

KRUSE LEGACY LEADER UNIT

New Consultant Workbook & Information guide



***Your guide to getting your
new business off the ground and running
with a step by step proven plan.***

JoAnn Kruse Future Sales Director





Nikki McDaniel

SENIOR SALES DIRECTOR
(605)-393-5740



JoAnn Kruse

FUTURE SALES DIRECTOR
(507)-530-4214

Our dynamic team is working to build our own unit and you are an important piece of our success. Until then this is what you need to know.

UNIT INFORMATION

Unit Name
McDaniel Marathoners

Unit Number
FG16

Team Website
www.joannkruse.com

Website Password
PinkCaddyGals

Company Division
Emerald

Mary Kay Ash didn't set out to create a makeup company. Instead, she set out to create an opportunity to empower women. The cosmetics came later.

Welcome to Mary Kay! I am excited to be working with you as a brand new Mary Kay Beauty Consultant!

Because you are part of a unit of excellence, you are expected to be great. You were born with seeds of greatness planted within you. I have high expectations for you and everyone in our unit because I know that you are capable of achieving far more than you believe.

It takes persistence.

It takes determination.

It takes doing what is hard and necessary, instead of what is quick and easy.

I promise, all of this will be worth the effort. Making small choices to commit to growing your business today will reap major rewards for you + your family for years and years to come.

Don't give up what you want most, for what you want now.

It has been my experience that Mary Kay is a vehicle for women to discover and use their God-given talents and gifts. In doing so, they discover their passion and purpose in life.

While I am interested in your financial success (the \$\$\$ you make and the people you add to your team), I am equally interested in the person you are becoming on this journey through life.

Mary Kay and myself are now a part of your life, and YOU are a part of mine. I am honored to be your mentor and leader.

with love + belief,

JoAnn Kruse

START HERE

Steps to Success Program

Steps to success is a program that Mary Kay developed to guide you through the initial steps of setting up your business and providing you with training every step of the way.

STEP 1 **KICK OFF SESSION**

Book your Kick Off Session with your director and learn first hand how to do a Beauty Session. Your director will do the session while you watch, learn & EARN!

[START](#)

STEP 3 **SUCCESS MEETINGS**

Attending your weekly success meetings will keep you on the path to success. Connectedness is the KEY to advancing your career. When you attend your first 8 unit meetings in a row you will earn a FAB prize!

[START](#)

STEP 5 **BE A PEARL GIRL**

As a new consultant you can take advantage of the Great Start Program to earn significant amounts of FREE product bundles for selling and team building in the month you start plus the following 3 months, aka "Great Start Program".

[START](#)

STEP 7 **GREAT START FREEBIES**

As a smart business woman you will want to take full advantage of the FREE products offered by Mary Kay in your Great Start Time Frame! These free bundles can add tremendous profit to your first 4 months in business.

[START](#)

STEP 2 **INVENTORY DECISION**

Watch the inventory video in your welcome email and talk to your director. She will be your support for working through your decision and a great source of knowledge if you have any questions

[START](#)

STEP 4 **BEAUTY SESSIONS**

Attend the Next Steps Training offered to new beauty consultants and learn how to effectively book and hold your first Beauty Sessions!

[START](#)

STEP 6 **BUSINESS SYSTEMS**

Set up your business systems for your MK biz. Intouch, ProPay, your MK website, Voxer, your customer group etc.

[START](#)

STEP 8 **VOXER CHALLENGE**

Earn your Makeup Bag when you complete the 21 Day Voxer Challenge within your Great Start Time Frame. (Month you start + following 3) Makeup bag styles will vary.

[START](#)

MARY KAY'S Star Consultant Program

Being a star consultant is one of the most prestigious titles a beauty consultant can earn! Below are the facts and some dates to remember

DATES TO REMEMBER

SEMINAR YEAR

Seminar year is what we refer to as our fiscal year.
July 1st to June 30th
.....

How the quarters are broken down.

QUARTER ONE

June 16th - September 15th

QUARTER TWO

September 16th - December 15th

QUARTER THREE

December 16th - March 15th

QUARTER FOUR

March 16th - June 15th

YOU CAN BE A STAR

Become a Star Consultant by selling \$3,600 Retail to cumulatively order 1800+ wholesale within one quarter.

