

# WELCOME

to our Mary Kay Family

I'M GLAD YOU'RE HERE!

“Do you know that within your power lies every step you ever dreamed of stepping and within your power lies every joy you ever dreamed of seeing? Within yourself lies everything you ever dreamed of being. Become everything that God wants you to be. It is within your reach. Dare to grow into your dreams and claim this as your motto: Let it be me.”

*Mary Kay Ash*

Mary Kay is a TOP 5 GLOBAL Beauty Brand. We are in business for ourselves but not by ourselves. You have a billion \$ company backing you up!! Plus 54 years of excellence and proven success.



# Congratulations

**WELCOME TO THE RAYS!**

My name is Anna Rowe White, and I am thrilled to be your Sales Director. My goal is to help you achieve your dreams by sharing our fantastic products and our wonderful career opportunities with women everywhere! I am so excited that you have made the decision to join Mary Kay, and look forward to helping you grow a strong business of your own.

I Can't wait to work with you!

Love & Believing In You,

*Anna*  
♥

## **RAYS GOALS:**

#Team200

3 New 1st Line Sales Directors

10 Red Jackets

20 Quarterly Stars

20 Monthly Bracelet Achievers

10 Monthly New RAYS

**Anna Rowe White**

Cadillac Driving Unit

Office: 757.615.1409

Cell: 757.615.1409

Email: annarowe@cox.net

Voxer: arowe8724

Website: annarowewhite.com

# Steps to Success

## CIRCLE OF SUCCESS

Follow the Mary Kay Cycle of Success to build a successful business.



## MARY KAY CAREER PATH

We love having it all! When you plan, pursue and achieve your dreams, you can earn these potential commissions and incentives at each step on the Mary Kay career path in addition to retail sales profits!



### INDEPENDENT BEAUTY CONSULTANT

Quarterly rewards/prizes  
Senior beauty consultant  
1-2 Personal Team Members 4% Personal Team Commission

### STAR TEAM BUILDER

3-4 Personal Team Members 4% Personal Team Commission \$50 red jacket rebate \$50 Team-Building Bonus

### TEAM LEADER

5-7 Personal Team Members 9% or 13% Commission  
\$50 Team-Building Bonus

### FUTURE SALES DIRECTOR

8+ Personal Team Members 9% or 13% Commission  
\$50 Team-Building Bonus

### SALES DIRECTOR-IN-QUALIFICATION

10+ Personal Team Members 4%, 9% or 13% Commission \$50 Team-Building Bonus

### INDEPENDENT SALES DIRECTOR

4%, 9% or 13% Commission  
\$100 or more Team-Building Bonus 9% or 13% Unit Volume Commission \$500+ Unit Volume Bonus  
Can qualify for Top Sales Director Tip!  
And much more...

### NATIONAL SALES DIRECTOR

4%, 9% or 13% Commission  
13% Sales Director Personal Unit Commission 10% Personal Unit Commission  
Luxury Annual Trip  
9% offspring commission  
Career Cash or Cash Compensation  
And much more...

