

Simplifying your MK Flipchart

The following pages may make your flipchart flow a little better and address a couple of changes to the Skin Care Class DVD.

Change #1 - you may decide that you want to do Satin Hands during the middle of your skin care class instead of at the beginning. This way you are able to do a "hand test" that really encourages the sale of the Timewise Basic Skin Care.

Change #2 - you may decide to NOT pass out the Beauty Book until after the skin care class. We have found that if you do pass out the book.. many women will only pay attention to the book versus having fun, learning and listening to you 😊

Simply take a glue stick and attach the following thirteen pages right into your flipchart.

Holding Skin Care Classes is where it's at!! Be sure to focus on:
FUN, FUN, FUN!! AND FAST! FAST! FAST!

Keep up with the fastest people...encourage the slower ones along
If people are late...just do a quick catch up with them

Your #1 goal at a skin care class is **BOOKINGS!** Be sure to talk about a
follow facial often during your presentation and
MEMORIZE the "Booking from a Booking" script!

YOU GO GIRL!!!

Page 1: (Introduction)

*Give hostess her gift (with a bow on it!) Let everyone know they can receive the same gift when they have friends join them at their follow up facial appointment within the next 2 weeks.

We also have great hostess incentives where you can get a lot of free Mary Kay products. We'll talk about what kind of party you'd like to have when we meet one on one later.

*"In Mary Kay we take a teaching approach and that is why you have a mirror and tray in front of you. How many of you have ever got your hair cut and styled and the next day you cannot figure out how they did it? We don't want that to happen to you so we involve you in the process. Tomorrow you will be able to duplicate what you learn today, isn't that great!?"

*"You all have a Skin Care Profile Card. Please flip it over. Do you see all the "pink area"? That is for you to take notes on during our class today. Write down any products that you want (even if you want to make it a "wish list" item) and any questions that you have. At the end of our party I will meet one on one with you and answer any questions that you have and help you with any products that you want or want to know more about."

This is a picture of Mary Kay Ash. How many of you have seen a picture of her before? She was an amazing woman! She started Mary Kay Cosmetics in 1963 with only 9 other women and her entire life savings of only \$5,000. She created wonderful company philosophies:

God First, Family Second, Career Third

The Golden Rule

The Go Give Spirit

The bankers told her that she was being too generous with her people and that her business plan would never work.....and do you know... Mary Kay Ash has since been recognized as the greatest female entrepreneur in American History!

Page 3: (The Company)

*Today Mary Kay is one of the largest cosmetic companies in the world.

*We have the prestigious honor of being the number 1 best selling brand of skin care and color cosmetics for many years in a row now. Yes #1. I know you are excited to try this amazing product. But first, a little more about the company.

*Our headquarters are in Dallas Texas.

*Mary Kay has grown to be in more than 30 countries around the world!

*We support two wonderful causes through our Mary Kay Ash Charitable Foundation.....cancers affecting women and the fight against domestic violence.

CAREER STORY (glue this sideways into flipchart – page 4)

1. (Opening): If you would have met me.....time ago and told me I'd be selling Mary Kay, I would have said no way.

A. I didn't have time-----

B. I Also didn't feel like I was the Mary Kay type. I had never had any formal training in Make Up or Skin care. How could I possibly teach it to others,etc

2. (How you got started at the Mary Kay meeting/class/brunch)

A. I heard some really great facts about MK>

1. Mary Kay has been on the list of the best 100 companies to work for
2. Mary Kay has been on the list of the top 10 best companies for women to work for
3. There are women making 10,000, 20,000, 30,000 even more than \$40,000 per MONTH

B. I also heard about this amazing Starter Kit which is only \$100, and for that \$100 I would get over \$450 worth of great MK items, including: 2 full size sets of TIMEWISE, 1 full size set of Day and Night Solution, 11 full size foundations, an Oil Free Eye Make Up Remover, Ultimate Mascara, mini satin hands and pre designed make up looks and color samples. Also in a starter kit is everything that you need to go into business like: mirrors, trays, applicators, catalogs, receipts, color look cards with pre-designed make-up looks—eyes, cheeks and lips, even training –dvs and workbooks --you even get a date book.

I also saw the money that people were making and the fun they were having.

