NEW YEARS ARE HERE - SERIOUSLY LOTS OF HOLIDAYS!!! • Continue booking, Wish Lists and warm chatting with the "Love" Rollup Bag filled with holiday and fall products. THIS is DEFINITELY the time to offer Holiday Makeovers (hard to say "after the Holidays" to a Holiday Makeover :-)) • Have guests at every meeting and EVERY SPECIAL EVENT. • Begin following up with men (& other Santas) with the Wish Lists you have. Plant a seed even if not ready to buy yet - ask when you could call back. This would be a fun time to plan a "men's" open house if you know a lot of husbands, sons, dads! • Follow up with remaining business leads that weren't "early deciders". If they're not interested in large gifts, ask if they'd be interested in you providing Satin Hands Pampering Sessions to offer an employee break. • Keep track of those vendor/community events through local papers or fliers. Churches, schools, local businesses do women's teas, etc. Great opportunity to offer pamper station or table of treats. Be creative! (we don't sell at these events - we meet lots of great prospective customers and team members - book on the spot if possible!) • Many businesses may want to offer a special goody to customers. Keep your ears and eyes open-make suggestions. How about a pamper-me goody bag with a full-size hand cream or Mint Bliss and a \$15 gift cert. to use at their makeover...or men's fragrance sample included with a gift cert. Charge a little over cost plus supplies. Great way to meet new women. You may choose to put a min. purchase price on the gift cert. • Send out open house invites first thing if you're holding it in November. Good dates to choose: November 2nd-Dec. 4th at the latest. After that it's too late. • TEAM BUILD! What a great time to begin a business plus holiday shopping at cost & great tax benefits! • Plan & prep Pink Friday/Black Friday/Cyber Monday or Thanksgiving Sale!! Do ONE of those this month!!
Nov 16-30	• Continue booking, Wish Lists & warm chatting w/a Go Tote - lots of simple holiday gifts so people ask you "what's that"???. Get everyone to fill out a Wish List! • Have guests at every meeting! Offer a free lipstick/gloss for coming. • Continue to offer variety of classes. And, this is DEFINITELY the time to be booking HOLIDAY MAKEOVERS!! They can't put those off till "after the holidays" :-)) & Shop from your Seat gift parties!!Be talking to everyone of your gift giving/wrapping service. Silent Hostess programs are great "fillers" now. Do something fun for Thanksgiving - hostess gifts, etc. • Continue - keep track of community events through local papers or flyers. Churches, schools, local businesses do women's teas, etc. What a great opportunity for you to offer your services to have a pamper station or table of treats. Be Creative! • TEAM BUILD! Starting a business in November or December is like having a baby now - tax benefits for the WHOLE year! And still time for their own Christmas shopping! • 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. • Hold Pink Friday/Black Friday/Cyber Monday or Thanksgiving Sale!

DATES	ACTION
Dec 1-15	• Reminder: Many businesses may want to offer a special goody to customers during the Holiday time. Keep your ears and eyes open and make suggestions. (Refer to above!) Red carnations & a drawing @ restaurants? It's a great way to meet new women. • TEAM BUILD! What a great time to begin a business, get the tax benefits & your own last-minute Holiday shopping at cost, prepare for changes in new year; this is a great time to unpack and play with their starter kit over Christmas vacation - they have extra time!! • What was your goal from October-December? THIS is the time to WRAP it up!!! • Attend and Bring guests to any SPECIAL EVENTS. • Finish your Star Consultant Prize Contest by December 15th. (your star should be a Diamond -Pearl this season!!!) • Follow up with all husbands. They are getting serious now! Talk Twelve Days of Christmas!!! • Follow up with all Wish Lists. • Continue Booking! (Help them prepare for Holiday parties) Wish Lists, and warm chatting with "Love" Rollup! This is great for Gift Shows (Shop from your Seat parties, Look Book Launches!). • Have gifts (Go Tote) with you at all times, in your car, in a basket to carry with you wherever you go. • Have stocking stuffers available. (Hand Creams, Energizing Foot...etc.) Slip in a corsage type goody box/bag and tie with ribbon. • Deliver any 12 Days of Holidays gifts. NOTE there are TWO kinds of 12 Days of Christmas in Mary Kay - gift SETS - as in towers or baskets with 12 gifts - and 12 days of Christmas SALES for your clients with a fun item offered on SALE every day - you decide WHICH one you'll do! • Book last-minute fun shopping coffees on lunch hours, "happy" hours, etc (I just mean right after work :-)). • Offer to have a fancy party dress night for make-up training to get ready for New Years, too. • Hold last-minute parties! • Plan /hold 12 Days of Christmas Sale or AFTER Christmas Sale if you didn't do a November sale. • Attend your unit's Christmas party :-))!!!
Dec 16-23	• 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. It's a great time to start booking NEW YEAR Skin Care parties! • Deliver to offices as often as possible and bring your basket in with stocking stuffers and sets. Always have gifts in your car. You can offer a discount on gift sets left if you choose. • If you're not quite done with your Oct-Dec. Goal, finish it up now & celebrate your Red Jacket, Chevy Malibu, New Unit, etc. With your family & your MK girlfriends who've been cheering you on the whole way!!!
Dec 24-25	• Spend time with your family • Be prepared for some last minute "panic" calls from your customers.
Dec 26-Jan 1	• Follow up with gift certificates put in gifts given. • Book New Year, New You Classes • Hold After-Christmas Sale or "white sale" if you DIDN'T do a November sale or a 12 Days of Christmas Sale (12 Days Sale DIFFERENT from 12 Days Gift Sets!!)

HAVE A GREAT HOLIDAY SEASON.

It will be what you choose and commit it to be.

REJOICE



Holiday Strategy Starts NOW



LET'S TALK ABOUT OWNING A RETAIL BEAUTY BUSINESS WHEN IT COMES TO THE HOLIDAYS!

1. FYI as a retail business owner, NOW is the holidays for you! It's time to set our goals, make our plans, order our holiday products & prepare!
2. There are two times it's wise to invest in your inventory with a loan or a credit card: The first time is when you get to profit level, whether you start there or whether you make a decision to get there later in your business. The next time happens once a year: the holidays.

Now, for us the holidays are not in December. The holidays are now. We can't afford to wait one more minute. This is the second time the right action is to invest with a loan, card or savings – and this time happens once a year. 5000 buys you 10,000 retail. You sell it. You have 10,000. You pay off the investment. You have 5000 left over. That's called **PROFIT**. THIS month, for Mary Kay's 56th Anniversary, it would be FUN & SMART to choose 5600 as your "number" - either 5600 RETAIL, ordering 2800 in wholesale inventory to sell \$5600 retail, pay off your investment, & profit \$2800 cash...OR choose 5600 as your wholesale number - giving you 11,200 retail to sell, 5600 to pay off your investment, & profit \$5600 for your family's vacation, dream & savings! {And, if you haven't been working your business recently? Or ever? Even a SMALL number like 560 wholesale in holiday-selling products would give you 1120 to sell, 560 to pay off investment & \$560 for your family's Christmas!}

(This applies to holiday products and large extra quantities of regular-line product for holiday sales - you aren't replenishing it - you're selling it, you're paying off the investment, and you're keeping the profit. it's in addition to your profit-level inventory). Use a loan, a low-interest credit card, consider the MK Visa so you get extra benefits or even the new Apple Cash option (look @ page 2 for more details.)

- So decide what your profit goal is for holiday sales & determine what you're going to sell to make it: Satin Hands & Mint Bliss Gift Sets? Focus on Fragrances? Eye Makeup Remover & Mascara Sets? Charcoal Mask Coal in Stocking Sets? Limited-Edition Holiday Products like the super-fun Mask Pods & Masking Brushes? Skinvigorate with a Naturally Cleanser and/or the massage heads & Naturally Oil? Think about what you're most excited about selling in your target market & what the best fits are to keep it simple so you can order, package, show & sell - remember you'll want the fabulous holiday boxes on Section 1, too!
- Determine what kind of holiday-selling appointments you'll want to focus on: Holiday Shopping parties? Large-quantity gift orders for businesses? Holiday Open House with a large customer base or collectively with sister consultants? Setups in break rooms & office kitchens for holiday shopping? Private Holiday Shopping Appts? Trunk Shows?

3. September is the time to continue booking good ol' skin-care classes, Spa Beauty Experiences, fall makeovers, Naturally parties – building up this big plump customer base – I'd even go so far as to see @ least 56 faces to honor Mary Kay's 56th Anniversary/add a minimum of 13 new SKIN-CARE-SET CUSTOMERS, hold A POWER START OR A 20/20 (that's 10-20 or more qualified parties) this month instead of your usual 3-5 - even if you only do it this one month of the year - because if you have even just 13 or maybe 56 new customers this month, that's 13-56 more women that are going to do their holiday shopping with you October-December! That's 13-56 more women who you'll have holiday wish lists for NOW so you can call their Santas in November & December. It's 13-56 more women and their FRIENDS that you can invite to your holiday open house. It's so important to beef up your customer base NOW. Beef up your skin care sales now. Beef up your bookings now. Beef up your referrals now. In the next two months they'll start transitioning to winter skin care & holiday glamour. September & October are the last months for a little while that you won't be hearing – after the holidays & OVERCOMING THAT OBJECTION – so MAX out your new bookings & new customer growth NOW.

4. September is the time - NOW – to choose your September-December goals: how many parties you'll hold each month or over the course – how many you'll book – what your profit goal is for this season and what your team-building goal is. During this season you have a holiday side hustle to your Mary Kay business - that means you can choose to make additional HOLIDAY-SELLING profit. WILL I BE RECOGNIZING YOU NEXT MONTH AS having celebrated with 56 of SOMETHING in September? 56 faces or 56 shares or 56 items sold or 56 booking calls, even 56 parties BOOKED to hold @ least 28? How about all those 56's resulting in being a Golden Girl with 5 new team members or a Party Girl with 20+ parties? What's your retail sales goal, will you order half of that every week ws? Will you be earning the Bee, will you be earning the bangles from me, will you be earning the 24+ hours with your NSD? Will you be going to Orlando as a LEADER with me?

1. See if you're eligible

To get Apple Card, you must meet these requirements:

- Be 18 years or older, depending on where you live.
- Be a U.S. citizen or a lawful U.S. resident with a valid, physical U.S. address that is not a P.O. Box. You can also use a military address.
- Own a compatible iPhone with the latest iOS version.¹
- Use two-factor authentication with your Apple ID.
- Sign in to iCloud with your Apple ID.
- If you have a freeze on your credit report, you need to temporarily lift the freeze to apply for Apple Card. Learn how to lift your credit freeze with TransUnion here.
- You might need to verify your identity with a Driver license or State-issued photo ID.

2. Start your application

First, make sure you're signed in to iCloud with your Apple ID. Then, open the Wallet app on your iPhone and tap the add button . Select Apple Card and tap Continue.

You need a compatible iPhone with the latest iOS version.

3. Fill out your information

4. Agree to the Terms & Conditions

Tap Agree to accept the Apple Card Terms & Conditions.

5. Accept your offer

When your application is approved, you are shown an initial credit limit and APR offer. To accept the offer, tap Accept Apple Card. You have up to 30 days to accept your offer and your credit score is not affected until after you accept.

If you accept, Apple Card is added to Wallet on your iPhone.

To decline your offer, just tap No Thanks.

After you accept your offer, you can start using Apple Card to make purchases with Apple Pay. When you make purchases with Apple Card, you can start to get a percentage of each purchase back as Daily Cash. You can set Apple Card as your default payment card for Apple Pay, App Store, Apple Music and other Apple services, and also request your physical titanium Apple Card after accepting your offer.



**YOU WILL GET
AN AUTOMATIC
OFFER AND
CARD
INFORMATION
TO BE USED
IMMEDIATELY**



**GO TO APPLE
WALLET TO SEE
THE CARD IN YOUR
WALLET. CLICK 3
DOTS IN RIGHT
CORNER AND THEN
CARD
INFORMATION.**

THE NEW APPLE CARD IS HERE AS A FINANCING OPTION

What you should know about Apple Card

Apple Card is a new kind of credit card created by Apple. Integrated into the Wallet app and designed for iPhone and a healthier financial life, Apple Card sets a new level of privacy and security:

- It takes just minutes to apply.
- There are no fees, including annual, late, over-the-limit, or other hidden fees.*
- You can see your offered initial credit limit and Annual Percentage Rate (APR) before you accept your offer, and your credit score isn't impacted until after you accept.
- Easily [track and manage your spending](#) with Apple Card in Wallet.
- Get a percentage of your Apple Card purchases back as [Daily Cash](#).

*Variable APRs range from 12.99% to 23.99% based on creditworthiness. Rates as of August 2, 2019.

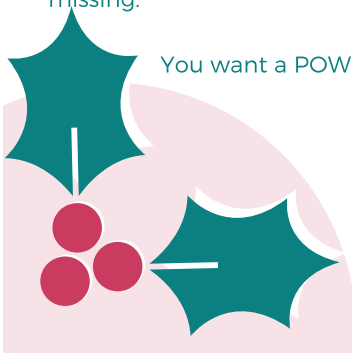


What else is important to focus on NOW? Team building - women that can save money on their Christmas shopping, make Christmas money NOW instead of using credit cards for GIFTS then & use this time of year as the perfect setup for their new business, when the kids just got back in school AND we're in full fall retreat education and holiday workshop mode.

