

Welcome



Welcome to something amazing!

This packet is in no way created or endorsed by Mary Kay Cosmetics, Inc. All information herein was created by independent persons.



We are... The Rockin' Rising Stars!

Recruiter: _____

Senior Sales Director: Robin Hettinger

National Sales Director: Go-Give Area

Seminar Affiliation: **Ruby**

Tuesday Night Meetings

Training, recognition, prizes, & guest facials

6:30-8:00PM

Submit your Weekly Accomplishment Sheet by Sunday night to receive recognition & prizes on Tuesday evening. No need to bring supplies and products for your guests, just donate \$2.00 per guest to cover the supply cost.

440 County Rd 1700 E,
Philo, IL 61864



Robin Hettinger

Your Independent Senior Sales Director & Business Coach

I am a Registered Nurse and wife to Steve for 34 years, mom to 3 girls and 1 boy & glamma to 1. I joined Mary Kay in 2005 and debuted as a Director in 2009. My offspring Director is my daughter. As a past cheerleading coach, I now LOVE coaching and cheering women on to achieve their Goals and Dreams through this wonderful opportunity!

Unit Website: www.3rstars.com



Your life. Your Passions. Your Choices.

This packet goes over everything that you need to know!

- ♥ Getting started
- ♥ Having a Launch Party
- ♥ Building your customer base
- ♥ What to wear
- ♥ Letting me know how you're doing
- ♥ Earning rewards
- ♥ Moving to the next level



About You

Name: _____

Address: _____

Home Phone: _____ Work Phone: _____ Cell Phone: _____

Email: _____

My Recruiter is: _____

My family: _____

I am motivated by: _____

My hobbies / interests include: _____

My strengths / weaknesses: _____

Some of my immediate goals and desires are: _____

What attracted you to Mary Kay: _____

My wildest Mary Kay vision is: _____

What do you expect from me as your Business Coach: _____

What are your goals for the next 6 months? _____

What is your favorite part about your Mary Kay business? _____

I would like to earn \$ _____ weekly!

I am willing to put _____ hours into my Mary Kay business each week.

Please complete this consultant profile and send to me (right away)!



New

ready.set.go

Consultant checklist

- Make a reservation with your Director for a New Consultant Orientation** (if not already completed!)
- Check out the company website**
This is where you'll place your orders, find training, develop your customer database & see what bonuses are available. www.marykayintouch.com
- Establish primary forms of communication**
Email address- send me an email- rshett@aol.com
Text- send me a text to ensure you are in my contacts- [\(217\)493-2048](tel:(217)493-2048)
Facebook- add me & you'll be put into our unit page- [Robin Hettinger](#)
Get the Voxer app & add me- [Robin Hettinger](#)
- Watch your DVD found in your Starter Kit**
- Attend your first weekly success event** (bring a friend and receive a gift!)
- Create your contact list**
This is a list of 75+ people you know with skin. These ladies will be invited to a party! These are your first practice faces just to get started! (See enclosed list in Launch Party section.)
- Set a date for your Business Launch Party**



New Consultant Prizes

1 New Consultant Checklist & Orientation



Receive your Money Bag!

2 Complete All About You



Receive your Tray Inserts!

3 Complete Beat the Cold Feet
(Sell 13 items in first 7 days)



Receive your Satin Lips Set!

4 Place a Qualified Order (\$600+)



Receive your Pink Ice Ring!

5 Open a Checking & Propay Account



Receive your Checkbook Cover!

6 Order your Business Building Kit
(MK Connections)



Receive your Business Card Case!

7 Read the Mary Kay Autobiography



Receive your MK Sunglasses!

8 Complete Pearls of Sharing



Receive your Pearls!

9 Complete MKUniversity



Receive some Business Tools!

10 Become Color Confident & Skincare Confident on Intouch



Receive Foundation Primer & Eye Primer!

11 Hold your Launch Party



Receive your MK Shopping Bags!

12 Complete a Perfect Start
(15 faces in 15 days)



Receive your Key Chain!

Styles may vary. Email your Director when you complete each step to redeem your prizes!



your welcome gift

Start your business beautifully with a gorgeous new look worth \$129 suggested retail that's breathtaking on all skin tones. It's yours when you place a \$600 or more wholesale Section 1 order in your first 15 days!***

Be sure to talk to your director about an inventory level that is right for you!

15 Day Deadline:



*** A minimum wholesale Section 1 order of \$600 or above must be received and accepted by the Company within 15 calendar days of when the Independent Beauty Consultant Agreement is received and accepted by the Company.

