

A background of soft-focus pink roses with yellow centers, scattered across the page. The text is overlaid on this background.

LET'S GET YOU STARTED!

Anna Rowe White

Mary Kay Independent Senior Sales Director

516 Hatteras Crescent
Chesapeake, VA 23322

Office: 757.615.1409
Cell: 757.615.1409
annarowe@cox.net

Retailing over
\$6.25 Million of Mary Kay
products since 2002

Making dreams come true for you— and many, many others!

The Rays of Sunshine Unit
Unit N897, Emerald Go Give Area

WELCOME TO THE RAYS!

My name is Anna Rowe White, and I am honored 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.

Let's Get Started! Check out & watch Kali's MK Inventory & Options for Getting Started at <https://www.youtube.com/watch?feature=youtu.be&v=XoZo3J-vDA0&app=desktop> first, and then call me at (757) 615-1409 to let me know you have listened to it so we can get you started! This booklet is an important piece to your new consultant training! You don't want to miss the four week sessions!

Love & Believing In You,

Anna
♥

RAYS GOALS:

- #Team200
- 3 New 1st Line Sales Directors
- 10 Red Jackets
- 8 Princess Court/National Court Achievers
- 20 Quarterly Stars
- 20 Monthly Bracelet Achievers
- 8 Monthly New RAYS

In the same way, let your light shine before others, that they may see your good deeds and glorify your Father in heaven.

- Matthew 5:16

NEW CONSULTANT CHECKLIST

8 Steps to Success:

- Save this information:**
Senior Sales Director Anna Rowe White
757-615-1409 cell
annarowe@cox.net
Please don't hesitate to call, text or email at anytime.

- Complete the First Steps to your business success.**
Log onto www.marykayintouch.com
 - Determine your inventory needs & place your first order within 15 days.
 - Set up your Mary Kay Personal website. \$30.00 for your first year.
 - Sign up for Propay to offer debit/credit cards as a payment option.

- Make a List of Everyone that you know:**
Don't pre-judge... and make a special mark next to those people who you might like to have on your team.

- Open a separate Bank Account for your MK Business:**
Go to a bank who offers accounts with FREE checking and a debit card.

- Attend your First Weekly Success Event**
 - Bring a friend & receive special recognition.
 - Listen to Daily training/ Inspirational call :
 - Listen to the Million \$ ideas being shared by National Sales Directors daughters who are MK Sale Directors on a special hotline call. They will also be changing the message 6 days a week. Just call in, it's about 10 minutes long. Dial the same Hotline number as ours: 1-641-715-3900 and then enter this access code: 44336# These are great calls with great information

- Schedule First Faces:**
This is the "grand opening" of your business. Invite all your friends, family, coworkers and neighbors. After scheduling your date, print out invitations.

- Watch your DVD that's in your starter kit and RSVP to Thursday night New Consultant Training with Anna at (757) 615-1409. 7-9 p.m. at Anna's House.**

- Through achieving and completing all of these items, I have set myself up for success! I am on my way to making money and enriching women's lives.**

NEW CONSULTANT BOOTCAMP

FOUR Specialized Training Sessions
Designed to help New Consultants
Learn the Basic Essentials of a Mary Kay
Business...



Class #1 “What have I done & what do I do next”?

Date: _____

‘Excited To Know You’, Running an office in your home, Mary Kay Image, Communication Systems, Business Debut, Inventory/Money Management, Star Consultant Program, and Attitude management.

Class #2 “Learning the Basics”

Date: _____

Learn the basics of time management and how to run your business. Great tips on building a customer through the PCP Program. Plus, the how-to’s on scheduling appointments and coaching them to success!

Class #3 “Behind the scenes of a skin care class”

Date: _____

A look into what it takes place behind the scenes to have a great skin care class. Packing for a class, the Skin Care Class agenda, and how to use the 4 Point Recruiting Plan.

Class #4 “Passing It On”

Date: _____

Bring a guest with you and learn how to share the Mary Kay facts. Understanding the Mary Kay marketing plan. Effective use of the layering process and overcoming objections.

