

GET YOUR YEAR IN GEAR

GET ORGANIZED: Office, Time, Money & Tax Management

A cluttered mind does nothing. So to “Get Your Year in Gear,” 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

A. 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.*

B. Create your FREE MK Email Address and Website (\$25 for first year)

C. Order your Business Kit which includes business cards, product reorder labels, nametag and a stamper (starting at \$39.99)

D. Sign up for ProPay to process customer credit cards online (we accept MC, Visa, Discover or American Express) (\$29.95 annually or 3 payments of \$9.98 each)

E. 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 \$38)**
- ✓ A 70-page, wide-ruled spiral notebook with three holes
- ✓ One large plastic zipper pouch
- ✓ 5 Pocket Dividers

Compile binder, in order, as follows:

- ✓ **YOUR BHAG MONTHLY SPIRAL (prepare on the 1st of every month):**
 - **Cover:** paste visuals of your DREAMS & BHAGs (be sure to look at every morning & night: what you think about, you bring about)
 - **Page 1:** your monthly goals including wholesale reorder goal, sharing goal & face goal; number the amount of team members you want to add
 - **Page 2:** number 1-30 to track your monthly personal Power Start
 - **Pages 3-12:** number each page 1-10 for the 10 team members you are working with this month to move up
 - **Pages 13+:** number one page for each day of the month to take notes on customer orders, phone calls, interviews, orientations, trainings, etc.
- ✓ **Zipper pouch:** Customer Profile Cards, Beauty Books/Look Books & Sales Tickets
- ✓ **Pocket #1:** “Year of a Million Dreams Create Your Roll Up” Shopping Sheets
- ✓ **Pocket #2:** “Year of a Million Dreams Survey” Sheets (have each guest complete at appointments)
- ✓ **Pocket #3:** Beauty Consultant Agreements
- ✓ **Pocket #4:** PMS Packs (popcorn, movie, survey & a business card)
- ✓ **Pocket #5:** Hostess Packets (Include Hostess Brochure, 3 sales tickets, 3 business cards, PMS Pack and a Look Book)*
www.mygirlfriendshouse.com (cello self sealing bags: 100 for \$14.50)

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

- Expenses** (by months or categories): keep ALL receipts

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- Income** (by months): customer sales tickets, deposit slips and commission statements
- Customer Profile Cards** stapled to “Year of a Million Dreams Survey” (until you’ve interviewed or followed up with sharing AND you’ve worked ALL leads or referrals. Once completed, file away.)
- Completed Customer Profile Cards** (top copy by birthday for monthly discount, bottom copy by alphabet to track purchases)

G. Optional: Pink Office (www.pinkoffice.com) starting at \$5.95 per month

- Online tool that tracks inventory, sales and customers

H. To receive the recognition you’ve earned (at Success Meeting and in newsletter), be sure to fill out your Weekly Accomplishment Sheet every week by midnight Sunday. Our sales week goes from Monday to Sunday.

- To fill out your “Weekly Accomplishment Sheet,” go to www.marykayintouch.com. Select “Weekly Accomplishments” from the “Business Tools” pull down menu and follow instructions. Then, select “Enter Weekly Accomplishments.” Be sure to list sales tax separately, as it DOES NOT count towards prizes. Don’t forget to click “submit.”

I. When it comes to earning our Million-Dollar Unit prizes (such as Princess Purse of the Month, Sparkle & Shine Jewelry, Power Start Pins, Bippity Boppity Badges, etc.), you will need to fill out an “I Won a Prize” form, which is located on our unit website at www.bravearea.com. Be sure to fill out weekly by midnight Sunday.

J. Inventory Storage Ideas

Mary Kay offers, through MKConnections, great insulated storage bags designed for our product. They are perfect for taking your product EVERYWHERE you go:

- Wheeled Cosmetic Carrier (\$119)
- Color Slip On (\$69)

II. Organize Your Time

A. To prepare for bookings (based on your BHAGs), create a “Weekly Plan Sheet” using the “highlighting method” and transfer this information to your datebook. In order to keep your priorities in order (God first, family second and career third), and most importantly, to have balance, highlight in this order:

- Purple** = Church activities
- Yellow** = Family Time
- Blue** = J-O-B or school
- Orange** = Physical activity
- Pink** = Mary Kay Training

Once you’ve put your “life” down on paper, look for the open “pockets” of time to determine your weekly Mary Kay work schedule. Mary Kay is meant to “sprinkle” into the busiest of lives. Highlight your available appointment times, based on your goals, in GREEN:

- Green** = Income Producing Activities

B. Based on your BHAGs, every night write out your “Six Most Important Things to do List,” (datebook) focusing on Income Producing Activities (IPAs). Do the thing you like the least first!

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. Get an accurate count of your Mary Kay money-making investment ASAP = your inventory

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- B. Is your inventory able to support your BHAGs? It is NEVER too late to invest in inventory! Take the Inventory Worksheet Test to determine how much inventory you need to meet your goals! (see handout)
- C. 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.
- D. 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.
- E. 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.
 - Divide 60% - 40%
 - 40% is your profit. Be aware that **all** extra expenses are paid from the 40% (including paying back your initial investment). That is why consistency is the key to your business.
 - Never** take business expenses from the 60%. If you do, you are embezzling from your business and your business will decline and most likely die!

Example: 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).

For example: 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 or my DREAM 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.

60% = \$1,200

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

5% = \$100 = purchase business supplies from Section 2 (samples, catalogs, etc.)

5% = \$100 = 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 inventory on your shelf to give your customers the service they deserve. Until you are fully stocked, more than likely you will find it necessary to reinvest 100%. The general rule is that \$3,600 wholesale on your shelf is a comfortable profit level (10 of each skin care set & approximately 3 of every color product).

For example: I started with an \$1800 investment, purchased with 0% credit card for 12 months. My monthly payment is $\$1800/12 = \150 . I make my monthly \$150 Credit Card payment. If I sold \$2,000 this month, then the remaining \$1,850 stays in my MK checking account to grow/restock my inventory, purchase any supplies and pay for the PCP program.

Optional: Ascend Financials (www.ascendfinancials.com)