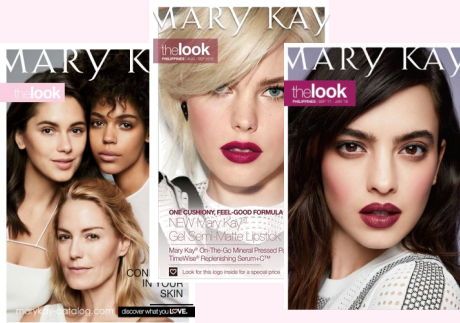


BEAT THE BOX Challenge



Complete the challenge BEFORE your Starter Kit arrives!
 Earn your car decal by completing TWO tasks AND earn another fabulous gift by completing all FOUR!

1 Hand out 3 Catalogs



Name: _____ Name: _____ Name: _____

2 Book 3 Parties



Name: _____ Name: _____ Name: _____

3 Sell 3 Items



Name: _____ Name: _____ Name: _____

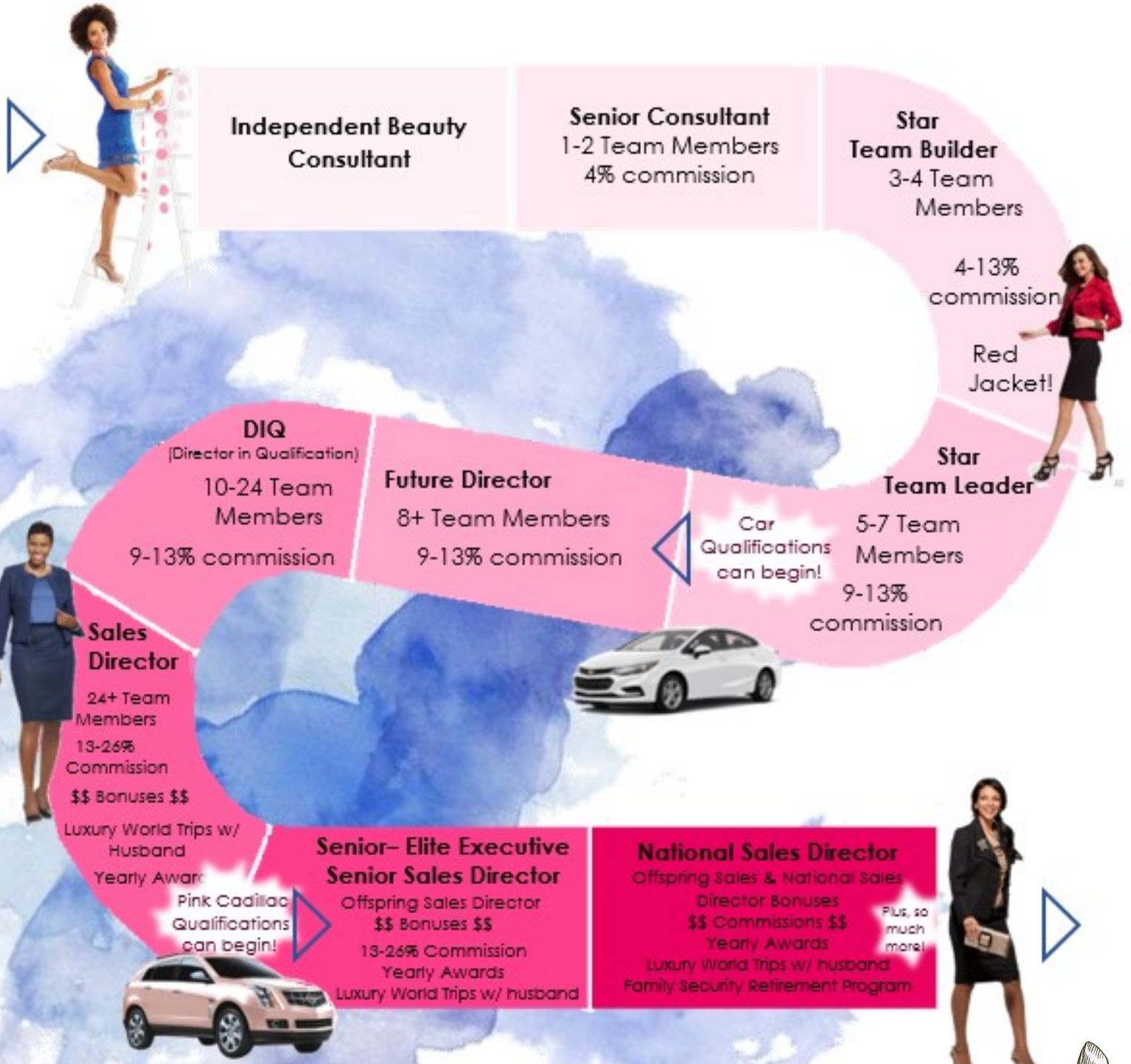
4 Book 3 Guests to a Meeting



Name: _____ Name: _____ Name: _____

Steps to Success

The Mary Kay Career Path



Mary Kay Ash

Our Founder

Charming. Spirited. A one-of-a-kind success story.

Over the years, there have been many successful business leaders but none as unique as Mary Kay Ash, Founder of Mary Kay Inc. Her accomplishments left an unforgettable mark on American business and opened the door for women around the world to experience success on their own terms. "You can do it!" These words embody the very spirit of Mary Kay Ash and the Company she created. It's the spirit she learned as a child growing up in Hot Wells, Texas. When facing new and daunting tasks, her mother encouraged her with, "You can do it, Mary Kay. You can do it."

Mary Kay Ash did more than embrace this empowering spirit – she passed it on through a remarkable company that would inspire millions of generations to come. That company story didn't begin until Mary Kay Ash faced a situation all too familiar to women. After 25 years in the direct selling business, Mary Kay Ash resigned her position as a national training director when yet another man she had trained was promoted above her at twice her salary. Her response was visionary.

At first, she started writing a book that would help women gain the opportunities she had been denied. But, soon she realized she was creating a plan that would do much more than give advice; It formed the foundation for a new opportunity where women could develop their talents and achieve unlimited success. "I envisioned a company in which any woman could become just as successful as she wanted to be. The doors would be wide open to opportunity for women who were willing to pay the price and had the courage to dream." In 1963, with her past experience, her plan and \$5,000 in savings, Mary Kay Ash enlisted the help of her 20-year-old son, Richard, and created Beauty by Mary Kay. It was a first – a company dedicated to making life more beautiful for women.

It was founded not on the competitive rule but on the Golden Rule – on praising people to success – and on the principle of placing faith first, family second and career third. It was a company, as Mary Kay Ash often said, "with heart." "The success [of Mary Kay Inc.] is much, much deeper than just dollars and cents and buildings and assets. The real success of our Company is measured to me in the lives that have been touched and given hope."