INFO:

*Thursday
Evenings: 7:00-9:00 p.m.*

*Anna’s House
516 Hatteras Crescent
Chesapeake, VA 23322*

Must R.S.V.P. to each one!!

FAST FUN FACTS

Favorite Mary Kay Memory: My first Seminar I attended where I was recognized for earning my 1st Mary Kay car!

My Best Asset: Empowering women and loving people!

To Unwind: I love sitting on the beach, riding bikes, spending time on my back porch and watching great movies!

My Favorite City: Chesapeake, VA (it is home to me!)

Favorite Vacation Destination: Puerto Vallarta, Mexico—where I had the opportunity to go 3 times with my National Sales Director, Joan Chadbourn and many other great Sales Directors!

All-Time Favorite Movie: I love watching movies, so it too hard to just pick one!



Best Book I Ever Read:

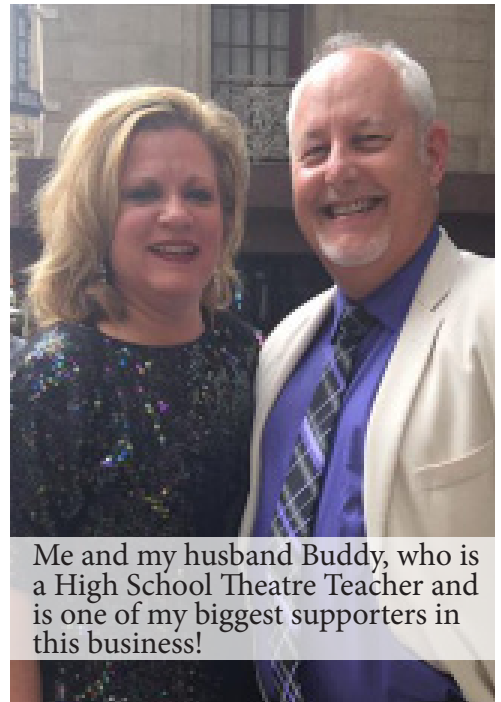
The next one!

My Favorite Meal: All of my mom's cooking!

I Am Motivated By: Helping women achieve their goals!

Advice I'd Give a New Recruit: Decide to get started and do it!

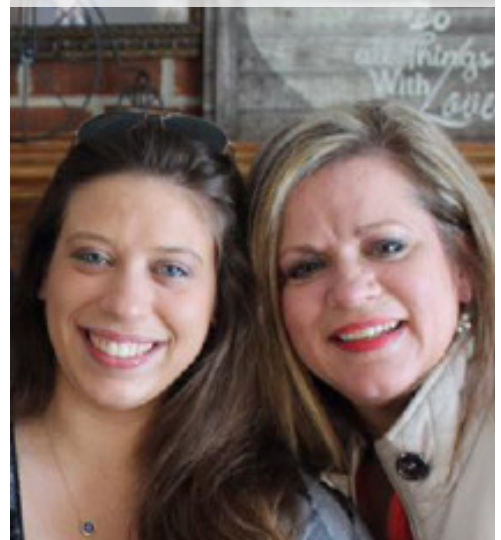
My Mary Kay Goal Is: To be a Mary Kay National Sales Director!



Me and my husband Buddy, who is a High School Theatre Teacher and is one of my biggest supporters in this business!



My 2 Kids: Alex, my 19 year who is attending ECU pursuing nursing. My daughter, Elise, who is completing her doctrine level in BIO Defense.



DREAMS COME TRUE WORKSHEET

1. Your Dream... Select something you would like to purchase or pay off in the next 3 months.

It must be something that is not related in anyway to things you can earn from MK at any time. For example, "My dream is to pay for a summer vacation from my Mary Kay business. I will need \$3000 to make this dream come true!" Keep in mind, anything that you can earn from MK (like a car, star consultant prize, directorship...) is not a dream, it is simply the rewards of your work.



My dream to make come true in the next 3 months is: _____

Total dollar amount needed to make my dream come true: \$ _____

2. Your Dream Number...Use the formula below to determine your Dream number:

Example: Your Dream is to have \$3000 profit in 3 months to pay for your vacation.

