Congratulations!
Welcome to our unit!

You bought a Starter kit...now what?

1. Attend New Consultant Orientation
2. Schedule a phone appointment with your Sales Director to follow-up and place your first order.
3 Schedule your Grand Opening with your Sales Director or your recruiter on _________ at ____________ am/pm
4. Attend First 4 New Consultant Trainings.
5. See First 13 Steps.

QUESTIONS:

________________________________________________
________________________________________________
________________________________________________
________________________________________________
________________________________________________
CONSULTANT PROFILE
(Please complete & return at 1st New Consultant Training)

Name ________________________________________________________
Address ________________________________________________________________________________________________________
Home Phone (____)_______________ Cell Phone (____)_______________
Work Phone (____)_______________ Company/Position_____________________
Which number is best to call?  Home    Work    Cell
My Recruiter is ____________________________________________________
Email __________________________________________________________________________________________________________
Husband’s Name ____________________________________________________
Children & Ages ________________________________________________________________________________________________
My wildest Mary Kay vision is ____________________________________________
__________________________________________________________________________________________________________________________________________________________
__________________________________________________________________________________________________________________________________________________________
__________________________________________________________________________________________________________________________________________________________
Some of my immediate goals and desires are____________________________
__________________________________________________________________________________________________________________________________________________________
__________________________________________________________________________________________________________________________________________________________
What are you goals for the next month?______________________________
__________________________________________________________________________________________________________________________________________________________
__________________________________________________________________________________________________________________________________________________________
What are you goals for the 6 months?_______________________________
__________________________________________________________________________________________________________________________________________________________
__________________________________________________________________________________________________________________________________________________________
What is your favorite part about your Mary Kay business?______________
__________________________________________________________________________________________________________________________________________________________
__________________________________________________________________________________________________________________________________________________________
How much would you like to earn $____________ weekly!
I am willing to put _____________ hours into my Mary Kay business each week.

___________________________________    _________________
Signature ________________________________________________________________________________________________
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<th>Finished!</th>
<th>13 Steps to get your Business off to a Great Start!</th>
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<td>□ 1</td>
<td><strong>Inventory:</strong> Attend <strong>New Consultant Orientation</strong> to determine your inventory needs. Make your decision within 1 week and then work with your Director to place initial order to be sure you take advantage of all first-time ordering bonuses.</td>
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<td><strong>Register for Consultant First Steps:</strong> Log on to <a href="http://www.marykayintouch.com">www.marykayintouch.com</a> and fill in customer information in order to send out 15 Beauty Books to your friends/family for FREE!</td>
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<td><strong>Set up Mary Kay Web Site:</strong> Log on to <a href="http://www.marykayintouch.com">www.marykayintouch.com</a> and set up personal Mary Kay web site for only $25.00 your first year. Also, set up Propay Account so that you can accept credit cards! Customers - shop 24/7!</td>
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<td><strong>Order your Business Card Kit:</strong> (Be sure to include web site address on cards as well as Career Information Hotline number) <a href="http://www.mkconnections.com">www.mkconnections.com</a> – The business kit is recommended. A $73 value for as low as $43. It includes 400 business cards &amp; business card case, 1000 business labels, customized name tag with magnetic clasp, self inking name and address stamp.</td>
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<td><strong>Open separate Bank Account:</strong> Go to Wachovia or Bank of America (or any other bank who offers accounts with FREE checking and a debit card.) You should keep your business and your personal finances separate! Please read Money Management sheet. Tell the bank it is for personal money, NOT business!</td>
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<td><strong>Make a List of Everyone you know:</strong> (These contacts will be the start of your new business.) Don’t pre-judge… and make a special mark next to those people who you might like to have on your team. <strong>Set up 10 practice interviews with Your Director.</strong></td>
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<td><strong>Schedule Your Business Debut:</strong> This is the “grand opening” of your business. Invite all of your friends, family, co-workers and neighbors. (This can only be done once your inventory arrives.)</td>
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| □ 8      | **Complete Perfect Start/Power Start and Become Familiar with the Products:**  
- **Perfect Start:** 15 Faces in 15 Days (Earn Pin)  
- **Power Start:** 30 Faces in 30 Days (Earn Pin)  
Use all products, head to toe. Study the Look Book / Beauty Book to become familiar w/ products |
| □ 9      | **Listen to Training CD’s:** Found in your Starter kit. It is imperative that you listen to this valuable training. Listen while you sit in traffic and work smarter rather than harder!! |
| □ 10     | **Attend Success Training:** Attend you first training and bring a guest! Meetings are not mandatory, but Consultants who “show up - go up.” |
| □ 11     | **Stay in touch with your Director:** I work closely and commit my time to those who are consistently working. Don’t hesitate to call with questions. *Turn in your Weekly Accomplishment Sheet to me every week!* |
| □ 12     | **Tap into Unit Conference Calls!** Receive training and motivation from top Sales Directors from the comfort of your own home. Check your email for the conference call schedules! |
| □ 13     | **Have Fun and Enjoy this Business!** This is an amazing opportunity and you deserve to reap all of the benefits it has to offer. Remember that enthusiasm is your best sales tool! Concentrate on helping others and in doing so, you will help yourself! Always use the Golden Rule: Treat others the way you want to be treated! |
3 P’s to Success

