

Seminar

Pink Boot Camp

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Your guide to make
your Mary Kay
business not only
survive; but THRIVE!



Pre
Boot Camp
Prep

goal setting

"Not having a goal is like putting a blindfold on an archery expert, spinning them around and then asking them to hit the bullseye."

Zig Ziglar

STEP ONE

List below your reasons, hopes and dreams you had when choosing to start your Mary Kay business.

STEP ONE

If failure was NOT an option; what is your hearts desired outcome with your Mary Kay business?

STEP ONE

Set a SMART Goal: S=Specific; M=Measurable; A=Attainable; R=Realistic and T=Time Specific. With these in mind let's set your first goal!



REMEMBER.....

Snap a photo of your worksheet and send to your director so she can support you in your goal achievement!

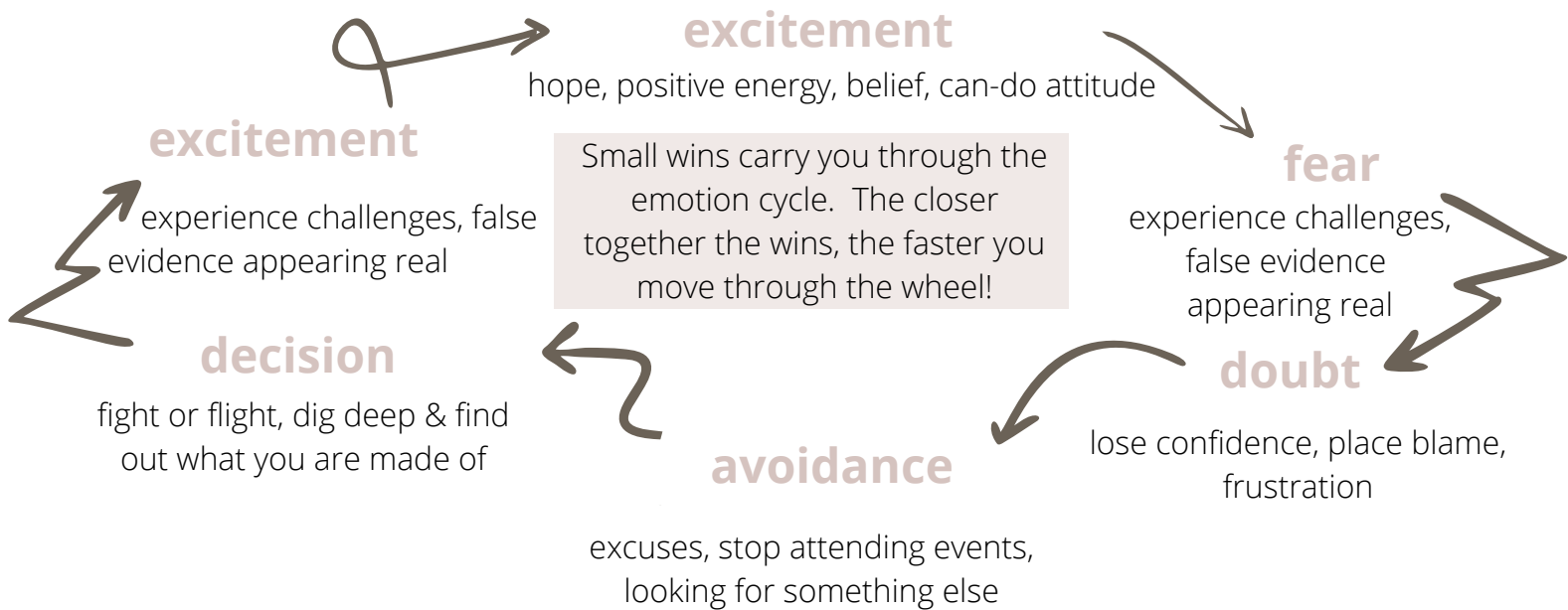


Pre
Boot Camp
Prep

the wheel of emotion

"Not having a goal is like putting a blindfold on an archery expert, spinning them around and then asking them to hit the bullseye."

Zig Ziglar



What does a small win look like to you? Be specific!

