

GET YOUR YEAR IN GEAR

The BRAVE Mineral Makeover

It's so important at your skin care classes that you go to give, not get. I promise that this will help you succeed. Of those women at your class think, 'What can I do to make the more attractive?' not 'How much money can I get from them?' Your customers will recognize your giving spirit and success will come to you." Mary Kay Ash

I. Packing for your Mineral Makeover

Remember that "the eye buys." If you show it, you'll sell it!

Tip #1: When at all possible, demo from FULL-SIZED products from a demo roll-up bag! FULL-SIZED products (or Section 1 Products) count toward company prizes (Section 2 Samples do not). What to put in your demo roll-up bag:

Pocket #1 (Miracle Set):

TimeWise Cleanser (normal to dry)
TimeWise Moisturizer (combination to oily)
Day/Night Solutions

Pocket #2 (Skin Supplements & Add Ons):

Indulge Soothing Eye Gel
Firming Eye Cream
Satin Lips
Microdermabrasion Set

Pocket #3 (Color):

Concealers
Highlighter 2
Eye Primer
Foundation Primer
Mineral Powder Foundations
Liquid Foundations (optional)
Ultimate Mascaras

Pocket #4 (Body Care):

Satin Hands (scented or unscented)

Optional: Demo Brush Set

Compact
Full-Sized Glosses

Tip #2: Pack mirrors ready to go! Be sure that they are "smudge free" and have tray already inserted. Pack mirrors in "zipper pouches" with disposable facial cloth, sponge tip, mascara wand, cotton round and mineral foundation demo brush/liquid foundation demo brush. Optional: create "goodie bag" with Color Card and applicators.

Tip #3: Bring small gift-wrapped hand creams OR discontinued items in a basket for customers to choose from for prizes.

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Tip #4: To make your skin care class more lively, purchase a “roll of tickets” to disperse throughout the class. Give guests tickets for: 1 ticket=questions about the product; 2 tickets=questions about the company; 3 tickets=questions about you and 10 tickets=secret 10 ticket question (“how do I get started with Mary Kay?”) You can also give tickets for referrals and the “Face Race.”

Tip #5: Bring your Organizational Binder filled with Shopping Sheets & Surveys, as well as inventory!

II. Setting up for your Mineral Makeover*

* Don’t squirt until your guests arrive!

Wands (Sponge Tip & Mascara)	
TimeWise Cleanser (Normal to Dry or Pink “Swoosh”)	TimeWise Moisturizer (Combo to Oily or Purple “Swoosh”)
Night Solution (swap with Day if appointment is during daylight)	Day Solution (swap with Night if appointment is NOT during daylight)
Indulge Soothing Eye Gel	TimeWise Firming Eye Cream
Satin Lips Mask	Satin Lips Balm/Gloss
Micro Step 1	Micro Step 2

Place facial cloth, cotton round and mineral brush to left of tray. Place “Customer Profile” and pen to right of tray.

III. Mineral Makeover Opening

Make it FUN!! They will buy b/c they like you, not necessarily the products!

1. **Before class begins, have everyone fill out the front side of their “Customer Profile Card” and then take everyone to sink for Satin Hands Treatment**
 - a. **Apply Extra Emollient Night Cream or Hand Softener:** super hydrator for dry skin
 - b. **Apply Peach Smoothie Scrub or Hand Smoothie:** cleanses and exfoliates
 - c. **Rinse and dry with paper towel**
 - d. **Apply Hand Cream:** hydrates through hand washes

2. **Once back at table, share your goals:**
 - a. **“I am so excited! Our Mary Kay team is in the running for the #1 spot in ALL of Mary Kay, and our goal is to sell a MILLION**

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DOLLARS in Mary Kay this year! My personal goal is to _____. There are 3 ways you can help us out, and I promise you'll be able to help with at least one:

