

# Welcome Packet



Congratulations, and welcome to Mary Kay, Inc!  
I am excited to be working with you as a brand new Mary Kay Beauty Consultant.

*"You are where you are in life by the CHOICES you have made or have allowed others to make for you."*  
NSD Linda Toupin

I am thrilled that you have chosen to work with me!  
Independent Sales Director

*Amy Deitemeyer*

**Independent Sales Director:** Amy Deitemeyer  
8302 Richey Rd, Van Wert, OH 45891

**Cell:** 567.239.1300

**Email:** amy3mk@outlook.com

**Friend me on Facebook:** Amy M. Deitemeyer

**Follow me on Instagram:** amyslight

**Request Access to the Private Facebook Group:** MK Morning Glories

**Subscribe to our YouTube Channel:** MK Morning Glories



## **UNIT INFORMATION**

**Unit Name:** Morning Glories

**Unit #:** NW22

**Unit Website:** www.amyslight.com  
(password: thislittlelight)

**Company Division:** Ruby Division

## **DIRECTOR INFORMATION**

Started MK Career in October, 2005

Debuted as a Director in May, 2013

## **FUN FACTS ABOUT YOUR DIRECTOR**

**Favorite MK Memory:** my first Seminar when I saw Mary Kay's dance company perform and the women on stage in their evening gowns!

**My Best Asset:** Positivity

**People would be surprised that:** I used to think Mary Kay was for old ladies!

**All-time Favorite Movies:** The Greatest Showman and anything Disney

**Best Books I've Ever Read:** *Hand Me Another Brick*, Charles Swindoll & *Not a Fan*, Kyle Idleman

**My Favorite Time of Day:** Mornings! I used to be a night owl but have switched to loving mornings when no one else is awake.

**If I Could Sing, I'd Sing Like:** Christina Aguilera or Whitney Houston

**My Trademark Expression:** "Ok..."

**Best Advice I Ever Got:** Work in your strengths, and don't worry about improving your weaknesses!

**Advice I'd Give a New Recruit:** Instead of attempting to do things your own way, listen to those who are where you want to be. This will save you time and frustration (this from personal experience!).

**I Describe This Company As:** a company that cares about their sales force and staff MORE than they care about their bottom line.

**My Mary Kay Role Models Are:** National Sales Directors Linda Toupin & Kristin Sharpe

**My Mary Kay Seminar Goal Is:** 5 Offspring Sales Directors

## Independent Sales Director

### Amy Deitemeyer

Amy and her husband, Neal, have three children: Madisyn, Rees & Zacary.

Amy joined Mary Kay in 2005 while she was part of another direct sales company. Taking advantage of the flexibility during life changes, she debuted as a Sales Director twice: the first time in February 2006 and then again in May 2013. Working as a full-time director and work-from-home mom, she and her unit have earned the use of four career cars.

Amy's Unit, the Morning Glories, has ranked #10 in the Segal National Area in 2014, 2015, 2016 & 2017 and #6 in 2018. Her highest commission check for one month has been over \$4,500 (not including sales commissions).

Her career has brought Amy and her family a house full of gifts and prizes, including three diamond rings for achieving the company's National Court of Sales. However, Amy's most treasured gift was the honor of receiving the Miss Go Give award for the Segal National Area in 2016 (an award voted on by her peers).

Amy's describes this opportunity as a blessing in disguise. "It was never my intention to do anything with this business other than get my own products and service a few friends and family. I'm thankful God had bigger plans for me and used this company as an avenue to bring me closer to him and design a life around my family's needs and desires. I love my life, and I love myself. Those are two statements I never imagined I would be able to make."

### **Amy's mission:**

***To be used by God to gift other women the power to design  
their lives and make choices that benefit their families.***



# How to use this Welcome Packet

- ✓ Use the Quick Start Steps to get going swift and strong!
- ✓ Next, your Welcome Packet is divided into 3 section to make your beginning stages simple:
  1. *While I'm waiting...*  
*Do these while you wait for your Starter Kit to arrive!*
  2. *It's here!*  
*Get started practicing with your products!*
  3. *What's next?*  
*Now that you've practiced, here's what to do!*
- ✓ This Welcome Packet will direct you to get used to your [MaryKayInTouch.com](http://MaryKayInTouch.com) website from the company AND [AmysLight.com](http://AmysLight.com) website for our Unit/future National Area.
- ✓ For “*Business Basics*,” see the larger headings. The smaller print underneath will give you details to support the basics, including how/where to locate information if applicable.
- ✓ This packet should take your through your first 2-3 weeks. You may work at your own pace, and the quicker you get into action, the quicker you begin making money and impacting lives! At the beginning of your third week, you'll begin to receive weekly emails for 9 weeks of new consultant training. Continuing your education weekly will help you stay focused and continue to move forward! See the last page for