Use the pearls of sharing or moving up "words" to book sharing appts & share the LOVE @ every FACE appt. + have them complete opinion polls to send pics to your director, share the Listen for a Lipstick hotline or your director/NSDs video link!

Be intentional - choose a number to share by September 13th for Mary Kay's Anniversary - then a number by the 30th! Is it 13 for our anniversary day? Is it 56 for our anniversary year or even just 5-6? Share with

1. the sharpest women you know that you may not have had the courage to book for a facial/party yet
2. or that said no to a facial or party but you want that kind of woman on your team and MK would rock her world!
3. People that have had an MK biz before...and they know what they're missing! Or need to be reminded of what they're missing.



You want a POWER team to celebrate Mary Kay's 56th Anniversary AND going into the holiday season!

CHRISTMAS STRATEGY CONTACT LIST

BUSINESSES TO CONTACT FOR GIFT GIVING SERVICE

Business	Phone	Point of Contact

HUSBANDS/BOYFRIENDS/OTHER "SANTAS"

Customer's Name	Santa's Name	Phone

Prospect's Name	Phone	Type of Appointment



DELIGHT PARTY

This beautiful eye design looks fabulous on everyone. Let your customers know that you are scheduling Fall/Pre-Thanksgiving makeovers. Ask her to host a Pumpkin Spice Delight Party. Let her know you will not only be doing our fabulous new Pumpkin Spice Latte Eye design, but you will be bringing the refreshments.



*The eye look is for the hostess during her follow-up appointment! At the actual skin care class with her girlfriends, leave "eyes on" and add bronzer & cafe au lait lip gloss. Book THEIR own private Pumpkin Spice Delight glamour makeover for THEIR follow up!

REFRESHMENTS

Have the Hostess provide the coffee, you bring International Delight's Pumpkin Pie Spice Creamer or Whipped Cream with Nutmeg, and Pumpkin rolls with cream cheese (available at most grocery stores & Walmart).

EYE COLORS

Crystalline on the lid & brow bone. Shiny Penny in the crease. Espresso in the outer corners. Gel Eyeliner or black eyeliner and Rosy Nude Cheek Color.

OCT/NOV HOSTESS SPECIAL

Filled Perfect Palette with Pumpkin Spice Latte Collection (or colors of her choice) when she has 5 Adults (non MK users) attend her Pumpkin Spice Delight Party. Your cost is only \$28 with 5 new people in attendance!





DELIGHT PARTY

This beautiful eye design looks fabulous on everyone. Host a Fall/Pre-Thanksgiving makeover and earn your Pumpkin Spice Latte Eye palette!



REFRESHMENTS

You provide the coffee and I will bring the pumpkin-spice refreshments!

OCT/NOV HOSTESS SPECIAL

Earn your Filled Perfect Palette with Pumpkin Spice Latte Collection (or colors of your choice) when you have 5 Adults (non MK users) attend your Pumpkin Spice Delight Party. (OR if booking from a party & purchasing a skin care SET, you can have an unlimited half-price shopping spree)



THINK
PINK
SOFTWARE

BOOK WITH ME TODAY



PAMPERING PUMPKINS!

COMBINE A COLORFUL PLASTIC PUMPKIN (WALMART & DOLLARTREE FOR \$1) WITH A CHARCOAL MASK, RENEWING GEL MASK, & APPLICATOR, CHOCOLATES, & SOME DECORATIONS ON THE HANDLE! DON'T FORGET TO INCLUDE YOUR BUSINESS CARD AND AN INVITATION FOR A COMPLIMENTARY FACIAL!



THE PINK
SOPHISTICATE

Script!

Hi, it's _____, with Mary Kay and I have a fun idea I would love to share with you. Could you give me a minute? Great! _____, With Halloween just a few days away, I wanted to tell you about our Pampering Pumpkin gift idea. We have the most adorable pumpkins in various colors that we are filling with Mary Kay products. We have customized our pumpkin with a Mix & Mask set and Mask Applicator, for \$55. Our colorful pumpkins are "dolloed up" with ribbon and will definitely bring a smile to the little kid in everyone. Tell me, _____, who can you think of that would love to receive a Pampering Pumpkin gift from you!

Original Concept by Melinda Balling

THE TRAVELING PUMPKIN

Warm Chatting with Pumpkins

This is my “traveling pumpkin”, (purchased at Walmart for \$1.00) Any color is fine, put a cute bow on the side of the handle. Use small cello treat bags ((Halloween bags are everywhere this time of the year Party City, Hobby Lobby, Dollar Store, etc.) You can purchase individually wrapped candy to put in your cello bags along with sample eye shadows, lip gloss samples, charcoal mask sample, color cards, anything you have on hand). Punch a hole on the corner of the attached card, run ribbon through the hole and tie onto the top of your “candy bags”. Be sure to insert your business card in the bag. Put your bags in your Pink Pumpkin and take it everywhere you go.... any gathering, ball game, PTA meeting, grocery store, dentist and doctor appointments....anywhere you see people and give women you meet a “treat”.



SCRIPT

You could say, “Hi, I don’t mean to intrude, but I couldn’t help but notice (sincere complement... example, what great skin you have, how well you wear your make-up, how pretty that color is on you... etc). May I ask, are you by any chance wearing Mary Kay”? (If the answer is ‘No’, that would let you know she doesn’t have a consultant. You can go on to say), Well this is my lucky day! My name is _____, I am a Beauty Consultant with Mary Kay. and with Halloween right around the corner I’d love to give you a treat with some free samples and a gift card.” (Note: the gift card is your card with the facial and lipstick offer). If she takes the goodie bag, go on to say “ Since there is a gift card enclosed with the samples, I’d love to have your number so I can follow up and honor your free offer and gift card). If she says sure and gives you her number (have your phone or pen ready)... If she says she would rather not, just say, “That’s absolutely fine. My business card is enclosed and you are free to call me to redeem your gift card.

I will also give to moms who come to my door on Halloween with their Children. Those who aren’t with their mom, I am putting in their bag and saying, “this is a treat for your mom”. I love this time of the year, so many opportunities for new leads! Maximize this Fun Holiday for your business!

Happy Halloween



Let me "treat" you to a New Look and Beautiful Makeover!! Is that same old look driving you Batty??? Do you feel like a **Zombie** locked into the same old makeup routine. Does the thought of what your skin might look like **5 years from now** send chills up your spine?

Let me treat you to a **Spectacular Complimentary Pampering Session!** Your "treat" will include a **Satin Hands and Satin Lips Treatment** along with a facial and "drop dead" makeover with colors to "die for".

Happy Halloween



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5 HOUR SALE

Thanksgiving Day

9-10AM
TimeWise Repair



~~\$205~~ **\$165**



10-11AM
TimeWise Anti-Aging



~~\$110~~ **\$83**



11-12PM
Botanical Effects



~~\$54~~ **\$41**



12-1PM
ClearProof Acne



~~\$45~~ **\$36**



1-2PM
Ultimate Grooming Set



~~\$86~~ **\$69**



***Sale prices only available for the specified hour**

Purchase two sets and receive an additional item for free. Refer a friend who orders during the sales time and get an additional item for free.

FREE SHIPPING ON ALL ORDERS

Order online @ www.marykay.com/_____ - discount will be applied when processing payment
(will not show online when placing order) will receive an email confirmation with final total

THINK
PINK
SOFTWARE

SHOP IN YOUR *Seat* NOT ON YOUR *Feet!*

Let me ease your Holiday Shopping, with
specials on *Pink* BLACK FRIDAY, November 29th!

Pink FRIDAY 5am-10pm

Early Bird Special 5-8am: buy one get one half price on all brand new Winter Holiday regular line items

10 Hand Creams (white tea & citrus, or fragrance free) and or mint bliss lotions for \$100 *can mix and match

Satin Hands Sets normally \$36 now \$25

Satin Lip Sets normally \$22 now \$19

Satin Body Set \$54 - Satin Lip Set FREE

Free shipping on any order FREE gift with \$40 purchase after discount



Order online @ www.marykay.com/

Discount will be applied when processing payment (will not show online when placing order) will receive an email confirmation with final total

SHOP IN YOUR *Seat* NOT ON YOUR *Feet!*

Let me ease your Holiday Shopping, with
specials on *Pink* BLACK FRIDAY, November 29th!

Pink FRIDAY 5am-10pm

Early Bird Special 5-8am: buy one get one half price on all brand new Winter Holiday regular line items

10 Hand Creams (white tea & citrus, or fragrance free) and or mint bliss lotions for \$100 *can mix and match

Satin Hands Sets normally \$36 now \$25

Satin Lip Sets normally \$22 now \$19

Satin Body Set \$54 - Satin Lip Set FREE

Free shipping on any order FREE gift with \$40 purchase after discount



Order online @ www.marykay.com/

Discount will be applied when processing payment (will not show online when placing order) will receive an email confirmation with final total

CYBER MONDAY

SALE

LAST CHANCE ITEMS-GET
THEM BEFORE THEY'RE GONE
*WHILE SUPPLIES LAST

BUY ONE GET ONE OF EQUAL
OR LESSER VALUE **50% OFF**

CONTACT ME TODAY TO FIND OUT WHAT IS LEFT!



FREE SHIPPING ON ANY ORDER | FREE GIFT WITH \$40 PURCHASE AFTER DISCOUNT
ITEMS WILL NO LONGER BE FOUND ONLINE
EMAIL OR TEXT WITH ORDER _____

HOW TO HAVE A \$10,000 HOLIDAY SELLING SEASON

- **SILENT HOSTESSES:** Have 10 Silent Hostesses who each collect \$200 (or more) in orders. = \$2,000
- **WISH LIST:** Have 10 spouses purchase \$150 from your customer's wish list. = \$1,500
- **HOLIDAY PARTIES:** Hold 10 Holiday Parties featuring pre-wrapped gift items selling \$200 (or more) at each party. = \$2,000
- **SKINCARE PARTIES:** Have 10 Skincare Parties with \$200 (or more) in orders. = \$2,000
- **HOLIDAY OPEN HOUSE:** Have a Holiday Open House with 10 customers who purchase \$50 (or more). = \$500
- **CORPORATE SALES:** Connect with businesses, office managers, doctors, realtors and anyone who you do business with. Offer them your Gift Giving Services. The sky is the limit with this option. For example: If you get 10 businesses to purchase 5 gift sets at \$40 each = \$2,000

Follow this plan and you just sold \$10,000!!!

\$10,000 IN SALES @ 50% Profit = \$5,000 PROFIT!!!!

SERIOUS CASH ESSENTIALS

...for great profits this holiday season

IDEA #1 HOLIDAY SKIN CARE CLASSES

- Teach Skin Care
- Holiday Glamour Looks

IDEA #2 HOLIDAY COFFEES/HAPPY HOURS/SHOP FROM YOUR SEAT PARTIES/LOOK BOOK LAUNCH PARTIES

- Skin Care Set on the hand
- Satin Hands
- Body Care and Fragrance Line
- Packaged Gift Sets

IDEA #3 HOLIDAY ON THE GO APPOINTMENTS

- Tote Bag/Basket filled with Holiday Products
- Carry TW Microderm / Mascara / Glosses / Hand Cream all gift-wrapped for instant sales

IDEA #4 - 12 DAYS PACKAGES

- To make the husband a hero
- From wife to husband so he feels special
- For daughters so they feel special too

IDEA #5 HOLIDAY OPEN HOUSES

- <25 Client hold a 4 hour Open House
- 25-50 Clients hold a 4-8 hour Open House
- 50+ Clients hold for 2 days, 4-6 hours per day
- Simple Refreshments, cookies and cider
- May have special offers, gifts with purchases
- Door prizes and drawings
- If small customer base, JOIN forces with OTHER IBC's for a group Open House - divide the work & multiply the benefits

IDEA #6 EMPLOYEE GIFTS

- Offer gift-buying service to doctors, dentists, and other professionals too busy to shop

IDEA #7 WISH LISTS

- Give them to guests at your classes and facials
- Take them on deliveries and On the Go's
- Call "Santa" and offer your services

IDEA #8 SILENT HOLIDAY HOSTESSES

- Find Silent Hostesses in offices, schools, clubs
- Give your Hostess 20% credit towards products from all sales because there's no work involved

IDEA #9 PRIVATE HOLIDAY MAKEOVERS

- One on One Makeovers with your favorite clients and new women you meet

IDEA #10 PILLOW GIFTS

- Body Care Products
- Visibly Fit Lotion
- Satin Hands
- Naturally Nourishing Oil
- Limited-Edition Colors
- Wrap in a sheer bag with ribbon

IDEA #11 EMERGENCY GIFTS

- Gifts to bring to someone's home for the hostess
- Gifts for someone who brings you a gift but you forgot to get them something
- Satin Hands, Hand Cream, Visibly Fit Lotion, Satin Hands and Body Care

IDEA #12 GIFTS FOR THE OFFICE

- The boss, secretary, fellow employees, custodian
- Secret Santas

IDEA #13 PERSONAL GIFT GIVING

- SHOP AT 50% OFF!
- Family, friends, neighbors, caregivers, house sitters, postal workers, housekeeper

SECRET SANTA BOOKING

It is Fun, It is Easy... It is "Secret Santa"

- ASK your class guests for 10 names of friends who they would love to “pamper” with a “Secret Santa Pampering Package”. Or ... call 10 customers or friends and ask for 10 names — that’s 100 new prospects! Or ... pick people who are SO sharp you’ve been a chicken to ask!
- Then, you get to be the elf: “Hi, this is () with MK. You don’t know me, but a friend of yours has given you the GIFT of a MK Secret Santa Pampering Package for the holidays. She instructed me to NOT tell you who she is, because she didn’t want you to feel obligated to get her something. Soooo, I’m calling to tell you what your gift includes! You get your skin care and color profile for the New Year, along with a \$10 product gift certificate... This will take about 35-40 minutes for the full consultation. She wanted to make sure that you had this pampering BEFORE Christmas Eve (or you can say New Year’s Eve)... so... is a week night or weekend better for you? 7 or 7:30?”
- After you book her for the facial, tell her: “You know, since we’ve never met, if you’d be more comfortable sharing your facial with a few friends, I’ll have some FREE Mary Kay products as an additional gift to you from me!”
- COACH the facial/class with a postcard + calls & texts...remember to book her for her advanced glamour class for the new year.

