

Get Organized:

Office & Money Management

A cluttered mind does nothing, so you must GET ORGANIZED. Keep in mind, organizing is NOT an Income Producing Activity (phone or face time). However, it is critical to successful business growth. Here are some suggestions for getting organized:

- I. **Organize Your Office: Your Mary Kay “to do” list:**
 - A. **Your MK online resources:**
 - www.marykayintouch.com: Mary Kay main website
 - www.bravearea.com: Our Mary Kay BRAVE National Area website (username: be; password: brave)
 - B. **Create your FREE MK Email Address that will link to your current email address:**
 - Go to www.marykayintouch.com
 - Enter your Consultant ID # and follow prompts to create a personal password
 - Be sure to write this info down, as you will need it every time you log in
 - C. **Order your Customer Website (\$25 for first year; \$50 annual renewal fee)**
 - Go to www.marykayintouch.com> business tools> personal website manager and follow prompts
 - D. **Sign up for ProPay Premium Account to process customer credit cards online (we accept MC, Visa, Discover or American Express) (\$39.95 annually or 3 payments of \$13.32 each)**
 - Go to www.marykayintouch.com> ordering> propay> sign up and follow prompts
 - Download the FREE app on your smart phone: ProPay
 - When a Customer pays with a MasterCard, Visa, Discover or American Express, you will open the ProPay app on your phone and either swipe the card using the JAK Card Reader (optional) OR manually enter the info
 - It takes a day or so for your ProPay funds to be available. Once available, you may opt to store the money in your ProPay account for future orders (etc.) OR you may transfer to the checking account that is linked to your ProPay account
 - PLEASE NOTE: The prepaid MasterCard offered through ProPay is a DEBIT CARD attached to funds available in the ProPay account. It is NOT a credit card.
 - E. **Order your Business Kit which includes business cards, product reorder labels, nametag and a stamper (starting at \$39.99)**
 - Go to www.marykayintouch.com> ordering> mk connections and follow prompts
 - F. **Complete your Signature Look Survey**
 - Go to www.marykayintouch.com> ordering> mk connections and follow prompts
- II. **Organize Your Office: Your BRAVE Area systems “to do” list:**
 - A. **Create your Organizational Binder, which will be your portable office on-the-go:**

Purchase:

- ✓ A 3" 3-Ring Binder (Walmart, Office Max, etc.) OR **Mary Kay's Business Organizer (starting at \$49)**
- ✓ One large plastic zipper pouch
- ✓ 5 Clear Protective Sleeves
- ✓ 3 Pocket Dividers

Compile binder, in order, as follows:

- ✓ **Cover of Binder:** paste visuals of your DREAMS on DREAM SHEET and slip into outside cover of binder (be sure to look at every morning & night: what you think about, you bring about)
- ✓ **Inside Pocket:** Hostess Packs (www.pinkprinting.com > Hostess > Party with Me Hostess Pack) complete with 3 Look Books & 3 Business Cards. \$6 for a pack of 3.
- ✓ **Zipper pouch:** Customer Profile Cards, Look Books, Sales Tickets, Business Cards, Hotline Cards (get from Traci) & Hostess Bucks (www.pinkprinting.com > Essentials > Business Essentials > Hostess Bucks) \$6 for a pack of 40
- ✓ **Clear Protective Sleeve:** 13 Step Party Outline
- ✓ **Clear Protective Sleeve:** Candy Break Marketing Information Sheet (www.pinkprinting.com > Essentials > Class Setup > Candy Break Marketing) \$6 for a pack of 30.
- ✓ **Clear Protective Sleeve:** Custom Color Looks Flier (www.marykayintouch.com> Products > Product Central > Custom Color Looks
- ✓ **Clear Protective Sleeve:** Endless Performance Cream to Powder Flier (www.marykayintouch.com> Products > Product Central > Foundations for All > Endless Performance Cream to Powder Flier)
- ✓ **Clear Protective Sleeve:** Shade Chart (www.marykayintouch.com> Products > Product Central > Foundations for All > Foundation Matching > View the Shade Chart)
- ✓ **Pocket #1:** 13 Step Party Menus (www.bravearea.com > Organizational Binder Tools) Print front to back, cut in half and laminate.
- ✓ **Pocket #2:** Candy Marketing Surveys (come in the Candy Marketing Pack
- ✓ **Pocket #3:** Beauty Consultant Agreements

B. Dedicate one phone number for your business, and then create a Professional Voicemail Greeting (consider your ringtone):

- You've reached the voicemail of _____, Independent Beauty Consultant with Mary Kay Cosmetics. I'm unable to take your call at this time. Please leave your name, number and a brief message, and I will return your call as soon as possible. Thank you so much for calling and have a blessed day.*

C. Create filing systems (for taxes) using accordion files or a filing cabinet

- Expenses** (by months or categories): keep ALL receipts
- Income** (by months): customer sales tickets, deposit slips and commission statements
- Completed Customer Profile Cards** (top copy by birthday for monthly discount, bottom copy by alphabet to track purchases)
- Completed Sales Tickets** (beauty consultant copy filed behind hard copy alphabetical Customer Profile Card and remaining ticket filed in monthly/category Income file for taxes)

