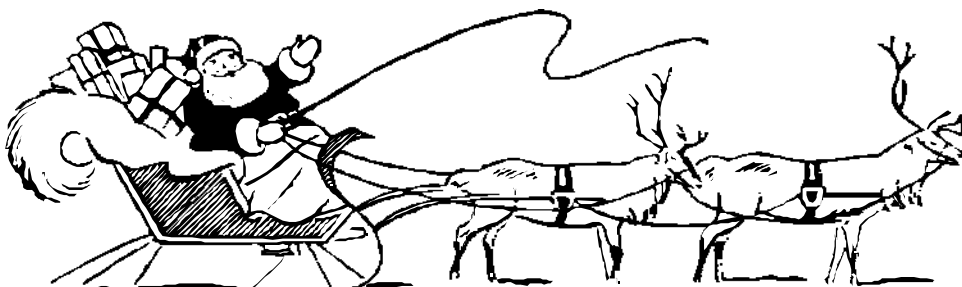


Countdown to Christmas!

Here is your action plan for December! Stay on target and you will feel so good about your accomplishments! Use this acronym to keep yourself on track! Then.... plan to have a very MERRY CHRISTMAS!

- C** Call your customers! It is wise to do a sweep through every customer the first week to be sure they have enough of everything to get through the holidays. Check on their gift needs and be sure to tell them that you have wrapped gifts and stocking stuffers for their last minute emergencies! Ask... do you have everything you need to look gorgeous during the holidays?
- O** Order as early as possible, anything you need for your own gifts or for your customers! Sometimes during this time of year we experience back orders! Don't delay! Remember that the distribution center will be closed part of Christmas week. If you still need things for Christmas at this point, do it early!
- U** Use your time wisely! Remember, it is Christmas week.... not Christmas month! If you take off the entire month, you will regret it in January! Book appointments now for January with people who want to wait until "after Christmas". You can begin the new year with a full datebook!
- n** Notice the needs of the people you come into contact with.... December can be a GREAT recruiting month! When someone tells you they want to wait "until after the first of the year," then say... "Great! We are doing the paper work now for consultants who want to begin in January! Then you'll be ready to go the first of the year AND you'll get an extra tax deduction for 2002!"
- t** Treat those on YOUR gift list to a Mary Kay gift! It is not only welcome, it is smart money management! Product gifts are deductible AND it increases the variety products your recipient is sold on.... this can mean additional orders for you over the next months!
- d** Determine your prize goal in the Star Consultant contest and plan your orders for your maximum benefit! If you are on target for the December Promotion, be sure to check your totals for that also! Remember that your orders after the 16th count for the new Star Consultant Quarter.
- O** Organize for maximum effectiveness! This is the time of year that we usually have to wait in line....at the post office, the grocery store, shopping, etc. Always have something with you that you can do and business cards and demo eye and lip colors that you can use to book someone you are in line with! Also, bunch all your errands so that they are done at one time!
- W** Wherever you go, carry Stocking Stuffers with you! Make them QUICK and EASY! You can purchase cello bags at paper supply stores! Just tie up small items inside, add a little shred and a ribbon and sell for the retail cost plus enough for the bag and shred! Carry a bunch with you!
- n** Notify your Director of what is going on with you! Send a Summary EVERY week! And... never miss a December Success Meeting! Check the calendar for those and any other special events. If you are out of town, be sure to check with your adopting director for what is happening in your area!



DECEMBER IS CUSTOMER CONTACT MONTH

(Reprinted from NSD Judie McCoy's Newsletter)

Make December the month to contact each and every customer in your file! Here are several important reasons to make your phone sizzle with activity!

- Following up on PCP!
- Holiday sales right up to the last minute!
- Filling any openings on your books for holiday makeovers with friends!
- Extra profits for YOUR family holiday!
- Extra profits for HER family with our career opportunities!
- Referrals for future customers!
- To participate in our unit's "favorite product" survey!!



Here is all you need to do:

Call every customer and ask her: " _____, our unit is conducting a "favorite product" survey. May I ask you a quick question? Great! Of all the products in our Mary Kay line, which do you enjoy the most and why? Thanks so much, _____." For helping us we are offering a special on our Satin Hands & Body Care! In December only, when you purchase two of these items — Buffing Cream and Hydrating Lotion, you get the Cleansing Gel FREE! This is my special treat for you and a thank you for being my customer!" Set a goal for yourself to make December the month to service like never before! Let's make our customer files grow with the personal touch for which Mary Kay is famous! I can see your Customer list growing already!

FOCUS on Holiday Glitz Appointments for the first two weeks of December! Below is a script to use and details on the Holiday Looks!!!!

Script for Holiday Glitz Appointments

"Hi, _____. This is _____ with Mary Kay. Do you have just a moment? The holidays are here and I know how busy things can be at this time of year. I would love to treat you to a 10 minute Holiday Glitz look. I'm sure you have special holiday gatherings in the next few weeks and one of our Holiday Looks will make you look SO good. We can even schedule it for a time when you are getting ready to go somewhere, if you wish! You can choose Holiday Sensation, Pure Inspiration, Easy Elegance, and Attention Getter. I have several spots available next week! What day would be best for you....Monday or Wednesday....morning or evening....6:00 or 7:00?" Continue to give choices! Realize that you may have to make a lot of calls to get these appointments! People are busy this time of year, but they still want to look good! Have your sets and demos together and do it in ten minutes! These are for Basic Customers! The Holiday Looks are on the back of this sheet.

