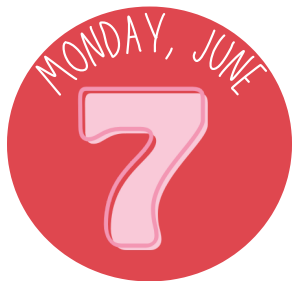


GRIT WITH GRACE AREA
ENGAGE TO ELEVATE

JUNE Strong!

MONDAY EVENINGS VIA FB LIVE
4:30PM PST | 6:30PM CST | 7:30PM EST



Join us for this 4-week educational series
designed to elevate you and your business.

Register visit www.heidigoelzer.com/events to
register today! Once registered, you will
gain access to the E2E Facebook Group.

Welcome



BE SURE YOU ARE IN THE

JUNE STRONG E2E

GROUP ON FACEBOOK!

www.facebook.com/groups/junestronge2e/

You'll find the weekly video links there! Please contact your Sales Directors with any questions you have.

"THE ONLY PLACE SUCCESS COMES BEFORE WORK IS IN THE DICTIONARY."

-Mary Kay Ash

Dear Women of Excellence,

Your Sales Directors & I are so humbled, honored, and excited that you have committed your time, energy, and heart into this 4 week Engage to Elevate course. I still remember my first advanced training course - I was a new consultant & it was life-changing. I learned great business habits that have served me well throughout my 20+ year career!

I believe that one of my jobs as your National Sales Director is to:

1. Inspire you to believe in yourself
2. Empower you to see beyond today
3. Challenge you to be the best version of yourself

Will this 4 week journey be easy? Probably not - but what is easy is seldom worth it! I pray that you are willing, capable & ready to learn, grow & work to change your life and the lives of the people God has entrusted to you!

Here are some suggestions to make your **JUNE STRONG** experience **INCREDIBLE!**

- Our sessions will begin right at 3:30 Alaska | 4:30 Pacific | 5:30 Mountain | 6:30 Central | 7:30 Eastern. Plan on being at your viewing hub or computer (or other device) a few minutes beforehand so that you have clicked the video link & are ready to go!
- Show up each week and EVERY day with a positive attitude of EXPECTANCY, knowing that you are in the RIGHT place. Do not take anything personally. It is your job to receive the information on your end from the place it was intended - with LOVE, the desire to see you grow, and for YOUR BEST FUTURE!
- Have your snacks and drinks by your side so you don't miss a thing!
- Get caffeinated. I know it's a long session. You will be sitting for 75 minutes straight. We need you awake, alert, and giving us feedback! Post to our Engage to Elevate Facebook group as we go along! We love to hear your A-ha's there!
- **Technical difficulties do happen despite our best efforts.** If something were to disconnect the link please pay attention to the Facebook group for a new link or instructions.
- Please make sure that you are in the **June STRONG E2E** Facebook Group - this link has been emailed to the address you provided upon registration. If you are having trouble accessing the group - please reach out to your Sales Director. This group is the main way that we will interact. If you don't have Facebook - GET IT :) ***The viewing link will change each week and the "Announcement" post of the Facebook Group is where you will find it 8 hours prior to each session.
- If you have children, please get coverage so your attention is not divided & you can receive what you need. Yes, even angel children :)
- You won't need a notebook - you can take notes right here in this workbook!
- Per my National Sales Director Agreement, PLEASE DO NOT RECORD ME IN ANY WAY. Snapping photos of me online is great (so long as you make me look fabulous!) We will have recordings and scripts that we go over made available to you.

MEET NSD HEIDI GOELZER

Heidi became an Independent Beauty Consultant in July of 1997. After her husband Christopher, a Lutheran pastor, graduated from the seminary she made the decision to quit her teaching job to stay home with her two small children and live on LOVE. Heidi quickly realized that she wasn't good at staying home, as she did not like to cook, clean, decorate, and do all the things expected when one stays home.

Heidi was reluctant to start her business because she had never sold anything before, but she was excited to have some adult time. From a \$7 first party, she went on to earn the use of her first Career Car 10 months later. Heidi realized that anyone could be successful in Mary Kay if they were willing to do the work. She went onto debut as an Independent Sales Director in 1998 and as a National Sales Director in 2012.

Some of her career highlights include:

- Heidi has earned 11 cars - 9 of them being the prestigious Pink Cadillac
- She has completed the National Court of Sales
- Heidi's unit was #1 in the state of WI
- She has lead her unit to complete the:
 - \$300,000 Unit Club
 - \$350,000 Unit Club
 - \$450,000 Unit Club
 - \$500,000 Unit Club 4 times
 - \$650,000 Unit Club 4 times
- As a Sales Director, Heidi earned Top Director Trips 4 times, traveling to Greece, Sweden, Spain & Maui
- She has been a STAR Consultant every quarter but 1 until debuting as a NSD
- She has been on NSD Trips to Beijing, Maui, London, Portugal, Spain, Argentina, Rome & the French Rivera
- She taught the new NSDs from **around the world** at New NSD Scholar Week

In addition to the all-expense paid trips from Mary Kay, Heidi and Christopher had an opportunity of a lifetime to take Christopher's parents to Paris, fulfilling a life-long dream of her Mother-in-law. She has also earned through her Mary Kay business a trip for her husband and son to hunt in the Arctic Circle, trips to Disney World, Virginia Beach, and Alaska 4 times for her family.

The Goelzer Area has achieved the Gold Circle four times.

Heidi is married to Christopher, a Lutheran pastor, and they have 4 fabulous children:

- Charis who is 26 and at 18, debuted as the youngest Sales Director to debut in her National Area (married to Paul, they have our grandchildren THEO & Adeline)
- Nathanael who is 24 (married to Mady)
- Anastasia who is 19
- Gabriel who is 11

Heidi loves that God has given her the Mary Kay Opportunity and the blessing to lead the Grit with Grace Goelzer National Area where we empower women to grow SPIRITUALLY, EMOTIONALLY, & FINANCIALLY.



QUESTIONS FOR MY SALES DIRECTOR



Week One

START STRONG

WELCOME / OVERVIEW OF E2E

THE MENTAL GAME

BOOKING

COACHING

FACEBOOK GROUPS

ENGAGE TO ELEVATE

AHA

BFO

WOW

WOM

WOY

WELCOME TO EZE!

START STRONG

"We over exaggerate _____,
over estimate - _____, and
underestimate _____."

-John Maxwell

"Make _____ your masterpiece."

-John Wooden

KEEP STRONG

"Perseverance is not a _____ race; it's many
_____ races one after another."

-Walter Elliot

WELCOME TO EZE!

GROW STRONG

"Growth's highest _____ is not what we _____ from it, but what we _____ by it."