# Ray's 10 Power Steps!

## FOR YOUR FIRST MONTH IN MARY KAY

- #1 Connect with Anna, your Sales Director, right away at 757-615-1409 cell or through Voxer (her voxerarowe8724) Anna is your coach, your cheerleader and will guide you on your training. Let her know how much money you'd like to make each week and she will map put a plan with you.
- #2 Make a contact list (this would be anyone you know with skin: family, neighbors, friends, co-workers etc). Don't Prejudge! Write down everyone you would invite - goal 150!
- #3 Set a date for your debut/launch party with 10-14 days max. Invite all your friends, family, coworkers and neighbors.
- #4 Earn you Mary Kay Pearls of Sharing! (first MK jewelry!) Minimum of 5 practice calls with Anna to share why you love your MK with women in your life that you LOVE doing life with!
- #5 Learn about the importance & value of carrying an inventory. Watch my friend Michelle Cunningham share her inventory story. Call or text me after you watch it, so I can answer your questions & discuss the best option for you! Make sure you watch it with your biggest cheerleader so you can make the decision together!  
<http://www.annarowewhite.com/michelles-inventory.html>
- #6 Start your Perfect Start! Perfect start is practicing on 15 faces (trying the product with you in attendance) within 15 days. Power start is practicing on 30 faces in 30 days
- #7 Make sure you have ordered business cards, set up your Mary Kay website and set up a Propay account.
- #8 Take the DISC test & let Anna know your results (just send a screenshot).  
[www.123test.com/disc-personality-test/](http://www.123test.com/disc-personality-test/)
- #9 Attend your first Mary Kay event! We will help you find the closest Monday Night Live to you!
- #10 Complete MKUniversity, Skin Care Confident, and Color Confident on [www.marykay-intouch.com](http://www.marykay-intouch.com). Click on the Education tab and then MKUniversity for great training. You can start & stop as you have time!



**EARN A BEAUTIFUL  
PRESENT WHEN YOU  
BECOME A NEW  
CONSULTANT!!**

# Developing your Why

**MAKING A PLAN BEGINS WITH A VISION FOR THE FUTURE AND THAT VISION IS KNOWN AS YOUR WHY.**

## What's your Why?

You're going to have challenges along the way. It is important to find a way to remind yourself everyday of what your business can help you achieve.

Your Why is the reason you signed your Mary Kay agreement and it is why you work on building a successful business. It keeps you motivated and focused. It is something that is deeply personal, yet relatable to others. Your Why inspires the actions that lead to your results by sharing directly from your heart.

## WRITE DOWN YOUR WHY

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## WHAT GOALS DO YOU WANT TO ACHIEVE?

What do you want to change, enhance or accomplish for yourself and for the people around you? Who are the people in your life that could be affected by you having more flexibility and financial success?

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## CREATE A WAY TO VISUALIZE YOUR WHY

Keep a visual reminder of your goals in a place that you can see every day. This could be a photo on your desk, a Pinterest Dream Board or a screensaver on your phone. Use these photos for inspiration as you experience setbacks and successes. Keep adding new photos that build on your Why.

## What is your plan?

Now that you have your Why, it's time to put it into action! Write down what you plan to accomplish over the next three months.

### 30 DAYS

### 60 DAYS

### 90 DAYS

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# Connecting to your Network

**YOUR NETWORK IS ONE OF THE MOST VALUABLE ASSETS IN YOUR MARY KAY BUSINESS. DEVELOP YOUR CONNECTIONS AND CULTIVATE THOSE RELATIONSHIPS.**

Your business grows through conversations with people. From building a team to bringing on new Customers, it all begins with building a robust list and opening the conversation.



## Tips for building your list

Be open to anyone. Every connection could lead to an opportunity to build your business. Learn to listen for opportunities to bring your business up in conversation.

Don't let names build up on your list without calling them. If you don't call, someone else will.

Always keep your list with you. You never know when you will have an opportunity to add someone new.

Remember to ask for a prospect's contact information in addition to giving them your information.

## WHO SHOULD YOU ADD TO YOUR LIST?

### PEOPLE YOU KNOW

Take a moment and write down the names of all the women you know on your Mary Kay List. Don't over think it and don't prejudge.

This may seem easy, but you will be surprised how many people you know. This can be your friends, family, cousins, neighbors, work associates and other people you know from your community. Write them all down!

Go through your contact lists (phone/planner, Facebook, LinkedIn).

### EXPERIENCES YOU HAVE HAD

Think about a time when you were with a group of people who accomplished something that made you proud.

What women were with you? Who put in the extra effort? Who stayed positive no matter what happened? Are these women on your list?

By thinking about women with traits that you admire, you can think more broadly about women you would like to work with on your team!

