

BUSINESS DEBUT CHECKLIST

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



- _____ **Schedule your business debut** within your first 2 – 3 weeks of business. However, if this is not possible, then scheduling a business debut later is better than not scheduling one at all. You will also want to plan to have your inventory in stock before your business debut.

- _____ **Hold your business debut in your home**, preferably, because it is a warmer, friendlier, environment. Church fellowship halls, civic halls, apartment club houses or a friend's home will be fine. Delegate the task of cleaning your home so your time may be spent on the telephone with your prospective guests and customers.

- _____ **Invite all the people on your "Contact List"**. This should be a minimum of 75 people. (You can expect 15-20 to attend with proper follow-up.) When you have 15 or more attend, you earn your Mary Kay watch so tell them you are earning a prize.

- _____ **Send out a minimum of 75 Business Debut Invitations**. Sending postcards alone **will not** be effective. After you have mailed your invitations, plan to call each guest personally and invite them 24 –48 hours before your event.

- _____ **Call each guest on your "Contact List"**. Keep in mind that your friends and family are not coming to hear your director or recruiter, they are coming to help you! Your attendance will be in direct proportion to the number of guests that you personally speak with 24 hours prior to the event. Remember, if they cannot come to your business debut, you'll want to either schedule an appointment with them and/or invite them to the next unit event.

Checklist for the day of the event:

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

- _____ **Mark your datebook** with everything that you have going on in your life. Then mark the times and dates that you have dedicated to your Mary Kay business. Put a star beside your power start weeks.

- _____ **Have the following supplies available:**
 - _____ **pens and profile cards** on hand for each guest to complete as they arrive.
 - _____ **a money bag** with \$20 in change. (1 – \$5, 10 – \$1 and \$5 in coins)
 - _____ **Beauty Books stamped with contact information.**
 - _____ **sales tickets**
 - _____ **calculator**

- _____ Your recruiter/director will coach you as to what to have out for display and arrive 1/2 hour before the program to finish setting up. Additionally, she will tell you what to wrap up for door prizes. She'll need a big table. You'll want to **arrange the seating** in a semi-circle in front of the table.

_____ Relax and have fun with your guests. Your focus should be to **schedule your 10-20 skin care classes for your power start**. Let your recruiter/director fill orders and talk to people about the business opportunity.

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

_____ Decorate s pretty poster board with 60 lines to book Double Power Start at your debut

***Hostess packet should include:**

Hostess Booklet (choose one with your Director)

A piece of Recruiting Literature

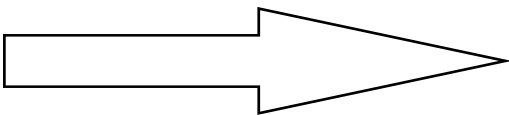
Mary Kay Beauty Book/Mary Kay Look Book

Choices CD/Choices Evaluation o marketing cd and interview sheet (included in this packet)


WHAT YOU CAN EXPECT DURING THE PROGRAM:

- All the guests will introduce themselves, tell how long they have known you and their relationship to you, a bit about their family, work, hobbies and what their experience with Mary Kay has been, if any.
- Your Director or Recruiter will explain the purpose of the event: You will be affirmed in your business by your guests. Your goals will be shared and your guests will know that you will be asking them to help you by having a complimentary facial or class.
- The recruiter/director will share their “I” story and their relationship with you.
- Mary Kay Cosmetics will be introduced as the #1 selling brand of Skin Care and Color Cosmetics in the Nation!
- No one will actually receive a makeover that day because that is what you’ll be offering at their skin care class. This is a show and tell type event.
- At the close guests will have an opportunity to earn chances for door prizes by making a purchase, scheduling a facial (and or class) and listening to a Choices tape.

Each guest will experience our Microdermabrasion on the back of one hand and receive a Satin Hands Treatment for the other hand when she arrives. At the right are the directions so you can become familiar with the steps for this wonderful pampering system!



SATIN HANDS



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

Step 2. Squeeze an ample amount of Mary Kay satin hands scrub into the hands, same as night cream.

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

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

NOW YOU HAVE SATIN HANDS!