

# FABulous

Consider it pure joy whenever you face trials of many kinds...  
know that the testing of your faith produces perseverance.  
Let perseverance finish its work so that you may be mature  
and complete, not lacking anything. - James 1:2-4



# Force

:: AUDACIOUS :: *Bold* :: DETERMINED :: *Fearless* :: FOCUSED :: *Unstoppable* ::

Congratulations and welcome to our unit! Not only have you joined "The #1 Best Selling Skin Care & Color Cosmetics in the US" but you are now a part of one of the best Future National Areas in all of Mary Kay! As your business advisor & mentor, I am here to help you be successful as you build your business. As always, I will match my time 100% with your effort! Stay plugged in by listening to a different Million Dollar Director daily on the Hotline at anytime! 641.715.3900 Code: 26717# & 44336#

I am so excited to work with you as you build your business!

#### UNIT INFORMATION

The FABulous Force! Unit : LU43

Future Fortitude National Area

Stacy James National Area

Premier Club *PLUS* Car Driving Unit

On the Move - FABulous 50's - Honor Society

& TRIPLE CROWN Achievers!

#### DIRECTOR INFORMATION:

**Chelsey L DeBruin**

Independent Sales Director

Started MK Career in January 2003

Began Full Time Career in September 2010

Debuted as a Director February 2011

#### Contact Information:

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[www.fabforce.weebly.com](http://www.fabforce.weebly.com)

# WHAT NOW?!?

## BEFORE YOUR WELCOME APPOINTMENT WITH YOUR DIRECTOR:

1. \_\_\_ Go to [www.nsdstacyjames.com](http://www.nsdstacyjames.com) & or call 641.715.3900 ext 969578# to listen to the recording by our wonderful National Stacy James called “Inventory Decisions” to hear her beautiful SUCCESS story! Placing your 1st order without all the facts could result in a loss of up to **\$860 in free products**.
2. \_\_\_ Go to [www.marykayintouch.com](http://www.marykayintouch.com) to create your password - set up your free MK email - and create your FREE Signature Look. Set up your personal marykay.com website - ProPay account (Credit Cards) and complete all of your New Consultant actions. Go to [www.vistaprint.com](http://www.vistaprint.com) for free business cards & invites.
3. \_\_\_ Make a list of every woman you know with skin - make a list of at least 75 women! Put a \* by the women who are your life POWER Partners or would be great at Mary Kay! Remember to think BROAD – you know way more people than you think you know! **Have this list for your welcome appointment!**
4. \_\_\_ Go to [www.fabforce.weebly.com](http://www.fabforce.weebly.com) and click on “New Consultants”. Read the info and print all documents to put in a 3 ring binder.

## COMPLETE IN YOUR 1<sup>st</sup> 5 DAYS OF YOUR BUSINESS:

1. \_\_\_ Let your dreams run away with you and decide what you want out of your Mary Kay business!  
What are your long term and short term goals? 1 month – 6 months – 12 months  
What is the 1st thing you want to do with your profit?
2. \_\_\_ SELECT PERSONAL STORE LEVEL. I would love \_\_\_\_\_ departments in my personal Mary Kay Store! This is going to reward me with \$\_\_\_\_\_ in FREE products & credits! Contact Chelsey once you have established your financing & she will help you design your store!
3. \_\_\_ Take your list of women & complete your 1<sup>st</sup> **BOOK 10!** Have 10 parties on your books scheduled within your 1<sup>st</sup> 5 days to be held in your 1<sup>st</sup> 30 days of your business! The \* women will help YOU accomplish your first goal & earn your Pearls of Sharing Bracelet – Earrings - Necklace by sharing the “Fun Facts” with 10 women **in your 1<sup>st</sup> 5 DAYS!** Just have them listen to the **Fun Facts Hotline 641.715.3900 ext 948380#** & answer a few quick questions on a 15 minute 3 way call with Chelsey!

4. \_\_\_ Go to unit site and click on “NEWSLETTERS” to view our most recent calendar & FAB Force recognition! Our meetings and training events are very important to your success, so mark your calendar with all the training events that you can attend. Decide who you will invite to come with you to your first event. Text Chelsey to RSVP for the events you can attend.
5. \_\_\_ Attend your 1st Weekly Meeting. Invite friends to come along!
5. \_\_\_ Open a separate checking account for your MK Business.
9. \_\_\_ Begin listening to the New Consultant CD’s. Take notes so YOU can have a more successful business!
10. \_\_\_ Start making money! Turn in your first Weekly Accomplishment sheet on Intouch under Business Tools! This tracks your success & makes tax season a LOT easier!

