

BUSINESS DEBUT PROGRAM!



- * Greet Guests
- * Give each guest a Profile Card & Pen...ask them to complete it
- * Do Satin Hands on each guest as they arrive

Welcome everyone & introduce yourself with short I-Story why you began business including some facts that impressed you.

Have guests introduce themselves: Who they are, How long they've known new Consultant, Work outside home?, Ever tried MK before?, Favorite MK product, Tell why they think new Consultant will be good in MK

Begin Program: *"We want to welcome you again to the grand opening of _____'s Mary Kay business! I want to personally thank you for supporting her in this venture! That's what Mary Kay is all about...Women supporting women!"*

_____ wanted you here today so you could understand WHY she decided to add MK to her already full plate. And she wanted YOU to share in the launch of her new business.

_____ and I are both strongly attracted to the company philosophy of Faith first, family second, and career third—which is so different from many positions in the work world today! I can honestly tell you that when you keep those priorities in order, everything works! (give personal example) (My Example.....was able to stay with my Dad for 6 weeks as he was nearing end of his life....Company paid me \$6,000 that month....where else could I have worked & taken that much time off?)

I will use my notes today to keep me on task. I get so excited about our products I could talk for hours, and I know you don't want to be here for hours:>) So I'll keep myself on track.

Explain Ticket Game...get one ticket for every question you ask today about product, Company or having your OWN Mary Kay business.....drawing for beautiful prize!

BUSINESS DEBUT PROGRAM—PAGE 2



Introduce New Consultant: *Without further ado, I would like to present to you our brand new Independent Mary Kay Beauty Consultant _____.*

Hand her scissors: *I want you to take these scissors and cut the ribbon. Keep the bow as a symbol of the day you opened your Mary Kay business. Congratulations! (take picture as she cuts ribbon...get everyone clapping...hug her) It's official...your business is now open!"*

Ask New Consultant to share WHY she decided to join MK...brief & excited

Explain Mary Kay Products: *We're really excited today for you to get a "preview" of our products. We won't be putting the product on your face today..._____ will do that with you when you get together for your makeover.*

One of _____ first PRIZES she will receive in Mary Kay is her beautiful POWER START PIN (show pin) for having 30 women try our product in her first 30 days. So YOU can help _____ with her training and to receive her POWER START PIN by booking a time to get together with her within the next 2 weeks to try our product. And if you would be willing to invite up to 5 of YOUR girlfriends to join you, that would REALLY help _____ with her 30 faces, and you will receive a lot of FREE stuff! _____ has her datebook ready and will book that for you when we're done today.

Today we're going to give you a little "sampling" of our product. As I go through some of our products, if there's anything you think you might EVER want to get from _____, you can write it on your WISH LIST. (Hand out Sales Ticket) Write your name at the top. This is just a WISH LIST...so do write down anything you like the sounds of & might want to try SOMETIME in your life:) And remember...if you have a question about any of the product, you'll get a ticket for our drawing!

Didn't you just LOVE your Satin Hands Treatment? That set retails for 34...you can write that on your WISH LIST! It's also a GREAT gift item!

Pick up each product, give a benefit or 2, squirt a little on the back of hand of each guest...You can use the Flip Chart to share the benefits...give price of each product:

I'm excited to introduce our MIRACLE SET

TimeWise 3-1 Cleanser... TimeWise Age-Fighting Moisturizer
Day Solution and Night Solution
Foundation...several choices=cream in tube, very popular Mineral Powder,
Tinted Moisturizer, Cream to Powder...try at your party

BUSINESS DEBUT PROGRAM—PAGE 3



Our Miracle Set is our most POPULAR set...you get 11 skin benefits in 5 products starting at 104 retail depending on which foundation type you choose!

Does anyone have any questions about these products...remember you get a ticket for each question for our drawing!?

If you think you might EVER like to try our Miracle Set, write Miracle Set on your Wish Listin.

EXPLAIN MICRODERMABRASION (you can or don't have to test on hand-show picture of how it works) 55.00

(remind them after each product that if they might EVER want to try that product, to write it on their Wish List with the price)

EYE FIRMING CREAM—30.00

When you add the Microdermabrasion and the Firming Eye Cream to your Miracle Set, we call that our ULTIMATE Miracle Set for smoother, softer, younger-looking skin, and the ULTIMATE Miracle retails for 175 before adding your choice of foundation.

AGE-FIGHTING EYE CREAM—26.00

OIL-FREE EYE MAKEUP REMOVER—14.00 (I like to test this on their hand by making a stripe with our waterproof eyeliner in a dark color, explain shaking the product to mix it, squeeze a little on cotton ball & wipe off the eyeliner.)