Today, her vision, her courage and her unwavering spirit continue to bring women the opportunity to achieve their potential and bring their dreams to life. With more than 1.8 million Independent Beauty Consultants throughout the world, Mary Kay Cosmetics carries on the legacy of Mary Kay Ash – inspiring, enriching and empowering women to do great things.

Learn more about the remarkable story of Mary Kay Ash at www.marykaytribute.com



Contact List

Name:

Phone:

City:

How you know them:

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.	_____	_____	_____	_____



Contact List

Name:

Phone:

City:

How you know them:

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.	_____	_____	_____	_____



Don't forget these people!

Your immediate family, in-laws, cousins, neighbors, friends, and work associates. And what about the person...

... from your old job?

...from school or college?

...from your favorite hobby?

...from your child's activity?

...from your church?

...from whom you rent?

...from community activities?

...to whom you sold a house?

...that you met through a friend?

...who checks you out at the store?

...who helps you at the cleaners?

...that you met on vacation?

...who checked your hotel?

...who gives your child lessons?

...who cuts your hair?

...who fills your prescriptions?

...who works as a receptionist?

...who is the secretary at your work?

...who sells you clothes?

...who sells you shoes?

...who sold you your glasses?

...who is the waitress when you go out?

...the last person to give you great service?

...who sells baskets? candles?

...who lives near you?

...who is your bank teller?

...who was your nurse?

...who was your maid of honor?

...who is your cleaning lady?

...who you met at a store?

...who was the bride you knew?

...who is your child's teacher?

Plus, so many more!



2 Ways to Launch:

Launch Party!

Congrats! You have just become a brand new Independent Beauty Consultant with Mary Kay!

You've ordered your inventory and you've made your list of contacts!

You'd like to schedule a time when you can get 5-25 people around to be introduced as a new Beauty Consultant, get your friends and family excited & get your books filled!

There will be drawings, refreshments, specials and more! (Completed with the help of your recruiter or Director)



Debut Thank You Party!

You have just become a brand new Independent Beauty Consultant with Mary Kay!