\$3000 divided by 3 (months) = \$1000

\$1000 divided by .4 (60-40 split) = \$2500

\$2500 divided by 4 (weeks in a month) = \$625

Your Dream Number is \$625. That's what you need to SELL each week to pay for your Dream and still be able to replenish your inventory.

\$ _____ divided by 3 months = \$ _____ (a)

\$ _____ (a) divided by .4 = \$ _____ (b)

\$ _____ (b) divided by 4 weeks = \$ _____ = your Dream Number

My Dream Number is \$ _____! I will make my dream of: _____
_____ come true by _____!

MARY KAY CONTACT LIST

Make a list of every person you know that has skin on their face! They can help you start your business, give you their opinion, and allow you to practice on them! Write down literally everyone that comes to mind— people with whom you went to school, people you work with or have previously worked with, relatives, relatives of relatives, and people you come in contact with that you might not even know their name.

Name:

Address:

Phone:

1.		
2.		
3.		
4.		
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6.		
7.		
8.		
9.		
10.		
11.		
12.		
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17.		
18.		
19.		
20.		
21.		
22.		
23.		
24.		
25.		

MARY KAY CONTACT LIST

Name:

Address:

Phone:

26. _____

27. _____

28. _____

29. _____

30. _____

31. _____

32. _____

33. _____

34. _____

35. _____

36. _____

37. _____

38. _____

39. _____

40. _____

41. _____

42. _____

43. _____

44. _____

45. _____

46. _____

47. _____

48. _____

49. _____

50. _____

DRESS FOR SUCCESS.....

What to Wear to all Mary Kay Appointments & Success Events:



Mary Kay Consultant

Dress or Business Suit, black or neutral hose, professional shoes and Mary Kay logo pin.



Mary Kay Senior Consultant

Black skirt, white blouse, black or neutral hose, professional shoes and MK Senior Consultant Enhancer pin.



Star Recruiter/Red Jacket

Black skirt, white blouse, MK RED Jacket, black or neutral hose, professional shoes and MK Star Recruiter/Red Jacket Enhancer pin.



Team Leader

Same attire as Star Recruiter/Red Jacket except MK Team Leader Enhancer pin is worn.



Grand Achiever

Same attire as Team Leader except MK Future Sales Director Enhancer pin and scarf are worn.



Future Sales Director/DIQ

Black skirt, BLACK blouse (DIQ only), MK RED Jacket, black or neutral hose, professional shoes and MK Future Sales Director Enhancer pin and scarf are worn.



DID YOU KNOW:

Our Company Founder, Mary Kay Ash asked two things of us... (1) never break the Basic Skin Care Set, and (2) wear a skirt or dress to all Mary Kay Appointments and Events.

What are Your Mary Kay Pins Saying about You?



Your Mary Kay Pins are a representation of your incredible accomplishments in your business and should be worn with pride. However, be careful not to overdue it. Too many pins adorning your lapel can look cluttered and distasteful. A good rule of thumb is no more than 3 pins including your Mary Kay Logo Pin. Your Ladder of Success Pin and Power Start Pin are always great choices.



Taking pride in your appearance

The way your starter kit and mirrors look is all a part of Business Etiquette. You cannot expect to sell the product if you do not wear the product. Also, think about this: Which product would you be more likely to purchase -- Clean or Dirty? Having a clean and neat automobile personifies pride and self assurance in your business and what Mary Kay stands for.

COMMUNICATION TOOLS

Communication determines the healthiness of all relationships.

You'll need to have in place for your Mary Kay Business...

Email Address

- You will need a working email address that is checked daily. This form of communication is used to send written training and informational messages including schedules and announcements you need to know. If you are NOT receiving emails from Anna, please send her an email at annarowe@cox.net to be added to her list.

Mary Kay, Inc.

- The company provides a toll free number for consultants in order to answer any Questions you may have. The number is 1-800-272-9333.

Mary Kay InTouch Website

- The InTouch website is your connection to the company. You will use this site for training, retrieving necessary company information, and online ordering of Mary Kay products for retailing to your customers.

To log on:

Visit www.marykayintouch.com. Enter your Consultant number and password.

