

# **BUSINESS DEBUT CHECKLIST**

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



## **Purpose of the Business Debut:**

1. To debut your Mary Kay store of products.
2. To show your family and friends your starting a BUSINESS and will have the product to service them.
3. To debut yourself as a Professional Mary Kay consultant.
4. To book your first 30+ faces (your Power Start!).

\_\_\_\_\_ **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 are alternate choices. 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 your list of 25, 50, 75 people. (You can expect 1/3 of those invited to attend, with proper follow-up.)

\_\_\_\_\_ **Your goal is to send out 25-75 Business Debut Invitations approximately 2 weeks before your debut.** 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. (Sample postcards enclosed to copy on cardstock or you may make your own.)

\_\_\_\_\_ **Call each guest on your "Contact List" in Section 2 of your binder.** 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.

\_\_\_\_\_ **Call every person you invited.** Say something like this: Hi \_\_\_\_\_, did you receive the invitation I sent you to my Business Debut in Mary Kay. Great! You'll receive a special Satin Hands pampering Hand Treatment, try the latest in skin care technology and hear about the entire product line without taking any makeup off! Plus, I'll have some refreshments and lots of door prizes just for supporting me in the start of my new business. (Her name), can I count on you to come?

☎ If she says yes... tell her what time to be there, how long it will last, confirm directions and suggest she bring a friend.

☎ If she says no... tell her you're sorry she can't make it but that you understand. Say that she could really help you out though by helping you to reach one of your first goals...to put Mary Kay on 30 faces in 30 days. Tell her you are setting these appointments up for next week and the following, ask her which is better for her. (Set up a date and time, ask her to share it with 3-5 friends, and at least you have an appointment to help you with your Power Start goal!)

## Check list 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 highlight the times and dates that you have dedicated to your Mary Kay business. Note in your datebook your 4 POWER START weeks (30 faces in 30 days).
- \_\_\_\_\_ **Have the following supplies available:**
  - \_\_\_\_\_ Wrap 3 door prizes
  - \_\_\_\_\_ Name tags
  - \_\_\_\_\_ Money bag with \$20 in change (1-\$5, 1- \$10 and \$5 in coins)
  - \_\_\_\_\_ Look books stamped with contact information and enclose inside front page
  - \_\_\_\_\_ Ink Pens
  - \_\_\_\_\_ Build your Bag Opinion Poll (on [www.julieweaver.net](http://www.julieweaver.net))
  - \_\_\_\_\_ Customer Profile
  - \_\_\_\_\_ Sales tickets
  - \_\_\_\_\_ Calculator
  - \_\_\_\_\_ Cotton rounds
- \_\_\_\_\_ Your recruiter/director will arrive 1/2 hour before the program to set up the entire product display. 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 parties 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

### **Hostess Packets:**

Put all contents in a 9 x 11 or 9 x 12 envelope and attach the Hostess Packet Sheet to the outside of the envelope.

### **Contents of Packets:**

Look Book, Hostess Brochures, Team Building Brochure (optional), Julie's Career CD, 5 Sales Tickets, Business cards, 8-10 Invitation reminder postcards or Invitation postcard in handbook.





## In addition to the obvious,

Your immediate family, in-laws, cousins, neighbors, friends and work associates, what about the person...

