

Welcome to your Mary Kay business!

First Steps as you begin your Mary Kay Business



**Congratulations! Welcome to Mary Kay.
I am excited to be working with you as a brand
new Mary Kay Beauty Consultant.**

I'm thrilled that you have chosen to work with me!

Heidi Goelzer
INDEPENDENT NATIONAL SALES DIRECTOR

WELCOME TO OUR UNIT!

Unit Information:

Unit Name: Goelzer Unit

Unit #: P744

Company Division: Diamond

Grit with Grace Goelzer National Area

Director Information:

Heidi started her MK Career in July, 1997

Debuted as a Sales Director in 1998

Debuted as a National Sales Director in June, 2012

Our Mission:

To enrich women's lives Spiritually,
Emotionally and Financially.



Heidi's Contact Info:

Address: 149 Sheryl Dr, Deltona, FL 32738

Cell Number: 920-602-3801

Office Text Line: 920-214-0226

Email: heidigoelzer@hotmail.com

Follow me on Facebook: Heidi Goelzer

Request access to our Private Facebook

Groups: Goelzer Unit, Grit with Grace

Goelzer National Area Consultants

Scan the codes to connect with us!



Goelzer Unit Facebook Group



Grit with Grace Goelzer
Area Facebook Group



My Mary Kay Facebook Group

LET'S GET STARTED! FIRST STEPS

01 RESPOND TO YOUR WELCOME EMAIL

Let me know you received it and that we have your correct email address. Create a folder in your email for Heidi's emails. You may want to consider creating a NEW email address if your current one is old and full of spam.

02 TEXT ME AT (920)214-0226

Be sure to include your name so I can save you in my contacts. (920)602-3801 is my personal cell / (920)214-0226 is my office text-only line - save these two numbers in your contacts.

03 TAKE THE ODOMETER READING

One of your biggest tax deductions is mileage! Keep a record of your daily MK trips in your datebook. Take the beginning odometer reading on your car so you are set up for success next tax season.

04 LOGIN TO MARYKAYINTOUCH.COM

Enter your Consultant number and create a password. Review the FIRST STEPS OFFERS. There are lots of goodies waiting for you including your Personal Website!

05 CONNECT WITH OUR UNIT BOARD

This is a free app where you will find helpful resources for you to use!



Scan this code to join our Goelzer Unit Board.

06 DOWNLOAD THESE APPS:

Scan the QR codes to download (Pink = Android, Purple = Apple)



LET'S GET SET UP FOR SUCCESS!

*Mary Kay Ash said
"You can't sell from an empty wagon."*

Review the "Ready Set Sell" brochure.

Watch this video about the benefits of inventory:



Contact Heidi

when you've watched the video above, it's time for your Business Planning session where we'll customize a plan for YOU!



Wholesale Your Cost	Suggested Retail	Product Ultimate Product Bundles up to \$178 each	Color Look \$134.50 Value	2 Mirrors with Trays \$5.50 each	Travel Roll Up Bags \$36 each	Maximum Bonus Value	Star Consultant Level Earn a Star Consultant Prize!
\$3,600	\$7,200	6 Bundles \$1,068	\$134.50	\$11	\$72	\$1,289.50	EMERALD
\$3,000	\$6,000	5 Bundles \$890	\$134.50	\$11	\$72	\$1,111.50	DIAMOND
\$2,400	\$4,800	4 Bundles \$712	\$134.50	\$11	\$72	\$933.50	RUBY
\$1,800	\$3,600	3 Bundles \$534	\$134.50	\$11	\$72	\$755.50	SAPPHIRE
\$1,200	\$2,400	2 Bundles \$356	\$134.50	\$11	\$36	\$541.50	
\$600	\$1,200	1 Bundle \$178	\$134.50	\$11	\$36	\$363.50	

START STRONG WITH THE BEST OFFERS!

GREAT START™: READY, SET, SELL!

ULTIMATE PRODUCT BONUS BUNDLES
Create unstoppable momentum by earning incentives in your first two months.