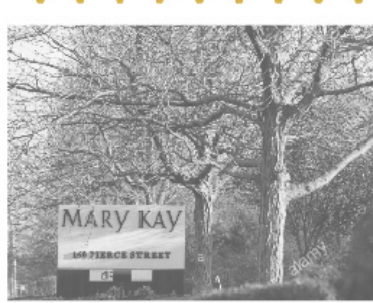
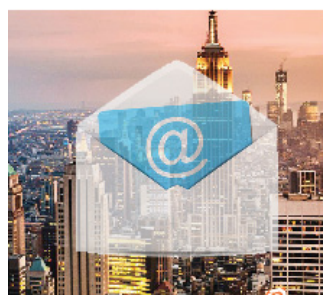
Voxer

- Voxer is a free app that is available on most smart phones. You can find and download it in your app store. Search for Voxer Walkie Talkie.

- You can communicate with your sales director and your recruiter through this fabulous tool. It's sort of like a voice text so questions can be answered quickly and you can contact your director without having a live conversation. We also pass on valuable training messages through Voxer.

Facebook

- Be sure to "friend" your sales director if you haven't already. We also have a private unit group called Anna Rowe White's Rays of Sunshine that you have to request permission to enter.
- Don't miss out on lots of recognition, pictures & announcements via Facebook.



DID YOU KNOW:
I take my role as mentor and encourager very seriously. I'm committed to match my time with your effort. I want to be sure you're aware of all the great ways for us to stay in touch, so you can always get the training and support you need to head straight to the TOP!

'H.O.P.' DIALOG

Just the words to say book your first makeovers...

The 'H.O.P.' method is a great way to get new appointments on your books in a very non-aggressive way. Learn the scripts word for word and you will be able to successfully use it to schedule new appointments.

H = Help
O = Opinion
P = Practice

For new consultants, 'H.O.P.' would sound like this.....

"_____, I am so excited! I have just started my own Mary Kay business and I need your HELP. Part of my training is to get the OPINION of 30 women on our products in the next 30 days, and I immediately thought of you! Is there any reason why I couldn't PRACTICE on you?!"

Wait for her to answer..... and WHEN she says YES, say.....

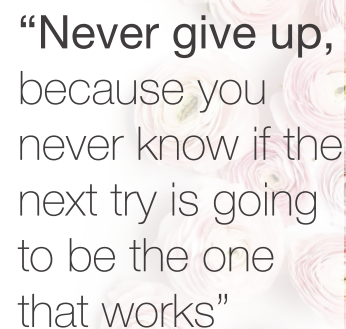
"Great! I really appreciate your HELP. I do need to get the OPINION of 30 women. So if you can have 3 girlfriends join you for a quick makeover and give me their honest OPINION, I'll treat you to a 50% off shopping spree, up to \$100 worth of Mary Kay products."

For seasoned consultants, 'H.O.P.' would sound like this.....

"_____, I am so excited! Mary Kay has just come out with some new products, and I need your HELP. Part of my training is to get the OPINION of 30 women on our new products in the next 30 days, and I immediately thought of you! Is there any reason why I couldn't PRACTICE on you and your friends?"

Wait for her to answer.....and WHEN she says YES, say.....

"Great! I really appreciate your HELP. I do need to get the OPINION of 30 women, so if you can have 3 girlfriends join you for a quick makeover and give me their honest OPINION of our products, I'll treat you to a 50% off shopping spree, up to \$100 worth of Mary Kay products."



“Never give up,
because you
never know if the
next try is going
to be the one
that works”

MARY KAY ASH

WEEKLY PLAN SHEET

Two of the most important forms of communication with your Director are your Weekly Plan Sheet and Weekly Accomplishment Sheet . Copies of these two forms are included in this welcome packet.



The image shows a 'Mary Kay Weekly Plan Sheet' form. At the top, it says 'Mary Kay Weekly Plan Sheet'. Below that, there are two input fields: 'Name: _____' and 'Week of: _____'. The main body of the form is a grid with columns for the days of the week: Sunday, Monday, Tuesday, Wednesday, Thursday, Friday, and Saturday. The rows represent time slots, starting from 6:00 and ending at 10:00, with 15-minute intervals (6:00, 6:15, 6:30, 6:45, 7:00, 7:15, 7:30, 7:45, 8:00, 8:15, 8:30, 8:45, 9:00, 9:15, 9:30, 9:45, 10:00). Each cell in the grid is empty, intended for planning activities.