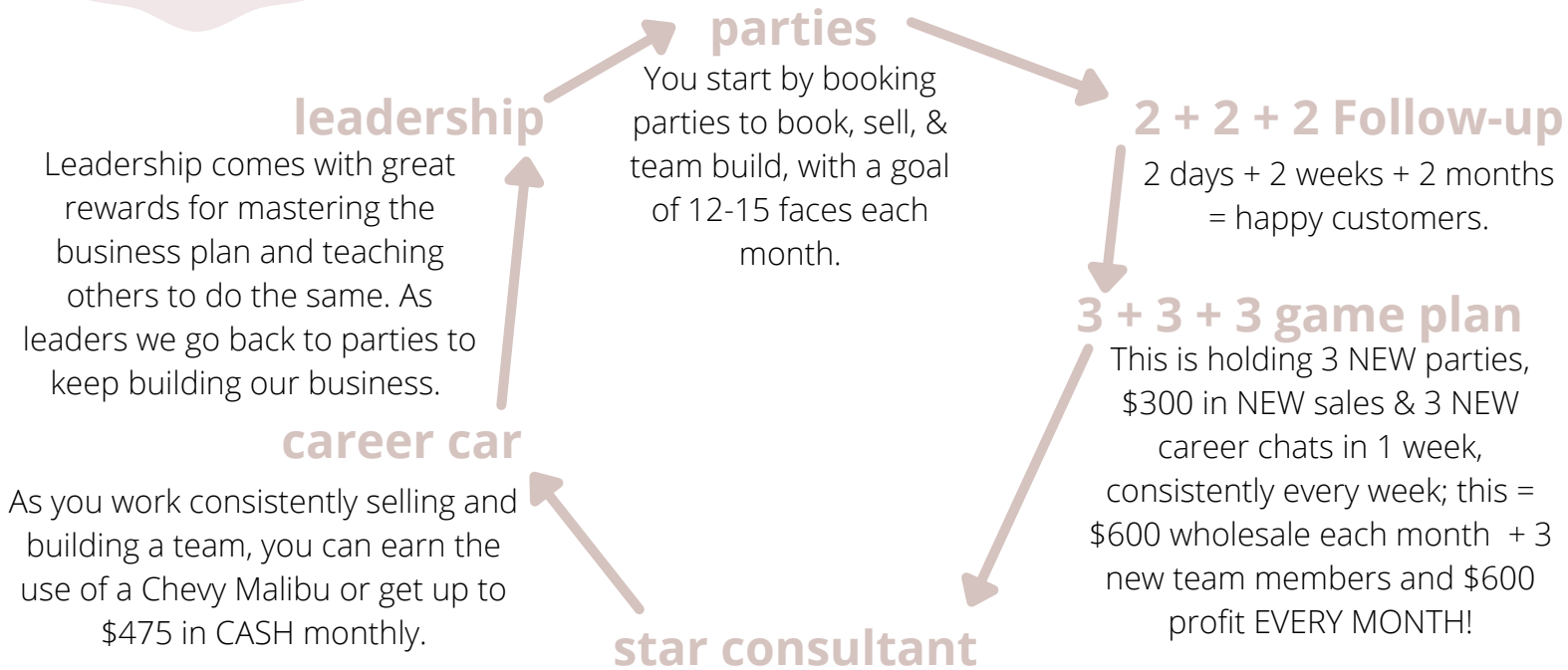
What would bring you joy in celebrating those small wins?



Pre
Boot Camp
Prep

spark a chain reaction

Did you know~ Mary Kay Ash created a series of "links" that when strung together equal quick and steady success? Let me show you what she did!



The star consultant program is designed to "recognize & reward" achievers who are doing the 3 + 3 + 3 and moving up the career path. Stars earn prizes each quarter, and because of steady growth, eventually can earn the use of career cars and move up the career path.

Monthly Challenge

Holding enough parties, facials and virtual appointments each month to support a \$1,200 Retail goal is the foundation for consistent success in your business. This years theme is "Spark a Chain Reaction." When you are consistently able to place a Wholesale order because you have had a \$1,200 month of sales will earn you monthly jewelry. This years collection of our "SPARK" jewelry is designed by R.J. Graziano!