-John Maxwell

"A _____ mindset 'feels _____ by the success of others' _____ mindset 'finds lessons & _____ in the success of _____'"

-John Maxwell

LEAD STRONG

"Great _____, great achievers are rarely _____ by other people's standards."

-Andy Andrews

"Great _____ is a product of great _____ . And this is why _____ matters."

-Andy Andrews

WHAT TO EXPECT

Each week during E2E we will follow this basic agenda:

- Meet last week's **Queen of points!** (live conversation with NSD Heidi Goelzer)
- **Training** from the Grit with Grace Sales Directors
- **Panel Discussion** with the weekly trainers (facilitated by NSD Heidi Goelzer)
- Celebrate our **weekly TOP 10** in points in each category:
 - Consultants
 - Red Jackets
 - Sales Directors

(Each week we will draw from the TOP 10 in each category and one person per category will win the weekly gift! The QUEEN of the week in her category will get 2 entries into the drawing AND she will be featured next week before we begin our training!)



Consistency
is KEY!

Everyone who turns in their weekly points via the google form consistently (all 3 weeks) will earn a pair of trendy tassel earrings!

10

THE MENTAL GAME

How can I use my strengths in my mental game?

How can I get myself out of a rut while I'm working?

How can I get clarity?

When looking for clarity, go back to the basics: BATHED

B_____

A_____

T_____

H_____

E_____

D_____

THE MENTAL GAME

BOOKING:

AFFIRMATIONS:

TRAINING: heidigoelzer.com (gritwithgrace)

HOTLINE: (641)715-3900 673365#

EXERCISE:

DEVOTION/MEDITATION:

BOOKING

One of the _____ things you can do for your business is to make Booking a daily _____!

What are some limiting beliefs you have that have stopped you from asking in the past?

What emotions are you feeling when you feel stuck?

Who do you talk to when you need to get unstuck?

BOOKING

WHY do we book?

People count on us. Our family & our community count on us.

What are some reasons we book in Mary Kay?

Booking is the lifeline to your success.

If we are not spending time with the people, we aren't going to get very far. We have been taught that this business is built on relationships, and the first step of that relationship is the appointment.

What is your booking GOAL?

Decide what your monthly goal is and how much you need to profit for that goal. Decide when you want this goal accomplished.

A goal with a deadline changes lives.

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 (SÁBADO)
6:00							
7:00							
8:00							
9:00							
10:00							
11:00							
12:00							
1:00							
2:00							
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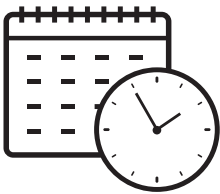
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BOOKING - THE PLAN

_____ do we _____ the appointment?

1

Talk with family for when you can hold appointments



2

Highlight datebook with open time slots. {Protect your Priorities}



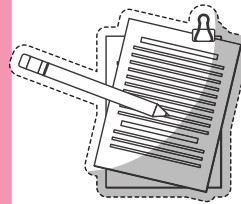
3

List the women you would love to bless and connect with



4

Create a structure for your conversations to book people



5

Connect with people daily



Be intentional about success. Block your MK time inside your datebook with a _____ highlighter.

Imagine that every time you write in your _____, it's like writing in your _____.

Booking is a _____ and your thoughts determine your outcome.

BOOKING - THE PLAN

People can hear your _____ & _____
over the phone.

"A booking a day keeps the blues away!"

Don't take it _____ & learn to take the
_____ out of the equation.

This business is _____, not magical; learn to
work the numbers.

Don't _____ when you're _____,
keep going because people can hear the
_____ in your voice.

Professionals memorize _____, amateurs
don't.

Practice your scripts in an _____ voice, practice in
the car during traffic hour, in the shower, with your pet.
etc ... where else can you practice?

Find a great place to book, like your car! Have your
_____ with you at all times; datebook,
workbook with scripts, pencil, phone & charger.

BOOKING - THE PROOF

THE LAW OF AVERAGES:

Book _____ = Hold _____

Book _____ = Hold _____

Book _____ = Hold _____

Astounding Stats!

- 2% of sales & bookings happen on the first contact
- 3% on the second contact
- 4% on the third contact
- 10% on the fourth contact
- 81% on the fifth contact
- 48% of the people give up after their first contact
- 24% give up on their second try
- 12% give up on their third try
- 6% give up on their fourth try
- 10% give up on their fifth try

Three Ways to Book

1. _____

2. _____

3. _____

structure example 1:

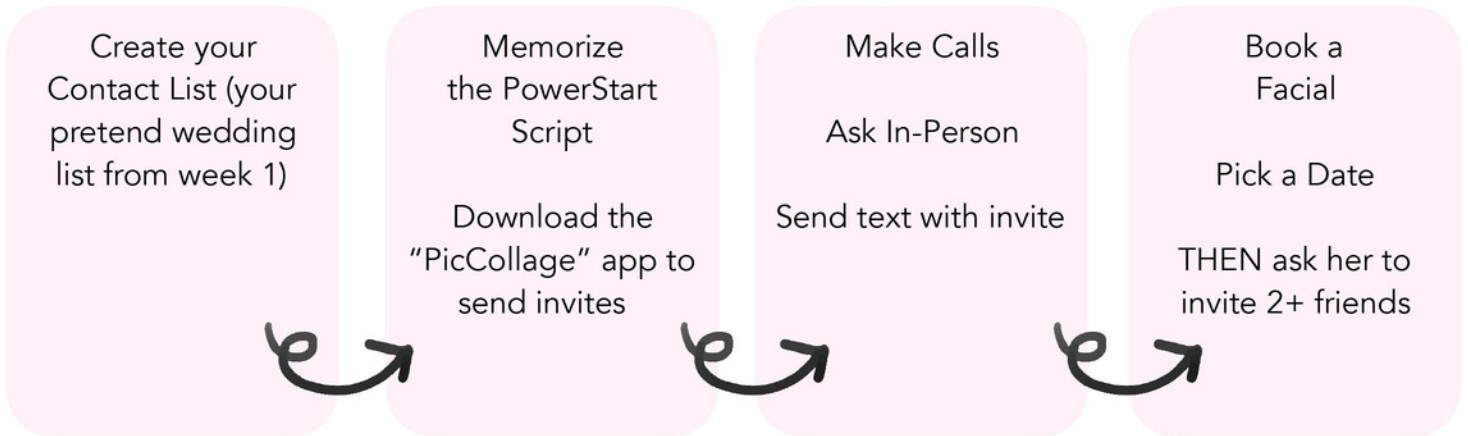
INVITE
EXCITE
INFORM
CONFIRM

structure example 2:

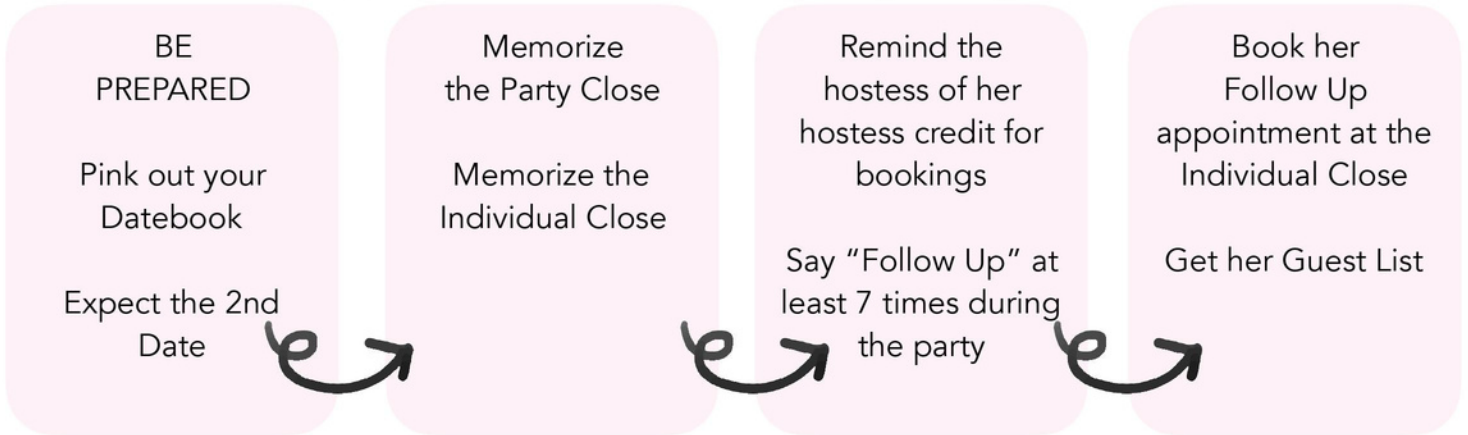
Excite with what you have to offer
Enroll them with your goal
Just ask! Don't be freaky!

3 ways to book

1. YOUR CIRCE OF INFLUENCE {the people you know}



2. BOOKINGS FROM BOOKINGS {the key to growing a successful business}



3. NETWORK {taking advantage of an opportunity to meet new people & make new contacts}



SOCIAL MEDIA GUIDELINES

Before you begin promoting your Mary Kay business through Social Media, be certain to read Mary Kay's Social Media Guide available at www.marykayintouch.com Resources Menu /Legal tab. Failure to abide by these guidelines may result in a violation of your beauty consultant agreement, which may result in the termination of your beauty consultant agreement.

When in doubt, ask. Call the Mary Kay Legal Dept. or your Mary Kay Sales Director.



OVERCOMING BOOKING OBJECTIONS

I'M TOO BUSY...

"I understand _____, you know, I'm a really busy person too, so I can appreciate that! It may take us an hour or so to find your special needs & preferences, but after that I can save you an enormous amount of time. You'll never need to go to the mall or stop at the grocery store again for your cosmetics! I can save you money too! Which would be better for you, _____ or _____?"

LET ME CHECK WITH MY FRIENDS FIRST...

"I can appreciate that, however, why don't we go ahead & schedule it on my calendar & then let your friends know ... if we have to change it we can later [this is the tentative booking approach]. Those that can't come can schedule a different time. Which is better for you, at the beginning of the week or the end?"

I'M NOT A BIG PARTY PERSON...

"That's good because I'm not either. I hold private appointments in my house or yours. When would be a good time for you ... this week or next? .. Etc. Then casually invite her to share her time with a friend or two."

I DON'T KNOW ANYONE...

"I can appreciate that ... I didn't know many people before I started my business. Why not just invite a neighbor on both side and we'll ask them to each bring a friend ... what a great way to get to know each other. Now, which is better for you, _____ or _____?"

I DON'T HAVE ANY MONEY...

"I understand _____, you are aware that our products are a third to half less than anything at the department stores [just a few \$\$ more than Walmart] and you never even have to pay full price for our products! We have discounts & lots of ways to get it free. Plus, there is no obligation to purchase. I'd just appreciate your honest opinion. Which is better for you _____ or _____?"

I USE XYZ BRAND...

"Great! You obviously appreciate good cosmetics! You know, we never find anyone who doesn't like us at least as well, if not better than _____! I would love to get your opinions, is there any reason you couldn't compare your favorite products with us? You can have a glamour item at half price just for giving me your opinion. Which would be better for you, _____ or _____?"

LAST TIME I TRIED MARY KAY I BROKE OUT...

"I'm sorry you had that experience, may I ask how long it has been? [Explain the product changes]. _____, may I ask you what you mean by "Broke Out"? Was it blemishes? [Wrong formula] or little red itchy bumps? [A sensitivity to possibly one of the products doesn't mean she can't use the whole line]. Is there any reason we couldn't work together to find the perfect system for you? Which works better for you _____ or _____?"

IF SHE STILL SAYS "NO"...

"Tell you what, here's my card/number, if you ever change your mind will you give me a call? I'd love to be the one to show you our products!" OR "Here's my card, if you know of anyone who would like to try our products, would you pass it on?" ALWAYS LEAVE WITH A YES!

COACHING

"A class worth booking is a class worth coaching."

Mary Kay Ash

What is a coach?

A good coach is _____

1. Limiting Belief

2. Why

3. How

Coaching Checklist

*consider using voice clips in your fb messenger or text messaging

__Set up group - include day and time of party in the name of group

__Invite hostess & let her know the group is up and she can begin inviting friends

__Encourage your hostess to send her friends a sweet message about joining the group and to include a link to the group

__Schedule all of your pre-party posts
2 per day (1 engagement post, 1 product post) the 7 days before party

__As soon as guests join the group, friend them

__Send messenger message to introduce yourself and ask guest for address & skin type

__Send out pampering packages to every address you get - track using the guest tracker or a spiral notebook

__Comment on all the comments in the group to build relationship with guests

__Ask your hostess to comment on the comments, too, and explain how that helps the group's algorithm and her party results with more participation

__Go live in your group for 60-90 seconds - introduce yourself and explain what they can expect at party and what supplies they will need

__Let your hostess know whose addresses you have and ask her if she can help you get the rest of them by her messaging her friends

The day before or the morning of:

__send your guests a reminder through messenger when the party starts and include link to fb group or zoom meeting ID or physical address.

__go live in your group for 60-90 seconds to remind them of party and what they need. Tag all the group members in the comments of this live video

__Hold your party on your desired platform

FACEBOOK GROUPS

"Every person has an invisible sign hanging from their neck saying,

Never forget this message when working with people." - Mary Kay Ash

Like the _____ and _____ prizes it awards to its top sellers, today's Mary Kay retains a _____ feel while embracing _____ and _____, teaching consultants to _____ when the world is turned upside down.