**COMPLETE IN THE 1<sup>st</sup> 30 DAYS OF YOUR BUSINESS:**

1. \_\_\_ You have completed your 1<sup>st</sup> POWER or PERFECT START with 30 or 15 faces in your 1<sup>st</sup> 30 days of business to receive your POWER or PERFECT START Pin!
2. \_\_\_ Read & tell Chelsey my favorite parts from the Mary Kay Ash book that arrived in your starter kit!
3. \_\_\_ Complete the SILVER WINGS Scholar Program on Mary Kay Intouch under Education.



**“Don't limit yourself. Many people limit themselves to what they think they can do. You can go as far as your mind lets you. What you believe, remember, you can achieve.”**

**Mary Kay Ash**

# Things to consider when making an inventory decision...

“You cannot open a store with a can of tomatoes and a 5 pound bag of sugar!”

It's a known fact that you will sell more when you know you have enough inventory. When you are out of product, you are late getting it to your customers, which means they could go elsewhere to buy it. You may be reluctant to call and service your clients or book classes because you're afraid someone may want something you don't have.

Set yourself up for success by borrowing at a low interest rate to purchase inventory at a profit making level. Isn't it easier to shop at Walmart than a 7/11?

If you're wondering if you really need an inventory of products for your business, keep in mind that when Mary Kay started this company, she tried to eliminate the problems she had encountered in other companies.

One major problem was trying to deliver merchandise after a two week lapse of time. She found that customers lost enthusiasm, and in many cases they completely cancelled the order, is missing the hostess gift and casting a veil of gloom over the entire process. She remedied this situation by establishing delivery the day of the class, realizing that women are particularly anxious to begin using their cosmetics immediately.

One of the greatest merchandising techniques that has put the MK Consultant where she is today is immediate product availability, so it is important that you have an adequate supply of Mary Kay products at your classes, to deliver on-the-spot.

At the skin care class, your guests have a chance to try the product and fall in love with it. They are happy and excited about using it right away, while your instructions are fresh in their minds. Women also tend to be “impulse buyers,” and will often purchase more when they know they can immediately take possession. With adequate inventory, you will:

1. **Have a sales advantage.** Many sales are missed because at the moment of the customer's greatest desire, the product is not available. Clients often “cool” when they have to wait.
2. **Operate efficiently.** A well-balanced inventory ready for delivery tremendously increases the day-to-day operating efficiency of your business.
3. **Avoid extra trips to deliver products to each of the customers who ordered at the class, saving time, money and gasoline.**
4. **Book more classes, resulting in an increase in your overall profit.** (It's hard to book a check-up facial if she won't be using the product for two more weeks.)
5. **Establish your team members' confidence in you.** If they know you have adequate inventory, they will follow your example. The results will be more confidence and enthusiasm, meaning greater success for them, too.

Remember: when an enthusiastic customer has to wait for a post class delivery of the merchandise she has selected, her

enthusiasm wanes, and she may have second thoughts. You can avoid much time and effort by making sure your customers receive their merchandise at the class, while they are “in the mood.” As National Sales Director Dalene White has said so many times, “You cannot open a store with a can of tomatoes and a five pound bag of sugar.” Likewise, you are operating at a decided disadvantage when you do not have enough products in your Mary Kay store to service your customers.

# The Business Power Plan

## Step 1: Who Do You Know

Make a comprehensive list of 75 women who know your name and face...family, friend, work associate, acquaintance, neighbor. Also put an \* by every name you think would be great in this business-they can help you with your first 10 practice interviews! (Make this list using the "MK Contact List" provided to you in your Welcome Packet)

## Step 2: It's Your Time, Invest It Wisely?

### I. Facial Party/Skin Care Class

- \$250 average sales
- 3 to 6 people attending
- Takes 2 to 3 hours

### II. The Facial

- \$50 average per face sale
- 1 to 2 people attending
- Takes 45 minutes to an hour

By Holding Weekly...	Gross Profit Weekly...	Gross Profit Monthly...
1 Party & 1 Facial	\$150	\$600
2 Party & 1 Facial	\$275	\$1,100
3 Party & 2 Facial	\$425	\$1,700
3 Party & 3 Facial	\$450	\$1,800

## Step 3: How many Faces?

To determine the amount of product you'll need to have on your shelf, let's take a look at the number of faces you'll be working with on a weekly and monthly basis. How many facial parties/facials are you willing to fit into your week?