- b. **We need customers!** When you fall in love with the product today, and notice I said "when," you can become one of my customers! I give great customer service! In fact, everything you try today I have in stock. And, for your shopping convenience, I accept Mastercard, Visa, Discover or American Express. If you are a student, I accept your Mom or your Dad's Mastercard, Visa, Discover or American Express. I also accept cash, check, any combination of the above, and payment plans (only if you have a STAR inventory). And, if you are married, I operate on the Husband Unawareness Program (which is a little over here, a little over there, and then you smuggle it in in pieces)!
- c. **We need to see more faces!** My Director has challenged me, as part of my training, to put our product on 30 faces in the next 30 days! Raise your hand if you know 5 people with skin (raise your hand). Great! You can ask them to join you at your follow-up appt OR you can refer them to me a little later in our appointment!
- d. **We need consultants!** In fact, Mary Kay is actively putting on more consultants right now. We can't say that we are "hiring" in Mary Kay, because you actually make the choice to start your own Mary Kay business! And now is the perfect time! Mary Kay has been America's Best-Selling Brand for more than 15 years (impressive since we out sell everything in the department and grocery stores and we're not in the department or grocery stores). And, during this recession, Mary Kay's sales are through the roof! It's been said that there are three things that are "recession proof": alcohol, tobacco and cosmetics! So, not only are we selling the #1 product, but we are also selling something that is recession proof and consumable! I'm calling Mary Kay "America's rescue package"! Mary Kay rescued me ____ months/years ago...

3. Share heartfelt "I" story (how/why you got started with Mary Kay)

4. Share goal to share marketing plan with everyone at every appointment

- a. Like I said, Mary Kay is actively putting on more consultants right now. I make it my goal to share the marketing plan with EVERYONE I see, because you never know who might need to be "rescued". As part of my training, and to get credit for seeing you with my Sales Director, I'll be going through this survey (hold up "Year of a Million Dreams Survey" sheet) at the end of the class.

IV. Mineral Makeover Body

1. Share 5 Steps for Healthy Skin:

- a. Are you ready to try America's Best-Selling Brand? Great. I'm going to take you through _____'s (your name) daily routine of looking fabulous. It begins with healthy skin. There are 5 steps scientifically proven for healthy skin:
 - a. Cleansing: takes off dirt and oil
 - b. Masking: cleans out your pores
 - c. Toning: closes your pores back up
 - d. Moisturizing: hydrates your skin
 - e. Protecting: foundation (you either wear pollution or you wear foundation)
2. First, we're going to remove our eye makeup with the #1 eye makeup remover in America...our **Oil Free Eye Makeup Remover**. It's safe for contacts and even removes the eye lash mites!
3. Next, we'll cleanse our skin with the #1 "Face Wash" in America! In recent years, Mary Kay streamlined our 5 step skincare routine into 2 easy steps. Our **TimeWise 3-in-1 Cleanser** combines the first three steps for healthy skin (cleansing, masking and toning) and puts them into one tube. And, it's anti-aging! Go ahead and apply Disposable Facial Cloths with warm wet water) the polka dotted cleanser onto your skin and work onto skin in an upward outward motion (wet . Be sure to wash your face every morning and night.

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If you go to bed at night without washing your face properly, your face ages 13 days! And, be sure to get your neck, because it ages three times faster than your face. It shows it like lines on a tree trunk. This Cleanser comes in 4 ways: Normal to Dry, Combo to Oily (lathers up), a bar of soap and disposable facial cloths.

