



4 WEEKS OF BASICS
FOR NEW CONSULTANTS

START-UP SUITES

session #1 - Getting started & organized

WELCOME TO MARY KAY!

The only way to fail in Mary Kay is to _____

Three secrets to success

1. The Mary Kay Way Works! (There are no secrets)
2. Work the No's
3. Dream Big, Walk Big, Talk Big

Three habits for success

1. This is a business: To be successful, training is essential
2. This is a business: So I will return your call, if you return mine.
3. This a business: Commit to Never give up. Never quit.

THE BASICS: AEIOU



Attitude, Action, Attendance

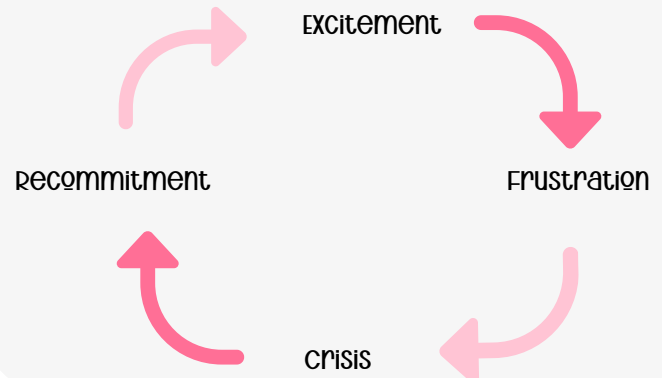
"What you see depends a lot upon what you are looking for."

Attitude: _____

Attendance: "Those who _____ up, _____ up!" _____



consultant life cycle



30 faces in 30 days

Track your way to success! When you see 30 faces in your first 30 days of business you'll earn your PINK ICE RING!

FACE = someone you share product with in-person or virtually or someone who makes a purchase from a Facebook Party.

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. _____



Pearls of Sharing

Earn your Pearls of Sharing Jewelry when you share the Mary Kay Opportunity in your first 30 days of business!



1. _____
2. _____
3. _____



4. _____
5. _____
6. _____

7. _____
8. _____
9. _____
10. _____



complete 3 Training Calls = Earrings

Training Calls = Bracelet

complete 10 Training Calls or have your first qualified team member = Necklace

Perfect & Powerful

SOLUTIONS



Earn your Grit with Grace pin when you complete your first Powerful Solutions!

NAME _____

MONTH _____

Perfect Solutions

15 faces | 5 career chats
\$600 sales/\$300 wholesale

Powerful Solutions

30 faces | 10 career chats
\$1,200 sales/\$600 wholesale

faces

career chats

sales

My goal: _____

Achieved: _____

My goal: _____

Achieved: _____

My goal: _____

Achieved: _____



1	
2	
3	
4	
5	PERFECT SOLUTIONS!
6	
7	
8	
9	
10	POWERFUL SOLUTIONS!

\$	\$	\$
\$	\$	\$
\$	\$	\$
\$	\$	\$
\$	\$	\$
\$	\$	\$
\$	\$	\$
\$	\$	\$
\$	\$	\$
\$	\$	\$

\$300 W/SALE ORDERED ☐

\$600 W/SALE ORDERED ☐

CONTACT LIST

AKA: Wedding List - did you know... the average wedding in America mails out 150 invitations

1	39	77	115
2	40	78	116
3	41	79	117
4	42	80	118
5	43	81	119
6	44	82	120
7	45	83	121
8	46	84	122
9	47	85	123
10	48	86	124
11	49	87	125
12	50	88	126
13	51	89	127
14	52	90	128
15	53	91	129
16	54	92	130
17	55	93	131
18	56	94	132
19	57	95	133
20	58	96	134
21	59	97	135
22	60	98	136
23	61	99	137
24	62	100	138
25	63	101	139
26	64	102	140
27	65	103	141
28	66	104	142
29	67	105	143
30	68	106	144
31	69	107	145
32	70	108	146
33	71	109	147
34	72	110	148
35	73	111	149
36	74	112	150
37	75	113	
38	76	114	

KEY: Code your
contact list with
these symbols



HEART
someone
you'd love
to work with



STAR
someone you
think would be
great in this biz



SMILEY
someone
happy who
loves parties



HASHTAG
someone that
understands
basic biz skills

THE BASICS: AEIOU



Ethics & Education

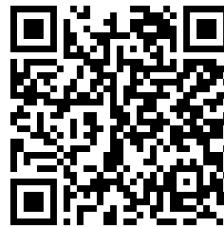


Download the Great Start APP for everything you need to get started!



Download for Apple

Download for Google Playstore



- ☐ MKU
- ☐ Skin Care Confident
- ☐ Clinical Solutions Confident
- ☐ Color Confident

THE BASICS: AEIOU



Image & Inventory

"A Wise Person once said, "you only get one chance to make a good first impression." It's so true. Many times the first opportunity to meet a hostess and/or customers is when you enter the door.