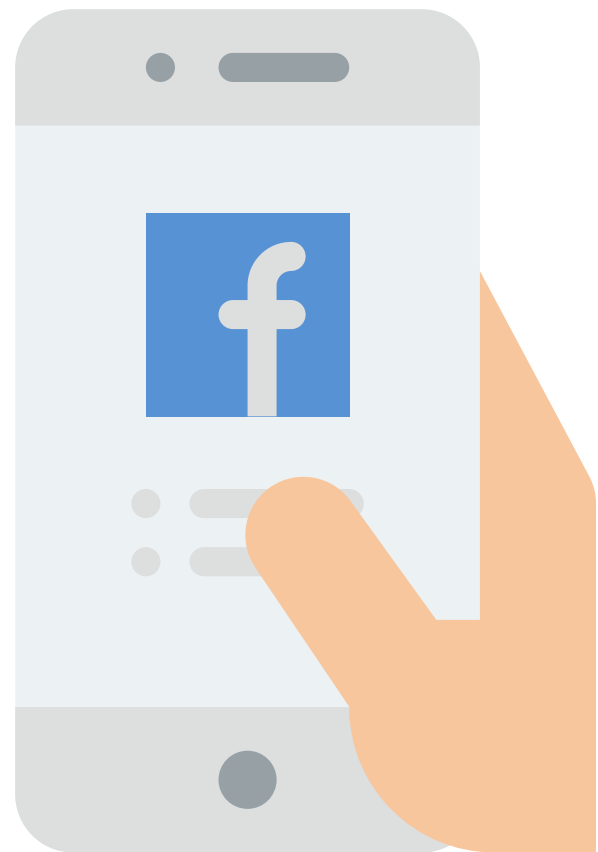
Last year took the world by surprise, forever _____ not only the _____, but how we _____ our _____. Do not let the changes _____ you, in fact, _____ than you ever have before because _____ allows you to see more _____, hold more _____ and _____ your previous _____ without any added efforts.

FACEBOOK GROUPS

The first step in diving into this new way of working virtually is to create your _____ group. When establishing a group, you must choose a name for the group. Create something _____, _____, & _____!

Be sure to make the group _____. And I suggest adding a few questions that people must answer prior to being added to your group. Questions can be:

- _____
- _____
- _____



FACEBOOK GROUPS

The _____ allows people to " _____ " shop, so adding these questions can help you _____ through people who may just be looking to find a consultant who is offering products _____ than the consultant they have.

Next, _____, Mary Kay has _____ products, they _____.
Your _____ are not _____ the products solely, they are _____ the _____, the _____, they are buying because of _____!

"Every achievement, big or small, begins in your mind."

Mary Kay Ash

FACEBOOK GROUPS

What does _____ mean?

- _____
- _____
- _____
- _____
- _____
- _____

_____ are what the _____ is buying, _____ are who they want to _____ and get to _____. Do not be afraid to let them get to know you.

Your customer group is your _____, your _____. This is where you make the _____ happen.

Everyone always asks me how I run my customer group, so I am going to tell you. I refer to my group as my _____. Why?

_____ want to be made _____, they want to feel _____, and they want to feel _____. By me referring to my group as an exclusive, VIP group, I have already made them feel _____, _____ & appreciated when they get invited to such a _____ group.

FACEBOOK GROUPS

Then, I _____ my posts _____. On the _____ day of the _____ I take _____ to _____ all the posts for the _____ month. I _____ all posts around what is referred to as _____ - _____ times for views.

- 7AM - Schedule an _____ post
- 12PM - Schedule a _____ about a certain product
- 7PM - Schedule a _____ about a _____ like what you posted at noon

Personally, I always coordinate or theme my posts
Coordinating/theme your posts to boost sales & keep customers engaged.

Examples of Daily Themes:

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

Sunday

FACEBOOK GROUPS

_____ go back on your posts and _____, NOT LIKE, _____ your customer's comments and _____ a reply. This boosts the _____ in your groups, ensuring your group continues to show up on your members' _____. **This is very important.**



FACEBOOK GROUPS

_____! People are naturally _____! They want the _____ with you, they want to see _____, _____ you are doing it, and _____ you are doing it. Your _____ do not have to be 30 minutes long. Simply pop on, say a few words, share a product and why you love it, and pop off. People are going to watch the live whether they click on it right away or they go back and take a peek. It's just _____ nosiness, step out of your _____ and just do it! You will see a huge _____ in your _____ plus the more you _____, the more people start to join them and get excited to be on them!



Finally, have _____! Make your group _____, _____ and above all, enrich women's lives through connections & conversations. You never know when that one reply you make, or that one positive quote you share, changes someone's day.



Week Two

KEEP STRONG

REVIEW OF WEEK 1

FULL CIRCLE PARTIES

FOLLOW UP

ENGAGE TO ELEVATE

AHA

BFO

WOW

WOM

WOY

FULL CIRCLE SUCCESS

Working your business **Full Circle!**

Full Circle has _____ parts:

1. Add _____
2. Book _____
3. Ask for _____
4. Sell _____

Tips to add teammates:

1. Ask 100% of the _____ to watch a _____
_____ and have a _____
_____ about it.
2. Say at every party, "Mary Kay always said there is at least one new beauty consultant at every party! Comment who you think would be great!"

Tips to get future bookings:

1. Use a _____ that _____ you!
2. Mention they are entitled to a _____
3. Offer the hostess a FREE _____ with 2 or more bookings OR offer each guest a _____ for booking

FULL CIRCLE SUCCESS

Tips to get Nominations:

1. Play a _____ during your party! Ask them to grab their cell phones and nominate women who deserve a pampering pack!
2. Offer a _____ for texting me _____ nominations.
3. Offer a _____ for texting me _____ nominations.

Tips to sell Sets:

1. Include a _____ in each pampering pack
2. Go over the _____ during your party
3. Include the _____ flyer on the back of the set sheet

Offer guests an _____ to have a _____ with you LIVE after the party!

I offer a _____

Close with 1-2-3 questions:

1. Will you be my customer? YES
2. Do you want FREE or ME? FREE
3. I am going to send you a fun VIDEO. For giving me your opinion you go into a monthly drawing! Will you watch the video and give me your feedback?

EXAMPLE HOSTESS PLANS

Hostess Rewards

\$50

FREE Mary Kay

when your party sales reach \$200

Plus receive a bonus gift when your party closes by May 31.






this month only!

HOSTESS REWARDS

Activate your 50% off shopping spree by inviting 50+ guests to your virtual posting party.

+10% FREE

When you have ten or more orders from your virtual posting party.