*Continuing Your Success!*

# Quick Start Steps

- ♥ Take your odometer reading on your vehicle, and keep a mileage record of your daily MK trips in your datebook or other small notebook you keep in your vehicle.
- ♥ Respond to the email sent from me. Let me know we are using your correct email address. Create a folder in your email for Amy's emails. You may want to consider a NEW email address if your current one is old and full of spam.
- ♥ Text me at 567-239-1300, and be sure to include your name!
- ♥ Join me on Social Media! Friend me on Facebook: Amy M Deitemeyer; Join our private Facebook group: MK Morning Glories; Follow me on Instagram: amyslight; Subscribe to our group on YouTube: MK Morning Glories (search then click "subscribe")
- ♥ Download the free VOXER app and text me your Voxer name (series of letters and/or numbers).
- ♥ Download the free Mary Kay Great Start app
- ♥ Log on to [www.marykayintouch.com](http://www.marykayintouch.com). Enter your consultant number and create a password. Review the FIRST STEPS OFFERS.
- ♥ Prepare your Focus Folder! You'll need a 2" 3-ring binder, notebook paper and 8 page dividers. These dividers are labelled: Weekly Plan Sheet/Daily Plan Sheet, Tracking, Contacts, Coaching, Team Building, Brain Dump, Notes & Upcoming Events. We'll talk more about using this in New Consultant Training!
- ♥ Create your 150 family "Pretend Wedding List" in the 'Contacts' section of your Focus Folder. These are people who know your name and those of your family and spouse's family. Add everyone no matter their location. Also check Facebook friends and names in your phone for those you may have forgotten.
- ♥ Call 10 of your best supporters and say this:  

Hey, \_\_\_\_\_! I'm so excited and nervous! I just started my own Mary Kay business, and I could really use your help! You're not obligated to spend any money—I just need to borrow your face for practice. My starter kit will be here in about 3 business days, and I need to get comfortable showing how the products work. As a thank you, I will give you any one item you love at half price! Is there any reason why we can't get together next week?

\*Set a date and time with them, and write it on your calendar (to be put in your new planner when it arrives!)



Congratulations! You just earned your first gift from Amy AND set your business up for a strong start!

Text Amy when you've completed this Quick Start! 567-239-1300

# While I'm Waiting...

## business basics

☞ Finish your Quick Start Steps

☞ Decide how you will run your business

- } Watch the link from your Welcome email or find the "Inventory Video" on our website (amyslight.com). If you will be making this financial decision with another person, make sure they watch and listen as well.
- } Check your credit score for free at www.creditkarma.com. Write it here \_\_\_\_\_
- } When you're finished, let your recruiter know so you can set up a time to talk
- } Open a separate Mary Kay checking account. *NOTE: Do NOT use the words Mary Kay on your account.* You will want a debit card on this account to pay for your expenses. Although it will be used for your business, be sure to open a PERSONAL account.



Congratulations! You just earned another gift from Amy!

Text Amy when you've ordered a minimum \$600+ wholesale and opened your Mary Kay checking account! 567-239-1300

☞ Begin your training

- } Travel with your recruiter, director and/or adopted director to observe a live skin care class.
- } Complete your Color Confident & Skin Care Confident certifications.
  - Log on to www.marykayintouch.com
  - Click on Education> Color Confident or Skin Care Confident
- } Once you have completed the quizzes, you can order business cards with the designation printed on them!
  - (From InTouch) Click on Ordering> MKConnections> Shop Now
  - Choose a Business Building Kit beginning at \$39.99 so you receive inventory product labels, stamp for Look Books, name tag and business card holder.
  - If you have extra funds, consider getting a Beauty Coat & Insulated Color Carrier System.

☞ Print "Flip Chart Revisions" from our website (amyslight.com)

# It's Here!

## business basics

- ✂ Open your box, dig in and check it out
- ✂ Watch the “Flip Chart Revision Instruction Video” on our website and revise your Flip Chart
- ✂ Time to practice, practice, practice
  - } Choose a Party Girl level to aim for! Your tracking sheet is in this packet so write down the names of your practice faces on it!
  - } Remember THE BEST WAY to gain confidence in product knowledge, booking appointments, making sales and talking about the opportunity is to practice with your support group using your flip chart and products in your Starter Kit.
  - } Review “Before Your First Party or Facial” on the next page
- ✂ Listen to our Marketing Call at 641-715-3800, access code: 91491#
- ✂ Share our Marketing Call with 5 friends. After they have listened, ask them these three questions.
  - } What did you hear that surprised or impressed you the most?
  - } On a scale of 1-5 (1 = I'd rather be homeless, no 3, 5 = I want to work with you), where would you put your interest of having your own Mary Kay business?
  - } What was the password at the end?
- ✂ Let your recruiter or Director know when you've completed those 5 marketing calls.