HOLIDAY SENSATION

EYES: Copper Beach, Cinnabar, Safari Sunset Duet (dark), Charcoal eyeliner, Black Endless Performance mascara
CHEEKS: Just Peachy cheek color
LIPS: Dark Chocolate lip liner, Copper Mine lipstick, a touch of Brownie lip gloss

Apply Copper Beach eye color under the browbone and on inner lid. Next, apply Cinnabar in crease and along lower lashline. Apply Safari Sunset Duet (dark) as an accent at outer corner of eye and along lower lashline. Smudge Charcoal eyeliner on upper and lower lashline. Add Just Peachy cheek color. Line lips with Dark Chocolate lip liner and apply Copper Mine lipstick and a touch of Brownie lip gloss. Finish by applying Endless Performance mascara to both top and bottom lashes.

PURE INSPIRATION

EYES: Moonstone, Adobe, Mirage Duet
Violet eyeliner, Black Endless Performance mascara
CHEEKS: Bronze Sands cheek color
LIPS: Neutral lip liner, Cinnamon Twist lipstick, a touch of Pink Pout lip gloss

Apply Moonstone eye color under the eyebrow and at the inner lid. Blend Adobe along lower lashline and in crease toward Moonstone. Apply Mirage Duet (light) along lashline on eyelid and into crease. Apply Mirage Duet (dark) along the upper and lower lashes from the middle to the outer corner of the eye. Line the eyes with Violet eyeliner smudged along upper and lower lashline, and give the cheeks their glow with Bronze Sands cheek color. Line lips with Neutral lip liner. Add Cinnamon Twist lipstick and a touch of Pink Pout lip gloss. Finish by applying Endless Performance mascara to both top and bottom lashes.

EASY ELEGANCE

EYES: Spun Silk, Hazelnut, Gold Leaf
Sable eyeliner, Black Endless Performance mascara
CHEEKS: Apricot Breeze cheek color
LIPS: Dusty Pink lip liner, Sunset lipstick, a touch of Cream & Sugar lip gloss

Apply Spun Silk eye color under eyebrow and at inner lid. Next, apply Hazelnut along lower lashline and over entire eyelid and blend with Spun Silk. Last, add Gold Leaf along upper and lower lashline for a touch of romance. Line the eyes with Sable eyeliner on upper lashes, and give the cheeks their glow with Apricot Breeze cheek color. Apply Dusty Pink lip liner over entire lip with Sunset lipstick. Add a touch of Cream & Sugar lip gloss. Finish by applying Endless Performance mascara to both top and bottom lashes.

ATTENTION GETTER

EYES: Sheer Pink, Rose Mist, Vintage Gold
Bronze eyeliner, Black Endless Performance mascara
CHEEKS: Sunny Spice cheek color
LIPS: Dark Red lip liner, Red Salsa lipstick, a touch of Natural lip gloss

Apply Sheer Pink eye color under browbone and blend Rose Mist over eyelid toward it. Accent the look with Vintage Gold along upper and lower lashes of eye. Line the eyes with Bronze eyeliner, and give the cheeks their glow with Sunny Spice cheek color. Line lips with Dark Red lip liner. Add Red Salsa lipstick and a touch of Natural lip gloss. Finish by applying Endless Performance mascara to both top and bottom lashes.



Give the Gift that keeps on GIVING!

As you are seeing customers and friends during December, be aware of their needs! Perhaps the best gift you could give them would be a career with Mary Kay! This is a busy month and often the response is "that sounds good, but I want to wait until after Christmas...." The reasons below should make her THINK! I suggest you print the Ten Great Reasons below on bright RED or GREEN paper (I've given you a double copy to save paper) and put them in reorder sacks or mail to prospects! You might just get a special Christmas surprise! Oh yes.... The answer to the objection above is: "GREAT! We're doing the paperwork now for those consultants who want to begin their business in January!"



TEN GREAT REASONS TO START A MK CAREER IN DECEMBER!



1. You get to take the tax benefits at the end of the year without doing much to earn them! It's like having a baby in December!
2. You will be able to take advantage of a 50% discount on all your Christmas presents for your friends & family!
3. A camera (for before & after photos), answering machine, or computer are just a few of the tax deductible presents you might buy yourself in December.
4. Are you going to travel to see friends and family over the holidays? Take your beauty case, practice on them, and your trip is partially deductible!
5. Are your relatives visiting you over the holidays? Practice on them and get part of your Perfect Start done!
6. Are your friends & acquaintances going to holiday parties? Help them with a holiday look!
7. Make immediate sales by letting your friends & family know that your store is open for last minute stocking stuffers, gifts and gift wrapping services!
8. You'll have time after Christmas to listen to some training tapes! You'll be ready to take advantage of the New Year... when women are ready to make a change for the better. They also have gift money to spend. Everyone is looking for a post holiday fun thing to do! January is one of our best sales months! If you wait until then to start, you miss the opportunity!
9. Over the holidays, you will see lots of people that you won't see very often otherwise. What a wonderful time to be able to tell them about your new Mary Kay career (and arrange for post holiday bookings)!
10. Since Mary Kay has no territories, when you are making all of your holiday telephone calls to friends, keep good records, because you can tell them all about your new Mary Kay career & deduct the cost of the calls!

...I lied.... there are 11!

Most importantly, be ready to start your New Year with a bang, because you have a wonderful new opportunity to look forward to!!

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