Consistency Challenge

Not only are you rewarded monthly for your consistent success, you can earn additional "SPARK" jewelry when done consistently EACH month in a row!

To learn more about all company contests go to www.marykayintouch.com > contests/Promotions > Contests and all ongoing contests will be listed.



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Session One

BOOKING



Session 1 | Booking

BOOKING POWER PLAN

I currently have _____ on my contact list? Make it a goal to have 60 to 100 people on the list.

Best time of day for me to spend 15 to 20 minutes on booking is _____ am/pm

My goal is _____ # of parties for the next 2 weeks? So I am willing to make _____ # of booking attempts every day to ensure I reach my goal.

COACHING MY HOSTESS

Sending a confirmation email to your hostess is important because it shows how professional you are.

You should follow-up _____ days after sending the email.

How often will you communicate with your hostess between the time you book her and her beauty session to increase the likelihood of the party holding. Every _____ days!

PRE-PROFILING IS A MUST FOR THE SUCCESS OF YOUR PARTY

Why is it important to pre-profile your hostess right after booking her sesh?

Why is it necessary to pre-profile her guests?

What method do you use to pre-profile your hostess and guests?

NOTES:



Session 1 | Booking

TAKE ACTION NOW! (this will increase your success rate by 80%)

1. Create a Full Circle Selling Binder to stay organized and Text me a picture of the binder.
2. Book 10 beauty session for the next 2 weeks.
(remember they won't all hold, you are just getting them booked and you will feel a pro.)

PRO TIPS:

- Print off each of the recommended resources on the Booking page of our website and add them to your binder.
- Listen to the Boot Camp video on Booking.

WHAT IS YOUR TAKE AWAY?

- What stuck out to you the most in this section?

- What are you most excited to take action on in your business based on what you learned in this section and why?

- What feels most challenging in this section? What do you think you need to do to work through that challenge?

- What would your next most effective step be in mastering this skill set?

NOTES: _____



Session 1 | Booking

Contact list

- 1 _____
- 2 _____
- 3 _____
- 4 _____
- 5 _____
- 6 _____
- 7 _____
- 8 _____
- 9 _____
- 10 _____
- 11 _____
- 12 _____
- 13 _____
- 14 _____
- 15 _____
- 16 _____
- 17 _____
- 18 _____
- 19 _____
- 20 _____
- 21 _____
- 22 _____
- 23 _____
- 24 _____
- 25 _____

- 26 _____
- 27 _____
- 28 _____
- 29 _____
- 30 _____
- 31 _____
- 32 _____
- 33 _____
- 34 _____
- 35 _____
- 36 _____
- 37 _____
- 38 _____
- 39 _____
- 40 _____
- 41 _____
- 42 _____
- 43 _____
- 44 _____
- 45 _____
- 46 _____
- 47 _____
- 48 _____
- 49 _____
- 50 _____

Here is a tip I learned from one of our unit consultants:
It's called the stop light method to organizing your names.

Green is for sure they will help out

Amber is not sure; but think they will help me out

Red is I doubt they will help out but I will contact them anyway because not contacting them is already a no and I have a 50/50 chance they could say YES!

We will contact green first, amber second and the reds we will save for last!!!



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Session Two

BEAUTY SESSIONS



Session 2 | Beauty Sessions

WORKING FULL CIRCLE

Working a Beauty Session "full-circle" means you are doing what 4 things?

1. _____ 2. _____ 3. _____ 4. _____

Women at your beauty session are at least one of the following:

1. _____ 2. _____ 3. _____

2.

What excites you the most about the Power Program?

What is your Power Program goal for your first month?

How will you prepare for your first beauty session.

TAKE ACTION!

1. Call your director and book the date of your kickoff sesh. She is going to help you with your first sesh.
2. Create contact list of at least 50 people, take a photo and send to your director. See contact list on next page.
3. Send the following text to the people on the list and invite them to your first sesh:
Hi (name) you are probably gonna think I am crazy! I just started Mary Kay for some fun and some extra cash in my life. I'm treating my favorite besties to a relaxing Charcoal Mask Skin Pampering sesh on _____ at ___ am/pm! My director asked me to invite only those I feel would be excited to support me and I'll be sending everyone who can join me a Fun Swag Bag full of goodies for you. If you are down for a night of pampering and a gift from my director, fill out this link (INSERT GOOGLE FORM DOC) Plus the 1st 5 to get it back to her will get an extra gift!!!
4. If you are local, help your director put together the Swag Bag pampering packs to mail to your guests.
5. After your Zoom sesh, we will add all of your new clients to a VIP Facebook group to build your brand.