**RESULTS??? YOUR BOOKS WILL BE JAMMED UNTIL CHRISTMAS EVE
AND YOU’LL HAVE TONS OF JANUARY CLASSES WAITING FOR YOUR
BUSINESS TO ABSOLUTELY EXPLODE!!!**



HOLIDAY WISH LIST

Who's Your Santa?

Fill out the form below and return it to me. I'll contact your "Santa" and suggest the items from your wish list!



My Name _____

My Santa's Name _____

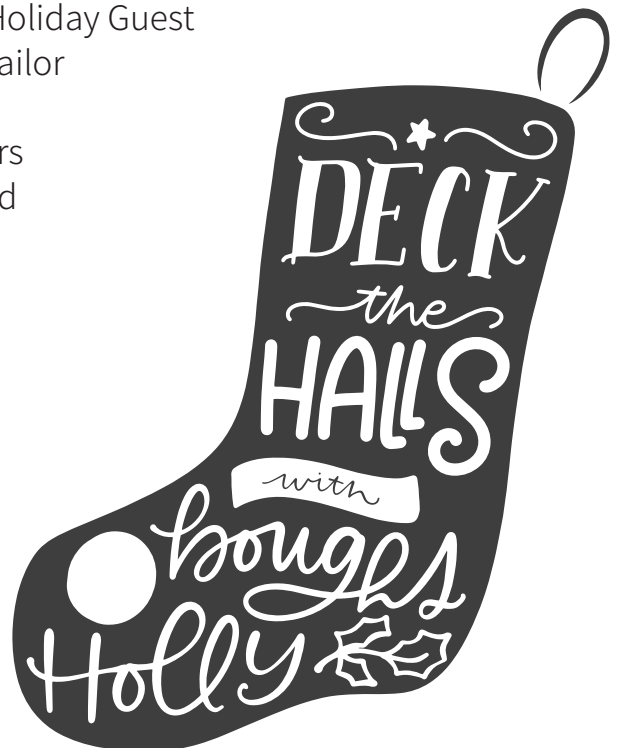
My Santa's Telephone Number _____

The Best Time to Reach My Santa _____

My Wish List: _____

Don't forget these special people when it's your turn to be Santa!

- Priest/Minister/Rabbi
- Teacher
- Secretary
- Boss
- Co-workers
- Baby Sitter
- Paper Carrier
- House sitter
- Mail Carrier
- Landlord/Apartment Manager
- Neighbor
- College roommates
- Hairstylist
- Manicurist
- Housekeeper
- Unexpected Holiday Guest
- Seamstress/Tailor
- Doorman
- Car Pool Riders
- Security Guard
- Masseuse



OVERCOMING DECEMBER BOOKING OBJECTIONS

Due to additional activities during the holidays, especially during December, you may encounter more booking objections than usual. Your prospective hostesses and guests may not be able to see how easily a Mary Kay skin care or glamour class, holiday gift show or open house can fit into their hectic holiday schedules. You can turn any objection into a great reason to book an appointment. Here are common objections along with suggested dialogues you can use to overcome them.

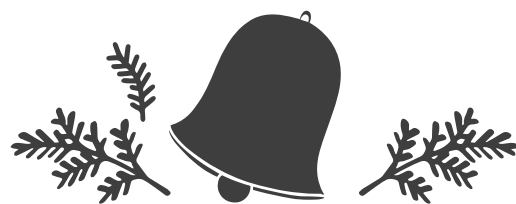
I don't have any money to spend. "Susan, in addition to buying gifts for others, don't you think you deserve to pamper yourself a little? Our hostess gift program allows you to earn products by holding a class or presentation to which you can invite several friends. You also can earn your favorite products by doing something we call 'outside sales'. Would you like to know more?"

I've already finished my holiday shopping. "How wonderful that you're so organized, Cathy! but perhaps you still have some stocking stuffers or a gift or two you still need to pick up. It's always nice to be prepared with extra little gifts for those unexpected situations. Plus, if you have a few friends who may not be as organized as you, I bet they'd appreciate an opportunity to avoid crowded stores and do their holiday shopping in your home. Remember, you can earn credit toward products by being a hostess."

I have too many things going on right now! "This definitely is a busy time for everyone, Lisa. And while you're attending to all the times on your schedule, don't you want to look and feel your very best? A skin care class or a glamour class are great ways to pamper yourself, and they only take a short time. Let's look at my datebook and find a convenient time for you. Also, you may want to invite a few friends or neighbors over to join us."

My relatives are coming to visit from out of town. "Great! Everyone can enjoy being together while learning skin care. Why not schedule a complimentary facial before your planned shopping excursion? What a great way to begin a fun day of shopping!"

It's so cold out—no one wants to go anywhere. "You'll be surprised, Nancy, at how many people are willing to get out of their homes if they know there will be something fun at their destination. You can remind your guests that the atmosphere will be much more cozy and less crowded than shopping centers; and, in addition to learning about skin care or glamour, they can do their holiday shopping because we'll have holiday displays set up and gift ideas for everyone on their list."



JINGLE BELLS

QUICK HOLIDAY MAKEOVERS

by SENSÉ Emeritus Pat Danforth

When our children were young we had a family “tradition” that Christmas morning didn’t begin until all of the family was awake. Needless to say, most times I was awakened by two pairs of eyes staring silently at my sleeping body! Given less than five minutes to make myself presentable for family snapshots, I opted to wear the nightgown ... and invest my time in doing something efficient ... yet effective ... with my face!

From those experiences came a presentation on 5-10-15 Minute Makeovers for Christmas Morning, Christmas Day, and New Year’s Eve. **Note from Jeanie:** THIS makes for a great holiday-season party opportunity!! You can fill your datebooks with appointments to bring VALUE to others’ lives!

Christmas Morning – Cleanse and apply a touch of CC Cream/foundation. Follow with some brow pencil, if needed, a quick wave of the mascara wand, some blush, and lipstick or lip gloss.

Christmas Day – While dinner is cooking you can apply eye shadow, eye liner, and more mascara. Perhaps add a bit more cheek color. Make more of your lips with pencil and a brighter color. Dust with powder for a flawless finish.

New Year’s Eve – If you are going for a more glamorous look for the evening, be sure to start with your brows. Features tend to disappear in low light, and brows are no exception. Unless you have very dark, heavy brows, you may want to add a bit of color ... your brows should “frame your eyes” as your hair “fraawakesxmes your face”. Eye shadows, as well as liner, can be made more intense to accent the eyes. And a really effective look for lashes is to apply black/brown mascara heavily, then tip with black. The black/ brown gives a more soft, natural look, while the black accents the length.

Cheek color should be brighter, with powder over the entire face to blend the look together. Lip color needs to be richer ... try filling in the entire lip area with your lip liner, then apply a darker color of lipstick with a lighter color glazed over it. Use your lip gloss only in the centers of your lips (it spreads with body heat). You will be amazed at how natural, yet glamorous, you look!!



Merry Everything

MARY KAY 5-10-15 MINUTE MAKEOVERS

by SNSD Emeritus Pat Danforth

5 MINUTE CASUAL LOOK (Christmas morning):

Foundation -MK CC Cream/Foundation or Chromafusion Powder- barely there

Eyebrows - brush only unless need a touch of MK Brow Liner Cheeks- MK Chromafusion Cheek Color - barely there

Eyes- MK Chromafusion Eye Color and/or Cream Eye Shadows - lash to brow Lashes - MK Mascara - in brown/black or black

Lips - MK Lipstick or NouriShine Lip Gloss—in a soft color

10 MINUTE PROFESSIONAL LOOK (Christmas Day):

Camouflage - to correct blue-tone areas use your Concealer shade applied with a Q-tip or brush

Foundation -MK Foundation or Chromafusion Powder - natural look

Camouflage - to re-touch discolorations use a flesh-tone Concealer - with Q-tip or brush Eyebrows - brush, then apply MK Brow Liner, brush again to soften

Cheeks - MK Chromafusion Cheek Color - natural look, soft edges

Eyes - MK Chromafusion Eye Color and/or Cream Eye Shadows - Base color is lash to brow; Contour color is wedge shape in crease ... Line with MK Eye Pencil or Gel Eyeliner - softly behind upper & lower lashes

Set & Soften - dust face and eyelids with MK Chromafusion Loose or Pressed Powder or Translucent Powder

Lashes - MK Mascara - use brown/black on upper/lower lashes, tip with black

Lips - line and fill in lips with MK Lip Pencil to correct and enhance - apply MK Lipstick and/or NouriShine Lip Gloss

15 MINUTE GLAMOROUS LOOK (New Year's Eve):

Camouflage - to correct blue-tone areas use your Concealer shade applied with a Q-tip or brush

Foundation - MK Foundation or Chromafusion Powder - add more if needed to natural look Camouflage

- to re-touch discolorations use a flesh-tone Concealer - with Q-tip or brush Eyebrows -brush, then apply MK Brow Liner, brush again to soften

Highlight eye area -use Under Eye Corrector above outer brow and above cheekbone Cheeks - MK Chromafusion Cheek Color - deepen color, still soft edges

Eyes - MK Chromafusion Eye Color and/or Cream Eye Shadows -

Base color is lash to brow; Contour color is wedge shape in crease;

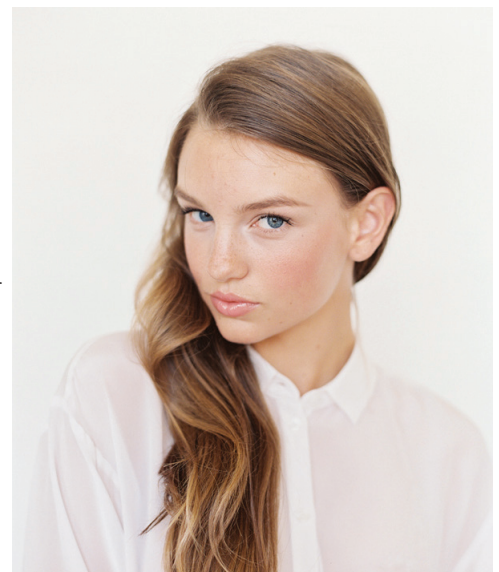
Accent is subtle behind upper & lower lashes, Line with MK Eye Pencil or Gel Eyeliner - more defined behind upper & lower lashes

Set & Soften - dust face and eyelids with MK Chromafusion Loose or Pressed Powder

Lashes - MK Mascara-use brown/black on upper/lower lashes, tip with black

Lips - line and fill in lips with MK Lip Pencil to correct and enhance - apply a dramatic color of

MK Lipstick - apply NouriShine Lip Gloss to lip centers





1st Annual Holiday Sale and Open House

My favorite time of the year is approaching... my 1st Annual Holiday Sale AND Open House! This is my Thank You for being such an incredible customer! I am tickled pink about both of these events and can't wait to see you at the Holiday open House!! The HOW TOs & DETAILS are explained in this letter but if you have any questions, please feel free to contact me!

FIRST comes the **Holiday Sale**!! The Holiday Sale is full of lots of jolly deals including 20% - 30% OFF and exclusive "Last Chance – First Come/First Serve Items" at 50% OFF!! Included with this letter are the special price list and an order form for this special Holiday Sale. Just decide on the items you *want* or *need* to stock up on. Then place your order! Enclosed is a price list and order form exclusively for these events! Place your order by;

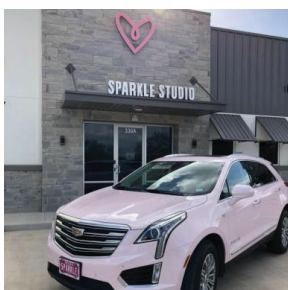
Call/Text:

Email:

Website:

Pay for your order by;

All orders must be received and PAID in FULL by **Saturday, October 21st** to receive the special Holiday Sale pricing. Any orders received after October 21st or needed before November 1st will be sold at the regular price. Then comes the....



Holiday Open House!

