

## What Goes Into an Opportunity Packet?

1. Agreement-in back (sign your name & consultant # under recruiter)
2. Flyer that shows what comes in the Starter Kit (on [www.juliaburnett.com](http://www.juliaburnett.com) —> New Consultants)
3. Team Building Brochure (on section 2 order form on [mkintouch](http://mkintouch.com))
4. Look Book
5. Marketing CD/DVD or hotline\*
6. Your business card

\* Hotline—Pamela Shaw NSD—212-990-6416, CD—You can use NSD Linda Toupin's Marketing CD "Choices" order from [www.topdirectortapes.com](http://www.topdirectortapes.com) \$2 a piece or DVD "Imagine the Possibilities" from section 2 online ordering on [www.marykayintouch.com](http://www.marykayintouch.com)  
How many people do you dream about adding to your team this month?  
Have four times that many packets ready to go!

## What Goes Into a Hostess Packet?

Same as Recruiting packet (above) except ADD:

1. *Hostess* Brochure from the company (or your hostess credit flyer)
2. 40 Names Fast ([www.juliaburnett.com](http://www.juliaburnett.com) —> New Consultants)

Have 20 made up at all times.



## A Message to help your business!

Facials and skin care classes are the foundation of your business. You **MUST** spend time with your customer *face-to-face*, letting her try the products. No sales, no profit. No sales, no profit. No profit — no business! **Get busy doing faces!**

## Top 10 Reasons to Attend your Weekly Success Events

1. **Those who Show up, GO UP.**
2. **THEY ARE FUN!** You will leave in a great mood. Positive energy is contagious.
3. You will get "pinned" at your first weekly success event.
4. **Work smarter not harder. Bring guests with you & learn while you earn.**
5. **Encouragement** and **support** from women who understand what you are doing.
6. You will be celebrated for your achievements every step of the way.
7. **Ideas** for building your business that work.
8. **Inspiration** from other unit members.
9. You will be in the "know" with product **updates** and special **promotions from Mary Kay Inc.**
10. **Positive role models** who understand sales, customer service and ethics.

**Bringing guests:** If your goal is to bring 1 or 2 guests, you need to get 5 or 6 yes's to not be disappointed. Things come up, kids get sick, husbands work late, etc. & they postpone/cancel. Think abundantly and invite several, and if they all show up - GREAT! If not, chances are you will have at least 1 or 2. Always pick up your guest and personally bring her with you when possible. It may take more time, but it will be worth it. Have an eye shadow, lip gloss, etc. gift wrapped to thank your guests for coming. When you arrive, introduce her to other consultants to help her feel welcomed. When introducing her during the event, say something that impresses you about her. Make her feel important.

## Thursday Night Success Events

Northeast Christian Church—990 Star Shoot Pkwy—Lexington, KY 40509

6:15 arrive with guests to set up facial station

6:30-8:30 success event/training/marketing

**Please be on-time and even EARLY! Bring guests to every meeting! Mary Kay always taught us to work smart and not hard and having guests at your meeting is a great way to do just that!**

If you do not live local to Julia, just ask and she will arrange for you to attend a local event near you.

# Office Organization

This section is VERY important because we don't get paid in Mary Kay for shuffling papers. Minimize paper time. Maximize people time. That means, use the "one-touch" rule with papers: only touch it once, then put it where it goes or throw it away. This section includes great office organizational ideas. If you need more, please ask!

Go to the office store and purchase (2) three inch binders, sheet protectors, and several spiral notebooks. Also purchase one accordion file and TWO photo boxes with dividers. You will also need an "in" basket (a dumping ground for sales tickets, profile cards after an appt.) & 2 smaller baskets for sales tickets that are not closed.

## Focus Folder

Get from Julia OR order from [www.pamelashaw.com](http://www.pamelashaw.com) —>Design Tools \$10 for 10. The focus folder is designed by our NSD Pam Shaw. Use a NEW one each month, helps to be organized with your appt. prospect list, goals & to track your activity.

## SPIRAL NOTEBOOKS

Just a suggestion...Use one spiral notebook to take notes at your meetings or other workshops. Also in that notebook, do your Six Most Important Things List. Use one page per day and jot down all the things that need to be done and check them off as you do them. If there is anything left on your To Do List that did not get done, transfer it to the

next day and then cross it off when it's done. Using a notebook keeps everything at your fingertips and all in one place. Use a new notebook every month.

## "Applause" Magazine Binder

Place your Applause magazines chronologically in one of your 3" binders so you can use them as a reference tool. Slip them into page protectors so you don't have to 3-hole punch them.

## "Reference" Binder

Keep copies of great sales ideas, motivational phrases and anything that you might want as a reference down the road. Just tab and file your ideas under categories. Example: Booking, Selling, Recruiting, Holiday Ideas, etc.

## Accordion File

You will be using your accordion file to keep track of your business receipts for the tax year. Label the divided accordion file with the following categories: bank statements, advertising, business supplies, car maintenance, conference fees, freight charges, inventory invoices, meals for business, meeting fees, miscellaneous, office supplies, postage, Propay fees, telephone, travel expense, weekly accomplishment sheets and any other categories you come up with throughout the year. Any time you purchase cotton balls, Q-tips, office supplies, etc., put the receipt under the corresponding category. You'll also want to place copies of your inventory invoices and weekly accomplishment sheets under their corresponding category.

If you do not use Ascend Software program to track expenses—then add up your expenses in monthly intervals and track in a spreadsheet or on paper.

## If you use Ascend Software Program

you can enter all of your expenses in that program and print off a report of all your expenses for tax purposes. Your accountant will love you! Enter all receipts into the Ascend program. Be sure to keep all of your receipts after you enter them.

## Photo Boxes

You will use one labeled A-Z to sort customer profiles and their sales tickets behind each customer. You will want to be sure to write down the products that customers purchase from you onto the profile card so when a customer asks for 'the same color as last time', you will have the answer.

The other photo box Jan-Dec is where you keep one of the carbon copies of each sales ticket for customer service follow up.

## "In" Basket

This is your dumping ground for your sales tickets & profile cards before you've "processed" them (filed or charged credit card, deposited payment, etc.) in your office.

## 2 Small Baskets

Label one "People who owe me \$." I keep sales tickets here if I've mailed out a reorder and am waiting on the check in the mail. Label the other one "People I owe them product." Hopefully you will have product on hand to fill your orders, but in the case you



Need an excellent computer program to organize your business expenses? Then check out the beauty of Ascend Financials  
[www.ascendfinancials.com](http://www.ascendfinancials.com)

run out, this keeps those tickets separate.

## Mileage Log

You can keep track of your mileage in a small spiral notebook or purchase one at an office supply store.

Using these organizational ideas will keep your business organized and efficient, which is exactly what we want.