Download the beauty session guide on our unit website under beauty sesh.



Session 2 | Beauty Sessions

YOU HAVE GOT OPTIONS GIRL!!!



In-Person *Beauty Sesh*

Hold beauty sesh's face to face!
Build relationships & rapport!
Less follow up a bit more prep?



Facebook *Beauty Sesh*

Create Facebook group, send pampering packs, go live and walk them through how to use product.



Zoom *Beauty Sesh*

Similar to in person sesh's?
Send out Pampering Packs!
Everyone joins Zoom separately or have a hostess host and you join them via Zoom.

DECIDE HOW YOU WANT TO RUN YOUR BUSINESS

Choose the type of beauty sesh you feel you would be the best at and master that sesh. Then move on to the other types of sessions once you grow your confidence. Learn more about each type of party on our unit website.

YOUR TAKE AWAY!!!

- What stuck out to you the most in this section?
- What are you most excited to take action on in your business based on what you learned in this section and why?
- What feels most challenging in this section? What do you think you need to do to work through that challenge?
- What would your next most effective step be in mastering this skill set?

IDEAS: _____



power program

Your name _____

Level
1

DECIDE IF YOU WANT TO BE A LEVEL 1 OR LEVEL 2 CONSULTANT

Pamper 30 women in your 1st month

- 1 _____
- 2 _____
- 3 _____
- 4 _____
- 5 _____
- 6 _____
- 7 _____
- 8 _____
- 9 _____
- 10 _____
- 11 _____
- 12 _____
- 13 _____
- 14 _____
- 15 _____

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- 26 _____
- 27 _____
- 28 _____
- 29 _____
- 30 _____

Hold minimum of 5 sharing appointments in your 1st month

- 1 _____
- 2 _____
- 3 _____
- 4 _____
- 5 _____

- 6 _____
- 7 _____
- 8 _____
- 9 _____
- 10 _____

Sell \$1,200 Retail your first month



Sell \$600 Wholesale order your first month



Live like no one else will now. so that later in life you can LIVE like no one else!!
Dave Ramsey



DECIDE IF YOU WANT TO BE A LEVEL 1 OR LEVEL 2 CONSULTANT

Pamper 60 women in your 1st month

- 31 _____
- 32 _____
- 33 _____
- 34 _____
- 35 _____
- 36 _____
- 37 _____
- 38 _____
- 39 _____
- 40 _____
- 41 _____
- 42 _____
- 43 _____
- 44 _____
- 45 _____

- 46 _____
- 47 _____
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- 49 _____
- 50 _____
- 51 _____
- 52 _____
- 53 _____
- 54 _____
- 55 _____
- 56 _____
- 57 _____
- 58 _____
- 59 _____
- 60 _____

Hold minimum of 5 sharing appointments in your 1st month

- 11 _____
- 12 _____
- 13 _____
- 14 _____
- 15 _____

- 16 _____
- 17 _____
- 18 _____
- 19 _____
- 20 _____

Sell \$2,400 Retail your first month

\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100
\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100
\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100

Sell \$1,200 Wholesale order your first month

\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100
\$100	\$100	\$100	\$100				

Live like no one else will now. so that later in life you can LIVE like no one else!!
Dave Ramsey



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Session Three

TEAM BUILDING



Session 3 | Team Building

BE A PEARL GIRL

- Earn your Pearl Earrings by holding your Pearl Party with at least 6 guests attending.
- Earn your Pearl Bracelet by completing 3 Career Surveys or 3 Coffee Dates within your first 2 months.
- Earn your Pearl Necklace by getting your 1st Great Start Qualified Team Member in your 1st 2 months.



Did you know....Mary Kay had 17 qualified team members in **1 WEEK?** WOW!