1. POWER START

In order to become a pro at Skin Classes and Facials it is important to practice on as many faces as possible! Ask your friends if you can borrow their face! When you practice on 30 faces in 30 days or 10 classes in a month, you will have completed your POWER START! When you practice on 15 faces in 2 weeks or 5 classes in 2 weeks, you will have completed your PERFECT START! When you practice on 30 faces in one month and share the opportunity with 6 people in one month you have completed your POWER START PLUS. Now without even realizing it you will have made money, built a customer base, and become a makeup/skin care pro! You will earn the glitzy “PS” pin to wear with your Sr. Consultant Enhancer and Ladder of Success Pin.

2. PEARLS OF SHARING / SENIOR CONSULTANT

When you share the business opportunity with your Director’s help with one of your customers, and they become an active Independent Beauty Consultant, you will earn your Senior Consultant enhancer for your Mary Kay pin. You will also earn the title “Senior Consultant” and the opportunity to earn a 4% team building commission. Share the opportunity with 3 people in your first 2 weeks earn the Pearls of Sharing Earrings; Share the opportunity with 6 people in your first month and earn the Pearls of Sharing Bracelet; Add one new personal team member in your first month who places a $600 = personal w/s order, Earn the Pearls of Sharing Necklace. Invite a friend or potential customer to attend your weekly success event so that your Director can share the Mary Kay Business opportunity with her. Mary Kay taught us that the three most important pins as a New Consultant are the PS pin, signifying the completion of a perfect start to your business, the Senior Consultant enhancer, signifying that you have shared the career opportunity with at least one person, and the Ladder of Success pin, signifying that you are a Star Consultant Stick to these three goals as a new consultant, and you will be on your way to the TOP!

3. PROFIT LEVEL

It is so important to have your customer’s products on hand in order to insure the level of customer service Mary Kay brags about! Listen to the ”Inventory Options” CD in your New Consultant Packet and talk with your Director about your inventory options. Being on Profit Level means you have some of everything in your store to service your customers. You will earn the Ladder of Success pin with the genuine stone when you begin as a Star Consultant or above.
Mary Kay
Contact List

Make a list of every person you know that has skin on their face! They can help you start your business, give you their opinion, and allow you to practice on them. Write down literally everyone that comes to mind—people with whom you went to school, people you work with or have previously worked with, relatives, relatives of relatives, and people you come in contact with that you might not even know their name.

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In Addition to the Obvious,

Your immediate family, in-laws, cousins, neighbors, friends and work associates, what about the person...