Sparkle Studio

330 Genesis Blvd., Suite A

Webster, TX 77598

Friday, Nov. 1st 4 – 8pm

Saturday, Nov. 2nd 10 – 2pm

Sunday, Nov 3rd 1 – 4pm



This year, I will be hosting three Holiday Open House Events! This is when you pick up your pre-paid order and I get to personally love on you! Because of these excellent savings, all Pre-Paid Sale Orders must be picked up at my Holiday Open House Event. I promise, you don't want to miss it!! We will have a fun "Scavenger Hunt" (It's really a try new product hunt!). By trying all the products you will be entered into a drawing to win "all the gifts under the Christmas Tree"! So come join me for some holiday fun while you shop for Holiday gifts, and stocking stuffers, or items you've been wishing for! A secret tip from me to you... This year's "IT" gifts are the Limited Edition Ultra Stay Lip Lacquer Kit and "Mad about Masking" gift set, and the NEW! Sonic Skinvigorator Brush! You've got to see it to believe it! Plus, I will have my 50% off discount basket. I will also have an amazing collection of lovely gift-giving products for both men and women! I would be happy to wrap special gifts for the ones you love or just want to give a special Thank You gift to! When you come, feel free to bring someone along who does not currently have a Mary Kay Consultant. In fact, if your guest makes a purchase during my Holiday Open House, I will have a special gift for you and your guest!

Thank you for your continued business, friendship, and prayers for my family in the past year! God has greatly blessed us, to Him goes all the glory! May you have a blessed and spirit filled Holiday Season!



Tis The Season,



Holiday Sale and Open House Time Line!

Instructions - Set Your Open House and work backwards!

Days in Advance of Open House	Example	MY Dates	Task
35-25 Days	Sept 27-Oct 7		Invitation Prep 1. Write your appreciation letter 2. Get your customer list together. 3. Print address Labels 4. Print Copies of letter 5. Update sales sheet
24 days prior	Oct. 8		Mail out Holiday Sale letter w/ Sales Sheet
23 days prior	Oct. 9		Send an email/Ecard out to remind everyone to check their mail for the sale letter. Post on FB/Instagram "happy Mail on it's Way!"
12 days prior	Oct. 20		Send an email/social media message Reminder that the Deadline for Sale is Oct 21st. All orders from sale must be received and pre-ordered.
11 days prior	Oct. 21		Process ALL orders, CC's Venmo, Cash App, and deposit all checks. Mail out Postcards.
10 days prior	Oct. 22		All product needed to be ordered to fill sales must be ordered from Mary Kay so it arrives in time for the Open House.
9 days prior	Oct. 23		Send email & Social Media blast to let everyone know about their special Customer Appreciation card in the mail!
8 - 2 days prior	Oct. 24-30		Call ALL Customers to make sure they received the postcard and talk up the Open House.
Open House	Nov. 1-3		Holiday Open House is HERE! Have your customer orders packaged up beautifully and ready to go. Have Datebook for December Holiday Appointments.



2019 Annual Holiday Sale and Open House

My favorite time of the year is approaching... my Annual Holiday Sale AND Open House! This is my Thank You for being such an incredible customer! I am tickled pink about both of these events and can't wait to see you at the Holiday open House!! The HOW TOs & DETAILS are explained in this letter but if you have any questions, please feel free to contact me!

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Call/Text:

Email:

Website:

Pay for your order by;

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Sunday, Nov 3rd 1 – 4pm

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When you come, feel free to bring someone along who does not currently have a Mary Kay Consultant. In fact, if your guest makes a purchase during my Holiday Open House, I will have a special gift for you and your guest!

Out-of-town customers – You will still place and submit payment for your orders as described above. Then your order will be processed and shipped promptly. FREE Shipping as always!

Mary Kay Holiday Sale Prices

Product	Regular	Sale	Product	Regular	Sale
SKIN CARE: 25% OFF!			CUSTOMIZED SKIN CARE 20%		
TW Miracle Set 3D	110.00	82.50	Indulge Soothing Eye Gel	16.00	12.80
Age Minimize 3D 4-in-1 Cleanser	24.00	18.00	Oil-Free Eye Makeup Remover	17.00	13.60
3-in-1 Cleansing Bar	20.00	15.00	Satin Lips Set	22.00	17.60
Age Minimize 3D Day Cream	32.00	24.00	Satin Lips Shea Sugar Scrub	12.00	9.60
Age Minimize 3D Night Cream	32.00	24.00	Satin Lips Butter Balm	12.00	9.60
Age Minimize 3D Eye Cream	36.00	27.00	Beauty Blotters Oil-Absorbing	6.00	4.80
			Extra Emollient Night Cream	15.00	12.00
Time Wise Repair Volu-firm Set	205.00	153.7	Intense Moisturizing Cream	32.00	25.60
Volu-Firm Foaming Cleanser	28.00	21.00	Oil-Free Hydrating Gel	32.00	25.60
Volu-Firm Day Cream with SPF 30	52.00	39.00	Facial Cleansing Cloths pkg. 30	18.00	14.40
Volu-Firm Night Treatment with Retinol	52.00	39.00	Oil Mattifier	18.00	14.40
Volu-Firm Advanced Lifting Serum - NEW	70.00	52.50			
Volu-Firm Eye Renewal Treatment	42.00	31.50	BODY CARE 30% OFF!		
Volu-Fill Deep Wrinkle Filler	48.00	36.00	Satin Body Revitalizing Shea	18.00	12.60
Revealing Radiance Facial Peel	65.00	48.75	Satin Body Indulgent Shea Wash	18.00	12.60
Lifting Bio-Cellulose Mask pkg. 4	70.00	52.50	Satin Body Silkening Body Lotion	18.00	12.60
			2-in-1 Body Wash & Shave	16.00	11.20
Botanical Effects Regimen - NEW	54.00	40.50	Hydrating Lotion	16.00	11.20
Botanical Effects Cleansing Gel	18.00	13.50	Mint Bliss Energizing Lotion for	11.00	7.70
Botanical Effects Refreshing Toner	18.00	13.50	Satin Hands Set	36.00	25.20
Botanical Effects Moisturizing Gel	18.00	13.50	Satin Hands Nourishing Shea	12.00	8.40
Botanical Effects Invigorating Scrub	18.00	13.50			
			SUN CARE 25% OFF!		
Naturally Skin Care Set	136.00	102.0	Lip Protector SPF 15	10.00	7.50
Naturally Purifying Cleanser	26.00	19.50	Sunscreen SPF 50	20.00	15.00
Naturally Exfoliating Powder	34.00	25.50			
Naturally Nourishing Oil	48.00	36.00	FRAGRANCES 30% OFF		
Naturally Moisturizing Stick	28.00	21.00	WOMEN'S FRAGRANCES		
			Belara Eau de Parfum	38.00	26.60
Clear Proof Acne System Set	45.00	33.75	Bella Belara Eau de Parfum	38.00	26.60
Clear Proof Clarifying Cleansing Gel	16.00	12.00	Cityscape Eau de Parfum	50.00	35.00
Clear Proof Blemish Control Tonner	15.00	11.25	Enchanted Wish Eau de Parfum	36.00	25.20
Clear Proof Acxne Treatment Gel	10.00	7.50	Forever Diamonds Eau de	40.00	28.00
Clear Proof Pore Purifying Serum	18.00	13.50	Live Fearlessly Eau de Parfum	44.00	30.80
Clear Proof Oil-Free Moisturizer	17.00	12.75	Thinking of Love Eau de Parfum	32.00	22.40
Clear Proof Charcoal Mask	24.00	18.00	Thinking of You Eau de Parfum	32.00	22.40
			MEN'S FRAGRANCES		
MK Men Skin Care Regimen	81.00	60.75	Cityscape Cologne Spray	50.00	35.00
Daily Facial Wash	16.00	12.00	Domain Cologne Spray	38.00	26.60
Shave Foam	14.00	10.50	High Intensity Cologne Spray	40.00	28.00
Cooling After-Shave Gel	16.00	12.00	High Intensity Ocean Cologne	42.00	29.40
Advanced Facial Hydrator SPF 30	25.00	18.75	High Intensity Sport Cologne	42.00	29.40
Advanced Eye Cream	26.00	19.50	True Original Cologne Spray	36.00	25.20

Mary Kay Holiday Sale Prices (Cont)

Product	Regular	Sale	Product	Regular	Sale
BODY CARE 30% OFF!			BEAUTY TOOLS 20% OFF!		
Satin Body Revitalizing Shea Scrub	18.00	12.60	Skinvigate Sonic Skin Care System	75.00	60.00
Satin Body Indulgent Shea Wash	18.00	12.60	Skinvigate Sonic Cleansing Brush	20.00	16.00
Satin Body Silkening Body Lotion	18.00	12.60	Skinvigate Sonic Facial Massage	25.00	20.00
2-in-1 Body Wash & Shave	16.00	11.20	Pro Palette	25.00	20.00
Hydrating Lotion	16.00	11.20	Perfect Palette	18.00	14.40
Mint Bliss Energizing Lotion for Feet & Legs	11.00	7.70	Palette Powder Brush	4.50	3.60
Satin Hands Set	36.00	25.20	Palette Cheek Brush	2.00	1.60
Satin Hands Nourishing Shea Cream	12.00	8.40	Eye Sponges, pk. 2	2.50	2.00
			Cosmetic Sponges pk. 2	4.00	3.20
SUN CARE 25% OFF!			Blending Sponge	12.00	9.60
Lip Protector SPF 15	10.00	7.50	Blending Brush	16.00	12.80
Sunscreen SPF 50	20.00	15.00	Essential Brush Collection	55.00	44.00
			Liquid Foundation Brush	14.00	11.20
FLAWLESS FACE 20% OFF!			Powder Foundation Brush	14.00	11.20
Foundation Primer SPF 15	20.00	16.00	Cream Color Brush	12.00	9.60
Undereye Corrector	16.00	12.80	Eyebrow/Eyeline Brush	10.00	8.00
Perfecting Concealer	16.00	12.80	All-Over Powder Brush	16.00	12.80
Makeup Finishing Spray by Skindinavia	18.00	14.40	Cheek Brush	14.00	11.20
CC Cream SPF 15	22.00	17.60	Eye Crease Brush	12.00	9.60
TimeWise Matte 3D Foundation	25.00	20.00	All-Over Eye Shadow Brush	12.00	9.60
TimeWise Luminous 3D Foundation	25.00	20.00	Eye Smudger Brush	12.00	9.60
Crème-to-Powder Foundation	18.00	14.40	Brush Cleaner	10.00	8.00
Mineral Powder Foundation	20.00	16.00	Travel Roll-up Bag	35.00	28.00
Sheer Mineral Pressed Powder	16.00	12.80			
Translucent Loose Powder	16.00	12.80			
COLOR COSMETICS 25%			LAST CHANCE ITEMS 50% OFF		
Chromafusion Blush	14.00	10.50	LIMITED AVAILABILITY—WHILE SUPPLIES LAST		
Chromafusion Contour	14.00	10.50	Skinvigate Cleansing Brush	50.00	25.00
Chromafusion Highlighter	14.00	10.50	Skinvigate Replacement Brushes	15.00	7.50
Chromafusion Eye Shadow	8.00	6.40	Compact Mini	17.00	8.50
Cream Eye Color	14.00	10.50	Compact with place for lip gloss	19.00	9.50
Eye Primer	12.00	9.00	Eyelash Curler	12.00	6.00
Eyeliner	12.00	9.00	Eye Brushes set of 3	25.00	12.50
Gel Eyeliner with Expandable Brush	18.00	13.50	Liquid Foundation Brush	10.00	5.00
Liquid Eyeliner Pen	16.00	12.00	Luminous Wear Liquid Foundation	22.00	11.00
Lash & Brow Building Serum	36.00	27.00	Matte Wear Liquid Foundation	22.00	11.00
Lash Primer	15.00	11.25	Mineral Cheek Colors	12.00	6.00
Lash Love, Lengthening & Waterproof	15.00	11.25	Mineral Cheek Color/Highlighter Duo	18.00	9.00
Ultimate Mascara	15.00	11.25	Mineral Eye Colors	8.00	4.00
Lash Intensity Mascara	18.00	13.50	Lip Tint (Magenta, Coral, & Flora)	18.00	9.00
Volumizing Brow Tint	14.00	10.50	Bronzing Powder Light to Medium	18.00	9.00
Precision Brow Liner	14.00	10.50	Brow Definer Pencil - Classic Blonde	11.00	5.50
Brow Definer Pencil—Classic Blonde	11.00	8.25	Shower Gels	14.00	7.00
Lip Liner	12.00	9.00	Sun Care After-Sun Replenishing Gel	15.00	7.50
NouriShine Lip Gloss	15.00	11.25	Sun Care Subtle Tanning Lotion	18.00	9.00
Lipsticks	18.00	13.50			

*Home Phone: _____ *Work/Cell Phone: _____ Text Y/N

Would you like to? Y / N
Would you like to? Y / N

You're Invited to ...

A Very Merry OPEN HOUSE!

When: _____

Where: _____

Time: _____

Hosted by: _____

MARY KAY

MIK® / MARY KAY® ©2019 MARY KAY INC. WN997309 9/19 PRINTED IN U.S.A.