+\$50 more in FREE PRODUCT

When 2 friends book & hold their own virtual posting party.
Plus \$25 in free for every booking over 2.
(4 bookings = \$50+\$25+\$25)

Thank you for supporting my business!



HOSTESS REWARDS

Booking gift to each hostess



Or something equally fabulous

Hostess credit is 20% of party sales
(Outside orders count)



With each booking at her party, hostess
Earns \$25 additional in free product

New Consultant Hostess Rewards

Booking gift to each hostess



Hostess credit is 20% of party sales



With each booking at her party, hostess
gets any single item at half price

EXAMPLE SET SHEETS

Spa Experience SPECIALS

Platinum Bundle

TIMEWISE REPAIR SET

- Cleanser
- Day Cream
- Night Cream
- Lifting Serum
- Eye Cream

\$205

Plus! Free Travel-Roll Up Bag & 2 half-off items from the Spa Bar

Gold Bundle

ULTIMATE MIRACLE SET 3D

- Cleanser
- Day Cream
- Night Cream
- Eye Cream
- Microdermabrasion

\$165

Plus! Free Travel-Roll Up Bag & 2 half-off items from the Spa Bar

Silver Bundle

MIRACLE SET 3D

- Cleanser
- Day Cream
- Night Cream
- Eye Cream

\$110

Plus! one half-off item from the Spa Bar

Spa Bar

Free Travel-Roll Up Bag & 2 half-off items from the Spa Bar

Color Experience SPECIALS

Platinum Bundle

TIMEWISE REPAIR SET

- Cleanser
- Day Cream
- Night Cream
- Lifting Serum
- Eye Cream

\$205

Plus! Free Travel-Roll Up Bag & 2 half-off items from the Color Bar

Gold Bundle

ULTIMATE MIRACLE SET 3D

- Cleanser
- Day Cream
- Night Cream
- Eye Cream
- Microdermabrasion

\$165

Plus! Free Travel-Roll Up Bag & 2 half-off items from the Color Bar

Silver Bundle

MIRACLE SET 3D

- Cleanser
- Day Cream
- Night Cream
- Eye Cream

\$110

Plus! one half-off item from the Color Bar

Color Bar

START TO FINISH SET \$66

- Finishing Spray
- Foundation Primer
- Eye Primer
- Translucent Powder

FLAWLESS FACE SET \$60

- Foundation
- Concealer

EYE LOVE THIS SET \$50

- Eye Liner
- Eye Shadow
- Eye Mascara
- Eye Makeup Remover

LUSCIOUS LIPS SET \$55

- Lip Primer
- Lip Liner
- Lip Gloss
- Lipstick

LASHES & BROWS SET \$58

- Lash Primer
- Lash Mascara
- Brow Liner
- Brow Gel

COMPLETE COLOR SET \$56

- Blush
- Eye Shadow
- Lipstick
- Eye Liner

BRUSH COLLECTION \$55

Special Offer! PURCHASE ANY TWO COLOR BAR SETS & GET ONE AT HALF-PRICE!

<p>Set #1 SKIN CARE SET</p> <p>TW 4 in 1 Cleanser TW Moisturizer of choice Foundation of Choice</p> <p>\$78</p>	<p>Set #2 AGE MINIMIZE 3D SET</p> <p>Day Cream Night Cream</p> <p>\$64</p>	<p>Set #3 NEW! TIMEWISE 3D Skincare set</p> <p>TW 3D 4 in 1 Cleanser TW 3D Day cream TW 3D Night Cream TW 3D eye cream</p> <p>\$110</p> <p>SAVE \$14 COUNTS AS TWO SETS!</p>	<p>Set #4 MICRODERMABRASION</p> <p>Step 1: Refine Step 2: Pure Moisturizer</p> <p>\$55</p>
<p>I deserve IT All! Travel Roll-Up Bag!</p> <p>Select any 4 sets & receive a FREE Travel Roll Up bag! OR Select any 2 sets & receive 1/2 off the Travel Roll Up Bag!</p>			
<p>Set #5 EYE SET</p> <p>Mascara of choice Eyeliner Eye Makeup Remover Under eye corrector</p> <p>\$63</p>	<p>Set #7 COLOR KIT</p> <p>Your choice of 3 Chromaluxe eye shadows and one Chromaluxe cheek color</p> <p>\$56</p>		<p>Set #6 NEW! Brush set</p> <p>All Over Powder brush All Over Eyeshadow brush Cheek brush Eye Cream brush Eye Smudger brush</p> <p>\$55</p>
<p>Set #9 TimeWise Repair Facial Peel</p> <p>Reduces lines/wrinkles Skin looks brighter Skin tone looks more even Improves skin's texture</p> <p>\$65</p>	<p>Set #10 FLAWLESS FACE SET</p> <p>Foundation Primer Mineral Powder Powder Brush Finishing Spray</p> <p>\$72</p>	<p>Set #11 SATIN SUPREME</p> <p>Satin Hands Set Satin Lips Set</p> <p>\$58</p>	<p>Set #12 TIMEWISE REPAIR SET</p> <p>Finishing Creamer, Lifting Serum, Day Cream, Night Cream, Eye Renewal Cream</p> <p>\$205 SAVE \$39 COUNTS AS FOUR SETS!</p>

100% SATISFACTION GUARANTEED

Breathe easy with our no hassle return policy. You may exchange or return any product at any time for any reason.

YOU'VE GOT Options!

1 **STARTER KIT**

\$130

- Retail-sized Products & Samples (valued at \$400)
- Literature & Educational Materials
- Designer Bag
- Personalized website & credit card processing for 1 year
- Access to your back office through Mary Kay Intouch
- Free apps to help you sell anytime, anywhere
- Digital marketing tools
- Customer Support
- Online step-by-step education

2 **RESTART**

\$30

- Personalized website & credit card processing for 1 year
- Access to your back office through Mary Kay Intouch
- Free apps to help you sell anytime, anywhere
- Digital marketing tools
- Customer Support
- Online step-by-step education

3 **SAMPLE PACK ADD ON**

\$45

This pack is filled with enough product samples (value of \$65!) for your first 30 customers!

- 5 TimeWise Miracle Set 3D® Sample Sets, pk./3, in Normal/Dry
- 5 TimeWise Miracle Set 3D® Sample Sets, pk./3, in Combination/Oily
- 3 Clear Proof® Deep-Cleansing Charcoal Mask Samples, pk./6
- 3 TimeWise® Microdermabrasion Plus Set Samples, 6 pairs
- 15 Mary Kay® Hydrogel Eye Patches

Contact Me to Get Started!

Choice of starter kit options must be made at the time the agreement is submitted. Changes cannot be made.