3. (But, we can still be nervous)

Fears: **a.--talking in front of people** (we have this great flipchart that we just read and color cards put together for us)

b.—quotas (there are no quotas – we go at our own pace)

c.--where would I find my customers ...well this is how it works....

People let you practice on their face. They know that if they have a couple friends join them that they get free product so it is easy to get a group together. **And then people from that group book and so on and so on...**that is how we develop our business---it's simple and fun.

d. I was not very excited about the idea of selling something, but I found that everyone loves to have a free facial and makeover and that when they tried MK, it changed their skin the very first time they tried it and they wanted it. **The product truly sells itself.** Also...everyone has a need for our product to it is easy to grow your business. (everyone has skin ☺)

4. (Things to love about MK) Because of the great value of the starter kit and the opportunity to do what I chose to do with my business at any level..... I decided to give Mary Kay a try.

We make ½ of what we sell and we make it immediately.

How many of you would love to have money calling you on your answering machine? Well-- this product is also consumable, so I have a very bright future in **re-orders/money.** I have room to **advance at my own pace** and **I decide when to promote myself.** I am **my own boss,** I am earning a **free car,** and MK will allow me to stay home and **raise my own children.** I am so glad that I finally listened.

5. (Close) If you want any more information---even how you can get a starter kit and be able to get your products at cost and make some extra money – or if you are thinking you'd really like a change, I would love to give you more information at the end when we meet one on one today.

Now I want to introduce you to our products.

*I am so proud to tell you that Mary Kay Cosmetics invests over a million dollars a year to test our products for quality, safety and effectiveness.

*Over 300,000 tests are performed each year so ensure that we bring you the best of the best. There are no tests conducted on animals!

*We also have a 100% satisfaction guarantee for you. How many of you have purchased cosmetics and/or skin care items only to find that they weren't the right color or formula for you? Well, with Mary Kay you will love the "try before you buy service" and you will rest easy knowing that if anything is not perfect for you, you simply let me know and the company takes care of it with me!

Page 6: (Your Skin)

Here you see a picture of your skin.

*I could get very detailed with you about the epidermis and the dermis but what I think you really want to know is that your skin is constantly regenerating itself and our product will work with that process to make your skin look and feel healthy and vibrant!

*What we will be doing over the next 30 minutes will take you only about 3 minutes in the morning and 2 minutes in the evening.

*You'll see results in 3 days and even more results in 3 weeks and continue to see even more results in 3 months. I know you will feel a difference in your skin TODAY!

Page 7: (Introduction to TimeWise Basic)

There are 5 steps to having the best skin you can possibly have:

1. Cleanse
2. Exfoliate
3. Freshen or tone
4. Moisturize
5. Protect

Mary Kay knows that not every woman does all of these steps each day so they re-designed their skin care line to enrich the lives of busy women, but not compromise on the steps we need for great skin. Our new skin care line is called TIMEWISE!

When you hear the word "Timewise" think of two things:

- 1) It is patented...you cannot get our formulas anywhere else!
- 2) It is AGE-FIGHTING which is great for ALL AGES!

(for young girls: start young for mature women: it is never to late to start) 😊

Page 8: (Cleanser)

Put on your headbands (optional)

We have two different formulas of our Timewise Cleanser that we are trying today.

- 1) Normal to Dry (white and creamy)
- 2) Combination to Oily (clear) - mix with a little water when using

This cleanser also available in a cleansing bar.

Apply in an upward outward motion. Down on the nose.

Use on forehead, cheeks, chin and nose (do not apply around the eyes).

Do you feel the little beads? There are two different colors.

*One exfoliates

*The other one has fresh vitamins and botanicals for the skin.

Remove with warm washcloth.

You have just completed 3 out of the 5 steps of Skin Care! You have cleansed, exfoliated, and freshened --- all at one time! Who's excited?

(IF YOU PLAN TO DO COLOR ON THE EYES AT YOUR CLASS)

If someone has on heavy eye shadow have them remove ONLY the shadow with a drop of their cleanser, letting them know that normally they would use our eyemake up remover)

Page 9 (Day and Night and optional Microdermabrasion)

Before we go to our next step, I want to introduce you to an amazing product that we won't put on today but it is one that you can use in addition to your basic skin care. It is called **Day and Night Solution**. This product will add 7 additional benefits to the original five that I already described to you. These benefits are:

Smoothing, Firming, Softening,
Reducing Lines and Wrinkles Dramatically (56% reduction in 8 weeks),
Energizing, Rebuilding and Delivering a Flawless Finish

You simply apply the Day Solution in the morning after cleansing.

