

This is your very own Mary Kay



Only open if you want to have the most
meaningful, productive, powerful,
peaceful holiday season EVER!

What's the GOALS?



Choose your focus for December.
Define "success" for you in the next 30 days.
Hang this on your refrigerator!

Career Path Goal

I will move up to _____ by December 31.

Earnings Goal

I will sell \$_____ so I can earn \$_____ by
December 31.

IT Factor Goal

I will complete _____ by December 31.



Plan the **WHOLE** Month of December **RIGHT NOW!**

Mary Kay's company philosophy is to put God first, family second & career third. You **CAN** do everything you want to do with your family **AND** have a really successful December with your Mary Kay business too. Let's walk through what that looks like on paper.

It's better to do a monthly plan sheet than a weekly one in December so you have a bigger picture of when you can fit your MK business into your other activities!

Sit down and in this order, write in the following on the enclosed calendar. You might color code them so you can visually see your month.

1. Faith Commitments—special church services, church activities or events
2. Family Commitments—family celebrations and gatherings or special traditions
3. Mary Kay Commitments—meetings & then slots that you have open for appointments. These can be smaller 1/2 hour slots. Think in terms of working "on the go," and just squeeze selling opportunities in among your other activities. You don't have to have 3 hours open to sell a lot of product.
4. Schedule 1-5 Power Hours into each week **RIGHT NOW**. Guard these time slots as if they were a doctor's appointment. Get out of your house, lock yourself into your office, get child care, and **HONOR** these times. Use the attached sheets to plan your hour **BEFORE** you actually do it.

Sun

Mon

Tue

Wed

Thur

Fri

Sat

December

2012

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9	10	11	12	13	14	15	
16	17	18	19	20	21	22	
23	24	25	26	27	28	29	
30	31						

POWER HOUR

Strive for 3 Power Hours a week and watch your business SOAR!
This is for tracking your personal business.

15 Minutes - Make "Booking" Calls

15 Minutes - Make calls "to invite guests"
to events & weekly meetings

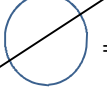
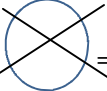

15 Minutes - Follow Up / Customer Service

15 Minutes - Make "recruiting" calls

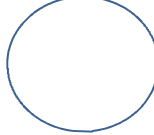
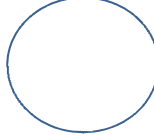
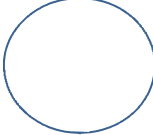
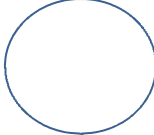
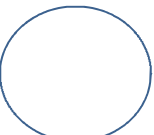
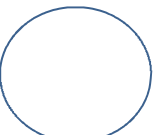
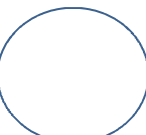
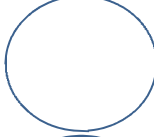
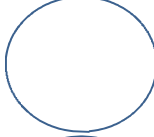
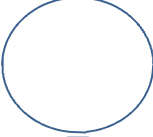
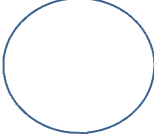
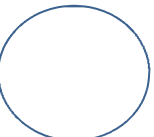
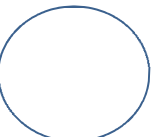
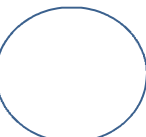
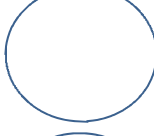
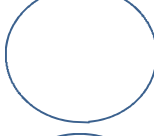
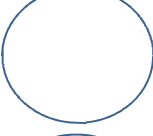
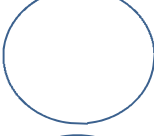
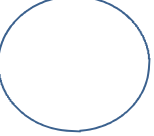
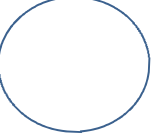
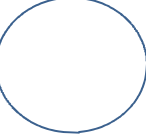




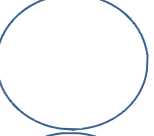
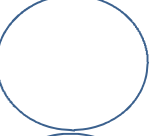
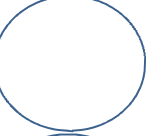






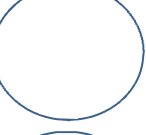
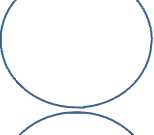




















Booking Calls Name, Phone # and results	Inviting Guests Name, Phone # and results	FollowUp/Customer Name, Phone # and results	Recruiting Calls Name, Phone # and results