- D. To receive the recognition you've earned (at Success Meetings and in newsletters), be sure to fill out your Weekly Accomplishment Sheet every week by midnight Sunday. Our sales week goes from Monday to Sunday.**
- Go to www.marykayintouch.com> business tools> weekly accomplishments> enter weekly
 - Be sure to list sales tax separately, as it DOES NOT count towards prizes. Don't forget to click "submit."
- E. When it comes to earning our BRAVE Area prizes (such as ALL New Consultant prizes listed in your Welcome Packet), you will need to fill out an "I Won a Prize" form**
- Go to www.bravearea.com and click on "Prize Voucher" link on homepage (username: be; password: area). Be sure to fill out weekly by midnight Sunday.
 - For a complete listing of ALL current Contests and Promotions, click on "BRAVE Promotions" section of the website
- F. Inventory Storage Ideas**
- You can use boxes or a cooler. Mary Kay offers, through MKConnections, great insulated storage bags designed for our product. They are perfect for taking your product EVERYWHERE you go.
 - Go to www.marykayintouch.com> ordering> mk connections

III. Organize Your Money

Successful business practices start with a smart approach to Money Management. **It's very important to treat your Mary Kay Career as a business.** Proper money management is essential to any business. You cannot be a success if you mismanage your money.

- A. Is your inventory able to support your goals? It is NEVER too late to invest in inventory!**
- B. If at all possible, sample from full-sized product. Full-sized product, or Section 1 product, counts towards company prizes like Star Consultant. Keep a list for taxes.**
- The **ONLY** samples, or Section 2, that I invest in are eye liner & lip liner samples and Color Cards.
- C. Suggested accounts for your Mary Kay business**
- 1. Checking Account (business) with Debit Card**
 - ✓ This account used to pay business expenses.
 - ✓ This account used for product replacement.
 - ✓ Deposit 100% of total sales each week.
 - ✓ Work with your bank on the daily limit if you intend to use this card to place orders.
 - 2. Credit Card** – only should be used for your 1st initial order and never again.
- D. Develop a budget for your business.** As with any business you will have expenses. You need to be aware of income vs. expenses on a monthly basis.
- Deposit **all** funds collected.
 - Pay bills on time. Meet the due date for each one. Maintain an impeccable credit standing for your Mary Kay Business.
 - Traditional Mary Kay Budget: "the 60/40 split":**

- **60% is for reinvesting in your business.** Please remember that nothing—absolutely nothing comes out of your 60%! It ALL goes back into your “store”.
 - ✓ **50%** = restock your inventory (exactly what you sold) from Section 1
 - ✓ **5%** = purchase business supplies from Section 2 (samples, catalogs, etc.)
 - ✓ **5%** = this is used to pay for the PCP (Preferred Customer Program) quarterly
- **40% is your profit.** ALL expenses are paid from the 40% (including paying off your initial investment and business expenses such as office supplies, postage, meeting fees, etc.,) It’s even better in the beginning if you will pay for your meeting room fee, workshop fee, etc. out of your household money and let your 40% pay off your loan or credit card. If you will support your business in the beginning, it will support you for the rest of your life. Of course, if your Mary Kay account is the ONLY place you have to get cash for those expenses, then it will take you a little longer to pay off your loan or credit card.

Here’s an Example:

Activity: I held 5 skin care classes and sold \$400 at each, a total of \$2,000 this month.
40% = \$800 = pay back your initial investment (i.e. credit card, loan, family member or a friend).

Investment: I started with a \$3600 investment, purchased with a 0% credit card for 12 months. My monthly payment is $\$3600/12 = \300 . I make my monthly \$300 Credit Card payment and the \$500 remains in my MK checking account. In 12 months, I will have paid off my credit card, own my entire inventory, have money in the account and have a customer base.

Note: Many people even at a profit level inventory chose to pay off their initial investment sooner and this is based on your activity and personal priorities.

60% = \$1,200

50% = \$1,000 = restock your inventory (exactly what you sold) from Section 1

5% = \$50 = purchase business supplies from Section 2 (samples, catalogs, etc.)

5% = \$50 = this is used to pay for the PCP (Preferred Customer Program) quarterly

It is important to understand this in order for your business to be profitable; you must have enough product on your shelf to give your customers the service they deserve. Your Independent Sales Director will make a suggestion for an inventory to match your particular business goals. Until you are fully stocked to the level suggested by your Independent Sales Director, more than likely you will find it necessary to reinvest 100%.

- E. **Paying yourself:** With every item you sell you are making a profit. However, you don’t necessarily want to pay yourself that profit right off the bat. It all depends upon the level of inventory you have in your “store,” and IF you start with the suggested inventory that matches your Mary Kay goals.

Example:

STAR CONSULTANT INVENTORIES OR STORES:

FULL STORE = \$3600 OR \$4800 wholesale in your “store” - pay yourself a 40% profit weekly

\$3000 wholesale in your “store” - pay yourself a 30% profit weekly

\$2400 wholesale in your “store” - pay yourself a 20% profit weekly

\$1800 wholesale in your “store” - pay yourself a 10% profit weekly

NON-STAR CONSULTANT INVENTORIES OR STORES:

\$1200 wholesale in your “store” - continue to reinvest all of your sales weekly until you reach one of the above levels

\$600 wholesale in your “store” - continue to reinvest all of your sales weekly until you reach one of the above levels.