4. Now I want to introduce you to our Mary Kay “superheroes”: our **Day & Night Solutions**. One you use in the Day, it’s called our **Day Solution**. It has SPF 25, so it protects against both the UVA & UVB rays: the ones that age you and burn you. I apply one squirt of my Day Solution onto my face and neck EVERY morning. Since it’s day time, let’s apply it now. You’ll find it just below your Cleanser. I call our **Night Solution** our “boyfriend in the bottle.” Do you see the little capsules in here? The capsules encapsulate Vitamins A, C and E. When I pump it up through the pump, it breaks open those capsules, and you get the most potent form of the vitamins on your skin. It’s like really good-looking construction worker men coming out on your face at night. They repair all of the damage from the day (stress, environmental, etc.). Let’s apply your Night Solution to one elbow. It’s just to the right of your Day Solution, and it should be applied every night to your face and neck for extra anti-aging.
5. OK. Now, back to your basics. Let’s apply your daily moisturizer, our **Age-Fighting Moisturizer**. All of our moisturizers are oil-free, so they won’t feel heavy. And for our oily customers, your moisturizer will actually “suck” oil off the oily parts of your face. Most women with oily skin avoid moisturizer because they don’t want to be oilier. But, in fact, your skin will compensate for the lack of hydration by producing excess oil. It is essential to moisturize your skin every morning and night. After all, what’s the difference between a raisin and a grape? That’s right...moisture!
6. Before we apply your fifth step for healthy skin, your foundation, let’s treat your eyes to a couple of products. How many of you are emotionally unstable? (raise your hand) Or maybe you don’t get a lot of sleep? (raise your hand) This eye product is perfect for puffy eyes caused by late nights, early mornings and tears! It’s called **Indulge Soothing Eye Gel**, and it’s like putting slices of cucumber on your eyes. I call it a “cool drink of water for your eyes.” You can even keep it in your fridge, for an extra special treat. It’s located just below your Day Solution, and we’ll apply it all the way around your eyes with your ring finger, because that finger has the lightest touch.
7. I call our next product “a Botox injection for your eyes.” It’s called **Firming Eye Cream**, and it’s perfect for instantly lightening the dark area under the eyes, as well as reducing crow’s feet. Again, we’ll apply it under the eye with our ring finger.
8. OK, now it’s time for our fifth step for healthy skin: **Mineral Powder Foundation** (use “cupcake” tins to disperse Mineral Powder Foundation and a “demo” Mineral Brush for application). You have been matched with your own perfect Mineral Powder Foundation shade. Before we apply your foundation, we are going to “prime” your face with our **NEW Foundation Primer**, which is the “secret to the stars” for a flawless makeup finish. Just like you wouldn’t think to paint your walls without priming them first, you’ll want to “prime” your face with our Foundation Primer. It is oil-free, lightweight and gives our foundation the ability to “stay put” all day! Our Mineral is unique because it is the only mineral on the market that has a completely “matte” finish. So, that means your face won’t be glowing in pictures. And, it’s transfer resistant, so your face won’t come off on people. And, it’s sweat proof! We’ll apply our mineral by dipping the brush into your tin, tapping it off, and then swirling it over the face. For more coverage, apply three layers. **OPTIONAL: NEW Liquid Foundations**.
9. Next, we’ll apply one of my favorite Mary Kay products: our **Facial Highlighting Pen**. This is another “secret to the stars.” I like to call it my “magic wand.” It’s like a concealer, but it has light reflecting pigments in it. Whereas concealer goes on UNDER foundation, Highlighter goes on OVER foundation. When I’m in between events, I’ll twist it, pat it and pat it under my eyes to make me look like I’ve had 10 extra hours of sleep You can also apply it anywhere on the face that there may be shadowing, as well as on top of blemishes.

