

Foolproof Business Plan

What to do Daily:

Mental BATH: 1 new booking a day – no rollovers ☺
Positive Affirmations morning and night
Training: listen to a Directors CD daily
Hookup with your Director: email, text, or call daily

Get 3-5 new skin care surveys a day through warm chatter. Incorporate this into your daily activities at the bank, post office, and grocery store etc. Pick out sharp women, use a warm chatter script, and get a survey filled out for new leads, bookings, and potential team members.

What to do Weekly:

Hold a minimum of **3 classes** per week with 4 or more women 18yrs+ at each.

Do 3-5 personal interviews a week with your Director, pick the sharp sparklers of each class to share the opportunity with!

Attend your **Weekly Success Meeting** without fail unless you have 1 of these 4: death, dilation, doctors note, or deployment.

Complete your **Weekly Plan Sheet** each Sunday. Include: family time, other J.O.B hours, church, hobbies, children time, errands, etc.

Complete and Submit your **Weekly Accomplishment Sheet** each Sunday to your Director. Update after each facial, class, website order, and on-the-go. On Intouch under Business Tools

How This Plan Works

- The average skin care class has four guests.
- At twelve classes per month x 4 guests you will see 48 new faces a month! That's a Powerstart + each month! (12 classes/month is based on 3 classes/week x 4 weeks)
- One in two ladies will buy a Miracle set = reorders!
- The national average production for a skin care class is \$200.
- Twelve classes per month x \$200 in sales = \$2400 in retail sales per month. That's \$1,200 profit not to mention reorders, website orders, and on-the-go appointments. (12 classes/month is based on 3 classes/week x 4 weeks)
- One in five women will hear about Mary Kay as a career and become a consultant. = building your team to earn Malibu or cash compensation and recruiter commissions!

Three Classes per week Income!

3 classes x \$200 avg. sales = \$600 weekly x 42 weeks = \$25,200
200 new TimeWise clients + 200 reorders at \$200/year = \$40,000
\$65,200 = Total Annual Sales = \$32,600 PROFIT

If just one of the five women you share Mary Kay with each month adopts this plan right behind you it will work almost effortlessly! Remember, you are probably going to get approximately 4 no's for every yes you receive. If you don't have four guests at each class re-examine your hostess program. If one in five interviewed recruit prospects don't sign up, you may need to re-evaluate the type of people you are trying to recruit.

By holding facials instead of classes, you are leaving over \$26,000 profit PLUS recruiting commissions on the table!

This Business works if you do!

Consistency is the KEY!

I believe in you!