That averages out to about \$300 retail per week. When you sell \$300+ in one week, it is referred to as a Star Week and you get recognition for that!

Wholesale is what you pay, retail is what the customer pays!.

WHY BE A STAR?

STARS

CHOOSE A PRIZE

The "Star" program is designed for you to set a prize goal and earn prizes each quarter based on selling and wholesale.

STARS

GET RE-ORDERS

When you are consistent you build a loyal customer base and solid re-order business.

STARS

GET FREE LEADS FROM MK!

When people shop on marykay.com, star consultants get orders when people search for consultants.

STARS

MAKE MONEY!

You will make 50% on everything you sell when you do not give discounts.

STARS

GET TO PARTY!

When you are a star during the current quarter, you will be invited to party with the other stars in your unit!

STEPS TO SUCCESS

Your Facebook Kick Off Sesh

Schedule your kick off session with your director or recruiter. Once the date is set, start inviting people. It is recommended to invite 30-50 people so we can have as many participate as we can (remember, not everyone will participate fully but they will still see the posts and want to support you)!

On the next few pages are the scripts and info to invite people and so you know how the process works. Your guests will fill out a registration form (included in the scripts) and your director will send out the beauty packs for you (yay!). Your director will also confirm your guests and facilitate the LIVE while you learn and take notes!

You will do some posts in your group leading up to the party (information posts about the upcoming party to get guests excited about joining the fun.

DID YOU KNOW? You can schedule posts on your Facebook group! Just simply make the post then go to schedule post, then choose the date and time you'd like it to post!

IMPORTANT: Make sure you are interacting with your guests as much as possible! It will get the excitement level up and will help the algorithm (so people see your posts in their newsfeed).

Let me know if you have any questions or need anything, I am looking forward to a great kickoff party!

SUGGESTED SCRIPTS

TEXT TO INVITE PEEPS TO YOUR KICK OFF SESH

Hi (firstName)! I have some news.....lol! I just started Mary Kay for some fun and extra cash in my life. I'm doing a relaxing Charcoal Masking Session night on (insert date) - I'll be sending everyone a fun Beauty Pack in the mail with all the treatments and then my director will go live and show us how to use them! If that's something you want to do, just fill out this link <https://forms.gle/4M45pJWPxgtTBGqf8> by (the date that is one week before your kick off)!

CALL OR TEXT 2 DAYS LATER (IF YOU DON'T HEAR BACK)

Hi (first name)! Just following up from my last message, I know life gets so busy! I just wanted to see if you saw the invite for my fun virtual Beauty Sesh? If so, don't forget to fill out the registration link ASAP! Or if it isn't your thing, just let me know!

SUGGESTED SCRIPTS (CONT.)

CALL OR TEXT 2 DAYS LATER (IF THEY HAVEN'T REGISTERED)

Hi (first name)! Just checking in! I know you said "Yes" to my virtual beauty sesh and I know life gets super busy! I was wondering if you can fill out this super easy registration link asap so you can get a free Beauty Pack in the mail?

<https://forms.gle/4M45pJWPxgtTBGqf8>

CALL OR TEXT THE DAY OF THE DEADLINE (IF THEY HAVEN'T RESPONDED AT ALL)

Hi (first name)! It's your fave friend lol!! Wanted to follow up with you one last time about the beauty session! The deadline to fill out the link is tonight and it would mean so much to have you there! It only takes like 30 seconds to fill out, I promise!

<https://forms.gle/4M45pJWPxgtTBGqf8>

Do NOT get down on yourself if you need to reach out this many times. Life gets busy as we know not only for us but for so many others. They really just forget. It isn't a gauge of interest in many cases; of what you are offering. I promise!

PRE-PARTY REMINDERS

2 DAYS BEFORE THE PARTY SEND THIS:

Hey girl, our LIVE party is coming in 2 DAYS! A few things to do to make sure you are ready for the party:

1) Make sure you are connected to my Mary Kay group! This is where the party will take place!! Here is the link:

<send your link by going to your Facebook group on a computer and copying the URL in a browser>

2) Write down any questions you might have about our products.

3) Let me know as soon as you receive your goodies in the mail!

