

CADILLACS, TOP 10 TRIPS, DIRECTORSHIP

ARE YOU IN IT TO WIN IT? DO YOU HAVE THE "MK FACTOR"?

This Mentorship WILL get you there and beyond!

Calling All DNA Directors & DIQ's & *Team Builders

* Team builders use this plan for yourself and once in DIQ, then you work with your team members also

I have been studying some of my work from years ago, and I discovered a class that I taught during my DIQ, when I broke records, and my notes from early years with Mary Kay, and how I built such a vast foundation to my empire. Below is an idea that will assist you in truly building the numbers in your units that you need to step into your power in an amazing way.

This is a people business, without question, but it is also a numbers game. While I know you hold weekly success meetings, and Dinner & A Makeover Events and guests can come, why not go out and meet the customers, hostesses and guests that your consultants are not bringing to meetings? When you as a Leader are in front of 10-20 of your Consultants people each week, you will increase your unit size immediately. I broke International records this way.

Cadillacs, Top Director trips, \$500,000 to \$1,000,000 Clubs, step up the Career Path via offspringing (ultimately to NSD) to success. These goals are achieved when you have LOTs of new associates. Increase the numbers of possible associates you see, and you will have more new people.

Here are the plans of Action needed to achieve a minimum of 20 New Associates per month in your Unit!

#1. Choose 3 - 5 Consultants each week in your unit, and tell them that you are holding VIP Color Events for them in their homes. When you have even 3 of your Consultants do this, and they have anywhere from 5 - 10 people, you will have a minimum of being in front of 15 of their hostesses, or customers per week. 15 people x 4 weeks = 60 people per month. Based on the power of 3, you will recruit at least 20 of those 60!! I suggest you have one of your own in your home also, and then you'll add an additional (5 per week x 4 people = 20 personals) 20 of your own... that's a Total of 80 per month!! Looking at your date book, find times slots for 4 Color Events per week...your own, and a minimum of 3 of your Consultants. A suggestion is Monday night, Wednesday night, and 2 on Saturday day. You can also hold them during the day... there are tons of women home, that are either homemakers or independent women who work for themselves. Just try to park at the mall on any given day, and get a parking space... you'll see... its full! The key is to have your consultants get excited, and invite their Hostesses, or Basic skin care clients to their home. You will see that far more people will go to your Consultants homes, than will come to a Success meeting. It's a home, comfortable, relaxed, and enjoyable. Just like a skin care class, they come! You can have more than 5, or 10, even 20... the Color Event is for everyone!

#2. Print off the Booking Scripts attached to this info, and role play the words with your 3 Consultants. Also print off the Color Event for her. Make it easy for you to hold this event. Prepare her to have her living room set up to host as many as she can. All each guest needs is a chair to sit on. If she has a couple of bar stools, this could be where your models sit, so everyone can see them. Tell her everyone can be casually dressed! Including her! You want this to be fun, relaxed, enjoyable, and an at home setting. I do believe you should wear a Black skirt, blouse, and Beauty Coat, but they can all be comfortable. Take a pair of beautiful heels to wear. You can't look like a pro with stocking feet! Ask her to make a Coffee cake, or buy one, and make a pot of coffee, or tea, or cookies... very simple. As a Director, or DIQ, I suggest you bring the draw prizes to make it fun, and completely cost efficient for her. You use product always as the drawing card. You can write this prize off, and develop your business at the same time. I suggest you bring your own model with you. Someone who has been your Hostess, and is a Basic skin care client, and one that you want to recruit... If you are really efficient with your time, you can bring 2 models of your own. Ask your model if she is comfortable in you doing her face, if she is, then you can do it for her, if not you can teach her how, in front of the other guests. Be sure to pick them up, and make it convenient for them! Your Consultant also has a model. This way you can personally recruit, and assist her to recruit at the same time. Your own personal recruiting will increase, hands down, if you do this at each Color Event! Just think about it, a minimum of 3-6 personal guests that you spend time with each week taking them to Color Events with you! That's 12 personal models per month! You will do the Court Of Sharing.. And then some, as Mary Kay would say!!

