

Business Debut Checklist

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

Purpose of the Business Debut

1. To debut your Mary Kay store of products.
2. To show your family and friends you're starting a BUSINESS and will have the product to service them.
3. To debut yourself as a Professional Mary Kay consultant.
4. To book your first 60-90 faces.

___ **Schedule your business debut** within your first 2-3 weeks of business. However, if this is not possible, then scheduling a business debut late is better than not scheduling one at all. **You will want to plan to have your inventory in stock before you business debut.**

___ **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 are alternate choices. 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 75 people. (You can expect 15-20 to attend with proper follow-up.)

___ **Send out a minimum of 75 Business Debut Invitations.** Sending postcards and Facebook alone will not be effective. After you have mailed you invitations, plan to call each guest personally and invite them 24-48 hours before your event. (Use the Master Invitation from our unit website: amyslight.com (password: thislitttlelight), print on cardstock or send to printer—look for discounts at Office Depot or FedEx Office on Exclusive Savings)

___ **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 24 hours prior to the event. 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:

___ **Provide abundant 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. Keep in mind some people will come just for food so be generous.

___ **Mark your datebook** with everything that you have going on in your life. Then highlight the times and dates that you have dedicated to your Mary Kay business. Indicate in your datebook your 4 POWER START WEEKS (30 faces in 30 days).

___ **Have the following supplies available:**

___ **Pens and profile cards** on hand for each guest to complete as they arrive

___ **A money bag** with \$20 change (1—\$5, 10—\$1 and \$5 in coins)

___ **Look Books stamped with contact information**

___ **Sales tickets and a calculator**

___ Your recruiter/Director will arrive 1/2 hour before the program. She will bring door prizes and help you set up the product display. She'll need a big table. You'll want to **arrange the seating** in a semi-circle in front of the table.

___ Relax and have fun with your guests. Your focus should be to **schedule your 10-20 parties 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 one to each guest at your debut. Each packet should include:

- *hostess brochure
- *recruiting brochure
- *MK Look Book
- *Choices CD or your choices.pink username & password
- *Choices Evaluation sheet

____ **Decorate a pretty poster board** with 30 lines to book your Power Start at your debut.

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 events: 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.
- The recruiter/Director will share her “I” story and her relationship with you.
- Mary Kay, Inc will be introduced as a top beauty brand of Skin Care and Color Cosmetics in the Nation!
- No one will actually receive a makeover that day because that is what you’ll be offering at their party. This a show and tell type event.
- At the close, guests will have an opportunity to earn chance for door prizes by making a purchase, scheduling a facial (and/or party) and listening to a Choices CD.

Each guest will receive a Satin Hands Treatment when she arrives.

Be sure to become familiar with the steps for this wonderful pampering system!

SATIN HANDS

Step 1. Squeeze an ample amount of Mary Kay Fragrance-Free Hand Softener 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 into hands, same as hand softener.

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

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