1 TimeWise® Miracle Set® Bundle, \$178
COMBINATION/OILY SET OR NORMAL/DRY SET
Also included in each bundle:
TimeWise® Moisture Renewing Gel Mask
TimeWise® Eye Cream

2 Open for Business Bundle, \$163
TimeWise® Microdermabrasion Plus Set
White Tea & Citrus Satin Hands®
Pampering Set
Clear Provi® Deep-Cleansing Charcoal Mask
Mary Kay® Oil-Free Eye Makeup Remover
White Tea & Citrus Satin Lips®
Shea Sugar Scrub
White Tea & Citrus Satin Lips®
Shea Butter Balm

3 Lash and Lip Bundle, \$146
Lash Intensity® Mascara in Black
Lash Love® Lengthening Mascara in 10 Black
Lash Love® Fanorama® Mascara in 10 Black
Mary Kay Unlimited® Lip Gloss in Beach Bronze, Fancy Nanny, Unique Mauve, Sheer Illusion, Berry Delight and Pink Ballerina

4 Ultimate Targeted Solutions Bundle, \$150
Mary Kay® Hydrogel Eye Patches
TimeWise Repair® Volu-Fill® Deep Wrinkle Filler
TimeWise Replenishing Serum C+E®

15 DAYS

TREAT YOURSELF TO A FREE GIFT!

With your single initial order of \$600 or more in Wholesale Section 1 products in the first 15 days of starting your business, you can earn a gorgeous color look worth \$138.50 suggested retail price!

BUSINESS-BOOSTER
You'll also earn a Mary Kay® Travel Roll-Up Bag (pictured), two mirrors with trays and the Miracles Happen book by Mary Kay Ash!



TREAT YOURSELF TO A FREE GIFT!

With your single initial order of \$600 or more in wholesale Section 1 products in the first 15 days of starting your business, you can earn a gorgeous color look worth \$138.50 suggested retail price!

You will sell 70% more when your customers can get products off of your shelf immediately. Check out the perks from the MK Rewards Visa on www.marykayintouch.com under ordering, then MK Connections. Your business pays this off while bringing you profit.



Scan this code to learn more about the benefits of having product on hand.



Helpful Resources to fund your initial investment

8 Places to find money to start your business

DECENT CREDIT SCORE:

- 1- Borrow from yourself (repay: savings, tax refund, CD, whole life policy, home equity loan).
- 2 - Zero% Credit Card (12-18 mo): 660-670 score/[creditkarma.com](https://www.creditkarma.com).
- 3 - Credit Union: attached to work/spouse's work, easier to get.
- 4 - Bank loan (personal loan, need title of motorcycle, car, boat, etc.)
- 5 - Credit Card with low interest: don't co mingle personal and business.

NO CREDIT SCORE:

- 6 - Sell something: big stuff in house, parents' house they will give you to get it out of their house (piano, musical instrument, bedroom or dining suite, motorcycle, jet ski, tools, scrap metal)
- 7 - Jewelry box: college HS rings, gifted jewelry, gold chains.
- 8 - Someone who believes in you

(Final option: high rate finance, too extreme-want to pay it off in 2-3 weeks)

UNDERSTANDING Activity Status & Discount

A1	A2	A3	I1	I2	I3	T1	T
active month 1	active month 2	active month 3	inactive month 1	inactive month 2	inactive month 3	terminated month 1	remaining months
Place at least a \$225 wholesale section 1 order & receive the Earned Discount Privilege of 50%. Additional orders of any size this month are also 50% off.	Earned Discount Privilege of 50% on any size order. A cumulative wholesale order of \$225+ in either of these 2 months will reinstate your A1 Status.		No product ordering discount. Must place at least a \$225 wholesale section 1 order to reactivate and receive the Earned Discount Privilege of 50%.			Will permanently lose all Team Members if no minimum \$225 wholesale section 1 order is placed this month.	After 12 months of not ordering you are no longer a Mary Kay Consultant and must sign a new agreement.
Earned Discount Privilege (EDP) Use of Customer Delivery Service (CDS) Receive Commissions on Team Member Orders Counts as an ACTIVE unit/team member Receives the Applause magazine			No EDP No CDS Forfeits Recruiting Commissions earned Receives the Applause magazine			No EDP No CDS Cannot Recruit No Applause magazine	