See Pearl Girl Party details on the next page!

BRING YOUR BESTIES

- You've probably already thought of at least 3 people in your world who would love to go on this journey with!
- Mary Kay has gifted you 3~ \$25 off coupons to share with your 3 most fun, favorite friends who decide to start their businesses' with you!
- You only get 3 so choose wisely! Write down the 1st 6 besties who pop into your head that you have a blast with and would be fun to grow a business together with!

1. _____ 2. _____ 3. _____

4. _____ 5. _____ 6. _____

BE AUTHENTIC

- It is important to be yourself! Every one; especially friends can see through a fake!
- It is important to let your new team members know you will be learning together and will be layered with information to help them continue to build a successful business.
- Don't prejudge! It is not for YOU to decide who will or won't take this opportunity and run with it. It is up to HER to choose how far to grow it!
- Share the business facts at each beauty sesh. There are several fun ways to let others know the facts. See Party Games in Team Building section.





Pearl Girl Party

WHAT IS A PEARL PARTY?

GATHER YOUR FAVORITE PEOPLE TO SUPPORT YOU IN YOUR FIRST TRAINING SESH HELD ON ZOOM. IT WILL LAST ABOUT A HALF AN HOUR.

WHEN YOU HAVE 6 BESTIES ON, I WILL DO A DRAWING FOR \$50 IN FREE PRODUCT AFTER SHARING SOME FUN FAST FACTS ABOUT MARY KAY AND YOU WILL EARN YOUR EARRINGS AND ONE GUESTS GETS A GIFT CARD FROM ME. WHEN YOU ADD A TEAM MEMBER, YOU EARN YOUR BRACELET AND WHEN SHE BECOMES GREAT START QUALIFIED YOU EARN YOUR PEARL GIRL NECKLACE.

HOW TO ROCK IT OUT!

MAKE A LIST OF 12 TO 20 OF YOUR SUPPORT PEEPS, WRITE DOWN 1 QUALITY ABOUT EACH OF THEM THAT YOU FEEL WOULD MAKE THEM SUCCESSFUL AT MARY KAY! TEXT LIST TO YOUR DIRECTOR! ASK EVERYONE TO JOIN YOU SO YOU FOR SURE HAVE 6 ON.

WHAT TO SAY WHEN YOU REACH OUT!

Hi (name)! I am super excited because I just started my own Mary Kay Business and I am doing my launch party! My director asked me to invite my most sugar sweet besties to support me and you are one of them! You will get a 50% off items for helping me; can i text you the details??

WHEN SHE SAYS YES:

Send her this text, the video link and zoom link

AWE!!! THANK YOU SO MUCH! SOOO IT'S CALLED A PEARL PARTY AND YOU WILL WATCH A 13 MINUTE VIDEO AHEAD OF TIME AND THEN WE JUMP ON OUR ZOOM LINK. ALL YOU NEED TO DO IS COME WITH 2-3 QUESTIONS ABOUT OUR HOW OUR BUSINESS WORKS! MY DIRECTOR WILL ANSWER THEN SO I LEARN HOW TO RESPOND IF I GET QUESTIONS AT MY PARTIES WHEN I AM ON MY OWN. SHE WILL BE DWOING A DRAWING FOR \$50 IN FREE PRODUCT TOO. I REALIZE YOU ARE PROBABLLY NOT AT ALL INTERESTED; BUT THIS WILL HELP ME OUT SO MUCH AND MEAN A LOT TO ME!

YOU CAN COME IN YOUR PJ'S WITH A MESSY BUN IF YOU WANT THIS IS REALLY CASUAL AND LAID BACK.

Video link:



Session 3 | Team Building

TAKE ACTION!

1. Schedule your Pearl Girl Party with your director.
2. Print off The STEP UP INTO RED Packet found on our website on the Team Building Page and text your director pictures of page 1 and 2 completed.

WHAT IS YOUR TAKE AWAY?

- What stuck out to you the most in this section?
- What are you most excited to take action on in your business based on what you learned in this section and why?
- What feels most challenging in this section? What do you think you need to do to work through that challenge?
- What would your next most effective step be in mastering this skill set?