PARTY OUTLINE

Virtual party! TAG! PM WITH YOUR VOICE! TAG! TAG! TAG! For posts I use postmyparty.com where templates can be added and shared!

OPENING:

1. Welcome by NAME!!!
2. Grab your pampering pack – go over the game card! Text or PM me for a free gift! Everyone is a winner!
3. What are you drinking? Ask ?'s!!!
4. Say out loud: YOU can Be a customer; be a hostess; be a team member!
5. MK said there was a new consultant at every party...comment who you think would be great!!!
6. Thank you for watching the PINK facts...20 extra entries along with going into a monthly drawing!!!

MIDDLE:

1. Talk about APPS!!!
2. Show satin set! (game card)
3. Show eye makeup remover and micellar water with sponges! (game card)
4. Comment what you are loving!!! Which ones so far have you added to game card?
5. Skin care sets with BRUSH! I wash my face!!!
6. EYE patches and MASK – post a SELFIE! JUDGING THESE!!!
7. While mask dries (turn over game card) write out nominations!!! 1 prize entry for every name and number to receive a pampering pack from me!
8. COMMENT WHEN YOU GET TO 10!!!!
9. Answer questions while mask is drying! Can ask about products or business!!!
10. SHOW retinol!!! Anti jiggle cream
11. Take off mask!
12. Apply the supplements and moist and eye cream!

PARTY OUTLINE

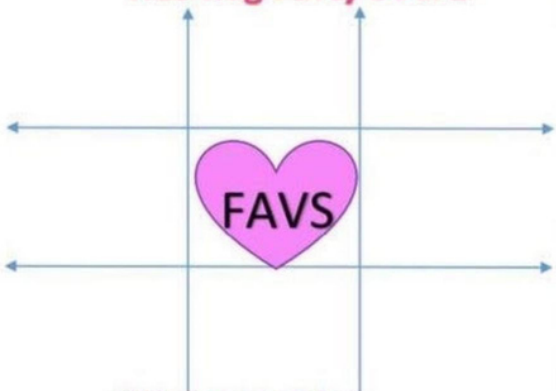



CLOSE:

1. There will be videos about color posted!!!
2. Order on my website or with me to assist you!!!
3. Party will close _____
4. Ways to WIN! COMMENT!!!!!!!!!!!!!!!!!!!!
 - a. 1- Will you Be my customer! Explain Hostess specials!!!
 - i. Specials
 - ii. Customer group on FB
 - b. 2- FREE or me? Free- so simple! I make a group, invite you, you invite friends, we pick a date and time to go live – can be spa OR color!!!
HOSTESS gets _____
YOU GET _____
 - c. 3- Would you like more info about the BUSINESS?
 - i. WHY I LOVE my MK! MRSFCAB: \$, recognition, self esteem, flexibility, cars, advancement, be own boss
 - ii. 3 ways to work your business! Savvy shopper, side hustle, boss babe
 - iii. LIMITED \$30 offer...
 - iv. Watch the PINK facts!!! Give me your feedback
5. CLOSING out on _____
6. TEXT or PM me your game card!!!

POST Thank you to BOOKING, BUYING, PRIZE WINNER

Call ALL guests before party closes out!!!

PARTY OUTLINE

<p>Name _____</p> <p>Hostess _____</p> <p>Hashtag Party Board</p>  <p>Circle Answers Below</p> <ol style="list-style-type: none">1. Yes or No2. Free or Me3. Additional Info or No	<p>Name _____</p> <p>Hostess _____</p> <p>Hashtag Party Board</p>  <p>Circle Answers Below</p> <ol style="list-style-type: none">1. Yes or No2. Free or Me3. Additional Info or No
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FULL CIRCLE - 6 LIST

Six Most Important List for Full Circle Parties

1. **Register** on your _____.
This is the _____!
Ask each guest who is attending the party to register. Not only will you capture all of her information for the follow-up process, but she will automatically be added to your client database for future communication from _____ & _____!



2. **Skin Analyzer App:** This is a great way to understand who you are meeting with. It will also help you _____ the products you share at your skin care class. Did you know this app provides a _____ based on the results of their _____? You want to ask your guests to do this _____ the party begins.

PRO TIP: _____ & _____ the guests who complete their Skin Analyzer Assessment on the party FB group!

FULL CIRCLE - 6 LIST

Six Most Important List for Full Circle Parties



3. **Mirror Me App:** Is this a _____
_____ Or maybe your hostess and guests want
to know all about _____? Be sure
to ask _____ about what your hostess
wants to do at her party! The _____
_____ allows you to show your guests color
virtually! Guests can try color looks created by _____
_____ and they can add items to their
_____ in the moment!

4. **Foundation Match:** Did you know that your
customers can go to your marykay.com website, click
on _____ & _____ > _____
> _____
under _____ & _____.

PRO TIP: Encourage your guests to find their perfect
foundation shade _____ the party and have
them share on the party page for extra virtual tickets
toward a fun drawing!

FULL CIRCLE - 6 LIST

Six Most Important List for Full Circle Parties

5. **Snap** a _____: For solid results & more entries into your fun product or gift card drawing, invite your guests to snap a picture of their _____ and the answers to the questions from _____

a. Would you like to be my customer?

b. Free or Me?

c. More info about what I do for my job in Mary Kay? YES or NO

6. **Have** _____!!! Mary Kay Ash said, "If you're not having fun, you're doing something wrong!" Don't be afraid to be yourself, be weird and silly or quirky and hilarious. People want to relate to you and connect with others! Mary Kay builds those _____ & _____!



FOLLOW UP

Let's start with the FACTS

1. _____% of sales are made on the _____ contact
2. Potential customers are most often _____
3. You have to _____ for the sale, party, and team member

What does the Follow Up Look Like?

BEFORE THE PARTY:

DURING THE PARTY:

AFTER THE PARTY

FOLLOW UP

HOW TO FOLLOW UP: IMPORTANT TIPS:

1. Have them register on your _____
2. Confirm their wishlist with the _____
3. Confirm they want to earn _____ products and book their own party
4. Ask "Could you see yourself as a _____
_____?"

Why is it SOOOOOO important to follow up?

1. It's your _____
2. For your _____
3. For your personal _____
4. For your _____
5. For your _____



Week Three

GROW STRONG

REVIEW OF WEEK 2

POWERFUL SOLUTIONS

RECRUITING

WORKING BOTH/AND

ENGAGE TO ELEVATE

AHA

BFO

WOW

WOM

WOY

POWERFUL SOLUTIONS

WHAT IS POWERFUL SOLUTIONS:

- _____ Faces
- _____ Career Chats
- _____ Wholesale

Limiting Belief:

I won't be able to _____

I don't know _____

My Director _____

I don't even _____

Write any other limiting beliefs you might have right here:

Acknowledge your fears & limiting beliefs. Ignoring _____ will only continue to get in your way. Flip the narrative!