30 MINUTES BEFORE THE PARTY SEND THIS:

Ahhh we are 30 minutes from start time!! Make sure you have your hair pulled back, you have your device (fully charged), washcloth, water & goodie bag ready. Prepare to comment like crazy, ask questions, & do whatever you can to have the most comments because whoever is the "Comment Queen" will earn a gift from my director!! The party will last around an hour. "See" you there!! Here is the group Link!

<Insert your group link one more time for easy access>

POST-PARTY REMINDERS

WHEN SOMEONE WANTS TO JOIN YOUR TEAM:

When you have people join your team from your kick off party you will go to your Intouch webpage then copy the online agreement link from your home page, then email or text them the link! If they do it before midnight that night they get a FREE Pink Clay Mask as a gift from me! When your customers are interested in the opportunity and would like to do a virtual info sesh/virtual coffee chat please let me know ASAP! They can also get entered to win a prize in

Nikki's google doc. Send this link:

https://docs.google.com/forms/d/e/1FAIpQLSfONYAEbKXzHCPaxSQJbjQkpJOo06JwOmgXboC8_AftM9LW9g/viewform

CLOSING QUESTIONS FOR ALL ATTENDEES:

The italics words in BOLD will be the 3 questions I will ask your guests at the end of your session! Then below are the scripts to follow up with your guests! MAKE SURE YOU FOLLOW UP RIGHT AFTER THE PARTY! Also, make sure you make a post thanking them for their order!

Grab a scratch piece of paper and write down 1, 2 & 3 on the left hand side, I have 3 questions for you...

1) ***Do you want to be her customer? Yes or No***

- This means that you fell in love with some things you can't live without and just got to have them in your bathroom ASAP. If you write yes, you can have VIP access to her lifestyle FB group where she will share Beauty Tips, make up tutorials, and do giveaways! You also get a birthday discount from her too!

2) ***Free or Me***

- Free means you want to have your own Beauty Session with your favorite people. You get this gift (whatever you want it to be) regardless if anyone shows up! But look at all the people who showed up tonight! Plus, if there is anything you fell in love with and make a purchase before this session closes tomorrow, you will help your consultant reach her 1st big goal!
- Me means - nah I'm good! I don't want anything for free!

3) ***Okay so for #3*** - I shared a little bit about why I love MK so much and why I am always this happy. Well it's because MK has brought so much joy into my life. I love the freedom and flexibility, not having quotas I have to meet, I love the philosophy of God first, family second, career third, I love that I get to travel and have it be tax deductible, and I love that I get to meet awesome women who become friends. I share this with you because #3 is an important question and you can choose either A, B or C

- *A) Absolutely! Sign me up! For \$30, I'll try anything once!*
- *B) Buy me a virtual coffee! I'm intrigued but want to know more!*
- *C) I am all set being a spoiled customer.*

FOLLOW UP SCRIPTS

FREE (WANTS TO HOST A PARTY)

Hi (first name)! Thank you for joining our LIVE Sesh tonight! I am so excited you want to have your own Beauty Session! Which of these dates works best for you? **Give her 2-3 dates to choose from that are within 3 weeks of your Kick Off Session so you have enough time to send beauty packs but it's not too far out. You can also set up in-person appointments and I will be happy to meet with you and your guests until you are a month or two into the business and have got it figured out.

WANTS MORE INFO ABOUT THE BUSINESS

Hi (first name)! Thank you for joining our LIVE Sesh tonight! I saw that you wrote "B" and are wanting more info about the business! I do these virtual coffee dates where we meet up on virtually, in person or just on the phone so you can get your questions answered, that way you can decide if you think MK would be a good fit for you! Do you think that would benefit you?

WANTS TO ORDER

Hi (first name)! Thank you for joining our LIVE Sesh tonight! I saw that there are some things you fell in love with! You can either just PM me what you want or if you'd rather shop on my website it's (just make sure to register and order that way so I can apply any deals you qualify for)!

YOU'RE GOING TO DO GREAT! KEEP ME POSTED ON YOUR RESULTS SO WE CAN CELEBRATE TOGETHER! YAY!