Therefore, it is vital to look your very best." - Mary Kay Ash

Image Tips for In-Person
events/appointments:

Image Tips for Virtual/Zoom
events/appointments:



INVENTORY

START STRONG WITH THE
BEST OFFERS!

GREAT START™: READY, SET, SELL!

ULTIMATE PRODUCT BONUS BUNDLES

Create unstoppable momentum by earning incentives in your first two months.

1

TimeWise® Miracle Set® Bundle, \$178
COMBINATION/OILY SET OR NORMAL/DRY SET
Also included in each bundle:

- TimeWise® Moisture Renewing Gel Mask
- TimeWise® Eye Cream



2

Open for Business Bundle, \$163

- TimeWise® Microdermabrasion Plus Set
- White Tea & Citrus Satin Hands®
- Pampering Set
- Clear Proof® Deep-Cleansing Charcoal Mask
- Mary Kay® Oil-Free Eye Makeup Remover
- White Tea & Citrus Satin Lips®
- Shea Sugar Scrub
- White Tea & Citrus Satin Lips®
- Shea Butter Balm



3

Lash and Lip Bundle, \$146

- Lash Intensity® Mascara in Black
- Lash Love® Lengthening Mascara in I ♥ black
- Lash Love Fanorama® Mascara in I ♥ black
- Mary Kay Unlimited® Lip Gloss in Beach Bronze, Fancy Nancy, Unique Mauve, Sheer Illusion, Berry Delight and Pink Ballerina



4

Ultimate Targeted Solutions Bundle, \$150

- Mary Kay® Hydrogel Eye Patches
- TimeWise Repair® Volu-Fill® Deep Wrinkle Filler
- TimeWise Replenishing Serum C+E®



15 DAYS



TREAT YOURSELF TO A FREE GIFT!

With your single initial order of \$600 or more in wholesale Section 1 products in the first 15 days of starting your business, you can earn a gorgeous color look worth \$138.50 suggested retail price!



BUSINESS-BOOSTER

You'll also earn a **Mary Kay® Travel Roll-Up Bag** (unfilled), two mirrors with trays and the **Miracles Happen** book by Mary Kay Ash!



You can't sell from an empty wagon

Wholesale Your Cost	Suggested Retail	Product Ultimate Product Bundles up to \$178 each	Color Look \$134.50 Value	2 Mirrors with Trays \$5.50 each	Travel Roll Up Bags \$36 each	Maximum Bonus Value	Star Consultant Level Earn a Star Consultant Prize!
\$3,600	\$7,200	6 Bundles \$1,068	\$134.50	\$11	\$72	\$1,289.50	EMERALD
\$3,000	\$6,000	5 Bundles \$890	\$134.50	\$11	\$72	\$1,111.50	DIAMOND
\$2,400	\$4,800	4 Bundles \$712	\$134.50	\$11	\$72	\$933.50	RUBY
\$1,800	\$3,600	3 Bundles \$534	\$134.50	\$11	\$72	\$755.50	SAPPHIRE
\$1,200	\$2,400	2 Bundles \$356	\$134.50	\$11	\$36	\$541.50	
\$600	\$1,200	1 Bundle \$178	\$134.50	\$11	\$36	\$363.50	

Contact your Director to discuss all of your options and bonuses before your first inventory order.

BOSS

Advantages to having product on hand:

you will sell 70% more when your customers can get products off of your shelf immediately. Check out the perks from the MK Rewards Visa on www.marykayintouch.com under ordering, then MK connections. Your business pays this off while bringing you profit.

\$600 = 3 ROLL-UP BAGS



\$1,200 = 6 ROLL-UP BAGS



\$1,800 = 9 ROLL-UP BAGS



GREAT START!

GREAT START™: READY, SET, KEEP SELLING!

ESSENTIAL PRODUCT BONUS BUNDLES
Keep the momentum going with even more incentives.



**TimeWise® Miracle Set®
Bundle, \$116**

COMBINATION/OILY
SET OR NORMAL/DRY
SET



Lash and Lip Bundle, \$98

- *Lash Intensity®* Mascara in Black
- *Lash Love®* Mascara in I ♥ black
- *Mary Kay Unlimited®* Lip Gloss in Beach Bronze, Fancy Nancy, Unique Mauve and Sheer Illusion



Open for Business Bundle, \$107

- TimeWise® Microdermabrasion Plus
- Set Clear Proof® Deep-Cleansing Charcoal Mask
- White Tea & Citrus Satin Lips® Shea Sugar Scrub
- White Tea & Citrus Satin Lips® Shea Butter Balm



BUSINESS BOOSTER

If you have not already placed an initial order during **Great Start™**: Ready, Set, Sell!, you will receive a **Miracles Happen** book by Mary Kay Ash with a minimum \$225 single wholesale Section 1 initial product order.



GREAT START: READY, SET, KEEP SELLING!