You're Invited to ...

A Very Merry OPEN HOUSE!

When: _____

Where: _____

Time: _____

Hosted by: _____

MARY KAY

MIK® / MARY KAY® ©2019 MARY KAY INC. WN997309 9/19 PRINTED IN U.S.A.

THE 12 DAYS OF CHRISTMAS SALE!

FOR SELLING PURPOSES THE 12 DAYS OF CHRISTMAS BEGIN ON DECEMBER 13TH TO END ON CHRISTMAS EVE! WE HAVE A SET OF IMAGES THAT CAN BE TEXTED, A FLYER AND A FB COVER YOU CAN USE ON YOUR PRIVATE FACEBOOK PAGES. IMAGES CAN BE DOWNLOADED FROM

www.thinkpinksoftware.com/holiday



12 days OF Christmas

day 1 FREE Brush Cleaner with the purchase of a Professional Brush Set 	day 2 FREE CC Cream with the purchase of the Miracle 3D Set 	day 3 FREE Mascara with the purchase of a Lash Serum & Lash Primer 	day 4 FREE Perfect Palette with the purchase of a Looks Collection 
day 5 FREE Mask Applicator with the purchase of a Mix & Mask Set 	day 6 FREE Travel Set with the purchase of the Volu-firm Repair Set 	day 7 FREE Mint Bliss Lotion with the purchase of a Satin Hands & Lips set 	day 8 FREE Eye Makeup Remover with the purchase of a Translucent Powder & Finishing Spray 
day 9 FREE Shave Foam with the purchase of the MK Men's Daily Face Wash & Hydrator 	day 10 FREE Travel-Size Fragrance with the purchase of a full-size Fragrance 	day 11 FREE Vitamin C Squares with the Purchase of a Serum 	day 12 FREE Travel Roll-up Bag with the Purchase of the Ultimate 3D Miracle Set 



12 days OF Christmas

day 1



FREE Brush Cleaner with the purchase of a Professional Brush Set

THINK BINK

12 days OF Christmas

day 2



FREE CC Cream with the purchase of the Miracle 3D Set

THINK BINK

12 days OF Christmas

day 3



FREE Mascara with the purchase of a Lash Serum & Lash Primer

THINK BINK

12 days OF Christmas

day 4



FREE Perfect Palette with the purchase of a Looks Collection

THINK BINK

12 days OF Christmas

day 5



FREE Mask Applicator with the purchase of a Mix & Mask Set

THINK BINK

12 days OF Christmas

day 6



FREE Travel Set with the purchase of the Volu-firm Repair Set

THINK BINK

12 days OF Christmas

day 7



FREE Mint Bliss Lotion with the purchase of a Satin Hands & Lips set

THINK BINK

12 days OF Christmas

day 8



FREE Eye Makeup Remover with the purchase of a Translucent Powder & Finishing Spray

THINK BINK

12 days OF Christmas

day 9



FREE Shave Foam with the purchase of the MK Men's Daily Face Wash & Hydrator

THINK BINK

12 days OF Christmas

day 10



FREE Travel-Size Fragrance with the purchase of a full-size Fragrance

THINK BINK

12 days OF Christmas

day 11

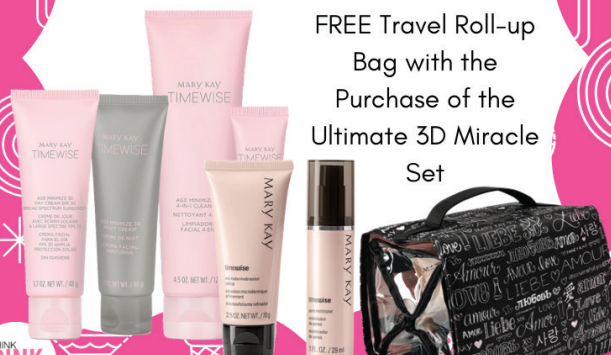


FREE Vitamin C Squares with the Purchase of a Serum

THINK BINK

12 days OF Christmas

day 12



FREE Travel Roll-up Bag with the Purchase of the Ultimate 3D Miracle Set

THINK BINK

12 days OF Christmas

The 12 Days of Christmas,
a tradition for so long,
and written in a song.
This special Christmas season,
I present these gifts to you,
Please choose a gift,
just one each day,
any gift will do.
Each one is special,
not to share,
it's chosen just for you!



12 days OF Christmas

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12 DAYS OF CHRISTMAS TOWERS



The Perfect Gift this Holiday Season!
Give that special someone a special gift every
day for 12 days!

Each Tower is customized for the intended
recipient based on coloring and preferences.

Gifts come pre-wrapped in a gorgeous tower
and can be gifted one at a time or all at once!

SILVER
\$199

GOLD
\$249

PLATINUM
\$299

THE 12 DAYS OF CHRISTMAS!

SILVER \$199

Satin Lips Shea Butter Balm
Satin Lips Sugar Scrub
Satin Hands Softener
Satin Hands Smoothie Scrub
Satin Hands Shea Cream
Mint Bliss Foot Cream/Socks
Petite Palette and Eye Sponges
2 Petite Palette Eye colors
Mascara/Eye Liner
Eye Primer
Lip Gloss

GOLD \$249

Satin Lips Shea Butter Balm
Satin Lips Sugar Scrub
Satin Hands Softener
Satin Hands Smoothie Scrub
Satin Hands Shea Cream
Perfect Palette
Chromafusion Blush (choice of color)
3 Chromafusion Eye Shadows (choice of color)
Mascara (choice of Ultimate or Lash Love)
Lip Gloss (choice of color)
Brush Cleaner
Brush Collection

PLATINUM \$299

Satin Lips Shea Butter Balm
Satin Lips Sugar Scrub
Satin Hands Softener
Satin Hands Smoothie Scrub
Satin Hands Shea Cream Set
Perfect Palette
Chromafusion Blush/Highlighter
4 Chromafusion Eye Shadows (choice of color)
Mascara (choice of Ultimate or Lash Love & color)
Lip Gloss (choice of color)
Brush Collection
Travel Roll-Up Bag



www.lastingimpressionspackaging.com

BOXES > 12 DAYS OF CHRISTMAS

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: _____

Work Phone: _____

Her Personal Profile:

1. Her Eyes Are:
____ Blue
____ Brown
____ Black
____ Hazel/Green
____ Gray/White
2. Her Hair Is:
____ Black/Dk Brown
____ Lt Brown
____ Blonde
____ Dark (tans no burning)
3. Her Skin Tone Is:
____ Fair (sunburns easily)
____ Medium
____ Dark (tans no burning)
4. She Wears Makeup:
____ Most of the time
____ Sometimes
____ Never
____ Special Occasions
5. Does She Enjoy Fragrances?
____ YES!
____ Sometimes
____ No
____ Allergies

Choose Your Collection:

____ Gold ____ Silver ____ Platinum

Method of Payment:

____ Check ____ Cash (50% deposit) ____ MC ____ VISA ____ DISCOVER

Card #: _____ Exp. Date _____

Collection Price \$ _____ Less -- **Amount Due** \$ _____
Due Date _____

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: _____

Work Phone: _____

Her Personal Profile:

1. Her Eyes Are:
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____ Dark (tans no burning)
3. Her Skin Tone Is:
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4. She Wears Makeup:
____ Most of the time
____ Sometimes
____ Never
____ Special Occasions
5. Does She Enjoy Fragrances?
____ YES!
____ Sometimes
____ No
____ Allergies

Choose Your Collection:

____ Gold ____ Silver ____ Platinum

Method of Payment:

____ Check ____ Cash (50% deposit) ____ MC ____ VISA ____ DISCOVER

Card #: _____ Exp. Date _____

Collection Price \$ _____ Less -- **Amount Due** \$ _____
Due Date _____

12 Days of Christmas Gift Collection

Gift Consultant: _____

Phone _____

Collection Price	\$	_____
Less Deposit	--	_____
Amount Due	\$	_____
Due Date		_____

Expect delivery of your Gift Collection on _____.

Happy Holidays!!

Happy Holidays!!



A GIFT FOR YOU!

COMPLIMENTARY SPA EXPERIENCE

Contact Me TODAY

A GIFT FOR YOU!

COMPLIMENTARY SPA EXPERIENCE

Contact Me TODAY

A GIFT FOR YOU!

COMPLIMENTARY SPA EXPERIENCE

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A GIFT FOR YOU!

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COMPLIMENTARY SPA EXPERIENCE

Contact Me TODAY

A GIFT FOR YOU!

COMPLIMENTARY SPA EXPERIENCE

Contact Me TODAY



To:

Amount:

From:

Only redeemable with the Independent Beauty Consultant listed above

To:

Amount:

From:

Only redeemable with the Independent Beauty Consultant listed above

To:

Amount:

From:

Only redeemable with the Independent Beauty Consultant listed above

To:

Amount:

From:

Only redeemable with the Independent Beauty Consultant listed above

To:

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From:

Only redeemable with the Independent Beauty Consultant listed above

To:

Amount:

From:

Only redeemable with the Independent Beauty Consultant listed above



HOLIDAY SILENT HOSTESS

**ASSEMBLE AS MANY PACKETS AS YOU
WANT HOSTESSES**

ITEMS NEEDED:

9x12 Envelope

Hostess Rewards Flyer

Outside Order Forms

2-3 Look Books

Samples - as many as you want but would suggest Lipsticks, Lip Gloss,
Satin Hands, and Fragrance

*Hostess needs to be someone really in love w/ product, natural
seller and/or works with a lot of women. 5-6 Day turn around
needed.*

YOUR MARY KAY CONSULTANT PRESENTS

HOLIDAY SILENT HOSTESS

*Share what you LOVE about Mary Kay with
friends, family, & co-workers and earn FREE
product!*

**OBTAIN 15 ORDERS OF \$20+ EACH AND
YOU GET \$100 IN FREE PRODUCT!**

**OBTAIN 20 ORDERS OF \$20+ EACH AND
GET AN ADDITIONAL \$25 IN FREE
PRODUCT!**

On top of this, for each \$20 a person spends their name will be
entered to win free products to be drawn before Christmas!!



Name _____ Best Phone _____ Date _____

Address _____ City _____ State _____ Zip code _____

Email _____ Hostess _____



Credit Card # _____



Exp. Date _____ Security Code on back _____ Billing Zip Code _____

Quantity	Description	Price	Amount

Thank You for Your Order!

Please make your check payable to _____

Subtotal

Sales Tax _____ %

Balance Due

Name _____ Best Phone _____ Date _____

Address _____ City _____ State _____ Zip code _____

Email _____ Hostess _____



Credit Card # _____



Exp. Date _____ Security Code on back _____ Billing Zip Code _____

Quantity	Description	Price	Amount

Thank You for Your Order!

Please make your check payable to _____

Subtotal

Sales Tax _____ %

Balance Due



A holiday coffee is an easy, inexpensive way to introduce your customers and their friends to your holiday gift selection. Set your goal and make this a profitable selling season!

Spirit of Christmas: Holiday Coffee

What You'll Need:

- A large laundry or wicker basket
- Holiday table cloth
- A holiday candle and matches
- A holiday selection of of MK products
- Your display packages
- Full-Size Satin Hands Set
- Testers of Each Fragrance
- Small tin of whole, plain coffee beans
- Hostess Gift
- Holiday Music

In Separate Tote:

- Sales Tickets
- Calculator
- Ink Pens
- Folders for each guest containing:
 - Look Book"
 - Wish List
 - Business Card
 - \$5 Gift Certificate
 - Skin-Care Profile

What To Do:

Make a list of prospective hostesses. Call each and say something like, "_____ I'm so excited! Mary Kay is launching our Holiday collection and I'm offering a special. How would you like to shop at 20 -50% off? Simply invite a few friends over for a 30-minute gift presentation to save her the time and hassle associated with mall shopping. You'll receive 20% off your entire order for having 2 friends join you, 30% for 3 and with 5 or more you'll shop at ½ price! Would this week or next be better for you?Great! I can't wait to show you everything!"

As each guest arrives, warmly greet her and ask her if she's tried the new Mary Kay skin care products. Ask her to complete a skin care profile and then let the hostess treat her to a satin hand treatment.(These will be your next appointments for skin care, glamour, etc. – especially in January). Spread your cloth on her table and light the candle. When they return to your presentation area, give each one a folder.

Start your presentation with a short introduction such as, "Mary Kay specializes in skin care and glamour techniques, but we are launching our Holiday line now. Some of you may not even be thinking about Christmas, but in December you'll be glad you were here! Just for coming you are entitled to a free makeover and for those who spend \$25 or more you'll receive a \$5 gift certificate to use at your makeover." Give a quick "I" story.