MY CELL # IS 507-530-4214

STEPS TO SUCCESS

Tuesday Zoom Success Nights

the second and Forth and fifth (if any) Tuesday nights are your weekly dose of recognition, product knowledge, business tips, and fun Zoom success nights! I promise to show up rain or shine, and I hope that you will do the same for me!

2nd, 4th & 5th Tuesday at 6:30 pm

(if we have a 5th)

ZOOM ID

939 572 0820

It will say welcome to Jena Skorczewski meeting.

ZOOM ETIQUETTE

Camera turned on.

We would love to see your beautiful face. So unless there are some huge factors at play, please join with camera on so we can up the energy.

Mute or don't.

If you have a noisy background pets, kids, TV etc. please mute to respect the speaker. If not, we want your participation so stay unmuted.

Participation.

This is an open discussion type of meeting! We share ideas, ask questions and compliment each other!

Bring you energy!

We feed off people's energy! If your expression looks like you want to kill us, I get insecure and have a hard time concentrating :) I am weird that way!

Have fun!

We can't wait to see you!

HOW WE RECOGNIZE

When someone is being recognized, clap and applaud have fun with it and let it be loud! Even give her a "woo-hoo"! Cheer for others the way you would want to be cheered for! Mary Kay taught us to treat others as we would want to be treated!

HOW WE SHOW UP

Show up on time + just how you'd show up to an in-person meeting. Participate in conversation + show up consistently! Dress code is Cute from the waist up!

HOW WE PRESENT

We have a ZERO tolerance policy for gossip, negativity, excuses, complaining, drama, swearing etc. Be known for your success story, not your sad story!

CONSISTENCY EARNS PRIZES!

When you attend the 1st 8 Success night sessions (AKA Unit Connect Zooms) in a row, you will get to choose a great prize off of our prize table!!!

Mary Kay once told me that there are only 3 valid reasons to miss a Unit event:

- 1) You're dying
- 2) You're dead or
- 3) You're dilated....LOL

STEPS TO SUCCESS

Tuesday Success Nights

the first and third Tuesday nights are your weekly dose of recognition, product knowledge, business tips, and fun live success nights in Marshall! I promise to show up rain or shine, and I hope that you will do the same for me!

1st & 3rd Tuesday at 6:30 pm

@ 2391 West Channel Road Marshall MN

ADDRESS

2391 WEST CHANNEL ROAD
MARSHALL MN 56258
@ MARIE VLAMINCKS PINK STUDIO

MEETING ETIQUETTE

Invite Guests.

We put our heart and love into each meeting so that you will feel confident in inviting guests to join us for makeovers and other fun theme meetings.

Give your attention to the person teaching

Showing respect for the person teaching will go along way in showing your customers how to respond. There will be opportunity to chat, just refrain while there is someone speaking.

Participation.

If you have a great point you want to make, please raise your hand and you will be called on to speak. We want to keep our events timely so our guests want to come back.

Bring you energy!

We love it when you are enthusiastic!

Have fun!

We can't wait to see you & your guests!

HOW WE RECOGNIZE

When someone is being recognized, clap and applaud have fun with it and let it be loud! Even give her a "woo-hoo"! Cheer for others the way you would want to be cheered for! Mary Kay taught us to treat others as we would want to be treated!

HOW WE SHOW UP

Show up on time + we show up consistently! Dress code is business attire. Skirt, dress, hose, heels or beauty coat and cute skirt, hose and dress shoes.

HOW WE PRESENT

We have a ZERO tolerance policy for gossip, negativity, excuses, complaining, drama, swearing etc. Be known for your success story, not your sad story!

CONSISTENCY EARNS PRIZES!

When you attend the 1st 8 Success Night sessions (Live & Zoom) in a row, you will get to choose a great prize off of our prize table!!!

Mary Kay once told me that there are only 3 valid reasons to miss a Connect Call:

- 1) You're dying
- 2) You're dead or
- 3) You're dilated....LOL

STEPS TO SUCCESS

Busy Bee's Booking Blitz

This is held on Monday nights at 7 pm. Everyone who wants to see growth in their business all gather on Zoom to build our business by making booking calls together.

Every Monday Night at 7 pm on Zoom

ZOOM ID

939 572 0820

It will say welcome to Jena Skorczewski meeting.