#3. Be sure to have a personal tray, and the color cosmetics you need to do your models face. It's important that the models are basic customers, and they can step into the bathroom, and wash off their existing makeup, and put their moisturizer and foundation on. Bring everything the models need to prepare.. ie.. cleanser, moisturizer, and foundations, as well as steamed washcloths ready to go. (To steam your washcloths, take a dark color cloth at home, and dampen. Roll it like they do on First Class in an Airplane, and wrap into saran wrap. At your consultants home, she can put them into her microwave for 2 minutes, then give them to your models... it's the little things that make a big difference) Have the models sit on the bar stools, ready for class with their foundation on.

#4. To begin, have each person introduce themselves, and a little bit about them. Listen carefully to remember all of their names (I once remembered 37 names, and my consultant mixed them up after introductions to see if I would remember!!) The key is to listen, and do Name association... Susan has thick blond hair, your cousin Susan has thick blond hair... If you can't remember, then use sticky name tags from the dollar store. I suggest you practice though knowing all the names... its impressive, and we are in the business of empowering women. Ask each guest a few questions, where does she work, how many children, married, single, her biggest dream in life, what MK product in the basic is her favorite, etc. Again, listen, get an idea of who these ladies are.. Give every guest a draw card, (see draw cards)to put their personal info on, from the beginning of the class let them know that you will be doing some draws later. Appoint a guest to collect them for you, and put into a box that you brought with you.

#5. After introductions, go around the room, if you can remember, then say all their names, if not then read their names tags. It is at this time, that you share how very honored and proud you are to work with your Consultant. Share a story or two about how important she is in your unit, and how much she brings to the table. You could give her a small token gift, and thank her for having you. You then begin by talking about how important skin care is, and thank each one of them for being a skin care client with MK. You could also recognize all of the hostesses, and thank them for being hostesses for their consultant.

#6. You are now ready to teach the Color Event, begin on the eyes and work down. Have all the products ready on the tray beside you, and teach the techniques that you are using. Almond shaped eyes, or mink eyes. Share how to make a perfect eye brow, with the pencil test. Use eyeliner, or have your model do her own eyeliner, and mascara. Have her use brown mascara, all over the lashes, and tip the ends with black... watch the eyes pop out! Move down the face, and teach them where their blush should go, along with corrective work, with highlighters, and concealer. Move onto the lips, using a lip pencil, and lip color, and complete your models face. At the same time, as you are doing your model, your consultant is doing hers, but just following your lead. Be sure to have your models hair pulled back, and then at the end fluff her hair up. Then ask both models to walk around the room near the guests and let them see the magnificent job that was done. For 15 minutes only, have a question & answer period on Color Application. You could give handouts about Color Cosmetics, and their application, in a nice envelope, for each guest, along with your business card, and company info.

#7. Do a draw, from the draw box, and have everyone get up, and stretch and then return to their chairs. You then say, your Consultant has asked me tonight if I would also share my "I story" with you about how I got involved with Mary Kay. We will also have a second draw after my short talk, and I'll answer any questions you may have about our career path.. we'll do that with double tickets, so it's more fun. Give a 10 minute talk, and share some highlights of your career. Tailor make it to their needs... for example, if they are at home Moms, talk about how you get to go to all of your kids school outings, or if they are professional, share your highest cheque, or working for yourself, or the company car that you drive with MK. You then do the ticket draws, every time they ask a question they get a ticket. Do the draw, at the end of the time.

#8. Finish by thanking them, and have them fill out a Career path Questionnaire, and do one more draw, when all is completed. You could give each guest a hand cream sample that is in a small drawstring sash bag, from the dollar store. She'll have it in her purse, and think of you when she uses it. It is all a write off for you, and it is worth it, to make this event special for each guest. In your closing, you could add that you may be calling them to follow up and ask them to critique you on how they felt your presentation was, or if they have any questions.