- ...from your old job
  - ...from school or college
  - ...you know from your favorite sport or hobby
  - ...from your child's activity
  - ...from your church
  - ...from community activities
  - ...from whom you rent
  - ...to whom you sold a house
  - ...that you met through your husband/significant other
  - ...who checks you out at the grocery
  - ...who helps you at the cleaners
  - ...that you met on vacation
  - ...who checked you in at your last hotel
  - ...who gives your child lessons
  - ...who cuts your hair
  - ...who fills your prescription
  - ...who leads the PTA?
  - ...Girl/Boy Scouts?
  - ...who works the desk at the health club?
  - ...who booked your last vacation?
  - ...who sells baskets? candles?
  - ...who bought a house last on your street?
  - ...who is your bank teller?
  - ...who is your florist?
  - ...who was your nurse at the office/hospital?
  - ...who was your maid of honor?
  - ...who is your cleaning lady?
  - ...who you met in the grocery/bank line?
  - ...who was the bride you saw in the newspaper?
  - ...who is your child's/your friend's child's teacher
  - ...who is the secretary at your work/school
  - ...who sells you your clothes?
  - ...who sells you your shoes?
  - ...who sold you your glasses?
  - ...who is the wait staff at your favorite restaurant?
  - ...who you met at your last business luncheon?
  - ...who helped you at the last jewelry store you were in?
  - ...who helped with your last decorating purchases?
  - ...the last salesperson to give great service?
  - ...who did I miss?
- Add your own!**

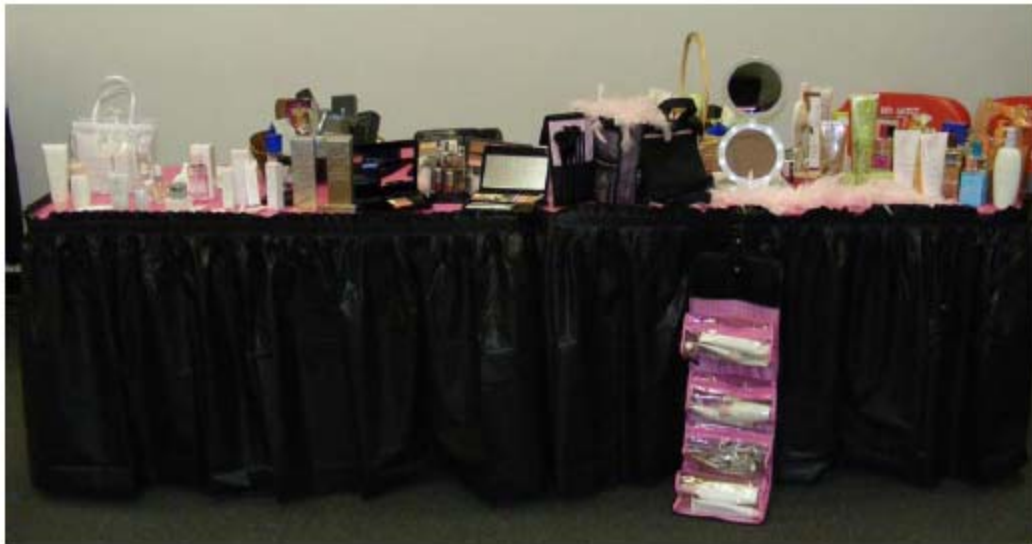
# Grand Opening Outline

## Items Needed:

- \*Build Your Own Bag Set Sheet (one for each guest) get at [www.julieweaver.net](http://www.julieweaver.net)
- \*Sales Ticket for each guest
- \*Customer Profile for each guest
- \*\$100 For Your Thoughts Sheet
- \*Look Book for each guest (Place all \* items inside Look Book) along with ink pen when guests come in

All Products listed on the "Build Your Own Bag Set" sheet should be displayed on your table  
A Body Care Set (one of each of the lotions or sprays should be in your Boutique basket for them to smell)  
Fragrances (One of each in your Boutique basket for guests to smell)  
3 Door Prizes wrapped (PCP gift, or hand cream, eye shadow, etc. around \$3.50 cost)  
Damp cotton squares to use to wipe off cleanser and microderm products  
Starter Kit on display (this is optional but makes a great addition to your display)  
Career Information Bag (cellophane, sample, CD, Career Info sheet, Questionnaire, card) for each guest  
Hostess Packets made up (one for each guest)  
Datebook highlighted for the next three weeks with dates and times she would like to hold appointments  
Money bag with change, calculator and sign that says "Check Out"

## Example of how to set up your display:



The easiest way to set up your table is in the order that the sets appear on the "Build Your Bag" Set Sheet. The picture above is a representation of the many varieties of products that you can display and ways to show them on a table. **The ONLY products you WILL need are what is listed on the "Build Your Own Bag" set sheet. You WILL NOT need to have everything you see pictured here.** (Note: this was at our training center where all of the Directors brought different products to show for our guest night and is not what your table will look like!) You may even choose to feature an extra set or two, many ideas are shown. Not Pictured: Starter Kit on display, which is an optional set to show.



