

New Consultant PLAYBOOK



This Playbook is designed to give you the first steps in your new business by focusing on your Launch Party to be held in your first 2 weeks. The steps included are simple and very strategic to help you make your first 30 days profitable and productive. Stay in connection with your Sales Director/recruiter to discuss your questions and next steps!
Be sure to print this out so you can track your progress.



To-Do List - Your first 5 days!



- ☐ Have a Connection Zoom/Call with Teresa Kaasa, Future Director in your first 48 hours. (605-520-0843)
- ☐ Send Terea Kaasa, Future Director, a headshot/selfie for your recognition in our Area FB Group.
- ☐ Join our Area Facebook Group. Click on the QR code to access the group.
- ☐ Setup your My Shop (aka Mary Kay website)
- ☐ Schedule your Launch Party with Sales Director/Recruiter.
- ☐ Schedule an in-person or virtual launch party or both in the next 10 days.
- ☐ Grab a multi subject notebook! Your goal is to have 50 names in the first section of the notebook by the end of your 5th day.
- ☐ Fill out New Consultant Questionnaire. see the attached QR code.



When complete, Snap a picture and sent to Teresa 605-520-0843 to get a FREE gift



To Do List - Debut Party Preparation!

- ☐ Text your Debut Party Flyer (from your Sales Director) along with the following text to 25-30 of your contacts:
 - Hey _____, I'm really excited about my new side gig as a beauty consultant, teaching about my fav skin care products! I'm having my launch party on _____ and my goal is to have 10 guests attend to help me with my training. We will have special deals and a product giveaway too! It would mean the world to me if you could join me! Will you be 1 of my 10 guests?
- ☐ If you do not receive a response to your text, start calling your guests the next day. Let her know how important this launch is to you and how much you would love for her to be 1 of your 10 guests. Ask her if you can save a seat for her. When she says yes, ask her if she would like to bring a friend to help you reach your goal of 10 guests in attendance.
- ☐ Make a list of who will be attending and keep your Future Sales Director informed of how many guests will be attending.
- ☐ Keep inviting guests! Cancellations are a normal part of all appointments, so over invite!
- ☐ Touch base with your confirmed guests several times before the launch thanking them for helping you with your initial training at your Launch Party. Let them know what a big deal this is for you.

You are a professional reminder !



To Kick off your Buisness!!

- ☐ Place your order with in the first 15 days and get a FREE Look and/or update to PRO kit for 90 worth over \$400.
- ☐ Share with Teresa your Future Sales Director what you want to use your Mary Kay profits to pay for in your first 60 days that will cost between \$200-\$500.
- ☐ Order your Business Card Kit from MK Connections (biz cards, labels for products & magnetic name badge)

Complete these 3 tasks and earn a money bag or jewelry



To Do List - Make your Debut Party a Success!

- ☐ Dress professionally so you look and feel your best on the day of your Launch party! We recommend in a dress or skirt!
- ☐ Have simple food and drink ready to serve AFTER the party. You do not need lots of refreshments. Your Sales Director will let you know when to serve the refreshments after the launch party.
- ☐ Make sure you have your Look Books and Sales Tickets out for your Sales Director to use during the Launch Party. You will also want to have your datebook with you so you can schedule your first parties from your Launch.
- ☐ Let your Sales Director/Recruiter if you will want to use her demo bag or You have your own Demo Roll Up Bag ready to go.
- ☐ Be ready to go at least 15 min before start time!

<i>Guest Name</i>	<i>Cell Phone</i>	<i>Guest Response</i>
1.		
2.		
3.		
5.		
6.		
7.		
8.		
9.		
10.		
11.		
12.		
13.		
14.		
15.		

Guests who attended:

Total Sales: \$_____

Number of Parties Booked:

Number or Interviews Scheduled:

Number of New Team Members:

Congratulations on holding your Launch Party!
Next, set up a time to go over your orders and next steps!

Demo Roll Up Bag Contents

First Pocket

- TimeWise 4-1-Cleanser
 - Normal/Dry & Combination/Oily
- TimeWise Antioxidant Moisturizer
 - Normal/Dry & Combination/Oily
- Daytime Defender Sunscreen SPF 30
- Nighttime Recovery
- TimeWise Eye Cream



Second Pocket

- Microdermabrasion Set
- Charcoal Mask
- Moisture Renewing Gel Mask
- Satin Lips Set
- Oil Free Eye Make Up Remover
- Hydrogel Eye Patches



Third Pocket

- 1 Perfect Palette
 - with 1 Cheek Color & 3 Eye Colors
- 1 of each of the Concealers
- Undereye Correctors
- 1 of each of the Precision Brow Pencils & Brow Gel
- Ultimate Mascara
- Foundation Primer
- 1 of each of our Shimmer Eye Shadow Stick



Fourth Pocket

- Satin Hands Set - White Tea & Citrus and Fragrance Free



In your Starter Kit Bag

- 1 of each of the CC Creams
 - (in a mesh bag from Section 2)