## DON'T FORGET TO ADD TO YOUR LIST THE PERSON.....

- ...from an old job?
- ...from school or college?
- ...from a hobby?
- ...from your child's activity?
- ...from church?
- ...from community activities?
- ...from whom you rent?
- ...from whom you sold house?
- ...who is a friend of a friend?
- ...who dry cleans?
- ...that you met on vacation?
- ...who checked your hotel?
- ...who gives you child lessons?
- ...who cuts your hair?
- ...who fills your prescription?
- ...who leads the PTA?
- ...from Girl/Boy Scouts
- ...who works as a receptionist?
- ...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?
- ...who is the secretary at your work?
- ...who sells you your clothes?
- ...who sells you your shoes?
- ...who sold you your glasses?
- ...who is the wait staff when you go out?
- ...who you met at your last luncheon?
- ...the last person the give great service?
- ...who sells baskets? candles?
- ...who lives near you?
- ...who is your bank teller?
- ...who is your florist?
- ...who is your nurse?

# Book It!

## BOOKING YOUR FIRST APPOINTMENT

The secret to success with booking your first appointment is to use the MAGIC script shown below. And you might be tempted to change the script, but don't! And here's why: This script has been tested on over 100,000 people over the past 5 years and it WORKS. Even if you change 3 words, it can lead to NO results. Yes, we've seen that happen.

Your **BELIEF** in Mary Kay and your ability to succeed will create trust in you and your business

You can add any friendly courtesies to the front like, "Hope your Dad is feeling better!" or "I missed you at the baseball game last night!" but other than that, you don't want to deviate from the script. It's perfection!

When you use this script, 1 out of 10 people will say yes and book an appointment.

### MAGIC SCRIPT

Hi Katie! How are you? Okay, random question, so I am now a Mary Kay beauty consultant and part of my training is to give 30 women a free facial in my first month. Basically, you get a satin hands treatment, a pore minimizing treatment, an anti-aging facial, plus foundation matching!  
Any chance you could be one of my 30?

Like any other skill, the more you invite, the more **CONFIDENT** you will become.

**That's it! Your goal is to send this script to everyone you know. And it has to be PERSONALIZED and INDIVIDUALLY sent to each person. If you mass message, you will get NO response. You can send this by text message, by email and by personal message on Facebook.**

## What do I say when they respond?

### WHEN THEY RESPOND, "YES....WHAT IS IT?"

You say, "Great! Thank you so much! Basically, we pick a one and a half hour window that works best for you. Looks like I have an opening on Thursday at 6:30pm or Saturday at 11am. Do either of those work for you?" (Only give two options)

You are welcome to schedule these at her home, your home or at your training center, if you have one.

### SHE MAY SAY, "LET ME GET BACK TO YOU..."

"Okay sounds great. Okay if I text you to check in later tonight? I'm in a challenge to get these all set with times by midnight...we can even pencil in a time if need be. Thanks again for your support! I'm so excited about getting together!"

### A QUICK TEXTING TIP!

If you have a busy schedule and your only time to send out some text messages is at midnight, set your phone to airplane mode, then turn it off when you want the texts to send!





# Plan it!

Schedule a time to sit down and send 100-200 personal messages, texts or calls in your first week. You will need about 2-3 hours to do this. Put this time in your date book!!!  
I call these my "Book It" sessions.

Use this blank calendar to fill in your first 30 days. Highlight the days you want to hold your first appointments and stick to those dates and times. A great tip is to take a picture of your calendar once you have highlighted it. When you get a "yes" you can text them the picture so they can see your availability!

SUNDAY

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY


Notes:

# What are the Next Steps?

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1

## SEND THANK YOU CARD & HOSTESS PACKET

Once you have appointments booked, send a thank you card and a hostess packet if she is having a few friends join her. You will receive examples of thank you cards and hostess packets at new consultant training.

2

## LET'S TALK PRODUCT

Discuss with Anna what inventory option will best support your goals.