Bubble Sheet

Contact Tracker

-  = contact attempted, but no contact made
-  = contact made, and no booking obtained
-  = contact made and booking obtained

1 sheet completed each week = Team Leader in 6 months
2 sheets completed each week = Team Leader in 3 months and Free Car in 6 months
3 sheets completed each week = Team Leader in 2 months, free car in 4 months, and Director in 6 months.
(See explanation below)

* When texting, you must get a response to count it as an attempt

Explanation: Numbers are based upon contacts who are 21 or older (unless married), who are quality prospects. You should obtain at least 10 bookings per completed sheet.

Holiday Booking Script Using Our Hostess Program

(Use with past hostesses or people you know well)

A great holiday time script has 4 things:

- Overcome the "busy" objection before she speaks it – you say it first!
- A clear goal
- Simple explanation of how you can help with the goal
- A deadline for when the goal needs to be done
- Is there any reason why I couldn't.....or Could I borrow your face?

Phone Script

"Hi _____! How are you? Great! Hey listen, I don't want to take up too much of your time, but I do have a favor to ask. I know you're probably crazy busy in these next few weeks with the holidays, but I'm learning something new in my Mary Kay business that I'm SUPER-EXCITED about, and I really want to try it out with someone I know and trust. I'm looking for 5 hostess who would be willing to exchange 2 hours for \$200 of free product before Christmas. Would you be one of my 5?

Oh, that'd be great!! Now here's the deal, in order for you get all \$200 free, you have to follow all of my directions exactly! I asked you because I knew you would. They're very simple but I can't guarantee the \$200 if you don't follow the directions!

First, let's set up a date. Are week nights or weekends better for you? Great....Tuesday or Thursday. (Set up time and date).

Super! Now, the first thing I need you to do is email me a guest list of at least 25 names and addresses we can invite. Do you have addresses somewhere you can easily compile?

Great! I'm going to mail/drop off your hostess packet tomorrow. Can we talk on _____ after you've received the packet about a few more details? (Set up a time)

Texting Script

Start the conversation about something unrelated to MK and get a response, THEN use this script!

I'm SOOO excited – NEW hostess program! Need 5 ppl who hv 2 hrs and cld help me try it out! R u game 4 \$200 in free MK? (:

Gr8! U hv 2 b willing 2 do exactly as I say 2 max it out! Its awesome! 1st, let's pick a date. Wknd or wk nt best?

Ok – MOST important! I need a guest list. Cld u come up w/ 25 names + addresses 2 invite?

I'm mailing a pkt out 2day 4 u! Can we chk in on Friday 2 go thru it?

Checklist for Coaching Your Hostess

- Get a guest list of 25 names and addresses within 48 hours – ask these questions.
 - Could you come up with 25 people? (FRANK if not – friends, relatives, acquaintances, neighbors, kids' friends parents)
 - Do you have their addresses? (www.whitepages.com if not)
 - Could you email those to me by _____?
- Mail or drop off hostess packet
- Set up time to go through rest of packet after she receives it
- Check in 24 hours later to remind about guest list (good idea to also email her so she can just push reply with her list)
- After she has packet, go through outside orders (usually people who can't come – ask if they need a mascara when they RSVP) and her goal of getting 5 adults there!
- Book a date for her to be your guest at your weekly meeting.
- 1 week before class – check in on outside orders. She probably won't have any. Ask if anyone has RSVP'ed – do they need a mascara? Take book to work? Out of town family or friends who'd add to it?
- 1 day before – does she need extra chairs? Could she send a text to anyone who hasn't RSVP'ed? Who for sure is coming?



IT FACTOR

Monthly IT Factor Events held at Jeanie's House
6-9pm

Winners sign up on InTouch/Calendar/Googledoc

IT FACTOR= 15 Faces/5 Career Talks/ \$650 whsl order

IT FACTOR ELITE= 30 Faces/ 10 CTs/ \$1000 order/ 1 NEW Team Member

IT GIRL= 45 Faces/ 15 CTs/ \$1200 whsl order/ 2 NEW Team Members

HOLY IT= 60 Faces/ 25 CTs/ \$1500 whsl order/ 3 NEW Team Members

Faces

_____	_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____	_____
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_____	_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____	_____

Career Talks

Wholesale Order

\$ _____

New Team Members

_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
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