Miracle Set, MDA, Eye & Lip Sets. In the back you see a Men's Basket and also notice the Sun Products



Glam it up with compacts, demos, brush set and color charts (found on mkintouch). Make it fun!



Show the Hostess Gifts they can earn (mirror, brushes, roll up, etc. Have your boutique basket ready ( see in background) and share the body spritzers if you have them!

\*\*\*\*\*  
 \* You may only have a coffee table or small card table to \*  
 \* work from. If so, display a few things on top and work \*  
 \* from your roll up with the rest. \*  
 \*\*\*\*\*

**Goal:**

- To Get your new consultants Perfect Start Booked (8 parties booked and 5 to be held within 2 weeks) so she can complete her 15 faces in 15 days and perfect her skin care class presentation.
- To Sell enough product for your new consultant to place her next order
- To Pass out enough Career CD's that your new consultant has 5 practice interviews and gets her first team member.
- To teach your consultant about the products and sell her friends on her services

**Have Everyone Get a Plate of Food and Drink and then sit down while you start!**

**Opening & Thank Everyone for Coming**

- What you are here to do for the new consultant: (Customers, Parties Booked and Team Members)
- Why you know she will make a great consultant
- Explain not under obligation, but specials for buying and booking that day (1/2 Back Free, PCP gift with \$40 purchase, Hostess Gifts for hosting the "Perfect Party")
- Playing for prizes! (Drawing for \$100 For Thoughts Sheet, those who give referrals (Tic Tac Toe Sheet) and the 3rd drawing can be from profile cards because you need to collect those)

**Product Presentation**

- Start off with cake recipe and have them apply cleanser to back of right hand (wipe off)
- Apply Microderm to same hand and wipe off
- Apply Replenish step of the Microderm to same hand
- Apply Day Solution to same hand
- Apply Moisturizer to same hand
- Apply Contrasting Foundation to both hands and then compare (if white, use Bronze, if black, use Ivory)

Have them follow along with you on the “Build Your Own Bag” sheet and explain and show how those 3 sets come and the cost.

- Explain all other sets as you pick them up and show them while you talk. (let them try the lip mask and balm when you show the lip saver set)
- On Glamour set—have guest pull out customer profile sheets and if they will agree to be one of the new consultants first 30 models fill out name and number only and turn in for Door Prize! Do not go any further until you collect profiles and draw for a prize! Really sell them on kinds of classes she can do! Hand profiles to (new consultant) for her to book them for appointments at the end.
- Share again all of the benefits of them sharing their makeover with 3 or more friends showing the Hostess Gifts they can earn in addition to the “1/2 back free”, the personalized glamour look they will receive as a hostess with the “create a look” program on marykayintouch and then you can play a referral game (Tic Tac Toe Sheet) where guests can write down the name and number of friends they would like to invite and pamper (give them suggestions) at their party.
- Do Tic Tac Toe Sheet Drawing

Continue to show and explain the other sets on the sheet and tell them the last set that you want to share with them is not on the “Build Your Own Bag” sheet but it’s about “Building Your Own Life”. Share with them your “T” story and a couple of facts about the business using the \$100 For Your Thoughts Sheet.