Apply the Night Solution in the evening after cleansing.

The Timewise Basic Skin Care is my FAVORITE product in Mary Kay!

The Day and Night Solution is my SECOND FAVORITE!

When you add the Day and Night Solution to your Timewise Basic Skin Care you now have our famous **MIRACLE SET!!!**

Optional: Have your class try **Microdermabrasion**

Apply to damp skin. Explain: This is a product that you use only 2 times per week. Leave 2 days in between treatments. If you have any redness or irritations on your face, be very gentle in that area.

You are using *alumina oxide crystals* (just like the dermatologists use). We have a second step that no one else has called "Replenish" that is full of nutrients. Your skin will now be more receptive to all the good skin care that you use! Use Microdermabrasion regularly!

Page 10 (Timewise Moisturizer)

Now lets get back to our Basic Skin Care.

After we Cleanse with the 3 in 1 Cleanser, our next step is our Age-Fighting Moisturizer.

Simply apply to all areas except the eye area and leave it on.

A side note to those of you that tend to be oily or blemish prone....you are using our TimeWise Moisturizer designed with you in mind. You do still need to moisturize as it is the #1 way to keep your skin young over time. You just need to be sure that you are using an oil-free moisturizer.

Remember: this moisturizer is also AGE FIGHTING! It has powerful anti-oxidants that guard against the free radicals that age us!

Page 11 (Foundation)

For our final step of skin care...

A lot of women don't wear foundation but those that don't wear it will age faster than those that do wear it! The reason why is that it is a protectant of your skin. The top agers of your skin are: Weather and Pollution. How many of you wear glasses? Well you know that if you clean your glasses in the morning, by night time you need to do it again. All of that that is hitting your glasses is pollution....and if it is hitting there...it is also hitting your face. If that is one of the top 2 agers, are you excited about that ?? NO!

Foundation will protect you!

Today we will all be trying our *Medium Coverage Foundation* which is our most popular formula. 90% of people prefer this formula. We have many other formulas so we can discuss what is perfect for you during our one on one.

---You can also mention our new *Mineral Powder Foundation*

Let's review: Here is our Timewise Basic Skin Care set.
3 In 1 Cleanser, Age Fighting Moisturizer and Foundation:

*For all 3 pieces it is only \$54! And if you get it at the party today you will get it for only \$49! What a great price! Some women pay that for 1 moisturizer!

*It is so quick and easy to use. Only 3 minutes in the morning and 2 minutes at night. It even comes with directions.

*How many of you brush your teeth? Wouldn't you agree that that is basic oral hygiene? Well this is BASIC SKIN CARE! If you do nothing else.. this is a MUST!

*We suggest you get it as a set the first time you get it. It is formulated to work together.

DO HAND TEST! Have them put cleanser, moisturizer and foundation on the back of one hand. On the hand, just foundation.

Ask these two questions: 1) Can you see the difference between taking care of your skin and not taking care of your skin?

2) Do you see why we wouldn't want to break up the set? You wouldn't be happy!

Page 13 (customized skin care & the travel bag)

Travel Bag:

Pocket 1: Show your Timewise Basic Skin Care along with the Day and Night Solution in the top pocket. Remind them that adding the Day and Night Solution to the basic = Miracle Set. Normally \$104 - but today it is only \$99.

Pocket 2 : explain each item.

The next 3 items are our 3rd favorites! 😊

- 1) Intense Moisturizer (or Oil Free Hydrating Gel)... If keeping your skin moisturized is the #1 way to keep it young, why not use this to get a power boost of moisturization when you go to bed!? You will wake up and want to pet your skin!
- 2) Firming Eye Cream - This product is a **MUST** for everyone! It is preventative, meaning it will help to prevent future aging in the eye area and it is also corrective, meaning it will also help to firm, tone and tighten right now!
- 3) Microdermabrasion - this product is wonderful! (see page 9 for details)

Pocket 3: is color - explain that you will be doing that next

Pocket 4: - show and explain satin lips (let them apply if you want) and then do **Satin Hands**. Apply their hand cream when they are back at the table.

Finish with color

Group close

Individual close

Travel Bag and Group Table Presentation:

Open Product!!