#9. When you do call your Consultants Guests within the next day or two, be sure to have your Consultant with you to teach her how, and what to say. This is the opportunity to talk with her clients who you are now familiar with, and ask her to set up a personal appt. to discuss MK further. There may be the opportunity to sign people in right there at the class. You would address this by saying, I understand that there are a few of you who would like to submit their applications to be a part of our career path for approval. Can I see a show of hands as to who you are? Great...and pass them an agreement (which is an application at this point) and then assist them to complete their agreements, and fill in with their visa, or master card, etc.

#10. For those you have signed in, make an appt with them right there, to meet them at their homes in the next few days, and do their Ready, Set, Sell. Do try to have their husbands present at this appt, and be sure to take your consultant with you, so she learns how to do it herself. Also this is a good time, to give her a Perfect Start Tracking Sheet. Tell her when she has completed her PS, you'll do a Color Event at her home.

Stay close to your new unit members, and treat them like babies. What I mean by this is that you want to influence her as much as possible when she's new, so you can bring her up well. By the time she's a Red Jacket (within weeks if you guide her well, she can assist you in your meetings!) If you stay close when they are new, you can teach them to be strong, and successful from Day One!. You want them to do their PS, and do Five interviews as soon as possible out of the starting gate. If you teach their first class, (of course after they have their inventory) you will give her a solid foundation to her business, and then book her skin care clients for a Color Event, and assist her to recruit her customers. It's a full circle win-win for everyone. If they begin their business selling, and sharing our career, you will have more people coming up the career path than you ever imagined. Treat all your unit members like they are personal associates. It's your unit you are filling up, and your goal is to build a big business, with at least 100 unit members and more.

I'm excited that I found my Color Event outline from years ago. I hope you will use it effectively and watch your unit soar! Perhaps you will be the "one" to break my records... God knows that I would love to see a DNA Member do the job! I'll be the first to applaud you, and I'll make your day!! As a matter of fact, I will fly to your city, and do a private event just for you!

Kindest Regards,

Renée Daras
Sr. National Sales Director



“Be a Model, or Just Look like One Color Event”

Consultant Booking Script

Hi _____, this is _____. I'm so excited!! My Mary Kay Director is teaching “Be a Model, or Just Look like one, Color Events, and I was selected from her whole unit to host one in my home!!!

I immediately thought of you _____... You are on my VIP List! My home holds space for about ten, but I can think of thirty, that I would like to have come!!!... so please check your calendar. The date is _____, and the time is _____. All you bring is yourself, and the dress is casual. I can't wait to learn the latest techniques, and my Director is so excited to meet you. If for any reason you can't come, can you please let me know two days in advance of my event so I can replace you and fill your space.... I'm so excited, I've got my chairs set up already!!

****Pick One Person and add:** _____, I would love to have you be my Model, after all, you are one of my best skin care clients...

Consultants: Please give a list of your guests along with their phone numbers attending your Color Class to your Director, or DIQ to follow up, and she can call them herself before your Big Day to add to the excitement!

"Be a Model, or Just Look Like One Color Event Invitation"

Date: _____

Time: _____

Address: _____

Phone number: _____

Email to contact me: _____



Dear Guest,

It is an honor for me to invite you to my home, to enjoy this amazing class taught by my Mary Kay Director - _____. She is well trained, and will teach us many Color Cosmetic techniques - when we are finished, we may not be models but we will sure look like one! The dress is casual, and you just need to arrive on time. Thank you again for being my client. This is one of the ways I can show you my customer appreciation, by inviting you to this exclusive event. I will call you to confirm your attendance, as seating is limited. My Director may call you also, to confirm your attendance, and ask a few questions about you, to meet the needs of all of my guests!

Sincerely _____.

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Sincerely _____.

Draw Cards

(To be used at “Be a Model or Just Look like One” Color Events).

cut here.....

Customer Name: _____

Address: _____

Phone Number: _____

Email address: _____

What is your current occupation? _____

Are you a MK Basic skin care client? _____

Have you been a MK Hostess? _____

What is your favorite MK product? _____



Customer Name: _____

Address: _____

Phone Number: _____

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