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10. Before we move into color, I'm going to treat you to a "lip transplant" with our amazing **Satin Lips Set**. Now I have to warn you, I am not responsible for what happens to you after you try this product. Your lips will be like magnets! First, we'll apply the **Satin Lips Mask**. You'll find it just below your blue Eye Gel. We'll leave it on for about a minute, long enough for it to work its magic! While it's on your lips, I'm going to pass out our "**Year of a Million Dreams Survey**" (folded in half with just referral section showing). You'll notice that on this survey there is a section for you to list the "people you know with skin" who you might like to give the gift of pampering to. In addition to a FREE pampering session of their choice (micro or mineral), your friends will receive a \$25 gift certificate from YOU that they can redeem at their appointment. The best part of it all...you don't pay for ANY of it! The HUGEST compliment you can pay me is to refer me to your family and friends! (Optional: offer a prize or additional tickets for the first person to list "5 people with skin".)
11. Thank you so much for the referrals! Now, it's time to remove your Satin Lips Mask using your Disposable Facial Cloth. After it's removed, please apply our vitamin-enriched **Lip Balm** using your finger. It's just to the right of your Lip Mask, and it will hydrate your lips for up to 10 hours. You do not need to reapply it.
12. OK. Now it's time to play with color. I'm going to pass around some fun **Color Cards** for you to choose from. Our emphasis today was skin care. However, you are going to get to play a bit with color. Question #6 on your Profile Card will allow me to customize a makeup look just for you! We can schedule your **Custom Makeup Look** when we meet individually at the end of our appointment. In the meantime, pick some play colors as I pass the cards around.
13. Before we apply our "practice colors," let's apply some **Eye Primer** to each eye (squirt on a finger). Like the Foundation Primer, the Eye Primer gives your eye color allows the eye colors to go on smoother and it gives longevity to your eye makeup—even preventing creasing!
14. **OPTIONAL: FACE RACE** (when you have a class of 3 or more. Otherwise, instruct your customers individually on makeup application based on the "paint by numbers" technique. Allow the Hostess to use her own demo brush set for application). OK. Let's play a game called "**The Face Race**." Everyone look at your Color Cards. We are going to race against each other as we apply our makeup using the "Classic" application technique. It's like "paint by numbers" (explain application of eyes). Go ahead and tear off the clear protective sleeve over the eye colors, cheek color and lip color. The first person to apply all three shadows (using your sponge tip applicator), your cheek color (using the mineral brush) and your lip color will earn a fabulous prize (or extra tickets)! On your mark, get set....paint!
15. Lastly, I'm going to come around and give each of you some of our amazing, non-clumping **Ultimate Mascara** on your demo wand. In addition, I'll roll out a **Lip Gloss** onto your tray. Use your pinkie to apply the gloss over your lip color.
16. Now, it's time for our "grand finale"—our **Microdermabrasion Set**. I call it the "magic eraser for your whole body." Because you want your skin to be really wet, I use mine in the shower. Please use your wet Disposable Facial Cloth to squeeze out a little bit of water on the back of one of your hands. Next, scoop up our **Microdermabrasion Refining Step** (the last square on the left) and begin working it over your hand in a circular motion until I tell you to stop. Microdermabrasion removes 16 layers of dead skin cells all at once, instantly removing fine lines and wrinkles, scars, breakouts and even cellulite (60-80% reduction). You can only use it twice a week; and you need to allow 2 days in between each treatment for the skin to regrow. Go ahead and wipe off the scrub. Now, hold your hands side by side and see if you see a visual difference between the two (one will look much lighter than the other and less criss-crossing of lines). Feel the difference between the two.
17. Lastly, apply our second step, the **Replenishing Step**, over where you scrubbed the Micro. This drenches your brand new skin in vitamins and tea leaf extracts.

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18. Optional: compliment time (have each guest share their favorite thing about each other's look, and each guest say what they like best about their own look).