Congratulations! You just earned another gift from Amy!

Based on your tracking sheet, text Amy to let her know which Party Girl level you completed! 567-239-1300

## **Before your First Party or Facial...**

- ❑ **Travel with your recruiter and/or director to view one of her parties.**
- ❑ **Review the *Flip Chart* and practice your skin care presentation by rehearsing in front of a mirror 3-5 times.**

*Keep in mind that you will, over the next few weeks, 'rework the words' in your Flip Chart, personalizing it and making it your own. You want your presentation to be professional, however at the same time fun and a reflection of your personality. If you 'fly by the seat of your pants' and do not follow the presentation, you may still have a successful class, however, you just convinced the girl at the table who does not have your personality that she cannot do this. By using a presentation (even one you have rewritten), your skill then becomes transferrable to your future recruits.*

- ❑ **Practice setting up your table display and trays.** *"You never get a 2nd chance to make a first impression. When a guest walks in to your party she should go 'WOW!' when she sees how professional and pretty your table looks." NSD Linda Toupin*
- ❑ **Color coordinated placemats or tablecloth or both**
- ❑ **Dark colored wash cloths are preferred over facial cloths**

*Want to win a guest over? Allow her to lay her head back in her seat, drape a slightly hot wash cloth over her face just before she removes the cleanser. Trust me, she will love you and your products.*

- ❑ **See "How to Pack for a Party" on our website ([amyslight.com](http://amyslight.com)) and pack accordingly.**
- ❑ **Individual setting for each guest should include:**

*Washcloth, headband, mirror with tray, Profile Card & pen*

- ❑ **Pack your inventory to bring with you if it has arrived**

# What's Next?

## business basics

☞ Organize your office. Don't put this off, but don't take more than 2-3 hours to set it up.

- } Desk
- } Computer w/ Printer
- } High Speed Internet/fastest bandwidth
- } Shelving for Inventory
- } File folders or paper organizer on or near desk
- } Cell or home phone
- } Focus Folder

☞ Add Profile Cards and Sales to InTouch.

- } Enter profile card information
  - Click Business Tools> myCustomers> + New Customer
  - SAVE
- } Enter sales tickets
  - Click "Add Order"
  - Select Customer Delivery Service OR My Inventory
  - Click "Add Products" then search the product name and click "Add" to create the invoice
  - Select "Mark As Complete" if they have paid OR "Save and Review Order" to mark paid later. (If you are sending it from the company via Customer Delivery Service, click "Continue to CDS" and finish walking thru to payment. NOTE: you may only ship CDS if you are in active status)

☞ Submit your Weekly Accomplishment Sheet online from InTouch. *(Put an alarm in your phone to do this every Sunday night)*

- } Click Business Tools> Weekly Accomplishments> Enter Weekly Accomplishments
- } Select the correct date (this is the date the faces were seen/sales were made)
- } Fill in all tabs
- } Submit when finished

# I AM A WINNER!!!

*As you finish each task, text Amy at 567.239.1300 to claim your gift!*

1. Earn your **MONEY BAG** when you complete Quick Start Steps.
2. Earn your **CHECKBOOK COVER** when you place a minimum \$600 qualified order and open a separate MK checking account.
3. Earn your **BUSINESS CARD HOLDER** when you practice on your first 30 faces.
4. Earn your **CHARM BRACELET** AND your **PERFECT START, POWER START OR POWER START PLUS CHARM** when you complete a Party Girl level in 30 days.
5. Earn your **PEARLS OF SHARING EARRINGS** when you share the Marketing Call with 5 friends and they allow your recruiter or Director to follow up!

## Continuing Your Success!

### business basics

- ☞ Check your e-mail on file for 9 weeks of New Consultant Training. This will include product knowledge and business training in a video along with some homework items to help you apply what you're learning. Complete all 9 weeks and the homework to earn a well-deserved gift!

Mary Kay Ash's favorite quote:

*I have a premonition that soars on silver wings.  
It is a dream of your accomplishments  
Of many wondrous things.  
I do not know beneath which sky  
Or where you'll challenge fate.  
I only know it will be high!  
I only know it will be GREAT!*  
– Anonymous



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.

Amy