# Facial Parties per Week \_\_\_\_\_ X avg. of 4 Faces/Class = \_\_\_\_\_ FACES

# Facials per Week \_\_\_\_\_ X 1 Face / Facial = \_\_\_\_\_ FACES

**FACES WEEKLY** \_\_\_\_\_

Total Faces Weekly \_\_\_\_\_ X 4 Weeks = \_\_\_\_\_ **FACES MONTHLY**

**The company average sale for a NEW Consultant PER FACE is \$50 per face.**

**Your # FACES MONTHLY** \_\_\_\_\_ X \$50 per face = \$ \_\_\_\_\_ per month **SALES**

**Your SALES MONTHLY** \_\_\_\_\_ X 50% gross profit = \$ \_\_\_\_\_ per month **PROFIT**

## Step 4: How much inventory do I need?

**\$4200 Order of Excellence** \_\_\_\_\_ FULL Store with All Departments

**\$3600 Emerald Star** \_\_\_\_\_ Full Skin Care - Full Color – 3 Specialty Departments

**\$3000 Diamond Star** \_\_\_\_\_ Full Skin Care - Full Color – 2 Specialty Departments

**\$2400 Ruby Star** \_\_\_\_\_ Full Skin Care - Full Color – 1 Specialty Departments

**\$1800 Sapphire Star** \_\_\_\_\_ Full Skin Care - Full Color – 0 Specialty Departments

## Step 5: Make a Decision!

**Let's talk about your decision, and find a package that's right for YOU and for your BUSINESS!**

There are many ways to invest, but here are my favorite options you can use to make your investment!

1. Get a small personal loan. Credit Unions & small banks usually have the lowest rates.
2. Apply for credit.
  - A. Apply for an MK Chase Credit Card with 3% Cash Back on all Mary Kay purchases & 0% APR for 6 months.
  - B. Call Eli at US Bank to apply for a Credit Card with US Bank & 6-9 months 0% APR.
3. Borrow from a friend/family member who is willing to invest in supporting YOU and your new business
4. Use a credit card you currently have that has low interest or borrow from a savings or retirement account
5. There are many more options we can discuss!

# Inventory Planning

LEVEL of INVENTORY	Number of DEPARTMENTS	Skin Care & Color Lines				Specialty Line Products				LIMITED EDITION	
		SKIN CARE	SUPPLEMENTS	COLOR	FRAGRANCE	BODY CARE	MEN'S				
 Emerald \$4200	<b>FULL</b> <b>store</b>	FULL Department	FULL Department	FULL Department	<b>OPEN!</b>	<b>OPEN!</b>	<b>OPEN!</b>	<b>OPEN!</b>	<b>OPEN!</b>	<b>OPEN!</b>	<b>OPEN!</b>
 Emerald \$3600	<b>6</b>	FULL Department	FULL Department	FULL Department	<b>OPEN!</b>	<b>OPEN!</b>	<b>OPEN!</b>	<b>OPEN!</b>	<b>OPEN!</b>	<b>OPEN!</b>	<b>Closed</b>
 Diamond \$3000	<b>5</b>	FULL Department	FULL Department	FULL Department	<b>OPEN!</b>	<b>OPEN!</b>	<b>OPEN!</b>	<b>OPEN!</b>	<b>OPEN!</b>	<b>Closed</b>	<b>Closed</b>
 Ruby \$2400	<b>4</b>	FULL Department	FULL Department	FULL Department	<b>OPEN!</b>	<b>OPEN!</b>	<b>Most Popular Colors</b>	<b>OPEN!</b>	<b>Closed</b>	<b>Closed</b>	<b>Closed</b>
 Sapphire \$1800	<b>3</b>	FULL Department	FULL Department	Limited Colors	<b>Closed</b>	<b>Closed</b>	Limited Colors	<b>Closed</b>	<b>Closed</b>	<b>Closed</b>	<b>Closed</b>

## Benefits of an Inventory

- O**n the spot delivery provides customers with instant buying gratification.
- P**roduct availability provides a higher level of customer service and promotes a greater depth of customer loyalty.
- A** full stock of inventory provides a consultant with an ideal selling environment and an immediate paycheck.
- I**nventory on your shelf supports effective time management.