What To Do Continued:

Take each gift out of the basket, one at a time. Make sure you have gifts in a wide price range geared for everyone (Example: teens, grandparents, men, teachers, gift exchange at work, stocking stuffers, etc.) Describe what each gift is, how it is used, how much it costs and who the gift is targeted for. Hand it to your customer to touch, feel and see. Then pass the gift to each person. The last person will put the gift on the table for all to see. Encourage the guests to jot down on their wish list anything they see that they like for themselves or someone else. Continue this process until your basket is empty. **Tips:** When passing fragrances, spray them on cotton balls from the testers. Then pass the cotton ball along with the retail size item so they can see the beautiful bottle. Pass the tin of coffee beans for each guest to sniff between fragrances to clear their noses for the next fragrance.

close your presentation by explaining that you will take orders only today (if you DO HAVE the holiday products/gifts on hand, bring them with you & let them know you have them now!) Remind them that you accept Visa, MasterCard, Discover, & American Express, checks or cash. Take orders from each guest and set up a delivery time. Have them pay you up front so you can order the products. This is ONLY if you do not have all the products in your inventory. If THIS is the case, be sure to MARK OUT the holiday items no longer available in the Look Book or put a big holiday sticker over them in the Look Book. You might decide to allow them to pay $\frac{1}{2}$ + tax and collect the rest upon delivery.

Present your hostess with her special gift. Tell guests how they can get one by booking a holiday coffee for some of their friends. Book the coffees, put the names of the future hostesses in the middle of the table and let your hostess draw a name. Give the winning guest a small gift.

After the guests have left, thank your hostess. You may want to tell her how much you earned at her coffee and ask, "Would it be worth 30 minutes of your time to hear a little more about our Company? I would love to share some information with you." If she answers yes, and you both have time, present the marketing plan. If you don't have time, then give her your card with a "Listen for a Lipstick" label on the back (you can print these from www.jeanietamborello.com) OR simply text/email/IM/DM her right then - you can send a google link that has your director/NSD's marketing video included and set up a time to get together in the next 48 hours to discuss the Mary Kay career opportunity.

Holiday coffees are a great alternative for those people who won't book classes during the holidays. It only takes about 30 minutes and you will reap the rewards. Your clients will think of you as a "gift source" for the next holidays. You will meet new people and have classes to book in January! It's a win-win situation.

Happy
holidays

CHRISTMAS ON THE ROAD

Christmas is the best time of the year to give your customers the service they want and the service we love to give them. If you want to have some extra big bucks in your pocket, this is the season to be creative and meet your customers' needs.

When I had my flower shop, we planned for months, bought extra inventory, hired extra employees, and PLANNED for big sales. Did you get that? We PLANNED to sell and we sold! Everyone buys at Christmas and everyone is too busy at Christmas. Isn't that GREAT? That's where we come in.

Service is your middle name during the Christmas Season. Sell your service and you will sell your product and meet lots of new customers for future sales.

Many of my customers lived too far away to come to my Christmas Open House. So I decided to take it to them. Here's how.

FIRST-I make appointments with them to come to their place of work or home (instead of just dropping by). This is essential so they can be thinking of gifts to purchase and you won't waste your time. If they don't schedule a specific time, I invite them to come and look when I drop off their reorders. If they work in an office, this is a great way to get extra "on the spot sales" and meet new customers. I call them for the appointment: 'Hi _____, this is _____, your Mary Kay Beauty Consultant, do you have a minute? Great! Have you finished your Christmas shopping yet? I'm so excited I have a new service for you. I will bring my Christmas Open House to you. You won't even have to leave your office (home) to shop. I'll have lots of samples to give you and even serve hot cider and cookies. Which is best for you, the beginning of the week or the end, morning or afternoon (get a time on your date book then say): if you have a few friends with you to get their Christmas shopping finished, I'll have a special gift just for you.'

SECOND - Decorate the trunk of your car. (See photos for example). This should be very classy so when you open your trunk they gasp with amazement. Keep the color scheme simple. Or use the current MK holiday color scheme. Place quilt batting in and around the product boxes...this looks like snow. Use large boxes (foil Christmas type) to display the product and then you just lift out the boxes of product and all to remove from trunk every night. Label the boxes with a tag such as "Gifts Under \$20...Gifts Under \$50"...etc. to make it easy for them to shop a "price range."

THIRD-Put sets together using baskets, MK vinyl bags or other ways to make the product irresistible. Wrap everything. That way they aren't tempted to TRY the product. That's where your samples or full-size demos come in handy. Have a separate basket for: calculator, sales tickets, pens, bags, Look Books, Christmas Wish List, and your datebook for follow-up appointments. You might want to have a thermos with hot cider/cocoa and cookies. Have Styrofoam cups, Christmas napkins and candy cane to stir!! They will enjoy this extra treat, especially if it's cold and, if it's NOT (if you live at the beach like Jeanie does ...) they'll think it's EXTRA fun!!

PLAN to have your best Christmas selling season ever!



CORPORATE SALES

CONSUMER-TREND SURVEY:

94% of executives polled say no one ever contacted them about their holiday gift-giving needs..

88% of executives order their company's holiday gifts themselves and 12% delegate the responsibility. The largest group of executives said they spend \$25 to \$50 on employees and \$35 to \$55 on clients.

There is a 2.5 billion market to tap, that's what corporate holiday gifts are worth within the incentive gifts industry.

The IRS allows a deduction of \$25 (check this number with your tax preparer for current amount) per gift but most feel this is too low and spends more.

Spending is consistent, they don't believe in skimping on Christmas.

The Corporate gift business is not satisfied by food anymore; they want warmer, more personal and more fun gifts. They want fresh, hip ideas that have a sensibility of "It's not just the money, I really care about you." They want to personalize and acknowledge hard work. Acknowledging stress gives a little more permission to be casual. Aromatherapy, potpourri, perfume are great feminine gifts which are personal and creative.

Corporate vs. Consumer Sales

1. Corporate buyers want to buy. They are actively looking for products and services that help them run their businesses more effectively. They want to save time, save money, increase sales and increase productivity. There are purchasing agents whose sole job is to buy. Giving is MANDATORY!
2. Corporate buyers are spending other people's money. Most companies have written gift policies. Many believe the government tax-deduction limit of \$25 is too low and often spend more. "The Concise Guide to Executive Etiquette" (Doubleday), says upper managers prefer gifts in the \$50 range, senior executives spend \$100 or more.
3. Corporate buyers are sophisticated. They appreciate and are willing to pay for the extra touch.
4. Corporate buyers read. Your written material must stress the benefits of your service, not just the features.
5. Corporate sales involve a multistep process. Make your contact via phone or direct mail. You must get past the gatekeeper. "What is your call regarding?" Respond, "This is about the gifts she is needing." Or, "This is about a gift for you".
6. Corporate buying involves multiple buying influences. An administrative assistant, her boss and whoever authorizes payment. Some corporations have a committee you have to give a presentation to. Don't fear this process. Be encouraged to know the company has an active gift-giving program. They are predisposed to buy.

Corporate sales require a different approach and commitment than consumer sales. But if you show corporate clients how your gift giving service can help them reach their goals, you'll watch your business grow.

It's nice work, so get on the phone, stop by that office, follow up with that IM, DM or Text and CLOSE THE DEAL!

Happy Halloween and Ho, Ho, Ho!

It is really difficult to tell exactly which holiday it is! As I stroll through the grocery store, it seems to be Halloween, Thanksgiving and Christmas all rolled into one. (It may be more efficient!) Christmas is less than three months away, and stress seems to increase with each passing day!

Knowing that your time is precious, let me minimize your stresses and take care of your Christmas worries in advance with my "Exclusive Personalized Gift Buying Service." In just minutes, I can help you select a gift to recognize every member of your organization, giving special attention to this year's outstanding staff members and/or clients!

Simple to extravagant gift packages can be created to match any sized budget. PLUS, I think you will agree that the best part of my service is FREE. Beautifully wrapped gifts come complete with cards signed by you, and will be delivered to your home or office in time for the holidays! All products come with a 100% satisfaction guarantee!

I look forward to helping you select gifts that will demonstrate your deep appreciation for all that your employees (and your clients!) do for you and your company. I know they will be delighted this Holiday Season knowing that their hard work is recognized and appreciated by you.

Please enjoy the wonderful luxury of my Executive Gift-Buying Service this year. I am currently taking orders. I will be contacting you in the next week to schedule an appointment, at your convenience, to discuss your gift-giving needs.

If you would like to meet with me sooner, please contact me at _____.

Festively Yours,



LOOK BOOK

Launch Party

The hostess' job is to invite 10 people, non-Mary Kay users to give their opinion of new Holiday Launch (or any new season's launch). The hostess will get all the new glamour for free, (or whatever set of products YOU choose that's appropriate credit-wise in the new lineup) in the roll-up bag. You will want to put all of that in a roll-up bag. (Remember, every time a new Look Book launches, with limited-edition items, some WILL run out early. Order what you want to sell EARLY. Then, if you want or need more, just be flexible and adjust accordingly when it comes to products demonstrated. Don't be too rigid -- flexibility is for winners!) It's been suggested to have a little hip music (or holiday) playing when guests arrive, cheese & fruit, and maybe some non-alcoholic sparkling cider or mocktails ...to make it extra festive & fun!



SCRIPT:

I've been asked to host a Look Book Launch to get the opinion of 10 (sharp, professional, executive, etc.) women who currently are non-Mary Kay users. For being my hostess you will be presented this (a) beautiful custom holiday (current) collection. This is valued @ \$_____.! Only in Mary Kay can you get such a great deal! PLUS you and your friends will try the latest & greatest in _____ glamour (or pamper-me products) PLUS get to go holiday shopping from your seats, instead of your feet! I'll make it fun & festive! They'll LOVE you for this! What works best for YOU, a weekday or a weekend? Lunchtime or evening, etc, etc...

To sweeten the deal, you know each season colors change, styles change... AND we all want to look our best! As my special "sneak-peek hostess" for each new style season, you will get a new glamour or pamper-me collection for FREE to ensure YOU are totally on-trend each season. (Meaning being a hostess each time our Look changes in the new quarter. If she only does 1, book it anyway. You are still getting in front of 10 of her friends – and they might want to hold a Look Book Launch Party, too!)

Get guest list in advance, just like for a skin-care class. Find out skin type, color preferences, perhaps a little about their holiday shopping situation – who do they need to buy for?

Co-workers, employees, clients, family, etc? Let them know you can help them with their needs.

Keep hostess excited about 10+ guests to get her bag & products for free!

Laminate copy of New Look Book to show @ Launch. If you have a set sheet available on Intouch, use it. If not, no big deal. Clipboards are great – inexpensive @ dollar store. Give everyone a Profile, Look Book, and sales ticket (otherwise known as a "shopping list"). Have them mark items they love on "shopping list" as you go through them. Bring one of ea. NEW item to show. (Don't have to bring one of every single fragrance, etc. Just bring a nice amount. The "eye" really does "buy"! Because of time constraints, you won't be able to pass around every single item in Look Book, nor will they need to try every single item. Some you'll just hold & "romance" w/benefits. This will be a "show, tell & smell" type class. Guests won't be applying products to faces but will be sitting around a circle in the living room passing products from guest to guest to try on their hand or smell. Be sure to open by THANKING THE HOSTESS & PRESENTING W/FREE PRODUCT ROLLUP, then quick I story / share the LOVE, share about how MK is always on cutting edge of skin care, products & style + how you can simplify their lives w/personal service & free gift wrap & delivery, share about current contests they can enter by booking an appt. with you... then show & tell!

After going through the Look Book and "showing & telling", share the "current sets", Offer something special for purchasing a certain number of sets/products, offer free gift wrap for gifts, and share the hostess program and "reasons to say yes to the opportunity for the season".

Ask hostess to refresh snacks/beverages, while ea. guest completes their "shopping list" for today, and totals – you come around & help individually – one on one. When sales tickets totaled, give official Wish List to fill out for "Santa" and find out if they'd like to know more about their own business for holiday cash & a solid plan for the new year!

CUSTOMER APPRECIATION

Events

PURPOSE:

To build relationships with local businesses in your community by providing a free service of greeting and welcoming customers & providing a token of appreciation. In addition to gaining new customers and leads by raffling Mary Kay product and/or services and something from the local business (discretionary to each Independent Beauty Consultant).

WHO:

Local Restaurants & Retail Stores, but not limited to “chain” businesses. Recommended to begin with places that you are a frequent patron.

ASKING THE MANAGER:

Hi, My name is Meagan Lee, I'm an Independent Beauty Consultant with Mary Kay. How're you today?..... Great! I won't keep you long, but the reason for my visit is that we are partnering up with local businesses to do customer appreciations in the month of January for _____. This doesn't require any purchase from you, we just work out a time for us to set up in front of the store and greet customers as they come in on behalf of the store management and each female patron will receive a goodie bag! We will also have a prize drawing contest that they will be able to enter & we can work out the details of what that will include! Does that sound like something you would be interested in doing?....GREAT!.... What is typically your busiest time during the week? (Then go from there!)