3

## ATTEND A LOCAL SUCCESS EVENT

Get off on the right foot by attending our local success events\* for training & inspiration because, "Those who show up, go up!"

**Virginia** - Monday Night Live from 7:00 pm at Wingate by Wyndham Chesapeake, 817 Greenbrier Cir, Chesapeake, VA 23320

\*There is a small meeting fee, so check with Anna.

4

## OBSERVE A LIVE APPOINTMENT

Observe Anna or your recruiter do a live appointment. Bring guests and earn while you learn! Anna will lead the party and your guests will join in! #worksmart

5

## STAY IN TOUCH TO REACH YOUR GOALS

Work closely with Anna and your recruiter to set your goals and help you get off to a great start! We are here to support you so don't hesitate to reach out. If you have a question and it's not in this packet or on our website text Anna right away!

6

## SUCCESS IS HIDDEN IN YOUR DAILY ROUTINE

Do something everyday to move your business forward.

7

## HOBBY VS. BUSINESS

Make sure your expectations are lined up. If you treat you Mary Kay like a hobby, it will pay like a hobby. If you treat it like a business it will pay you like a business!

# Your First Challenge

**POWER START OR DOUBLE POWER START!**

## PRODUCT ON 30 FACES

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
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## HOLD 10 CAREER CHATS

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**COMPLETE  
YOUR POWER  
START IN YOUR  
FIRST 30 DAYS OF  
BUSINESS & EARN  
A SPECIAL GIFT  
FROM ME!**

### **RAISE THE BAR!**

Challenge yourself to complete a Double Power Start!  
60 faces & 20 career chats in  
your first 30 days!



# Build Your Team

## ONE OF THE MOST EXCITING & REWARDING AREAS OF THIS BUSINESS IS TEAM BUILDING.

Of course, this is one of the keys to success! However, you'll find that the real reward of team building is to see the personal growth of your team members! You truly feel (and you should) that you have contributed significantly in making their life better and thereby helping to make this a better world.

As a result, you'll earn those 4%, 9%, AND 13% commission checks, move up the ladder to Star Recruiter to Team Leader to Future Sales Director to DIQ to Independent Sales Director!

All in all, you'll become a more professional consultant!

## Inviting Script for Practice Career Conversations

Hey girl! Quick question for you...As part of my next level training with MK I have to practice sharing Mary Kay's company info to 9 women this week. My director told me to pick women I admire and I thought of you. Corny I know but seriously I think you are AMAZING! How you rock being a mom of 4 and everything you do in the community you blow me away (whatever sincere compliment add that in) I know MK is probably something you wouldn't consider for yourself but I just need to borrow your ears and get your feedback. Would you be free for like 20 mins sometime tomorrow or next week sometime to meet with me? Coffee is my treat and I bring you a little gift or we could do it over the phone if time is tight.

## My Favorite Script

Hi Sarah! With my new Mary Kay venture, I need to practice sharing the Mary Kay opportunity with 6 of the sharpest women I know to get their feedback. Even if you aren't interested in doing MK, is there any chance you could donate 20 minutes of time to give feedback on our company information?

- \* Earn your earrings with 5 sharing appts**
- \* Earn your bracelet with 5 more sharing appts**
- \* Earn your necklace with your first new team member!**

*Add 3 for an extra special prize!*



Sharing appointments are:  
Live FB Event, Sharing Call,  
Coffee Chat, Guest to an  
Event!

## REFRAME SUCCESS

Success and failure don't exist on opposite ends of the spectrum. Success often comes after facing a setback, learning from the experience and finding ways to continually improve.

Embrace the fact that you will face resistance at first.

Expect that people will need, on average, at least five positive experiences with Mary Kay before deciding whether to become a Customer or a Consultant.

Practice the scripts so that they feel personal & comfortable. Get advice from others so you can refine your invitation. Make a habit of including an invitation to learn more about Mary Kay into your daily conversations.