# Ready Set Sell BONUS for New Consultants!

WHOLESALE ORDER	DEPARTMENTS & RETAIL VALUE	COLOR 101 GIFT	READY SET SELL BONUS BUNDLES	BIZBUILDER BUCKS CREDIT	TOTAL FREE PRODUCT & CREDIT	TOTAL RETAIL ORDER	TOTAL INVESTMENT
 <b>Emerald</b> \$4200	<b>FULL store</b> \$8400	(Must be placed w/in 1st 15 days) \$115	<b>6</b> \$620 Retail Value	(credit redeemed on next order) \$125	\$860	\$9135	(figures include avg. interest/taxes/shipping) \$5000
 <b>Emerald</b> \$3600	<b>6 Departments</b> \$7200	\$115	<b>6</b> \$620 Retail Value	\$125	\$860	\$7935	\$4400
 <b>Diamond</b> \$3000	<b>5 Departments</b> \$6000	\$115	<b>5</b> \$525 Retail Value	\$100	\$740	\$6640	\$3600
 <b>Ruby</b> \$2400	<b>4 Departments</b> \$4800	\$115	<b>4</b> \$430 Retail Value	\$80	\$625	\$5345	\$3000
 <b>Sapphire</b> \$1800	<b>3 Departments</b> \$3600	\$115	<b>3</b> \$335 Retail Value	\$50	\$500	\$4050	\$2300
\$1200	\$2400	\$115	<b>2</b> \$210 Retail Value	\$35	\$360	\$2725	\$1600
\$600	\$1200	\$115	<b>1</b> \$115 Retail Value	\$15	\$245	\$1430	\$800

## Product Bundles

1



TimeWise Skin Care Mary Kay Favorites

2



Mary Kay Favorites

3



Botanicals Cleanse & Hydrate

4



Mary Kay Color

5



Botanicals Freshen & Mask



a \$115 value - yours free!

## Color 101

**MARY KAY WEEKLY PLAN SHEET/HOJA DE PLANEACIÓN SEMANAL MARY KAY**

NAME (NOMBRE): \_\_\_\_\_ WEEK OF (SEMANA DE): \_\_\_\_\_

	SUNDAY (DOMINGO)	MONDAY (LUNES)	TUESDAY (MARTES)	WEDNESDAY (MIÉRCOLES)	THURSDAY (JUEVES)	FRIDAY (VIERNES)	SATURDAY (SABADO)
6:00							
7:00							
8:00							
9:00							
10:00							
11:00							
12:00							
1:00							
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## **Auri Hatheway's New Consultant 30 Faces Booking Script**

### **Before you call:**

Do 10 jumping jacks or run around so you sound excited, out of breath, rushed and completely different than normal =)

### **What to say when you call:**

"Hi , guest what, guess what, guess what? I just started a new business and I now teach skin care and color cosmetics with the #1 brand in America, Mary Kay. I have a HUGE goal to finish 30 practice faces & makeovers in 30 days and I immediately thought of you. There's no obligation I just need to borrow your face please. I am available 1.\_\_\_\_ 2.\_\_\_\_ 3.\_\_\_\_ date, which one works best for you? (Pause and Silence – wait for their response)

### **Take it one step further:**

Sounds perfect. I just knew that I could count on you to help me out. Thank you for being a GREAT friend. I am so excited to see you on date at time. You know, its just as easy for me to do your face as it is for me to do yours and 2 friends...is there any reason why you couldn't invite your mom and your sister or 2 friends to help me out? (Pause) Thank you so much...you're the greatest. (Then mail her a handwritten thank you/reminder postcard)

### **What if no one answers?**

NEVER, NEVER, NEVER, NEVER, NEVER, NEVER, NEVER leave a message. Wait for them to return the missed call and then say the script. When you leave a message you are adding to someone else's "Things To Do" list and you are setting yourself up for a disappointment if they don't call you back. Just keep calling until you reach them live. =)