WHEN:

- Restaurants: Friday & Saturday Evening & Sunday after church
- Retail Stores: Saturday & Sunday Afternoon
- Starbucks & Coffee Shops: Saturday & Sunday Mornings

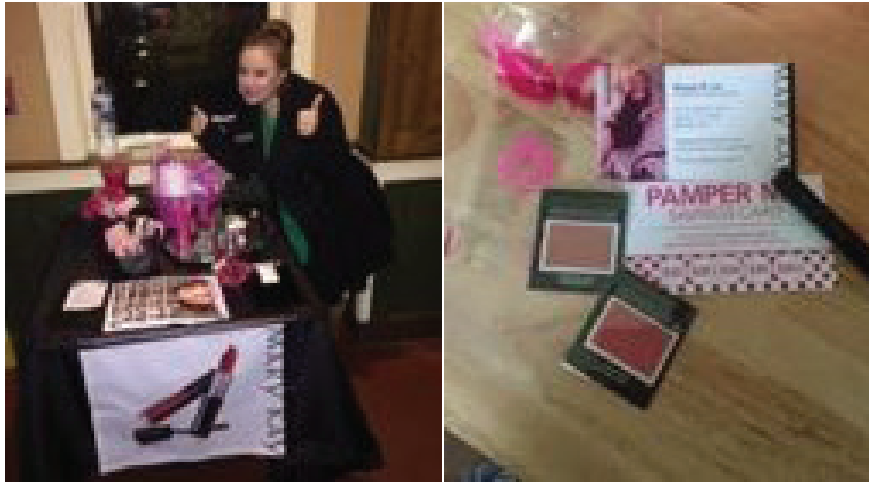
FOLLOW UP WITH BUSINESSES:

- Once the date is set call 2-4 days (contingent upon how quickly you booked it) ahead of time to confirm.
- Ask for the manager that you spoke with originally & make sure they are going to be the manager on duty when you plan to be there. If they are not, ask for the manager & their contact info who will be.

EVENT:

- Wear your Mary Kay Beauty Coat with MK Name Tag. Or other appropriate dress according to the time and type of establishment
- Arrive 30 min ahead of time, seek out the manager to let them know you are here, and give them a gift of some sort as a Thank You.
- What To Bring:
 - Small Table (if they do not have one to provide)
 - MK Banner (If you have one)
 - 1 bucket with Goodie Bags to hand out
 - Pens: (We put flowers on ours so they don't walk away)
 - Clipboards W/ Multiple Copies of the prize contest form

- 1 Charger w/ a FEW products (I prefer a few fragrances & Hand reams)
- Catalogs to display
- 1 Vase or Bucket to put the completed cards in
- Goodie Bags:
 - 1 Business Card (unless you are doing it with another consultant)
 - 1-2 Samples
 - 1 -2 pieces of candy
 - Optional: "gift certificate"



OBSERVATIONS:

- If you are doing it with another consultant, at the end of the night just split up the leads evenly.
- You don't want to put biz cards in, because if they have the other consultant's business card & you are calling, it's confusing!
- Be BOLD, as soon as they walk in say hello and let them know what you are doing, say "everyone is filling out this short card of information to enter our prize drawing, you won't be spammed, only call or text if you're a winner" and hand them the clip board.
- Do not ask, tell.
- If you are doing a retail store, I have them fill it out and then hand a goodie bag on the way out and say "thank you for stopping in today".
- If I am doing a restaurant, I give them a goodie bag after they've completed the form.
- I've given out too many bags to people whose number I never received.
- Keep your table SIMPLE.



—AND—
THE WINNER
is...

FOLLOW UP WITH GUESTS:

Pull 1 prize winner and let them know whatever it is you chose as the GRAND PRIZE. This will also include a deluxe pampering session (see below)

EVERYONE ELSE:

Text:

Hi Wendy, This is Meagan Lee with Mary Kay and I met you at Langford Market. 😊 I wanted to let you know that you were one of our prizewinners for the contest you entered! Congrats!! You won a deluxe pampering session that comes with a gift certificate. What works best for your pampering session, a weekday or weekend? !

What's in the deluxe pampering session? !

I'm glad you asked, you can invite up to 5 girlfriends to join you totally free, you will get a facial with our skin care line as well as a Microdermabrasion Treatment. I won't let you leave naked faced, so I'll have a few of our cosmetics on hand that you can try! What works best for you weekend or weekday? !

What's the gift certificate? !

**This is your discretion*

Enter to Win!

Name: _____

Cell#: _____

City/State: _____

Birthday Club: _____

Age: ☐ Under 18 ☐ 18-24 ☐ 25+

I'm interested in: (Check all that apply)

- ☐ ANTI-AGING SPA TREATMENTS ☐ Find your Perfect foundation
- ☐ COLOR & GLAMOUR ☐ Fragrances
- ☐ *DeLuxe Charcoal Mask* ☐ *Trying it all!*
- ☐ New Product Test Panel ☐ SPECIAL EVENT MAKEOVER
- ☐ PERFECT WOW BROW & LIP ☐ Travel & Sun Care & Body Care

Enter to Win!

Name: _____

Cell#: _____

City/State: _____

Birthday Club: _____

Age: ☐ Under 18 ☐ 18-24 ☐ 25+

I'm interested in: (Check all that apply)

- ☐ ANTI-AGING SPA TREATMENTS ☐ Find your Perfect foundation
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- ☐ New Product Test Panel ☐ SPECIAL EVENT MAKEOVER
- ☐ PERFECT WOW BROW & LIP ☐ Travel & Sun Care & Body Care

BOOKING RESTAURANTS & MEETING PEEPS FOR VALENTINE'S DAY OR MOTHER'S DAY (Admin Prof Day, Nurses Day, etc.!)

Script to call Restaurant:

Hello, this is _____, may I ask the name of your manager? (get the name). Is he/she in right now? Great, I'd like to speak with _____. When you get the manager:

Hi, _____, this is _____ with Mary Kay Cosmetics. I'm calling you today

because we love to team up with restaurants to APPRECIATE your customers who are celebrating _____ Day. THIS IS A FREE CUSTOMER-APPRECIATION SERVICE! We are selecting our favorite restaurants in the area. _____, here's how our service works. We would like to come into your restaurant and present a special gift to your (patrons, guests, customers, clients) _____. (Note: this could be a pink carnation available from Sam's or Costco or swag bags with candy and a Look Card, Hand Cream sample (new Revealing Radiance Facial Peel!) or whatever samples have on hand and your card. You can also add a \$10 gift certificate to be used at her complimentary appointment.) In addition to receiving a gift from me, your customers may choose to register for a drawing for a \$____ Pampering Basket of free spa products. Many restaurants also like to offer a gift certificate to include in the drawing. Another great aspect of this promotion during times leading up to popular "restaurant holidays ☺" is that we keep your patrons happily occupied with freebie while they're waiting for their table. _____, we would love to do this promotion in your restaurant for your customers. Is there any reason we couldn't partner with you to appreciate your customers?

After the restaurant agrees to team up with you:

Plan to go in about 11:00 am (if doing lunch time), and set up an area near the entrance where you can have your pretty gift basket, individual "swag bags, flowers" and entry forms. As people come in, greet them and ask if they are celebrating _____ Day. If yes, present your gift and an entry form for the gift basket. If "no", let them know that _____ restaurant has arranged for customer appreciation this week, you have a gift for them and invite them to register for a chance to win a spa basket (If the restaurant is also offering a gift certificate, mention that as well.) I prefer to have them complete their entry on the spot – keep it simple (skin care surveys available on our area website) and even offer to fill it out for them quickly and simply. If they're getting seated quickly, send them off with entry form and let them know you'll collect it on their way out! When possible...book an appt with them on the spot!

When you call to follow up with people who entered the drawing:

Hi, _____, this is _____, with _____ (restaurant name) AND Mary Kay. I'm calling to congratulate you!! If the winner of the basket/restaurant gift certificate drawing..."you WON!!! Tell her if she won the gift cert or the basket. Either way: I

can't wait to present this to you. I love to feature all of our winners in my portfolio – I'll treat you to a free age-fighting (or botanical depending on age) skin care session and that includes a pampering hand and lip treatment...and a gorgeous glamour wrap up. What works best for you – a weekday or weekend, this day or that day, this time or that time? Perfect! Now, to prepare for YOU...remind me of your eye color...your hair color? And is your skin normal, dry, oily, combo! Awesome! I'll be ready for YOU & I'll bring your _____ that you won! Now, _____, it IS just as easy for me to pamper 3 or 4 women as it is one. I know sometimes we feel more comfortable inviting a girlfriend So IF you'd like to share your appt, I'd be happy to pamper your friends, too. You won the _____ - but they can still share your pampering! Is there any reason you wouldn't want to have a few girlfriends join you?? I'll actually double the value of your (if gift basket – double the value – if restaurant certificate, just double it with FREE PRODUCTS of her choice)" (If yes, GREAT, follow up in 24 hours to get her guest list, coach her and preprofile her guest. If no, you STILL have a facial booked with the winner AND can book a follow up w/party/experience FROM her facial!

If you didn't book her on the spot, she DIDN'T win the basket or the restaurant gift certificate:

Hi, _____, this is _____, with _____ (restaurant name) AND Mary Kay. I'm calling to congratulate you!! I'm so excited. You are one of our runner-up winners! (If you gave her a \$10 gift cert with you on the spot): That means I'll treat you to a pampering session AND you get to double that gift certificate I gave you!!! I can't wait to honor you. I love to feature all of our winners in my portfolio – I'll treat you to a free age-fighting (or botanical depending on age) skin care session and that includes a pampering hand and lip treatment...and a gorgeous glamour wrap up. AND you can redeem your double certificate at that time. What works best for you – a weekday or weekend, this day or that day, this time or that time? Perfect! Now, to prepare for YOU...remind me of your eye color...your hair color? And is your skin normal, dry, oily, combo! Awesome! I'll be ready for YOU! Now, _____, it IS just as easy for me to pamper 3 or 4 women as it is one. I know sometimes we feel more comfortable inviting a girlfriend So IF you'd like to share your appt, I'd be happy to pamper your friends, too. You won the _____ - but they can still share your pampering! Is there any reason you wouldn't want to have a few girlfriends join you?? To honor you for being so generous with your girls...(your tribe, your squad, etc.) I'll take that \$20 gift certificate up to \$40 in beauty products of your choice with me — just for sharing with 3 girlfriends — eek! (If yes, GREAT, follow up in 24 hours to get her guest list, coach her and preprofile her guest. If no, you STILL have a facial booked with the winner AND can book a follow up w/party/experience FROM her facial!)

Note: of course you will not be calling those people who indicated they already have a beauty consultant.

Looking For Some Holiday Jingle?

This opportunity puts you in charge of how much money you will make this holiday season!! Make your own schedule, work as little or as much as you want and have FUN while sharing Mary Kay's wonderful products with others.

DEVOTE...

5 HOURS A WEEK teaching & showing the products
3 HOURS A WEEK for education & support

INVEST...

STARTER KIT \$100 (+tax & shipping) includes over \$400 in retail product, samples, and material
OPTIONAL INVENTORY ORDER of \$225-\$4,800 can't sell from an empty wagon!

TEACH...

2 SKIN CARE CLASSES A WEEK
3+ women & 2 hours each
1 FACIAL A WEEK 1-2 women

PROFIT...

Estimate \$674 - 50% cost of product = \$269.60 net profit/week for only 5 hours of actual teaching time!
Average = \$53.92/hour
\$337.50 x 12 week = \$3,235.20 net profit for 60 hours of actual teaching & education!

At the end of the year you may put your business on hold and just take reorders. OR, you may have been having so much fun earning extra money that you decide to continue doing what you have polished & perfected. You can always pick up this business to depend on when you need it! PLUS, order all your products at 50% off.

After you earn your extra holiday cash, assess your results. If you haven't had lots of fun, made an excellent hourly income, helped women feel better about themselves, or just decide that a career with Mary Kay is not for you, you can always stop working your business! No strings - totally risk-free!

THINK
PINK
SOFTWARE



Earn Extra Holiday Cash

Want to earn some extra cash for the holidays? Try Mary Kay for the fall/Holiday season with no obligation to continue and receive tons of benefits!

WHY MARY KAY

- ★ earn 50% on product you sell
- ★ flexible holiday schedule
- ★ extra cash for the holidays
- ★ opt tax writeoffs for holiday travel
- ★ opt tax writeoffs for small business
- ★ make tons of new friends
- ★ be your own boss
- ★ opportunity to earn the use of a career car
- ★ opportunity for advancement
- ★ personal growth

SIGNING BONUS

STARTER KIT PRODUCT BONUS IN OCTOBER:
FREE \$70 RETAIL VALUE - BIOCELLULOSE MASKS SET
OF 4 GREAT WAY TO GET STARTED WITH YOUR
PERSONAL PAMPERING,
HOSTESS GIFTS, OR EVEN OUR SUPER-POPULAR "SPA
BEAUTY EXPERIENCE" PARTIES!

HOW DO I GET STARTED?

Invest \$100 (+ tax & shipping)
on the starter kit. you will
receive \$400+ in full-size
retail product PLUS all the tools
needed to start your
business!



STARTER KIT CONTENTS

RETAIL PRODUCT

3D 4-in-1 Cleansers
3D Night Creams
3D Day Creams
3D Eye Cream
Translucent Powder
Oil-Free Eye Makeup Remover
Cc Creams
Satin Hands Pampering Set
Ultimate Mascara

BUSINESS TOOLS

Starter Kit Bag
Flip Chart
Place Cards
Placemats
Sales Tickets
Customer Profiles
Mirrors & Trays
Disposable Tray Inserts
Facial Cloths
Dry Erase Markers
Mascara Wands
Sponge-tip Applicators

datebook
10 Look Books
Color Cards
your Mary Kay Mentors!

