

#1

Checklist to Effectively Prepare for the Event

- Watch Kelly's Business Debut video—this video and checklist will support you in having a successful debut.
- Make a contact list of 50+ women and prepare invitations.
 1. Postcard invites in the mail 2 weeks before.
 2. Evites sent & Facebook Event created about 10 days before.
 3. Leave a voicemail invitation about 1 week before.
 4. Follow up with texts about 5 days before.
 5. Final confirmation text the day before.
- Your attendance will be directly related to the time you invest in following up with the women you're inviting.
- Who do you invite? In addition to the obvious, what about people from church? High school? College? Neighbors? The girl who does your hair/nails? Moms from your child's school? Child's teacher or coach?
- Let your girlfriends with kids know that this is a "girl's night in" party and to get a babysitter so they can relax and enjoy the party and have a night away from the kids.
- Provide simple refreshments, which we will serve after the presentation. Ask someone to help with the food so you can focus on your guests.
- Have your datebook highlighted with times you have available to hold parties in the next 30 days.
- Display your products for your guests to see—this helps boost sales.
- Prepare as many roll up bags as your inventory allows—Kelly goes over this in the video.

New Consultant Business Debut

#2

Supplies to have at the Event (not in Starter Kit)

- Cotton Balls, Set of 4 plastic dishes from Dollar Tree, Pens, Calculator, Change for anyone who pays with cash (about \$15-20 in fives, singles and some loose change)
- Print enough Fabulous Referral sheets for each guest.
- Have your Satin Hands Set ready for guests to use when they arrive.
- 10 Hostess Packets and Recruiting Packets

#3

Outline for the Event

- Your Director will start the presentation by welcoming guests and doing quick introductions.
- Your Director will share her I-story.
- Be prepared to share the reason you started your business and what you're most excited about.
- The Ultimate Miracle Set will be presented to your guests using the flip chart and they will try it on their face.
- Your Director will ask your guests to fill out the Fabulous Referral sheet to share you with their friends and family.
- Your Director will share your goals to complete a Power Start (see 30 faces in 30 days) and earn your Pearls of Sharing.
- After the presentation, you and your Director will meet individually with each guest to close the sale, book her party (this is your main goal at the debut), and set up the career chat.

#4

Words to use when inviting your Guests

"Hey girl, I am calling to get a final head count for my Mary Kay kickoff party on Friday. It would mean the world to me for you to be there. It will be a fun and relaxing night—you'll receive a hand treatment and learn about our skin care products. I would so appreciate your support!"

IF YES—"Great! Thank you! You can bring a friend with you, the more the merrier! Come with makeup on, you will be sampling skin care and foundation on your face, no eye makeup at this session. We will have refreshments after the presentation."

IF NO—"Bummer! Well that's OK! We will miss you. My 1st goal is to practice sharing the products with my friends. I need to learn what in the world I am doing! Ha ha! Can I practice on you? We can set up an appointment to do a facial session—I would love to hear what you think of the products. What works better for you, a week night or weekend? **(Continue to give her 2 options until you narrow it down to a date and time. Then turn her facial into a party.)**

"Who do you know who would enjoy a facial also? My goal is to hold my 1st 6 parties and when you have 2 friends come, it counts as one of my parties. You also earn free products when you have friends attend. Who do you know who might be able to join you? **(If she chooses to invite friends, set up a time the next day to confirm the date and get a list of 15-20 girlfriends she wants to invite.)**

#5 Prizes You Can Earn!

- ❑ Pearl Earrings for doing your 1st 3 Career Chats with your Director.
- ❑ Pearl Bracelet for doing your next 3 Career Chats with your Director.
- ❑ Pearl Necklace for adding your 1st qualified team member.
- ❑ Earn your Silver Bracelet & Power Start Charm for practicing on 30 faces in 30 days.



#6 After the Debut Checklist

- ❑ Debrief with your Director the next day to go over results from your party and talk about your next steps.
- ❑ Deposit your sales into your Mary Kay checking account.
- ❑ Reorder the products you sold and anything you didn't have for your guests.
- ❑ Follow up with everyone who booked an appointment to confirm the date and get her guest list.
- ❑ Write a thank you note to everyone who attended.
- ❑ Follow up with people who couldn't come to book with them. You will want to get 12 parties on your datebook.