...from your old job
...from school or college
...you know from your favorite sport or hobby
...from your child’s activity
...from your church
...from community activities
...from whom you rent
...to whom you sold a house
...that you met through your husband
  significant other
...who checks you out at the grocery
...who helps you at the cleaners
...that you met on vacation
...who checked you in at your last hotel
...who gives your child lessons
...who cuts your hair
...who fills your prescription
...who leads the PTA?
...Girl/Boy Scouts?
...who works the desk at the health club?
...who booked your last vacation?
...who sells baskets? candles?
...who bought a house last on your street?
...who is your bank teller?
...who is your florist?
...who was your nurse at the office/hospital?
...who was your maid of honor?
...who is your cleaning lady?
...who you met in the grocery/bank line?
...who was the bride you saw in the newspaper?
...who is your child’s/your friend’s child’s teacher
...who is the secretary at your work/school
...who sells you your clothes?
...who sells you your shoes?
...who sold you your glasses?
...who is the wait staff at your favorite restaurant?
...who you met at your last business luncheon?
...who helped you at the last jewelry store you were in?
...who helped with your last decorating purchases?
...the last salesperson to give great service?
...who did I miss?

Add Your Own!
Exemplifying the Mary Kay Image

Mary Kay Professional Attire

With each career level, you change business attire and pins.

Mary Kay Consultant:
Dress or Business Suit, black or neutral hose, and closed toed black dress shoes. Mary Kay logo pin.

Mary Kay Senior Consultant:
Same attire as MK Consultant with MK Senior Consultant Pin Enhancer.

Star Recruiter:
Black skirt, white blouse, RED Jacket w/ MK Star Recruiter Pin Enhancer.

Team Leader:
Same attire as Star Recruiter except Team Leader Pin Enhancer is worn.

Grand Achiever:
Same attire as Team Leader parked proudly in that brand new bright red car!

Future Sales Director/DIQ:
Black skirt, BLACK blouse (DIQ only), RED Jacket with Future Sales Director Pin Enhancer and/or optional scarf, black or neutral hose, and black dress shoes.

The Ladder of Success pin designating Star Consultant status and the Power Start pin may be seen on any MK Consultant or Director. These pins can be awarded to any career level as they are earned.

Taking pride in your appearance and the way your starter kit and mirrors look is all a part of Business Etiquette.

FASHION ETIQUETTE
1. Wear hose that are the same color as the hem line or a neutral or natural color.
2. Wear shoes that match or coordinate with business attire. Shoes should never be lighter than color of Hem line. (Ex. Don’t wear white shoes, white hose, and black skirt).
3. Accentuate your attire with jewelry that compliments your business dress. Nice pair of earrings, necklace, bracelet, etc.
4. Purse or Briefcase should be professional looking. Black or Neutral color such as Brown leather will look more professional.
5. Wear a hair style that compliments your facial features. Preferably an up to date style and off your face. Have you received a compliment recently? If not consider a different hair stylist.
6. Even though fragrance is part of our business, it should be subtle. A lot of customers and fellow consultants are allergic or bothered by strong fragrances.
7. Nails should be clean and well manicured. Nail color should match your attire or a clear nail polish should be applied.

MEETING ETIQUETTE
1. Always arrive 10 to 15 minutes early to all events, meeting, and appointments.
2. Mary Kay attire should be worn to business events, meetings, etc.
3. Arrive with a 100% positive attitude and language.
4. Try to bring guests to all events. They deserve it!
5. Socializing with fellow consultants should be done before and/or after meetings or events.
6. Talking and disrupting the meetings are rude and disrespectful to the speaker and/or Director.
7. Chewing gum during meetings and/or events is distracting. Mints and/or hard candy are suggested.
8. Electronic devices such as cell phones and pagers should be silenced during meetings and events. Excuse yourself completely before placing or answering a call.
9. Children should not be brought to meetings and/or events unless they are over the age of 18 and/or a recruit prospect. Talk to your Director regarding nursing infants.
10. Cheer and applaud in the same manner you would like others to applaud or cheer for you.
Scheduling Appointments

Know Your Law of Averages
1/2 of the guests you invite and CONFIRM will attend
1/2 of the classes you book and CONFIRM will hold.
1 out of 5 woman you share the marketing plan with will sign

Your plan for Success
5 New contacts and 2 New booking EVERYDAY!