CONSULTANT EDUCATION

Miracles Happen -
autobiography
Start Something Beautiful
magazine
ready, set, sell!
Steps to success
How To Card

10 GREAT REASONS

to begin a *Wk* career during the holidays!

1

You get to take the tax benefits at the end of the year! It's just like having a baby in December.

2

You'll be ready for the new year, when women are looking for new looks, new opportunities, and time-saving services. They also have gift money to spend. Everyone is looking for the post-holiday fun thing to do. January is one of our best sales months. If you wait until then to start, you will miss the opportunity.

3

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.

4

You will be able to take advantage of a fantastic discount (50%) on all of your Christmas presents for your friends & family. You'll also be able to help friends & family spend money they received as gifts.

5

Since Mary Kay has no territories, when you are making all of your holiday telephone calls to friends, you can tell them about your new Mary Kay career!

6

Are your friends and acquaintances going to holiday parties? Help them with a great holiday look! Over the holidays, you will see lots of people that you won't see other-wise. What a wonderful time to be able to tell them about your new Mary Kay career and arrange for post-holiday bookings!

7

Make immediate sales by letting your friends and family know that your store is open for 12 Days of Christmas gifts, fragrances, last-minute stocking stuffers, and wrapping services.

8

You will look fabulous this holiday season! You will receive great training and ideas on Christmas glamour techniques to look your best from Mary Kay and our unit.

9

Are you going to travel to see friends and family over the holidays? When you travel to visit long-distance friends and family, you can take your showcase and practice your skin care class skills. You can also write off part of the trip! Are your relatives visiting over the holidays? Practice on them over the holidays and get part of your Perfect Start done.

10

A tablet, a new cell phone, or a computer are just a few of the tax-deductible business presents you might buy yourself in December.

Interview Guide

Date _____ Consultant _____
Prospect Name _____
Address _____
City _____ ST _____ ZIP _____
Home # _____ Work # _____
Cell # _____ Best Time to Call _____

Consultant Comments _____

Do you have any experience with Mary Kay Products? _____

STEP 1: OUR AGENDA AND YOU

1. I'll ask you to tell me a little about yourself so I can get to know you better.
2. Do you have any prior experience with Mary Kay?
3. I'll share some facts about our career.
4. I'll answer any questions you may have.
5. Because we've done the other 4, I'll ask you if you'd like to work with me.

Tell me about yourself (family, job, education, hobbies, etc):

What do you like best about what you do?

What would you change, if anything?

What do you need most in your life right now?

Let's talk about your priorities & purpose: what brings you joy? What's something you've accomplished that you're proud of? If money & time were not an issue, what dream would you pursue in the next year?

STEP 2: ME

Let me tell you a little about myself, and why I love what I do!

STEP 3: THE FACTS

If I only had 5 minutes to share some facts with you about a Mary Kay career, what would you want to know?

Marketing Plan Points	Income Possibilities	Qualities We Look for in a Team Member
No Territories/No Quotas Golden Rule Flexibility/Be Your Own Boss Priorities: God, Family, Career Advance at your own pace Confidence and Self Esteem Recognition & Prizes 90% Buyback Guarantee \$ 100 Gets You Started! Which appeals to you the most? Pink Ice Ring BONUS	50% Gross Commission on sales Facials (1-2 people): 1 hour, average \$ 100/\$ 50 profit Parties (3 -6 people): 2 hours, average \$ 200/\$ 100 profit 2 parties/week=\$ 400 retail/\$ 200 profit (4 hours) Monthly profit = \$ 800 x 12 = \$ 9,600/year Reorders: Average \$ 300 per customer/year 100 Customers x \$ 150 profit = \$ 15,000 + \$ 16,000 = \$ 31,000 profit/year Training Other Sales: Web Page/On The Go/Silent Hostesses Team Building Commissions: \$ 200 - \$ 2000/month \$50 team-building bonus for consultants & \$100 for directors Car Program: Car, taxes, plates (or \$425+/month cash compensation) Tax Deductions: Home office, supplies, car, equipment Directorship = commissions + sales + prizes	1. Busy person 2. Doesn't necessarily know a lot of people 3. Is NOT the sales type 4. Has more month than money 5. Family oriented 6. Decision maker

STEP 4: YOUR QUESTIONS

Hypothetically, if you were to consider doing this, what are your personal strengths and why would you be good?

With the proper mentoring, do you feel that you could learn to do what I do?

Do you think it's worth \$100 to see if it's for you?

Do you have any other questions that I did not answer?

STEP 5: THE CLOSE

I would love to work with you. Is there any reason why you wouldn't want to get started today?

On a scale from 1-10 (with 1 being you'd never consider becoming a beauty consultant and 10 being you are ready to get started today) where do you stand? (no 5's allowed)

PINK PILLOW TEST

Okay. I totally understand if you want to pray or sleep on it. I DO want to save you from procrastination. So first, let me ask you...do you have ANY questions I haven't answered yet? Okay. Then if all your questions are answered, I know from experience it's just a matter of sleeping on it. So will you take the pink pillow test: - if you wake up tomorrow and are still THINKING about Mary Kay, would you agree it's worth \$100 to see if it's for you? Or, if you don't think ANOTHER thing about it...then you'd probably be best served by being my awesome customer and hostess! Either answer is fine - yes or no - the only one that doesn't benefit EITHER of us is "I don't know". So what's the best time to talk tomorrow, morning or lunchtime....

Track your Path to DIQ & Wearing the Suit

All In With 8!

Complete interviews to add new team members! On average, it takes sharing career information at least 5 times to add one new team member. Sometimes it takes less and sometimes it may take a couple more, but on average it is one out of five! As you add a new team member write her name in pencil. When she places her first order and becomes active, write her name in pen or marker!



Diq!

Team Member #8

1. _____
2. _____
3. _____
4. _____
5. _____

Team Member #9

1. _____
2. _____
3. _____
4. _____
5. _____

Team Member #10

1. _____
2. _____
3. _____
4. _____
5. _____



Team Leader

Team Member #5

1. _____
2. _____
3. _____
4. _____
5. _____

Team Member #6

1. _____
2. _____
3. _____
4. _____
5. _____

Team Member #7

1. _____
2. _____
3. _____
4. _____
5. _____



Senior Consultant



Star Team Builder

Team Member #1

1. _____
2. _____
3. _____
4. _____
5. _____

Team Member #2

1. _____
2. _____
3. _____
4. _____
5. _____

Team Member #3

1. _____
2. _____
3. _____
4. _____
5. _____

Team Member #4

1. _____
2. _____
3. _____
4. _____
5. _____



THINK
PINK
SOFTWARE

CHRISTMAS IN MALIBU

October - November - December



THIS ACTION PLAN IS DESIGNED TO COMPLETE YOUR CAR QUALIFICATIONS IN 3 MONTHS RATHER THAN 4!

QUALIFICATIONS:

- Be active
- Have 16 active personal team members by December 25th
- Total production from you and your team must equal \$23,000 wholesale production. Your team must contribute 18,000+ production during the qualification period
- Minimum \$5,000 team wholesale production is required each month
- To be on target in October, you must have 5 active team members and a total of \$5,000 wholesale team production into the distribution center by October 31st

PERSONAL GOALS:

- Call your Director 2-3 times weekly
- Minimum 5 new contacts a day
- Book 2 appointments a day
- Sell \$500-\$1000 a week
- Interview 5 a week
- Send your Director your Weekly Accomplishment Sheets
- \$4800 Personal Wholesale will make you a Pearl Star
- Strive for a Gold Medal+ monthly and 10-20 parties/product demos
- Recruit emotionally health people who want more and are willing to work & like to serve others

CHRISTMAS IN MALIBU

October - November - December



OCTOBER PLAN

- Place a personal total of \$2,000 wholesale for month: \$1000 by 15th & an additional \$1000 by last day of month
- Recruit two Star Consultants
- Recruit three qualified Team Members

October Wholesale Production

Personal	\$2,000
New Star	\$1,800
New Star	\$1,800
New Qualified	\$600
New Qualified	\$600
New Qualified	\$600
	\$7,400

- Your other existing/active team members will likely take you to \$8,000+ (3 mo. plan)
- If you have zero consultants on your team October 1st, you can earn a Gold Medal+ (5+ recruits this month)

Remember, not everyone will stay excited or begin “qualified” or even active - recruit MORE than qualifications suggest

QUALIFICATIONS:

- Be active
- Have 16 active personal team members by Dec. 25!
- Total production from you and your team must equal \$23,000 wholesale production. Your team must contribute 18,000 production during the qualification period
- Minimum \$5,000 team wholesale production is required each month
- To be on-target in October, you must have 5 active team members and a total of \$5,000 wholesale team production into the distribution center by last day of month

PERSONAL GOALS:

- Call your Director 2-3 times weekly
- Minimum 5 new contacts a day
- Book 2 appointments a day
- Sell \$500-1000 a week
- Interview 5 a week
- Send your Director your W.A.S.
- \$4800+ Personal Wholesale will make you a Pearl Star
- Strive for a Gold Medal
- Recruit emotionally healthy people who want more and are willing to work for it & love to serve others!

CHRISTMAS IN MALIBU

October - November - December



NOVEMBER PLAN

- Place a personal total of \$1,500 wholesale for month: \$750 by 15th & an additional \$750 by last day of month
- Personally Recruit 5—GOLD Medal
- Including 2 Star Consultants
- Including three qualified Team Members

November Wholesale Production

Personal	\$1,500
New Star	\$1,800
New Star	\$1,800
New Qualified	\$600
New Qualified	\$600
New Qualified	\$600
	\$6,900

- Your other existing/active team members will likely take you to \$8,000+ (3 mo. plan)

Remember, not everyone will stay excited or begin “qualified” or even active - recruit MORE than qualifications suggest

QUALIFICATIONS:

- Be active
- Have 16 active personal team members by Dec. 25!
- Total production from you and your team must equal \$23,000 wholesale production. Your team must contribute 18,000 production during the qualification period
- Minimum \$5,000 team wholesale production is required each month
- To be on target in October, you must have 5 active team members and a total of \$5,000 wholesale team production into the distribution center by last day of month

PERSONAL GOALS:

- Call your Director 2-3 times weekly
- Minimum 5 new contacts a day
- Book 2 appointments a day
- Sell \$500-1000 a week
- Interview 5 a week
- Send your Director your W.A.S.
- \$4800+ Personal Wholesale will make you a Pearl Star
- Strive for a Gold Medal
- Recruit emotionally healthy people who want more and are willing to work for it & love to serve others!

CHRISTMAS IN MALIBU

October - November - December



DECEMBER PLAN

- Place a personal total of \$1,500 wholesale for month: \$750 by 15th & an additional \$750 by 25th of month
- Personally Recruit 2 Stars by the 15th
- Recruit 3 Qualified, finishing GOLD Medal and completing your NEW team of 15+ - your extra "active" gals before & during get you to 16!

December Wholesale Production

Personal	\$1,500
New Star	\$1,800
New Star	\$1,800
New Qualified	\$600
New Qualified	\$600
New Qualified	\$600
	\$6,900

With these "new numbers" you're DONE when your existing team does an additional \$100 wholesale - taking the whole team up to 8000 this month! Why not break a record???

FINISH EARLY! EARN YOUR CAR & Complete @ least 1 Month of DIQ!

(Didn't finish? Not to worry you still have another month!) Work peacefully, with passionate purpose! Your Director will support! You CAN do it!

QUALIFICATIONS:

- Be active
- Have 16 active personal team members by Dec. 25!
- Total production from you and your team must equal \$23,000 wholesale production. Your team must contribute 18,000 production during the qualification period
- Minimum \$5,000 team wholesale production is required each month
- To be on target in October, you must have 5 active team members and a total of \$5,000 wholesale team production into the distribution center by last day of month

PERSONAL GOALS:

- Call your Director 2-3 times weekly
- Minimum 5 new contacts a day
- Book 2 appointments a day
- Sell \$500-1000 a week
- Interview 5 a week
- Send your Director your W.A.S.
- \$4800+ Personal Wholesale will make you a Pearl Star
- Strive for a Gold Medal
- Recruit emotionally healthy people who want more and are willing to work for it & love to serve others!

THESE suggestions are to earn the car in 3 months or less. This plan is an "above-average" plan. I believe shooting for the moon is always a great plan!

GRAND ACHIEVER TRACKING

You may qualify as a Grand Achiever and drive the Chevy Malibu in one, two, three, or four months, based on when you achieve \$23,000 team production & 15 active team members. You may contribute up to \$5,000 and you must be active.

Team Wholesale Production

Month 1: _____

Month 2: _____

Month 3: _____



**Go On-Target
with 5+ active
team members
& \$5,000+ team
production**

Personal Team Members	Wholesale Order(s) Month 1	Wholesale Order(s) Month 2	Wholesale Order(s) Month 3	Wholesale Order(s) Month 4	Total Wholesale Orders
1.					
2.					
3.					
4.					
5.					
6.					
7.					
8.					
9.					
10.					
11.					
12.					
13.					
14.					
15.					
16.					

Did you know that you can come OUT of DIQ on target for Premier or Premier Plus Club? That's right - EVERYTHING you & your DIQ team do during qualification counts toward your NEXT car as a DIRECTOR!!



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