REPLENISHING SERUM+C...Exciting new product that reinforces the collagen and plumps the skin...look 10 years younger!!! 55-

You just have to try our brand NEW TARGETED ACTION TONING LOTION... tones & FIRMS all over your body! (Squirt a little on everyone to try on arms) Don't you just LOVE the feel and the SMELL...write that on your WISH LIST if you think you would EVER want some...retail is only 28 plus tax.

HAND & DECOLLETE CREAM with SUNSCREEN SPF 15—18.00

This is a MUST HAVE if you have any age spots on hands or starting to see a little crepiness in the décolleté area (throat)

BUSINESS DEBUT PROGRAM—PAGE 4



COLOR PRODUCTS...Share that we have beautiful color products and they will be able to look at all of them when we're done. (Have all color products beautifully displayed on table)

COLOR COMPACT...an entire look in the latest refillable compact.. You get to choose 3 eye colors, blusher, lipstick or lip gloss & brushes for only 65.50...a whole NEW look at an affordable price! Ask me how you can get yours for FREE when you have a party for _____.

SPECIAL DEAL TODAY...FABULOUS ROLL-UP BAG...(explain bag)...regular \$404 retail...today get it for only 299 plus tax...\$100 SAVINGS!!! And _____ will show you how to use everything at your makeover!

Does anyone have questions on any of our products? Again I want to appreciate you for coming and supporting _____ today!

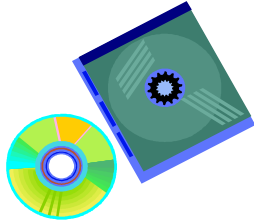
We're going to play a game—who loves games? (flip YOUR hand up) This is a names race. On the back of the profile you filled out for _____, I want you to write down the name of every woman you know who has SKIN! I'm going to give you 2-3 minutes and the one who writes down the MOST names gets a special GIFT! You don't need to write down last names or phone numbers, just first names. Ready? Set? GO! (give 2 or 3 minutes for them to write...present gift)

*As I explained before, one of _____ first goals is to get the product on 30 faces in the next 30 days. So what would REALLY help her is if YOU ladies would be willing to invite a few girlfriends over and let _____ do a little party for you. And you will get TONS of FREE STUFF just for having a little get-together. **(share current hostess promotion)** AND for helping her in that way I'm going to give you 5 EXTRA TICKETS FOR OUR DRAWING! So who's willing to help _____ get her business started AND get 5 EXTRA TICKETS...raise your hands! (give each one 5 tickets)*

Before we close our program, I would be remiss in not telling you that we are looking for more women to represent Mary Kay Cosmetics. There are 3 different Positions we are looking to fill in our Company:

- 1. A Spare-Time Consultant—who really just conducts an occasional appt. and gets her own product at a substantial discount!*
- 2. A Part-Time Consultant—who conducts say one appt. per week and wants to add some additional income to her lifestyle.*
- 3. A Full-Time Consultant—who is excited about the income opportunity, maybe wants to earn a FREE CAR or replace her current income by working 15-20 hours per week.*

BUSINESS DEBUT PROGRAM—PAGE 5



Thousands of women have changed their life and their family income by starting their own in-home business and working their Mary Kay business around their family and other job or activities.

For \$100 you can start your OWN business with Mary Kay. And for that \$100 investment, you get everything you need to show other women our product as well as all the training you need.

(Show Starter Kit flier)

If you would like to learn more about what we do as a Consultant and the benefits to you and your family, I would love to give you a CD to take home with you and then call you to answer any questions you have.

As a matter of fact...if 6 of you would be willing to take home a CD & fill out a questionnaire & allow me to call you in the next couple days to answer any questions, _____ will receive this PEARLS OF SHARING BRACELET...AND you will get 5 MORE TICKETS FOR OUR DRAWING! So who would like to get 5 MORE TICKETS for taking home a CD? (give out tickets...keep asking until 6 women take a CD and present new Consultant her bracelet)

HAVE DRAWING FROM TICKETS

Thank you so much for coming today to help _____ celebrate the beginning of her Mary Kay business! I saw that _____ had goodies in the kitchen to eat. Those of you who are helping _____ by having a party for her, _____ will schedule a good time for you. Those of you who are listening to a CD, I will schedule a good time to call you to answer any questions you might have.

And as a THANK YOU for coming today, _____ is giving you \$1 OFF each product you would like to order from her today—YEA! So we will be helping you with anything you would like to order today.

It has been MY pleasure to meet you! _____ has some GREAT friends! THANK YOU!