Cumulative Order Amount		Essential Product Bonus Bundles* up to \$110 each	Mirror With Tray \$5.50 each	Maximum Bonus Value™	Star Consultant Level¹
Wholesale	Suggested Retail				
\$3,600 ➡	\$7,200	6	6	\$693.00	EMERALD
\$3,000 ➡	\$6,000	5	5	\$577.50	DIAMOND
\$2,400 ➡	\$4,800	4	4	\$462.00	RUBY
\$1,800 ➡	\$3,600	3	3	\$346.50	SAPPHIRE
\$1,200 ➡	\$2,400	2	2	\$231.00	🌟
\$600 ➡	\$1,200	1	1	\$115.50	🌟

It's never been more fun to start a Mary Kay business!

Great Start teambuilding

Notes:

BUILD YOUR DREAM TEAM! ★

GREAT START™: TEAM-BUILDING

TEAM-BUILDING PRODUCT BONUS BUNDLES

You could earn two FREE Team-Building Product Bonus Bundles valued at up to a total of \$232 suggested retail price AND a \$50 Team-Building Cash Bonus for every Great Start™-qualified† new personal team member.**



**TimeWise® Miracle Set®
Bundle, \$116**

**COMBINATION/OILY SET
OR NORMAL/DRY SET**



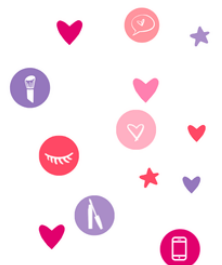
Lash and Lip Bundle, \$98

- Lash Intensity® Mascara in Black
- Lash Love® Mascara in I ♥ black
- Mary Kay Unlimited® Lip Gloss in Beach Bronze, Fancy Nancy, Unique Mauve, Sheer Illusion

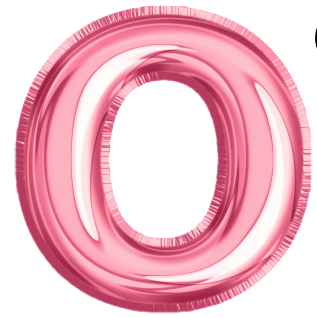


Open for Business Bundle, \$107

- *TimeWise®* Microdermabrasion Plus Set
- *Clear Proof®* Deep-Cleansing Charcoal Mask
- White Tea & Citrus *Satin Lips®* Shea Sugar Scrub
- White Tea & Citrus *Satin Lips®* Shea Butter Balm



THE BASICS: AEIOU



Opportunity & Organization

Show me the Money!



DIQ

8+ active team members
\$50 Teambuilding Bonus*
50% Profit on Products
9-13% commission

Must end DIQ with 24 active unit members
and \$13,500 wholesale production in 3 months
or less



5 - 7 active team members
\$50 Teambuilding Bonus*
50% Profit on Products
On-Target Car = \$6,000 pers. team production
9-13% personal team commission



5 - 7 active team members
\$50 Teambuilding Bonus*
50% Profit on Products

9 - 13% commission



3 - 4 active team members
\$50 Teambuilding Bonus*
50% Profit on Products

\$0-999.99 team production = 4%
\$1,000-1,799.99 team production = 6%
\$1,800+ team production = 8%



1 - 2 active team members
4% Commission
\$50 Teambuilding Bonus*
50% Profit on Products

*for Great Start Qualified Team Members (GSQ = \$600 w/sale in GS period)



50% Profit on Products

Visit the compensation
tab of InTouch for
complete details



THE POWER OF PARTIES

You can be _____ parties away from DIQ
(Director in Qualification)

Let's break down the numbers:

Average # at a party = _____

_____ parties x _____ = _____ faces

If you interview at least _____ women from every party, that is _____ interviews.

You will recruit 1 out of every _____ women you interview

_____ interviews / _____ = _____ new Team Members

_____ team members = DIQ

WHATEVER YOUR GOAL: Financial freedom & security, positive relationships, personal growth, more time with family & loved ones, fun & friends, achievement/advancement opportunities, be your own boss -
THE PATH TO EACH IS THE SKIN CARE PARTY!

What is your vision:

ORGANIZATION

HELPFUL TOOLS:

- Marykayintouch.com (check out PARTY CENTRAL)
- VOXER (connect with your unit)
- Boards (access your area/unit resources)
- Facebook (connect with your area/unit groups)
- Pirate Ship



6 MOST IMPORTANT THINGS List

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

*A tool to help you
Plan your MK time
for the day.*

"Success is hidden in your daily routine." -Jim Rohn

THE BASICS: AEIOU



It's up to YOU!

You're in business **FOR** yourself,
but not **BY** yourself!

[illegible]

THIS WEEK'S 6-LIST

Complete these challenges this week - text your director your progress!

1

Call the Hotline to fill yourself up
641-715-3900 access code: 673365#
Changes Monday-Friday around 10am CST

2

Make a list of people with skin, circle the 10
that you think would help you out with training
for your pearls

3

Book your Launch Party or at least 1 selling
appointment

4

Book & Hold at least 1 training call with your
Director to start earning your pearls

5

Download the Great Start App and complete
at least 1 educational module

6

Get connected!
Unit Voxer Group, Unit Boards App, Unit & Area FB groups