

01

Checklist to Effectively Prepare for the Event

- Watch Leah's Business Debut video - this video and checklist will support you in having a successful debut.
- Make a contact list of 50+ women and prepare invitations.
 1. Postcard invites in the mail 2 weeks before.
 2. Evites sent & Facebook Event created about 10 days before.
 3. Leave a voicemail invitation about 1 week before.
 4. Follow up with texts about 5 days before.
- Your attendance will be directly related to the time you invest in following up with the women you're inviting.
- Who do you invite? In addition to the obvious, what about people from church? high school? college? neighbors? the girl who does your hair/nails? moms from your child's school? child's teacher or coach?
- Let your girlfriends with kids know that this is a "girl's night in" party and to get a babysitter so they can relax and enjoy the party and have a night away from the kids.
- Provide simple refreshments, which we will serve after the presentation. Ask someone to help with the food so you can focus on your guests.
- Have your datebook highlighted with times you have available to hold parties in the next 30 days.
- Display your products for your guests to see - this helps boost sales.
- Prepare as many roll ups bags as your inventory allows - Leah goes over this in the video.

New Consultant *Rockin'* Business Debut

Supplies to have at the Event 02

- Print the "Party Sheet" for every guest.
- Pens, Sales Tickets, Calculator.
- Have a Satin Hands Set ready for guests to use when they arrive.
- 10 Hostess Packets with a Look Book, your Hostess Program postcard, Business Card - do not pass these out until the end.

03 outline for the Event

- Your Director will start the presentation by welcoming the guests and doing quick introductions.
- Your Director will share her I-Story.
- Be prepared to share the reason you started your business and what you're most excited about.
- The Ultimate Miracle Set will be presented to your guests and they will try it on the back of their hand.
- Your guests will have the opportunity to fill out the entire "Party Sheet".
- Your Director will share your goals to complete a Power Start (book 12 parties to hold 6 in your 1st 30 days) and earn your Pearl Necklace, Earrings and Bracelet.
- After the presentation, you will take your datebook around to every guest to book a party with her - this is your main goal at the party.
- Your Director and Recruiter will help fill out sales tickets and deliver products to your guests.
- Your Director will book Career Surveys with your guests.

04

Words to use when inviting your Guests



"Hey girl, I am calling to get a final head count for my Mary Kay kickoff party on Friday. It would mean the world to me for you to be there. It will be a fun and relaxing night - you'll receive a hand treatment and learn about our skin care products. I would so appreciate your support!"

IF YES - "Great! Thank you! You can bring a friend with you, the more the merrier! Come with makeup on, we are just demoing products on the hand and we will have refreshments after the presentation."

IF NO - "Bummer! Well that's OK! We will miss you. My 1st goal is to practice sharing the products with my friends. I need to learn what in the world I am doing! ha ha! Can I practice on you? We can set up an appointment to do a facial and makeover - I would love to hear what you think of the products. What works better for you, a week night or weekend?" (Continue to give her 2 options until you narrow it down to a date and time. Then turn her appointment into a party.)

"Who do you know who would enjoy a facial and makeover also? My goal is to hold my 1st 6 parties and when you have 2 friends come, it counts as one of my parties. You also earn free products when you have friends attend. Who do you know who would enjoy trying some new products?" *If she chooses to invite friends, set up a time the next day to confirm the date and get a list of 15-20 girlfriends she wants to invite.*

05 Prizes You Can Earn!

- Earn this silver chain bracelet for having 10 women attend your debut who are 18+.
- Pearl Earrings for doing your 1st 5 Career Surveys with your Director.
- Pearl Bracelet for having your 1st 5 guests attend your weekly meeting.
- Pearl Necklace for adding your 1st qualified team member.



06 After the Debut Checklist

- Debrief with your Director the next day to go over results from the party and talk about your next steps.
- Deposit your sales into your Mary Kay checking account.
- Reorder the products you sold or anything you didn't have for your guests.
- Follow up with everyone who booked an appointment to confirm the date and get her guest list.
- Write a thank you note to everyone who attended.
- Follow up with people who couldn't come to book with them. You will want to get to 12 parties on your date book.