Earned Discount Privilege works this way: You receive a 50% discount on any Section 1 wholesale order when you order a minimum \$225 wholesale (\$450 retail). **You will continue to receive a 50% discount on any Section 1 product order (regardless of size) as long as you remain "Active".**

"Active" status: The month you place a minimum \$225 wholesale order (\$450 retail) and the two following calendar months you are considered "Active." As long as you remain "Active" you receive your Earned Discount Privilege and 50% discount buying power plus the privilege to use the Customer Delivery Service (as long as you also maintain a Propay account)! The \$225 wholesale minimum may be accrued **cumulative** during any single month period. For example, should you already be "Active" and take advantage of your Earned Discount Privilege and place two wholesale orders during a single month period totally \$225 wholesale cumulative during that month period; you would start over again with the month being your **NEW** "Active" Status (A1) and you would have two further months of "Active" status available after that month.

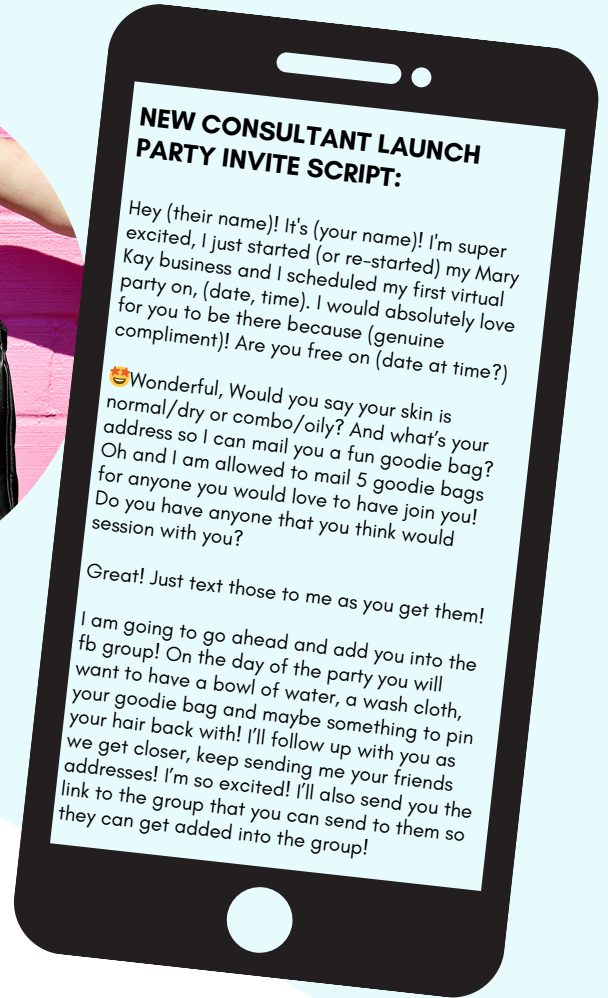
JAN	FEB	MAR	APR	MAY
\$0 INACTIVE	\$225 WHOLESALE A1	\$0 A2	\$0 A3	\$0 INACTIVE

Schedule your Launch Party!

We can launch your business In-Person or Virtually!




Scan this code to request pampering packs of samples for your launch party guests. (please request these at least 1 week or more in advance of your launch party)



MONDAY NIGHT SUITE SPOT

4pm Alaska | 5pm Pacific | 7pm Central | 8pm Eastern

 **905 557 5183**

Suites Available:

- Welcome Suite (First-Timers)
- Start-Up Suite (4wks)
- Success Suite (Recorded)
- Leaders in RED Suite

Hosted by
**Grit with Grace
Sales Directors**

Success Suite: For consultants not yet in RED but have completed Start-Up Suites!