Your Weekly Plan Sheet is a great tool to create structure and consistency in your business by strategically planning each week.

Your Weekly Accomplishment Sheet is how I track your success in sales and give you guidance in areas that may be challenging you. The easiest way to complete your Weekly Accomplishment Sheet is by submitting it online to me. You can track your sales at www.marykayintouch.com, Business Tools, Weekly Accomplishments. Be sure to turn in your Weekly Accomplishment Sheet EACH WEEK!

SUBMIT YOUR SHEET TO ANNA WEEKLY! HERE'S HOW:

1. PRINT ONLINE AT WWW.MARYKAYINTOUCH.COM

and

2. BRING TO MONDAY NIGHT LIVE EACH WEEK!

Mary Kay Weekly Plan Sheet

Name:

Week of :

Sunday Monday Tuesday Wednesday Thursday Friday Saturday

6:00
7:00
8:00
9:00
10:00
11:00
12:00
1:00
2:00
3:00
4:00
5:00
6:00
7:00
8:00
9:00
10:00

BEGIN WINNING NOW

Rays of Sunshine Unit NEW Consultant Prizes

Be a “Techno-Babe”

1. Go to www.marykayintouch.com and click on “First Steps.”
2. Let your director know your email address. You can use a home or work address as long as it will be **checked daily**.
3. Get your own personal MK web page for \$30.00 (1/2 price) (see intouch for full details).
4. Download Voxer, a FREE app on your smart phone. Set up your account and start communicating with your director using this awesome tool.
5. Friend your director on Facebook & get added to the private unit Facebook groups.



Complete All 5 and earn a Surprise Gift!

1st Two Weeks of Business

- 1) 10 faces, over the age of 18, during your first two weeks of business starting with your first party & receive this beautiful PINK ICE RING!!
- 2) Get 4 bookings and hold all 4 parties from your first week in your first month and receive your matching earrings!
- 3) Get Matching Necklace with first team member that signs in your first week.



BEGIN WINNING NOW

Rays of Sunshine Unit NEW Consultant Prizes

Have Your FIRST Team Member

Name _____

Sponsor your first team member in your first 30 days and earn your

Pearls of Sharing Necklace!

My very first team member is _____

& she started her Mary Kay Business on _____!



Share the MK Facts with Prospects

Name _____

Schedule a meeting with 3 prospects & your director to share your recruiting notebook to earn your Pearl of Sharing earrings!

Share with three more and earn your Pearl of Sharing bracelet!



Names of 3-6 Prospects
who listened to the facts

Date:

Her Response:

- | | | |
|----------|-------|-------|
| 1. _____ | _____ | _____ |
| 2. _____ | _____ | _____ |
| 3. _____ | _____ | _____ |
| 4. _____ | _____ | _____ |
| 5. _____ | _____ | _____ |
| 6. _____ | _____ | _____ |

Mary Kay Success

Name _____

I am a new star Recruiter/Red Jacket! I have 3 new team members during my first 60 days as a consultant and have earned this beautiful bag from your director!



Names of Team

Date Signed:

- | | |
|----------|-------|
| 1. _____ | _____ |
| 2. _____ | _____ |
| 3. _____ | _____ |

BEGIN WINNING NOW

Rays of Sunshine Unit NEW Consultant Prizes

1. **Create Your I Story & Vision Photo**
2. **Print Out Recruiting Notebook & Put in a Binder**

I've been building my Mary Kay business for _____ months/years.

My mission is to _____.

My vision is to _____.

And one of my goals is to _____.



Complete the Above & Earn your Surprise Gift - From Anna

Power Start Charm

Name _____

Power Start Dates

from _____ to _____

Earn your **Power Start Charm** when you complete 30 faces in 30 days and place your Qualified order of \$600+.

I completed my Power Start by completing 30 faces in 30 days.

My Qualified Order of \$ _____ was placed on _____.

