**Get smart with your Mary Kay Business. Make a Brain Book “Office on the Go”**

This brain book is your “on the go, on the road” Mary Kay office. Take it with you when you go to work, errands, appointments, anywhere at all! You will always be organized and know exactly where to find the information you need to move ahead in your business quickly! Take 30min-1hr to get organized and set up for success and see what a different it will make in helping you track your goals! This binder will give you a more efficient, focused approach to your Mary Kay Business!

1. Go to the Office Depot/ Staples/ Target/ Wal-Mart etc and purchase a very professional 3-ring binder. Make sure it has a cover you can slide paper in and pockets inside the front and back inside. You will also need a 3 ring punch, Tab Dividers, a permanent marker, and a zip lock pouch that goes in the 3-ring binder.
2. Purchase Tab dividers and make your sections in your binder. I recommend the following sections in your brain book:

   * **Zipper pouch** with postcards, stamps, business cards, pen, highlighter, sales tickets, current look book catalog, surveys, etc. I like to put this in the front of my binder.
   * **Month Tracking**: 1 daily success tracking sheet, 4 weekly plan sheets and 4 weekly accomplishment sheets (I like to double side print so there is less paper, 4 weekly success sheets (can double side too, so you have 2 papers), and 1 monthly success tracking sheet (this is a 2 page document so I double side print also).
   * **Hostess**: Print several sheets of the hostess coaching full circle sheet. I use 1 per party then file with the hostess profile card/sales ticket after the party 😊
   * **Goals & your Why**: List your goals and dreams – for your family, your Mary Kay business, your personal life. There are some great ideas for goal setting you can add here too.
   * **Events** This Tab would include: Upcoming Events/unit calendar, Current unit newsletter, Applause (slide down in a page protector),
   * **Promotions**: Star consultant prizes/program, Unit prize contest information, any promotions unit/national area/ company wide.
   * **Handouts** Any training handouts from meetings that you feel would benefit you to carry around all the time. All other handouts can be put in another 3-ring binder that has tab dividers such as “booking”, “coaching”, “selling”, “recruiting”, etc. all the different topics of training to reference, but you won’t need to carry this with you at all times.
   * **Customer List** I like to print out a updated customer list each month and put it here. You can print this from intouch ->my customers -> customer list, and print the printer friendly version. I also add my Preferred Customer Program (PCP) list here.
   * **Bookings** I put my bubble booking contact lists here (I am always adding to it). You can also put any referral cards and surveys you have filled out. I like to take 4 of these cards and photo copy them onto 1 sheet then do it again on the back with 4 more, then I have 80 referral names on 1 sheet of paper and 3-ring punch it! 😊 Its so fun to make a quick call and get bookings wherever you are. Get into the habit of putting names in this place immediately. Keep your excitement alive by keeping that datebook full!
   * **Notes**: I like to have blank notepaper to take notes at trainings, meetings, phone calls etc. In the back pocket of the binder you can slide some recruiting and hostess packets, maybe just 2 of each, there will be lots in your bag you take to appointments 😊
   * **January - December** tabs: Inside another binder and in each months tab you should have 1 daily success tracking sheet, 4 weekly plan sheets and 4 weekly accomplishment sheets (I like to double side print so there is less paper, 4 weekly success sheets (can double side too, so you have 2 papers), and 1 monthly success tracking sheet (this is a 2 page document so I double side print also). I get the new months blank sheets from this binder on the 1st of the month so this system is set up 1x a year! These sheets are tracking your activity, and results, its great for reference to see your numbers increase, and a great tool for your Director to help you move up! A tracked number grows, the more your business will increase in all areas!