Every Monday evening we hold our "Suite Spot" zoom - here you can learn while you earn! You get New Consultant Training & recognition! Join us there!

G·R·I·T· W·I·T·H· G·R·A·C·E

Goelzer Area Hotline

GRIT WITH GRACE HOTLINE
641-715-3900
673365#

MONDAY - HEIDI

TUESDAY - NICKI & AMBER

WEDNESDAY - BECKY, TAMM, MELISSA

THURSDAY - MARY & SAMANTHA

FRIDAY - CHARIS & TRICIA

HOTLINE CHANGES BY 10AM CST EACH WEEKDAY

Dial into our Hotline daily Monday through Friday for a quick burst of information & inspiration!

NEW CONSULTANT

Let's Get Set Up Checklist

Congratulations on starting your Mary Kay business!
YOUR FIRST CHALLENGE is to complete this checklist.



Schedule a business-planning session with Heidi.



Log into InTouch.



Download the Great Start App and watch "Welcome" and "Great Start Inventory" videos.

*Welcome Video is underneath the top left hamburger



Set up your Mary Kay website and Propay account.



Join Unit Facebook Group "Goelzer Unit" & Join Area Facebook Group "Grit with Grace Goelzer National Area"



Complete the above 5 items and earn your Mary Kay Pin.



30 faces in 30 days

Track your way to success! When you see 30 faces in your first 30 days of business you'll earn your PINK ICE RING!

FACE = someone you share product with in-person or virtually or someone who makes a purchase from a Facebook Party.

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30. _____



Pearls of Sharing

Earn your Pearls of Sharing Jewelry when you share the Mary Kay Opportunity in your first 30 days of business!



1. _____
2. _____
3. _____



4. _____
5. _____
6. _____



7. _____
8. _____
9. _____
10. _____

complete 3 Training Calls = Earrings

Training Calls = Bracelet

complete 10 Training Calls or have your first qualified team member = Necklace

Complete your Education!

MK University

This program takes you through 11 educational modules that will support you as you begin your business. Topics covered include: Getting Started, Customer Service, Booking & holding appointments, Sales, Teambuilding, Advancing up the Career Path ... and more!



Skin Care Confident

As a Mary Kay Beauty Consultant, you can help your customers love their skin for life! Complete this training & quizzes to earn your Advanced Skin Care Consultant designation.



Color Confident

Color Confident is a step-by-step approach to color that will make it easy for you and your customers to achieve beautiful results with their color application. This will guide you in becoming the best consultant you can be to support your clients as they have questions for you.



Clinical Solutions Confident

Learn all about Mary Kay's newest dermocosmetic line of skin care products so you can confidently share them with your clients.



Legal Education

This educational module will take you through the important information that you need to know as you operate your MK business in-person and online. It will help you be set up for success.



Find these resources on www.marykayintouch.com under the "Education" tab or scan the codes to visit the education modules.

Build a Bag! Be a Brand Ambassador!

- **Purge** out your **MAKEUP GRAVEYARD** and replace ALL products with MK...at 50% off of course! Don't even buy hand soap. Put Satin Hands at every sink and body wash in the shower.
- **Check off** everything on this **WISH LIST** that you'd like to add to your Collection.
- **Place your first order!** Approach this like you're going to Sam's. **STOCK UP!** Don't just buy 1 Mascara. You want to have a back up for when you run out! You could also have a few extra to sell to friends & family. Be sure you review the **READY SET SELL BROCHURE** with your recruiter or Director before placing your first order so you know how to get the **BEST DEAL!**

My Skin Care Regimen:

- ___ TW Miracle Set
- ___ TW Repair Set
- ___ Botanicals Set
- ___ Clearproof Acne Set
- ___ Naturally Line
- ___ MK Men's Skin Care
- ___ On the Go Skincare for Traveling



My Skin Care Supplements:

- ___ Mary Kay Clinical Solutions™ Retinol 0.5 Set
- ___ Clinical Solutions Boosters
- ___ TW Microdermabrasion Set
- ___ TW Replenishing Serum C+E
- ___ TW Tone Correcting Serum
- ___ TW Eye Firming Cream
- ___ TW Moisture Renewing Gel Mask
- ___ TW Repair Facial Peel
- ___ TW Repair Deep Wrinkle Filler
- ___ TW Repair Lifting Bio-Cellulose Mask
- ___ BE Invigorating Scrub
- ___ Charcoal Mask
- ___ Nourishing Oil
- ___ Indulge Soothing Eye Gel
- ___ Intense Moisturizing Cream
- ___ Oil Free Hydrating Gel
- ___ Extra Emollient Night Cream
- ___ Lash & Brow Building Serum
- ___ Hydrogel Eye Patches



My Face "Prep" Products:

- ___ Oil Free Eye Makeup Remover
- ___ Satin Lips Set
- ___ Foundation Primer
- ___ Eye Primer
- ___ Lash Primer
- ___ Lip Primer
- ___ Oil Mattifier
- ___ Beauty Blotters
- ___ Finishing Spray
- ___ Under Eye Corrector
- ___ Concealer



My Body Care Products:

- ___ Mint Bliss Foot & Leg Lotion
- ___ Satin Hands Set
- ___ Satin Hands Soap
- ___ Satin Body Scrub
- ___ Satin Body Wash
- ___ Satin Body Lotion
- ___ Hydrating Lotion
- ___ 2 in 1 Body Wash & Shave
- ___ TW Toning Lotion
- ___ Fragrance



My Beauty Tools Includes:

- ___ Travel Bag
- ___ Brush Collection
- ___ Blending Brush
- ___ Liquid Foundation Brush
- ___ Mineral Powder Brush
- ___ Cream Color Brush
- ___ Compact Brush
- ___ Palette

My Glamour Products:

- ___ CC Cream
- ___ Foundation
- ___ Pressed Powder
- ___ Translucent Powder
- ___ Mineral Powder Foundation
- ___ Contour
- ___ Highlighter
- ___ Blushes
- ___ Eye Shadows
- ___ Liquid Eye Shadow
- ___ Mascaras
- ___ Brow Tint and/or Liner
- ___ Eyeliners
- ___ Lip Liners
- ___ Lipsticks
- ___ Lip Glosses



You could receive a **FREE Makeup Collection** (3 Eye Colors, Blush, Lipstick, Lip Gloss, Mascara, Lip Liner, Eyeliner, & Perfect Palette) & a Travel Roll UP Bag when you place your 1st order.





FROM ME TO YOU

Mary Kay never created a makeup company. Instead, she developed the perfect company for women based on a certain set of values & principles. The cosmetics came later.

The Mary Kay culture attracts women who share the same values:

- Faith & Family come before career
- Women should be praised to success
- We do not need territories, because we will not take someone else's customers
- We will honor the Golden Rule & treat others the way we want to be treated



It has been by experience since joining that Mary Kay can be used as a vehicle to discover and use one's God-given talents. In doing so, you discover your passion. Once you find your passion, it will lead to your life's purpose. That is my prayer for you.

The Mary Kay experience may be something as simple as gaining self-confidence in life skills (public speaking, organization, delegation, prioritization, money, time & attitude management) or something as profound as deepening your self-esteem (your feeling of self-worth, not connected to skill). Either way, I can promise you that by surrounding yourself with MK women, events, communication and philosophies your life will be GREATLY enriched.

While I am cheering for your financial success (the dollars you sell and the people you add to your team), I am most excited for the person you are becoming on this journey!

I believe our life is like a box of puzzle pieces that was put out on our coffee table of life. Each day, we turn over the pieces, but we don't have the box top, we don't know what picture we are constructing but with each piece we get a better view.

Mary Kay and myself are now a piece of your life, and YOU are a piece of mine.

I am honored to be your mentor & leader.

Heidi