POWERFUL SOLUTIONS

WHY:

The fastest, most effective _____ to build a _____ Mary Kay Business! In MK we like to call this Full Circle Success.

Full Circle Success:

1. _____
2. _____
3. _____
4. _____

The consistency of _____ is **KEY!**

Month 1:

Month 2:

Month 3:

POWERFUL SOLUTIONS

HOW:

10 by the 5th

5 by 5 by Friday

RECRUITING - OVERVIEW

LIMITING BELIEF:

I'm too new, I'm too old

I'm not good at it

I don't know anyone who wants to join

Are you _____ on the product & opportunity?

CAREER PATH AT-A-GLANCE

INDEPENDENT BEAUTY CONSULTANT

_____ team members
_____ product commissions



SENIOR CONSULTANT

_____ active team members
_____ team commissions
_____ product commissions



STAR TEAM BUILDER

_____ active team members
_____ team commissions
_____ product commissions



TEAM LEADER

_____ active team members
_____ team commissions
_____ product commissions



ELITE TEAM LEADER

_____ active team members
_____ team commissions
_____ product commissions



OR

_____ active team members AND ___ personal RED

CAREER PATH AT-A-GLANCE

DIQ - DIRECTOR IN QUALIFICATION

- _____ active team members
- _____ team commissions
- _____ product commissions

SALES DIRECTORS

- _____ product commissions
- Additional Bonuses

There are _____ million people in the United States,
you only need _____.

Share with _____!!!

PASS IT ON!

BOTH/AND

Why do you think we don't share about the opportunity at our appointments?

write your thoughts here:

Write your power statements here:

Why do I have to share at my parties?

List 5 things that you love about your Mary Kay Business:

1. _____
2. _____
3. _____
4. _____
5. _____

BOTH/AND

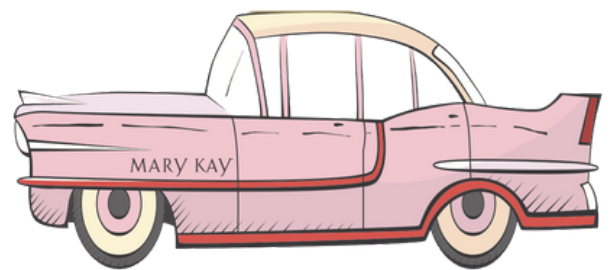
How can I?

Ways to share at an appointment:

Ways to share outside of an appointment:

4 wheels of your Cadillac:

1. _____
2. _____
3. _____
4. _____





Week Four

LEAD STRONG

REVIEW OF WEEK 3

LEADERSHIP

GETTING PAID "MO MONEY"

RECRUITER RESPONSIBILITY

ENGAGE TO ELEVATE

AHA

BFO

WOW

WOM

WOY

LEADERSHIP

SAVERS:

S _____

A _____

V _____

E _____

R _____

S _____

CONSISTENTLY

CONSISTENTLY

CONSISTENTLY

MO' MONEY

Limiting beliefs/pitfalls about making money in MK:

1. It takes a long time to make lots of money
2. Being "rich" is bad
3. I don't want to make money "off" of people
4. Failure to realize the abundance of marketing plan
5. Failure to plan for profits and communicate the plan to family

TRUTH about making money in MK:

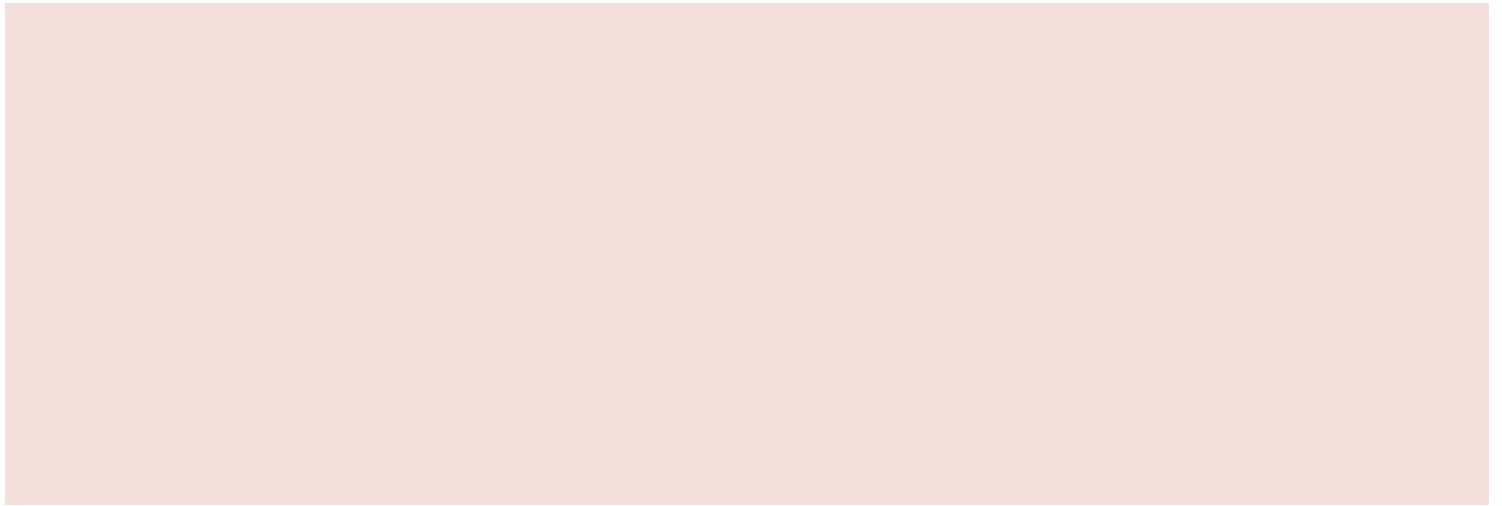
1. _____ decide the effort you put in. There are no _____ - you can make as much as you want as fast as you want. If you gave your current job your _____ for 6-12 months, could you significantly _____?
2. "_____ is not the main thing. There are only two _____ of money. 1) options, 2) opportunities to help people. You gotta make it to give it." - John Maxwell
3. "Your paycheck is in direct proportion to the number of _____ you _____," -Mary Kay Ash
4. Learning this today! Find another place where you can make this much money in this much time on your own hours _____ :)
5. Get a _____ - A non-MK goal and tell the WORLD! Write it here: _____