Booking Your Classes
“Hi___, this is ____ with Mary Kay, do you have a quick minute? Great! As you know, I am a brand new consultant with Mary Kay, and I am in a huge contest! I have to practice on as minute faces as possible this month for my training, and I was wondering if I could borrow your face and the faces of some of your friends? Can I count on you to let me practice on your face? I have these three times available this week ____ , ____ , and ____ . Which would be best for you? Great! I will be calling you on ___ at ____ (time) to get your guest list for your class. I will also be sending you a hostess packet today to explain how you can earn $100 in free products as a thank you for helping me with my challenge! Have a great day!

Common Objections & Correct Responses

1. “I’M TOO BUSY!” Great! Mary Kay taught us that it is the busiest people who get things done. That’s the reason I chose you!

2. “HOUSE PROBLEMS” Great! I would love to have you and your friends as guests in my home!

3. “I DON’T KNOW ANYONE!” Great! This will give you a chance to make some new friends! Just ask 2 or 3 people and have them bring 2-3 friends

4. “I DON’T HAVE ANY MONEY TO BUY MARY KAY” Great! Did you realize you can get your products at a reduced cost or even free when you share your facial with friends who purchase the product?

5. “I DON’T USE MAKEUP” I can appreciate that. I believe you will be really impressed with our skin care. I would certainly value your opinion and I believe you would have fun with it

6. “I’VE BEEN USING BRAND X” Great! I have heard a lot about that product, but I’ve never tried it. Getting your opinion would really help me later because I will be talking with others who use your brand too and your opinion will give me a good comparison

7. “I’M ALLERGIC” Mary Kay has just recently improved all of our skin care products. They are now allergy tested and fragrance free! Mary Kay gives you the opportunity to try the product before you consider purchasing and you are protected by a satisfaction guarantee! You see… Mary Kay caters to people with problem skin.
MK Rewards Credit Card Information*

Benefits of MK Rewards Visa

Earn reward points for all of your purchases:
- Earn 2 points for each $1 spent on purchases from Mary Kay Inc, including PCP, MK Connections and Special Events
- Earn 1 point for each $1 spent on all other eligible purchases
- Redeem 2,500 points for a $25 check or gift card/certificate

Earn a Mary Kay briefcase after your first purchase

Ability to manage your account and expenses on-line

Applying for card

1. On the Mary Kay InTouch home page, click on Ordering on the menu bar at the top of the page, and then click on MKConnections.

2. Click on the picture for Chase MKRewards Visa. This will take you to a product highlight page.

3. Click the Apply Now buttons, (both will take you to the same application). This will take you to the secure site at Chase to complete the application with your personal information.

   Application Hints:
   a. Annual Household Income should be your gross income prior to taxes. It may include the income of your spouse if applicable.
   b. Make sure you have read and consent to the statements at the bottom of the application.

4. Click the Legal Disclosures button to consent to the terms of the account. When you complete this, the Submit for Decision button will be enabled and you can now submit your application.

Once you submit your application, you will see one of two responses:

"Congratulations you have been approved!"
- Along with this message, you will be given an account number and credit line that can be used one time before your card is received and activated. Be sure to print a copy of the screen for your records. For security reasons, Chase is unable to give you this information over the phone. Your card will arrive in 7-10 business days from the date you were approved.

Or

"The application has been submitted. Thank You! We are currently reviewing your application. You will be notified in writing of our decision within the next 30 days."
- This means that your application has been forwarded to Chase’s credit department. By law, Chase has 30 days to decision an application; however most are completed within 14 days. When a decision has been made you will be notified via the US Mail

*Please read all disclosures posted throughout the application process for details/restrictions on offer.