BUSINESS DEBUT CHECKLIST

Checklist to ensure you have a successful debut of your brand new Mary Kay business!

_____ Schedule your business debut within your first 2 – 3 weeks of business. However, if this is not possible, then scheduling a business debut later is better than not scheduling one at all. You will also want to plan to have your inventory in stock before your business debut. IMPORTANT: LISTEN to Podcast: “OK, I've Scheduled my Business Debut, NOW WHAT?” found at lisaallison.com

_____ Hold your business debut in your home, preferably, because it is a warmer, friendlier, environment. Church fellowship halls, civic halls, apartment club houses or a friend’s home will be fine. Delegate the task of cleaning your home so your time may be spent on the telephone with your prospective guests and customers.

_____ Invite all the people on your “Contact List”. This should be a minimum of 50-75 people. (You can expect 15-20 to attend with proper follow-up.) When you have at least 15 adults attending, I will have the most amazing prize for you—ask me!

_____ Send out a minimum of 75 Business Debut Invitations. Sending postcards alone will not be effective. After you have mailed your invitations, plan to call each guest personally and invite them 24 –48 hours before your event. (Check with your director about obtaining business debut invitations.)

_____ Call each guest on your “Contact List”. Keep in mind that your friends and family are not coming to hear your director or recruiter, they are coming to help you! Your attendance will be in direct proportion to the number of guests that you personally speak with prior to the event and when you give your Director the names and numbers of your guests (within 48 hours of your special day), SHE will call and thank them in advance (and give you a gift at your Debut just for allowing her to help you, isn't that great?). Remember, if they cannot come to your business debut, you’ll want to either schedule an appointment with them and/or invite them to the next unit event.

Checklist for the day of the event—#1 HAVE FUN!

_____ Provide simple refreshments. You’ll want to delegate the hosting/serving to someone special in your family or a close friend so you may be focused on helping your guests to schedule appointments and learn more about your Mary Kay business!

_____ Mark your datebook with everything that you have going on in your life. Then mark the times and dates that you have dedicated to your Mary Kay business.

_____ Have the following supplies available:

- All Inventory out and organized. I prefer that at least 5 ULTIMATE Travel Roll Up bags be assembled and ready to SELL! I am a MASTER at selling roll ups—must be available!
- Name tags (stick on) with Sharpie pens
- pens and profile cards on hand for each guest to complete as they arrive.
- a money bag with $20 in change. (1 – $5, 10 – $1 and $5 in coins)
- Beauty Books stamped with contact information.
- sales tickets
- calculator
Relax and have fun with your guests. Your focus should be to schedule your 10-20 skin care classes for your power start. Let your recruiter/director fill orders and talk to people about the business opportunity.

Have enough *Hostess packets prepared to give each guest at your debut.

*Hostess packet should include:
- Hostess Flier (choose one with your Director)
- Enclosed $100 Free is my favorite
- Steps to Success brochure or flier of Starter Kit
- Mary Kay Beauty Book OR Mary Kay Look Book (NOT BOTH)
- Put in brightly colored folder or large envelope

WHAT YOU CAN EXPECT DURING THE PROGRAM:

- All the guests will introduce themselves, tell how long they have known you and their relationship to you, a bit about their family, work, hobbies and what their experience with Mary Kay has been, if any.
- Your Director or Recruiter will explain the purpose of the event: You will be affirmed in your business by your guests. Your goals will be shared and your guests will know that you will be asking them to help you by having a complimentary facial or class.
- Recruiter/Director will share their “I” story and their relationship with you.
- Mary Kay Cosmetics will be introduced as the #1 selling brand of Skin Care and Color Cosmetics in the Nation!
- Typically sales are higher when product is demonstrated as a facial. Color makeovers will not be a part of your Business Debut because that is what you’ll be offering at their skin care class. This is a show and tell type of event.
- At the close guests will have an opportunity to earn chances for door prizes by making a purchase, scheduling a facial (and or class) and listening to our Marketing Line.

Care enough to Prepare! Listen to Lisa’s Podcast: OK, I’ve Scheduled my Business Debut, NOW WHAT?

Each guest will receive a Satin Hands Treatment when she arrives. At the right are the directions so you can become familiar with the steps for this wonderful pampering system!

SATIN HANDS

**Step 1.** Squeeze an ample amount of Mary Kay Extra Emollient Night Cream into palm of hand. Massage cream into hands, between fingers, remembering the tops and palms of hands, too.

**Step 2.** Squeeze an ample amount of Mary Kay Satin Smoothie Hand Scrub into palm of hand over night cream. Massage Hand Scrub into hands, same as night cream.

**Step 3.** Rinse hands thoroughly under warm running water and dry hands completely.

**Step 5.** Squeeze an ample amount of Mary Kay Hand Cream SPF 4 into palm of hand. Massage hand cream into hands, same as above.

NOW YOU HAVE SATIN HANDS!