Ready, Set & GO TIME.....

What do you need from your director to feel more confident in holding your Pearl Party?



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Session Four

BUSINESS MANAGEMENT



Session 4 | Business Management

TIME MANAGEMENT

1. If you aren't sure where you can find to work your business, a _____ is an excellent tool to utilize to be intentional about how you are spending your time.
2. Mary Kay Ash taught the 6 Most Important Things list! Write your first "Brain Dump" on your 6 Most Important Things List.
3. Weekly Plan sheet how to's to maximize the pockets of time you may have. See Tracking & Planning Sheets on our website.

What Does IPA Stand for? What is your IPA daily goal? WHY?

MONEY MANAGEMENT

- The 60/40 split is a common business practice for money management in 100% relevant for your Mary Kay Business! What category do each of the percentages go into?
- 50% is for _____ 40% is for _____ 10% is for _____
- Learn how to submit a weekly accomplishment sheet every week. See Business System section on our website.

Why is it important to open a separate checking and savings account for your business?

PRO TIPS

- Keep track of customer orders on InTouch under Business Tools > MyCustomers.
- Keep a record of each sale in the Business Tracking Register tool found on our website under Tracking Sheets

NOTES: _____



Session 4 | Business Management

TAKE ACTION!

1. Complete a Weekly Plan Sheet for next week and text a photo to your director.
2. Open a separate checking account for your business.
3. Fill our your weekly accomplishment sheet for this week and submit by next Sunday at 8 pm.
4. Get familiar with the business tracking register on our website on 7 day selling challenge.

WHAT IS YOUR TAKE AWAY?

- What stuck out to you the most in this section?

- What are you most excited to take action on in your business based on what you learned in this section and why?

- What feels most challenging in this section? What do you think you need to do to work through that challenge?

- What would your next most effective step be in mastering this skill set?

NOTES: _____



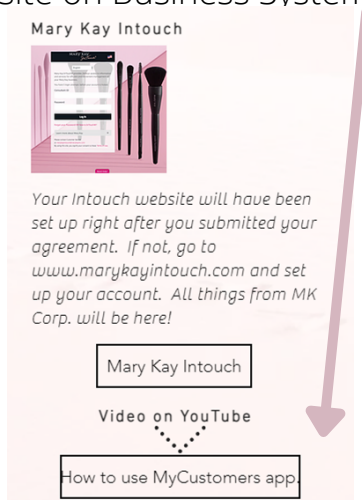
Bonus Content | Customer Service

CUSTOMER FOLLOW UP!

- The most effective follow up method was set up by Mary Kay Ash; 2 + 2 + 2
 - In 2 DAYS Call to see if they have any questions on using the product, how they like it so far, and I like to make sure they are not USING TOO MUCH so I ask them to tell me "HOW" they are using the product.
 - in 2 WEEKS they are entitled to a "Follow Up Appointment" and can choose from Hot Date Night Color party, or a Dash Out the Door Busy Woman Look. The main reason for a follow up is to get together again and build a relationship, make sure that the product is working and if not we can do the 100% guarantee exchange to get them product that will work better.
 - In 2 MONTHS we will do Customer I Care Calls to touch base see how they are doing, and make sure they are not running out of products.
- Scripts for the 2 + 2 + 2 can be found on our website under Customer Service

PRO TIPS

- Send a hand written Thank You postcard right after she attends a beauty sesh whether or not she purchased for you.
- Offer a 20% discount during her B-day month or 40% discount when she allows you to plan her a Birthday Party MK style! This is the only time I give a discount other than Christmas.
- Make your delivery bags "cute" when delivering! Especially when you deliver an order to a customers work place. Spritz a Look book with a fragrance.
- Text your customers on special occasions, if you see them in the newspaper, or a post on Social Media.
- Use the Preferred Customer Program to let your customers be the first to know of your new product launches.
- Keep track of all of your customers in the MyCustomers app in our Mary Kay Intouch page. See video on our website on Business Systems page see below.



Congratulations.....

**You have completed our Unit
Pink Boot Camp!
Make sure to go to the Prize
Claimer to request your
prize and certificate!!!!
Way to go! So Proud!**