Don't wait to get started...get your business off the ground right away by following these easy steps!

Your first focus will be on holding your Perfect/Power Start. A Perfect Start is holding 5 classes // 15 faces in 15 days & a Power Start is simply doubling that to 10 classes // 30 faces in 30 days.

This gives you the best practice possible and will give you confidence in selling the products. It will also be the start of your contact list, from here you will be able to share the product and the opportunity with so many more women! Alright...time to get started!!



Book & Hold Your Perfect/Power

Use the contact list to make your initial invitation list & then use the booking script to book your first classes!



Hand out Debut Thank You Party Invites!

Be sure to hand out the invitations to everyone who attends a party during your Perfect/Power Start!



Host your Debut Thank You Party!

This party is a thank you to all the women who helped you start your business! There will be drawings, refreshments, specials and more!

Be a Pearl Girl...

Pearls of Sharing

Mary Kay Ash created the Pearls of Sharing program. It is a classic part of the Mary Kay heritage. In your first month of business you can earn your pearls when you "Pass It On!"



Earrings

Complete 3 team building appointments in your first 2 weeks



Bracelet

Complete 6 team building appointments in your first month



Necklace

Add one personal new team member in your first month who places a minimum \$225 wholesale order

Name: _____ Date: __/__/__

Name: _____ Date: __/__/__

Name: _____ Date: __/__/__

Name: _____ Date: __/__/__

Name: _____ Date: __/__/__

Name: _____ Date: __/__/__



Name: _____!

Date: ____/____/____!

Step

Let them try the products first. We share with women who have familiarity with Mary Kay products.

Step

Ask them this by text or phone: "Hi Sarah! With my new Mary Kay venture, I need to practice sharing the Mary Kay opportunity with 10 of the sharpest women I know to get their feedback. Even if you aren't interested, it's okay! Any chance you could donate 20 minutes of time to give feedback on our company information?"

Step

Discuss with your director how she wishes to hold the appointments- in person or over the phone.

Step

Book the time.

Step

Before you/your director chat with her, message her this, "Oh and before we meet can you watch a quick video or listen to a quick call & give feedback? You get a free gift for listening before we chat. THANKS!"



Dress for success

Our company founder asked two things of us: 1) Never break a skincare set & 2) Always wear a skirt or dress to all company appointments or events

Career Level	What to Wear?
Consultant	Professional skirt or dress, black or neutral hose, dress shoes, & company logo pin
Senior Consultant	Same attire as Consultant with Senior Consultant enhancer pin
Star Team Builder	Black skirt, white blouse, company Red Jacket, black or neutral hose, dress shoes, & Star Team Builder enhancer pin
Team Leader	Same attire as Star Team Builder with Team Leader enhancer pin
Future Director	Same attire as Team Leader with Future Director Scarf & enhancer pin
Director-In-Qualification	Same attire as Future Director with Black blouse & enhancer pin



Take Pride!

Take pride in your appearance and the way your starter kit and mirrors look! Make sure everything is clean!

Give yourself a checkup to see if there are any improvements you need to make to your professional appearance:

- > When was the last time your hair was done?
- > What is the condition of your nails?
- > Is your car clean inside & out?
- > Is your makeup professional & classy?
- > Are your papers in a mess?

Your pins are a representation of your incredible accomplishments in your business & should be worn with pride! However, be careful not to overdue it. Too many pins adorning your lapel can look cluttered & distasteful. A good rule of thumb is no more than 3 pins, including your logo pin with its enhancer.



Tracking your Success is Key!

One of THE most important forms of communication each week with your Director is your *Weekly Accomplishment Sheet*

Be sure to turn in your Weekly Accomplishment Sheet WEEKLY! This is how you will receive recognition & guidance from your director.

You may submit it one of two ways:

Online @ marykayintouch.com

By mail – filling out a paper copy and mailing it to your director.

(This method is much more time consuming & a non-IPA*)!

What's an IPA?

An IPA is an Income Producing Activity. This amounts to any activity that you do that helps grow your business and produce income. Take the IPA quiz below to see what would qualify as an IPA and what needs to be put on the back burner or completed before 9AM and after 9PM. Place a check in the box you believe is correct:

Task	IPA	Non-IPA	Task	IPA	Non-IPA
Cleaning my office space			Buying groceries		
Following up with customers			Checking personal email		
Holding a skincare class			Writing Sales Tickets		
Conducting an interview			Attending Meetings		
Spending time with friends			Long phone call w/ friend		



Perfect Start //complete 15 faces in 15 days

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



Power Start //complete 30 faces in 30 days

- | | | |
|-----|-----|-----|
| 16. | 17. | 18. |
| 19. | 20. | 21. |
| 22. | 23. | 24. |
| 25. | 26. | 27. |
| 28. | 29. | 30. |



Power Start Plus //complete a Power Start & share the Mary Kay opportunity with at least 6 women!