MO' MONEY

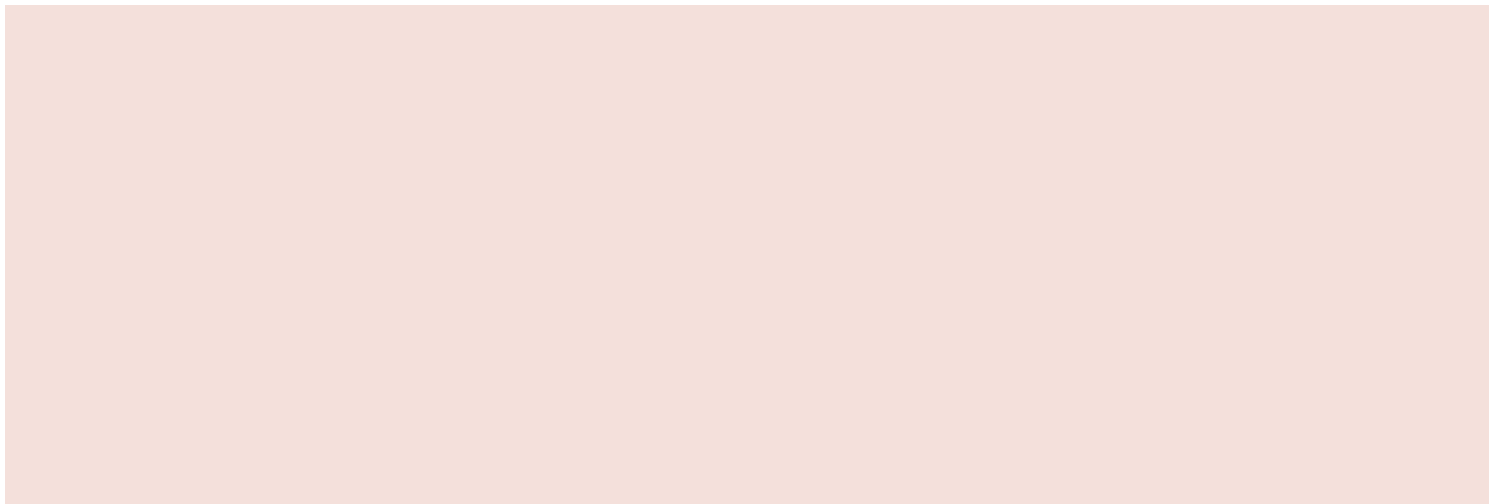
"Money doesn't buy you happiness; it gives you choices."

- Every MK NSD

What options would \$500+ in leadership commissions give you?



What opportunities to help people become more available with \$500+ in leadership commissions?



LEADERSHIP COMMISSIONS

"How to make leadership commissions?"

Star Team Builder Paycheck

(3-4 active)

Personal Team Production: \$1800
8% Personal Team Commission \$ _____
3 Great-Start personal Qualified: \$ _____
First-Time Red Jacket Bonus: \$ _____
TOTAL PAYCHECK: \$ _____

Team Leader Paycheck

(5-7 active)

Personal Team Production : \$3000
13% Personal Team Commission: \$ _____
2 Great-Start Personal Qualified: \$ _____
TOTAL PAYCHECK: \$ _____

GLOSSARY:

Personal Team: The people who you personally recruit

Great-Start Qualified: A Great-Start qualified personal team member is one whose single initial order or cumulative orders with the Company are \$600 or more in products, and the orders are received in the same or following 3 calendar months that her agreement is accepted by the company

Active: A consultant is considered active in the month a minimum \$225 wholesale order is received and accepted by the company and in the following 2 months.

2nd Tier: The personal Team Members of your personal team members

What would you do with that commission?

Find your current team production in the reports section of InTouch:
Reports > Production & Counts > Monthly Team Production

LEADERSHIP COMMISSIONS

Let's compare the paychecks of an Elite Team Leader VS a Sales Director with the same \$5500 in total unit/team production

Elite Team Leader Paycheck

(On-Target Car Driver (8+ active, OR 5 active with 1 personal RED)

Personal Team Production: \$4000

2nd Tier production: \$500

Personal Order : \$1000

8% Personal Team Commission \$_____

4 Great-Start personal Qualified: \$_____

5% 2nd Tier Commission: \$_____

TOTAL PAYCHECK: \$_____

Sales Director Paycheck

Personal Team Production: \$4000

TOTAL Unit Production: \$5500

Personal Order : \$1000

13% Personal Team Commission \$_____

4 Great-Start personal Qualified: \$_____

23% Unit Commission: \$_____

4 Great-Start Unit Qualified: \$_____

TOTAL PAYCHECK: \$_____

You get paid for Leadership! What options would a director paycheck give you? What opportunities to help more?

RECRUITER RESPONSIBILITY

Responsibilities of leading a team

Common limiting beliefs:

1. _____
2. _____
3. _____

Power Statements;

1. _____
2. _____
3. _____

So, what **ARE** the responsibilities of leadership?

1. Lead by _____
 - a. Use the Leader Checklist to make sure you have set her up for _____
 - b. Don't _____ - be in the moment to make others feel important
 - c. Respect your _____ and the company
2. Lead with your influential positive _____
 - a. Practice the _____
 - b. _____ her instead of enabling her
 - c. Always take the _____ road with humility

RECRUITER RESPONSIBILITY

3. Lead with a VISION

- a. Women don't want to _____, they want to _____
- b. Where there is Vision, there is _____
- c. You are responsible _____ your teammates, not _____ your teammates
- d. You can't take credit for her _____, just like you can't take credit for her _____

PRO TIPS & REMINDERS:

1. **K.I.S.S** - Lead simply by example, example, example
2. **Consider setting up a group messenger** with your team! Name your team and include your sales director in the chat so she can help you with any questions. Share your team goals frequently and update them. Create esprit de cour!
3. **Create a "regifting" drawer.** Earn ALL the prizes, and if the prizes aren't your cup of tea, toss them into your special drawer to give prizes when you are a leader or as Christmas presents to your family. Your team will see you winning everything and they'll want to win too!

Leader Checklist

New Consultant Name _____
Phone Number _____
Date Agreement Signed _____



- Add her to FB groups
 - Unit
 - Grit w/Grace
 - Your Unit Party Group

- First Week Reminders
 - Unit Meeting
 - New Consultant Orientation/Training
 - Unit Parties/ Events
 - Unit Calendar

Add her to unit messenger / voxer

Encouragement is Oxygen for the Soul

- Postcard
- Welcome! Social Media Shout Out
- What is her date for Biz Planning Session Phone Calls with Director _____
- Show up for or Conduct her Launch Party

Second Week Reminders

- Win Director's New Consultant Challenges - how's she doing?
- Great Start - more bundles!
- Encouraging Postcard

Navigate her to ... ASAP

- Set up Website
- Set up ProPay
- Connect with Sales Director

Congrats! She finished.....

- _____
- _____
- _____



Time for a
Social Media
Shout Out!

NOTES



Empowered
Women
Empower
Women

