

# 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 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 50 people. (You can expect 10 - 15 to attend with proper follow-up.) You will receive the 'MK Bee Watch' when you have 10 guests in attendance.

\_\_\_\_\_ **Send out a minimum of 50 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. (Check with your director on obtaining business debut invitations.)

\_\_\_\_\_ **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 to someone special in your family or a close friend in order that 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 arrive 1/2 hour before the program to set up the entire product display and bring 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 **10 \*Hostess packets prepared** to give out to your 1st 10 hostesses.

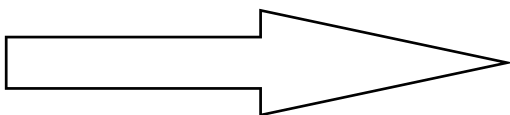
**\*Hostess packet should include:**

- Hostess Booklet
- A piece of Recruiting Literature
- Mary Kay Beauty Book/Mary Kay Look Book
- Choices Tape/Choices Evaluation

**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 “1” 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 receive a Satin Hands Treatment 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 Body Care Buffing Cream into palm of hand over night cream. Massage buffing cream into hands, same as night cream.

**Step 3.** Squeeze an ample amount of Mary Kay Body Care Cleansing Gel into palm of hand. Massage gel into hands, same as above.

**Step 4.** Rinse hands thoroughly under warm running water and dry hands completely.

**Step 5.** Squeeze an ample 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!**