ZOOM ETIQUETTE

Camera turned on.

It is fun to see each other on the phone working to build our business's.

Mute your audio.

We all mute our audio so we cannot hear each other talking and can make our own calls!

Participation.

We play fun games to make it fun competition! Sometimes there are prizes making it even more fun!

Bring you energy!

We feed off each others energy! So have fun, be animated if that is you, or smile so we see you having success! Leave positive feedback in the chat!

Have fun!

We can't wait to see you!

HOW WE RECOGNIZE

We have friendly competition games so you can track your own progress and yet try to beat the leader on the game board!

From time to time we will offer a prize for getting the most points or being the first to finish!

HOW WE SHOW UP

Show up on time, bring your names and phone numbers of the customers you are calling and the dress code is cute from the waist up!

HOW WE PRESENT

We have a ZERO tolerance policy for gossip, negativity, excuses, complaining, drama, swearing etc. Be known for your success story, not your sad story!

CONSISTENCY BRINGS SUCCESS & MOMENTUM!

When you consistently attend the booking blitz Zoom, actively work your business during the 45 minutes each week, you will see momentum happen and success will follow.

Booking is the lifeblood of our business as Mary Kay herself taught us, so this is where you will want to show up!

STEPS TO SUCCESS

Product Planning Worksheet

This worksheet is designed to help you decide how much product is right for you!

Text a picture of your worksheet to me (507) 530-4214.

You can also find this in the Great Start Brochure.

DESIRED MONTHLY EARNINGS

1. DESIRED MONTHLY EARNINGS

- \$1,200+ (4 POINTS)
- \$800-\$1,200 (3 POINTS)
- \$400-\$800 (2 POINTS)
- \$100-\$400 (1 POINT)

2. BEAUTY SESSIONS

- 3+ SESSIONS/WK (4 POINTS)
- 1-2 SESSIONS/WE (3 POINTS)
- 2-3 SESSIONS/MO (2 POINTS)
- 1 SESSION/MO (1 POINT)

WEEKLY POWER HALF HOURS OR UNIT CONNECT ZOOMS

- I am committed to attending meetings each week = (3 POINTS)
- I am committed to attending meetings 2X/month = (2 POINTS)
- I am committed to attending meetings when I feel like it = (1 POINTS)

GOALS

- I would like to build a **SOLID CUSTOMER BASE** = (2 POINTS)
- I would like to earn a **MARY KAY CAREER CAR** (Chevy Trax) = (2 POINTS)
- I would like to become a **SALES DIRECTOR** = (2 POINTS)
- I would like to **EARN EXTRA CASH** = (1 POINT)

CALCULATE YOUR POINTS & CHECK THE BOX THAT BEST APPLIES TO YOUR GOALS

MY TOTAL POINTS	POINTS	WHOLESALE TO SUPPORT GOAL
	13+ POINTS	3600 WHOLESALE
	12 POINTS	3000 WHOLESALE
	11 POINTS	2400 WHOLESALE
	8-10 POINTS	1800 WHOLESALE
	5-7 POINTS	1200 WHOLESALE
	2-4 POINTS	600 WHOLESALE

As your business coach/mentor, I want you to **look at all of the free product bonuses** you can earn as a brand new beauty consultant before making any inventory decision. I want to walk you through all of your options so you don't *MISS OUT* on any of the bonuses available to you **only as a new consultant**.

STEPS TO SUCCESS

Apps + Social Media Guidelines

Below is your one stop guide to all things social media! You do not need to download all of these apps if you don't want to. But they are there to support your business. Mary Kay has always put the needs of her consultants first in making our businesses run more efficiently and smoothly! Thank you Mary Kay! Be sure to go to the Social Media Guideline link below and read carefully. It lays out what we are allowed and what we are not allowed to post, for the sole purpose of not get into legal trouble.

AMAZING APPS FOR YOUR BUSINESS

LEARN



Great Start App



Mary Kay App



Digital Showcase App

ORDER



My Customers App



Mary Kay Ordering App

SELL



Mary Kay App



Skin Analyzer App



MirrorMe App



InterActive Catalog App



Mary Kay Events App

BUSINESS BUILDING APPS



Star Consultant App



Social Media Guideline
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