V. Mineral Makeover Closing

Table Close

1. *Pass out "Year of a Million Dreams" Shopping Sheets.*
2. OK. It's shopping time! I'm passing out a sheet that has the "specials" that we offer to our first-time customers. I'm a visual person, so I'm going to go through each set individually to recap what you tried today.
3. *Show the actual products in each set.*
4. It's time to create a "wish list" for yourself. I want you to circle your four favorite sets (minimum)—four sets that if you got them you would actually use them on a regular basis.
5. The reason I had you circle your four favorite sets is because that is THE BEST way to get your Mary Kay! It's our best-seller! We call it the **"travel roll up bag"** (hold up bag). I LOVE this bag! It's proven to save marriages and roommate situations, because it cleans off the counter tops and cleans out the drawers so you can co-exist. And, when I am going to the gym, I can just rip off the pocket I need and throw it into my gym bag (rip off top pocket). And, when I need to make a fast getaway, all I do is roll up the bag and it velcros shut. This bag, empty, is a \$30 value. But, it's yours for FREE when you purchase any 4 sets on the sheet, and you get it all for just 199. That's about a \$100 savings with your Mary Kay! We also offer a 7 set and a 9 set option. The more you buy, the more you save.
6. Offer payment options: cash, check, credit cards or payment plans (IF you have a STAR inventory). They can also buy set by set or "a la carte."
7. Thank hostess & guests for being there.
8. "Lastly, in order for me to get credit for "your face," I need for you to fill out the remainder of our Survey. Please flip your **"Year of a Million Dreams Survey"** over. Really quickly, I want you to fill out your contact info at the top, and please answer questions 1-4. Great. Now, remember when I said at the beginning of the appointment that I make it my goal to share the marketing plan with every new customer I see? I want to quickly explain our Marketing Plan to you, just in case YOU need to be "rescued." Take a look at #5 on your sheet. Do me a favor and mark any that appeal to you (touch on main points, you don't have to share word for word)."
9. **"Number 1 – THE MONEY** – Can you believe that there are more women earning in excess of \$100,000 a year in Mary Kay than any other company in the U.S.??? We boast the highest paid women in America, according to Wall Street Journal. We buy are products for a dollar, and we sell them for two. On average, Consultants earn \$25 to \$75 per hour. We also make money by sharing this opportunity with others. Mary Kay is a dual-marketing company, and not a pyramid company. That means we all make the same on our product (50%). Commissions are paid directly out of the company profits on a monthly basis."

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“Number 2 – THE TAX BREAKS— Because you have a home-based business, you can write off a portion of your mortgage, rent, utilities, mileage...even beauty-related improvements (such as nails and hair) are tax deductions. When I travel, I always pack samples...so I can write off my vacations. You can even write off *Glamour Magazine* subscriptions. Prior to this year, my director’s highest annual income was just over \$180,000. She only paid \$2,000 in taxes thanks to tax deductions. When most Americans are working a third of the year for FREE, I am able to keep my income!”

“Number 3—TOTAL JOB SECURITY— This is HUGE in today’s economy! Because Mary Kay is a totally debt-free, multi-billion dollar company, our consultants don’t live in fear of our company suddenly declaring bankruptcy. We have total job security! No one can hire or fire us in Mary Kay. Did you know that 50% of ALL Americans now have a home-based business for a Plan “B.” Do you have a plan “B”?”

“Number 4—THE CAREER CAR – You probably know about the Pink Cadillacs, or trophy on wheels, but did you know that Mary Kay awards 5 cars—a Chevy Malibu, a Chevy Equinox, a Toyota Camry, and two versions of our famous Pink Cadillac--the CTS and DTS. They pay the car note and most of the insurance, and if we don’t want to take the car, we can take cash.

“Number 5—ADVANCEMENT AT YOUR OWN PACE— One of the greatest aspects of this marketing plan is that there is NO GLASS CEILING. You can earn as much money as you choose to work for and move up the career ladder as fast as you choose by doing the work it takes to move into each position. There are NO POLITICS in Mary Kay – every one who “does it”, “gets it”. You can remain a consultant or climb as high as National Sales Director. Your choice, your time frame!”

“Number 6—FAMILY SECURITY PLAN—Our retirement package in Mary Kay is unmatched. My National in Mary Kay retired having earned \$6 million in her Mary Kay career, and for the next 15 years, she will be paid in excess of \$30,000 a month. If she were to pass away, this retirement goes directly to her family for 15 years. And the best part of all, she doesn’t have to contribute ONE DIME!!!”

“Number 7—PRIZES AND RECOGNITION – Mary Kay always said, “A woman will work harder for praise and recognition than for money”. I make a joke that if you breathe you get a prize. We award weekly, quarterly and annual prizes. These include beautiful things for the home, fabulous jewelry (like my director’s 3 carat diamond ring), luxury trips all over the world and cars. It’s not like getting a turkey for Christmas. We get diamonds!!! AND...It’s like Christmas at my house all year long!”

“Number 8 – FLEXIBILITY—We have no quotas (so you won’t be asked to sell a certain amount) and we have no territories (so you can move anywhere in the U.S. with your business, and you rarely lose the business you worked to gain). I love our priority system: we put God first, family second and career third verses career first, career second and career third.

