

KRISTA WARNER'S
**WILD WEST
GIRLS**

BUSINESS DEBUT
CHECKLIST
WHATEVER IT TAKES

It is so important to kick off any new business with a Grand Opening! And this business endeavor is no different!! Use this checklist as a guide of what needs to be done to have a fabulous Business Debut...

___ **Schedule your business debut** within your first 2-3 weeks of business. However, if this is not possible, then scheduling a debut is better than not scheduling one at all. You will also want to plan on having your inventory/product in stock before your business debut.

___ **Hold your business debut in your home** preferably because it is a warmer environment. Church, fellowship halls, civic halls, apartment club houses, or a friend's home will be fine. Delegate the task of cleaning your home so time may be spent on the telephone with your prospective guests and customers.

___ **Invite all of the people on your "Contact List"**. This should be a minimum of 50 people. (You can expect 10-15 to attend with proper follow-up). A great idea to make sure you have a large turnout is ask each guest to bring a friend. Earn your Mary Kay Money Bag when you have at least 10 of age guests at your debut!!



___ **Send out a minimum of 50 invitations**. I'm including a postcard master you can use to copy. Sending post cards alone will not be effective. After you have mailed your invitations, plan to call each guest personally and invite them and ask for their Yes or No 24-48 hours before your event.

___ **Call each guest on your "Contact List"**. Keep in mind that your friends and family are not coming to hear your director or recruiter, they are coming to help you! Your attendance will be in direct proportion to the number of guests you personally speak with 24 hours prior to the event. Remember if they cannot come to your debut, you'll want to schedule an appointment with them and/or invite them to the next unit event.

CHECKLIST FOR DAY OF EVENT

___ **Provide simple refreshments**. You will want to delegate the hosting to someone special in your family or a close friend so that you may be focused on helping your guests schedule appointments and learn more about your Mary Kay business. Make the focal point be your PRODUCTS and BUSINESS, not the food. Wait until after the debut to serve the food.

___ **Mark your date book**. Fill in everything you have going on in your life for the next 2 to 4 weeks. Then highlight the times and dates you have dedicated to your Mary Kay business. Put a Star beside your POWERSTART weeks.

___ **Have the following supplies available:**

- ___ Pens and profile cards for each guest to complete as they arrive. (Profile Cards came in your kit.)
- ___ Money bag with \$20 in change (1-\$5, 10-\$1 and \$5 in coin)
- ___ Look Books/Beauty Books stamped with your contact information (came in your kit or Sec. 2 under Promotional Items)
- ___ Sales Tickets (came in your kit or (came in your kit or Sec. 2 under Supplies/Packaging>Business Supplies)
- ___ Calculator

___ **Your Director/Recruiter** will arrive 1/2 hour before the program to set-up her display and door prizes. She'll need a big table. You'll want to arrange the seating in a semi-circle in front of the table.

___ **Relax and have fun with your guests**. Your focus should be to schedule your 10-20 skin care classes for your Power Start. Let your Recruiter/Director fill orders and talk to people about the business opportunity.

___ **Have 10 hostess packets prepared to give to your first 10 hostesses.**

- ___ Hostess brochure (came in your kit or Sec. 2 under Supplies/Packaging>Brochures)
- ___ Look Book (came in your kit or Sec. 2 under Promotional Items)
- ___ 3 Sales Tickets with your sales tax percentage filled in (came in your kit or Sec. 2 under Supplies/Packaging>Business Supplies)
- ___ Team-Building Brochure (came in your kit or Sec. 2 under Team-Building/Educational Materials)
- ___ Team-Building CD (came in your kit or Sec. 2 under Team-Building/Educational Materials)

WHAT TO EXPECT DURING YOUR DEBUT

Each guest will receive a Satin Hands Treatment when she arrives. Below are the directions so you can become familiar with the steps for this wonderful pampering system.

All guests will introduce themselves, tell how long they have known you and their relationship with you, a bit about their family, work, hobbies and what their experience with Mary Kay has been if any.

Your Director/Recruiter will explain the purpose of the event: You will be affirmed in your business by your guests. Your goals will be shared and your guests will know that you will be asking them to help you by having a complimentary facial or class.

The Director/Recruiter will share their "I" story and their relationship to you.

Mary Kay Cosmetics will be introduced as the #1 Best Selling Brand of Skin Care and Cosmetics in the nation.

No one will actually receive a makeover that day because that is what you will be offering at their skin care class. This is a show and tell type event.

At the close, the guests will have an opportunity to earn chances for door prizes by making a purchase, scheduling a facial and/or class, and listening to a team building CD.

SATIN HANDS DIRECTIONS:

STEP #1: Squeeze an ample amount of MK Extra Emollient Night Cream into palm of hand. Massage cream into hands, between fingers, remembering the tops of hands too.

STEP #2: Squeeze an ample amount of MK Satin Hand Smoothie Hand Scrub into palm of hand over night cream. Massage buffing cream into hands, same as night cream.

STEP #3: Rinse hands thoroughly under warm running water and dry hands completely.

STEP #4: Squeeze ample amount of MK Hand Cream into palm of hand. Massage hand cream into hands. NOW YOU HAVE SATIN HANDS.

SCRIPT FOR INVITING TO YOUR DEBUT

(Always SMILE, be enthusiastic, expect they will want to come and be a part of your new growing business!!

If they already have a consultant, just thank them for their time.)

"Hi ___ ! I am so excited! I just started my own business with Mary Kay Cosmetics and I am having my Grand Opening on ___ at ___ pm! My director is coming to do a presentation and I need 10 women to receive my first prize in the company! We are going to do a pass and show kind of Girl's Night Out, so we won't be taking off our makeup....Can I count on you to be there? Great! I am sending an invitation to you and I will be following up later in the week to make sure nothing has changed. I really, really appreciate this. It means so much to me that you are going to be there!"

For anyone who says they "know" they can't make it; go ahead and schedule her RIGHT THEN for her appointment to borrow her face and get her opinion. When you set the date and time, let her know that if she has 2 or 3 other women with her she can get some free stuff and it would help you get your 30 faces done quicker.