- | | | |
|----|----|----|
| 1. | 2. | 3. |
| 4. | 5. | 6. |



Get Organized.

1. Create a designated workspace

It can be an office, a closet, a desk, a shelf; it doesn't matter, as long as you know that it's YOUR business area! And make it cute! Snap a pic & send it to your director when you're done to show off your skills! 😊

2. Check out the Consultants-Only website

Visit www.marykayintouch.com This is your behind the scenes website which gives you access to all things Mary Kay. It helps you run your entire business including ordering, customers and education. Mary Kay is one of the MOST tech savvy companies in the world, so take advantage of our incredible Website and Apps!

3. Sign up for your personal website

Your clients will be able to shop 24/7 with you. To sign up for your personal website so clients can shop with you:

Visit www.marykayintouch.com

Click on Business Tools.

Click on Personal Website Manager.

Cost is only \$30 for the entire first year!

4. Get Propay

You'll want to accept Credit/Debit Cards for the convenience of your customers.

Visit www.marykayintouch.com

Click on the Ordering Tab

Click on Propay

Click Sign Up.

Propay is \$39.95 for the year.

5. Open a new checking account for your MK business

Go to a bank that offers FREE checking & a debit card. You should keep business & personal finances separate.

6. Get Your Business Card Kit & Beauty Coat (Optional)

Nothing says confident & professional like wearing a beauty coat!

Visit www.marykayintouch.com

Click on the Ordering tab

Click on MKConnections

Click Shop Now

(Don't go crazy with the beautiful products. Simply order the Business Building Kit & Beauty Coat.)

7. Submit Your First Weekly Accomplishment Sheet

Once a week you will submit your weekly accomplishments for recognition and ribbons. You can submit Weekly Accomplishment sheets online.

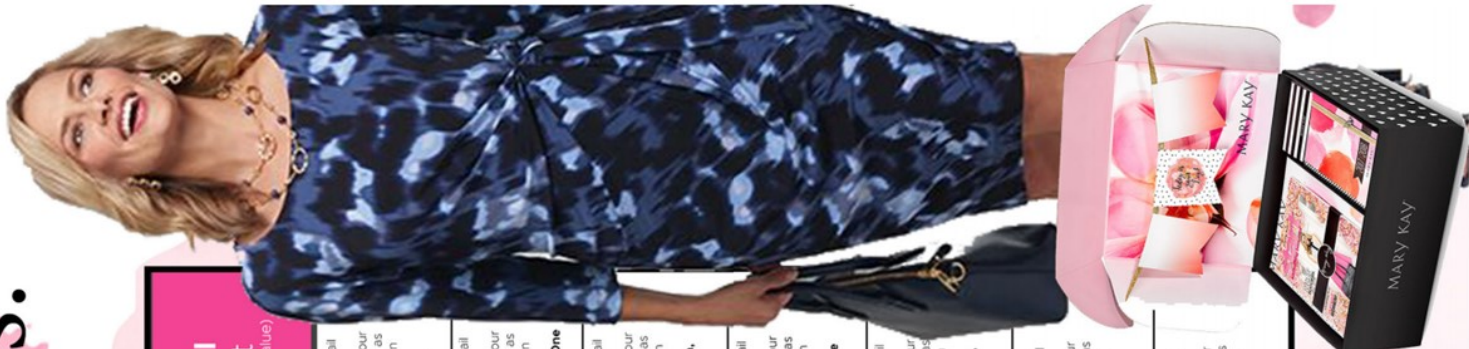
Visit www.marykayintouch.com

Click Business Tools > Weekly Accomplishment Sheets > Enter in your sales for the week.

Send them **every Sunday**, even if you sold **nothing** for the week. You will not qualify for prizes and recognition without submitting them. These are for tax purposes and so that your hard work is recognized!

Start a Business. Stock a Business.