“Number 9—PERSONAL GROWTH- Mary Kay is the BEST self-improvement course that you get paid to take. My director was painfully shy when she began her business (she couldn’t even call and order pizza over the phone). She is so excited about the woman she’s become through Mary Kay (and she knows she’s a better example to her children). You will learn how to step out of your comfort zone, one step at a time. And for those of you in college, this is AMAZING on your resume! Because Mary Kay’s marketing plan is the #1 marketing plan studied by Harvard Business School, companies know the skills that you have learned through this solid opportunity.”

“Number 10-- FUN, FRIENDS AND FAMILY— When I worked in corporate America, everyone was broke and tired and miserable. By the time I left work, I was broke and tired and miserable. Not only that, but everyone would talk about everyone. Mary Kay is different. We work with the Golden Rule in mind. I love the positivity of our company!

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“Number 11—FULFILLMENT OF HELPING OTHERS—All that you pour into the lives of others will come back to you! As a Mary Kay consultant, you have the opportunity to, not only change the way someone looks and feels through teaching them proper skincare and makeup techniques, but you have the opportunity to literally change a life! We’ve seen college students earn a career car in 12 weeks after starting their business, graduating from college debt free without ANY student loans. We’ve rescued overworked, underpaid corporate women, bringing them home to their families with the complete freedom to determine their future. We’ve helped young families on food stamps earn a career car! Nothing is more fulfilling than helping others succeed! That is what we call “the paycheck of the heart.” Is your J-O-B fulfilling you?”

“LASTLY, NUMBER 12—THE ABILITY TO DREAM—We will never tell you that you can’t do something. In fact, our mascot is the bumble bee, because scientifically proven, it shouldn’t be able to fly with the size of its body compared to its wings. But it flies anyway, because no one ever told the bee that it couldn’t. The sky truly is the limit in our company!

“Just in case you are curious, it’s just \$100, plus taxes and shipping, to start a Mary Kay business! All you have to do is fill this out (hold up **Independent Beauty Consultant Agreement** and pass to everyone). The \$100 orders your demo kit, which is valued at over \$600, and includes more than \$300 in FULL SIZE retail product. And, our Mary Kay opportunity is practically risk-free! We offer a 90% buy-back guarantee!”

“And, I have some EXCITING NEWS for you! Just in case you need to be “rescued,” we’re offering a special signing bonus for the month of _____. You can get _____, just for getting started!”

“So, back to your “Survey” sheet, mark your interest level in getting started (have each person mark on sheet)?”

10. OK. Now it’s time for me to meet with each of you individually. While I’m doing this, _____ is going to serve the refreshments. _____, I’m going to start with you. Grab your Customer Profile Card, Sets Sheet, Survey and purse and come with me (pick most enthusiastic person first).

Individual Close (go through Survey questions with guest to get her booked for her follow-up & to potentially add a team member).

1. “Did you have a good time tonight?” (nod your head)
2. “I really like how your foundation looks.” (sincere compliment)
3. “I noticed that, if money were no object, you’d like to take home 4 sets today (point to sets on her shopping sheet that she chose). How do you want to take care of this today (MC, Visa, Discover, AMEX, cash, check or “creative financing”)?”
4. “Great. OK, _____, I need to see you within the next 2 weeks for your ‘check up from the neck up’ or follow-up appointment, which includes your Custom Makeup Look– which day is better for you?” Set up date & give them hostess packet.
5. Refer to “Year of a Million Dreams” Survey.” _____, I couldn’t help but notice that you interested in receiving more info about selling. What concerns could I address to get you to make a decision tonight?” (If comfortable, address concerns). Otherwise, send her with a PMS pack & book her for a follow-up “conversation” with Traci and you (either over the phone or face-to-face for coffee) within 24 hours.”

After you leave appointment, text Traci on your guests interest level and when you plan to follow up! Remember, if you consistently share with at least 5 people weekly, you will recruit 5 people per month. If you consistently share with at least 10 people weekly, you will recruit 10 people per month. The #s always work!