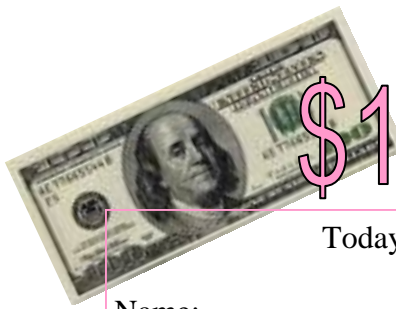
Show the starter kit (has \$323 in full size product in there) cost is \$100 and then you have 2 ways of running your business—taking up catalog orders and selling a little bit here and there, or privilege of stocking the product, with no risk, so that you can provide on the spot service (like new recruit tonight) and pay yourself when you’re done. And if you decide not to do this at any time you can return any product you have purchased within the previous year for 90 cents on every dollar you spent for it.

Goal is for (new consultant) to learn as much as she can about her new career in Mary Kay and how to share this career with other women. This would be a great time to ask me any questions about (new consultant’s new career) so that I can answer them and teach her at the same time (see if anyone has any questions). Now I need a favor, if at least 5 of you would be open minded enough to take this CD, listen while you are out and about in your car tomorrow or the next day—just for getting together with (new consultant) and myself to give your feedback about what you heard AND allow me to show (new consultant) how to conduct a sharing session, we’ll give you a free lipstick or gloss just for helping (new consultant) complete her training! (hold them out and see who takes them)

Be sure to mark at the top of your sheet if you took a CD or not.

Do Drawing from \$100 Thoughts Sheets.

Tell everyone that it is time for them to “Check Out” you will be checking them out with their product needs while (new consultant) books everyone on the datebook from the profiles you gave her. You schedule interview times for the ones that took CD’s.



# \$100 For Your Thoughts!

Today's Date: \_\_\_\_\_ Took a Career CD: Yes No

Name: \_\_\_\_\_ Consultant's Name \_\_\_\_\_

Occupation: \_\_\_\_\_ E-mail: \_\_\_\_\_

Phone: \_\_\_\_\_ Best time to call: \_\_\_\_\_

Age: (18-24) (25-34) (35-49) (50+) Do you use MK products? Yes No How long? \_\_\_\_\_

**#1** Did you know that Mary Kay's marketing plan is taught in major Business Universities around the U.S., with Harvard Business School as just one of many?

**Do you believe Mary Kay is a: (circle one)**

Multi-level Company      Pyramid      Get Rich Quick Scheme      Dual Marketing Concept

**If I were to consider Mary Kay, I would like to grow: (circle all that apply)**

Self-Confidence      Money-Management      Time-Management      Communication Skills

**#2** Did you know that 2nd only to the U.S. Government, Mary Kay has more FREE cars on the road than any other corporation in the country?

**How many hours do you think that a Free Car Driving Consultant averages per week working her Mary Kay business? (circle one)**

15 hours      25 hours      30 hours      40+ hours

**#3** Did you know there are hundreds of women earning more per month in Mary Kay than most people earn in a year?

**The kind of woman I feel would be most successful in MK is? (circle one)**

Harvard Graduate      Single-Working Mom      Teacher      Cashier      All of Above

**If I were to consider MK, the benefits I would most enjoy: (circle all that apply)**

Job Security      Extra Income      Flexibility      Free Car      Recognition      Tax Advantages

**#4** Did you know Mary Kay has Free & on-going training, Only takes \$100 to start, Has no sales or party quotas, and is the only direct selling company to have Full Paid Retirement?

**If I needed more information to make a decision, on a scale of 1-4, my interest level would be: (circle one)**

1      2      3      4  
"Not now"      "I'm thinking"      "Maybe"      "Sign me up!"

# You are invited to my Mary Kay Business Debut!

Date \_\_\_\_\_  
Time: \_\_\_\_\_  
Place: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Appreciating You: \_\_\_\_\_



Bring this card and receive  
a free eyeshadow!  
Must be present to use.

# You are invited to my Mary Kay Business Debut!

Date \_\_\_\_\_  
Time: \_\_\_\_\_  
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**Door Prizes!  
Refreshments!  
Bring a Friend!**



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