Ready Set Sell - for New Consultants Only



Wholesale Your Cost	Discount	Retail Value You Sell	FREE Color 101 Gift <small>Must place order within 15 calendar days of agreement or sales tax is required</small>	Ready Set Sell Bonus <small>Must place an order in same month as agreement or following month</small>	Total FREE	Total RETAIL	Total INVESTMENT <small>Including Tax *Example of Monthly Payment (if Borrowing)</small>	Ready Set Sell Bonus Product <small>(Sales tax is required on retail value)</small>
Excellence \$4,800 Pearl Star	50%	\$9,600 50 Faces	\$129 Value	up to \$616 FREE	up to \$826 FREE	\$10,426	\$5,900 <small>(*\$225—26 mths or 13 lipsticks sold per mth)</small>	• 6 Bonus Bundle worth up to \$616 retail value! • Plus \$125 BizBuilder Bucks to use on your next order of \$400+ wholesale as long as the order is placed while you are still in active status. Pearl Star, Ladder of Success Pin, One Gemstone, Contest Prize
Career \$3,600 Emerald Star	50%	\$7,200 40 Faces	\$129 Value	up to \$528 FREE	up to \$738 FREE	\$7,938	\$4,400 <small>(*\$170—26 mths or 10 lipsticks sold per mth)</small>	• 6 Bonus Bundle worth up to \$528 retail value! • Plus \$125 BizBuilder Bucks to use on your next order of \$400+ wholesale as long as the order is placed while you are still in active status. Emerald Star, Ladder of Success Pin, One Gemstone, Contest Prize
Professional \$3,000 Diamond Star	50%	\$6,000 35 Faces Power Start!	\$129 Value	up to \$440 FREE	up to \$650 FREE	\$6,440	\$3,700 <small>(*\$154—24 mths or 9 lipsticks sold per mth)</small>	• 5 Bonus Bundle worth up to \$440 retail value! • Plus \$100 BizBuilder Bucks to use on your next order of \$400+ wholesale as long as the order is placed while you are still in active status. Diamond Star, Ladder of Success Pin, One Gemstone, Contest Prize
Premium \$2,400 Ruby Star	50%	\$4,800 25 Faces	\$129 Value	up to \$352 FREE	up to \$562 FREE	\$5,362	\$3,000 <small>(*\$125—24 mths or 7 lipsticks sold per mth)</small>	• 4 Bonus Bundle worth up to \$352 retail value! • Plus \$80 BizBuilder Bucks to use on your next order of \$400+ wholesale as long as the order is placed while you are still in active status. Ruby Star, Ladder of Success Pin, One Gemstone, Contest Prize
Superior \$1,800 Sapphire Star	50%	\$3,600 18 Faces Perfect Start	\$129 Value	up to \$264 FREE	up to \$474 FREE	\$4,074	\$2,300 <small>(*\$96—24 mths or 5 lipsticks sold per mth)</small>	• 3 Bonus Bundle worth up to \$264 retail value! • Plus \$50 BizBuilder Bucks to use on your next order of \$400+ wholesale as long as the order is placed while you are still in active status. Sapphire Star, Ladder of Success Pin, One Gemstone, Contest Prize
Enhanced \$1,200	50%	\$2,400 10 Faces	\$129 Value	up to \$176 FREE	up to \$351 FREE	\$2,751	\$1,500 <small>(*\$83—18 mths or 5 lipsticks sold per mth)</small>	• 2 Bonus Bundle worth up to \$176 retail value! • Plus \$35 BizBuilder Bucks to use on your next order of \$400+ wholesale as long as the order is placed while you are still in active status.
Basic \$600	50%	\$1,200 6 Faces	\$129 Value	up to \$88 FREE	up to \$263 FREE	\$1,463	\$800 <small>(*\$67—18 mths or 4 lipsticks sold per mth)</small>	• 1 Bonus Bundle worth up to \$88 retail value! • Plus \$15 BizBuilder Bucks to use on your next order of \$400+ wholesale as long as the order is placed while you are still in active status.

Communication tools

Primary communication tools you will need to have in place for your business...

Email Address

You will need a working email address that is checked daily. This form of communication is used to send written training, along with schedules & announcements you need to know. If you are not receiving emails from your director, send her an email & let her know!

Corporate Website

www.marykayintouch.com is your connection to the company! Use this site for training, retrieving company info, online ordering, & connecting with your customers. You will need your consultant number (ex. 1122nv) and password to log in.

It's a new beginning
for you!

As your mentor & Director, I want you to know I'm here for you every step of the way. Call whenever you need to talk with me, ask questions, schedule a time to get together, or just chat! Whatever you need, I am here for you.

Love,
Robin ♡