You can put whatever sets you want to display in your Travel Bag.

This is one way to do it (using our most popular items)

Pocket 1: Timewise Plus Day and Night (Miracle Set)

Pocket 2: Microdermabrasion, TimeWise Firming Eye Cream and Intense Moisturizer

Pocket 3: Color 101 Look (Custom Compact, 3 Eye Shadows, Blush, Lipstick, Sponge Tip Appl., Cheek Brush, Lip Gloss, Lip Liner, Eye Liner and Mascara) and Oil Free Eye Make Up Remover

Pocket 4: Satin Hands and Satin Lips

The above retails for \$392.50 ----You could offer it for \$349 plus a free travel bag (Almost a \$100 value to the customer)

You could call it the **VIP COLLECTION**

(you can cut this out and tape it only on the top edge over the words on the TABLE CLOSE page)

Group Table Close:

“I know that you all are excited about products and want to know different ways you can get them so I will explain that now. As I go along, write down any questions you have or any products that you want to get and then we will meet one on one like I promised:”

Travel Bag Presentation: (page)

Explain the features and benefits of the bag itself:

**you can hang it up (keeps bathroom nice; keeps your products in one place; can help keep children out of your items)*

**encompasses a brand new set of products customized exclusively for you—and you choose what you want to put in your very own travel bag collection*

**you can take just one pocket with you*

**it rolls up for travel*

**when you select 5 sets from the flyer or purchase \$249 or more today , you receive your very own travel bag for FREE!!*

“In my Travel Bag you will see some of our most popular items and many of them are in the sets that you see pictured in the mini flyer (hand out beauty book and flyer).... But before you look at everything, let’s talk about the 3 most important sets.... Pictured here on my flipchart are the 3 most important sets... let’s go over them (read page 17). <You could explain your Travel Bag as the “VIP COLLECTION”. You could offer anyone purchasing 5 sets or \$250 in product gets a Travel Bag free.>

“Circle your favorite sets and fill out the back of the profile card. (have them help you clean up – leave the mirrors there) I’ll meet one on one with you now. Is there anyone that needs to leave right away.” (Have the hostess serve snacks. Take the hostess for the one-on-one last)

Individual Consultation: Have your datebook, hostess packets, travel bag, receipt, catalogs and calculator with you. Put your receipts and datebook on your lap.

Also, good body language is to be very humble during the individual close – try to have your eye level slightly lower than hers if possible – smile and be “up” but not loud or overbearing.

So Jill, do you have any questions that come to mind or that you have written down?

Did you have fun today?

You sure look great.

(Mention that you have all the products available to take home today)

Use any of these: Jill, what can't you live without? Or So, what do you just have to have? --- or

Which set would you like to get started with? ---or **Would you like The VIP Collection or would you like to create 5 sets and get the TRAVEL BAG for FREE or THE ULTIMATE MIRACLE collection or the MIRACLE SET? ---**

After you say one of the above sentences, it is so important that you be quiet. Do not let the silence bother you. She is just thinking. If you start talking, you defeat the close.

List the items that she says on her receipt. Be sure to remind her of each item in the travel bag (she may forget something that she really wanted.) Example: “Jill, I remember that you really liked the Satin Hands, should we add that to your order?” And “What about getting started on TW Firming Eye Cream”—do you need any?”

If she is interested in many products, but seems hesitant, I like to say “if money were no object, what would you want to take home today?” (perhaps you would like to offer her payments -- I always have them write the checks now—post-dated for the future. Taking payments is your business option, and you must have product on hand to be able to do this).

Then exchange the money. “How would you like to pay for this today?”

Now you are ready to get a booking:

Script: “Now let's talk about your follow up facial and a personal color makeover ---- let's pick a time that is good for us now (or confirm what she has already chosen. (Is a week-end or a week-night better for you?) After scheduling/confirming---“it is just as easy for me to do 4 or 5 facials as it is to do 1 and that would make you eligible to receive free products, so is there any reason why you couldn't invite some friends over for your follow-up facial on _____?”

Expect a “NO” and be prepared with the following script: “That's Ok, you don't have to, however, let me just explain what it means to be a Mary Kay hostess, just so you know:

1. No cooking or cleaning 2. You only need 2 + you 3. You get free products 4. You'd really be helping out “your hostess”---she gets credit for each booking.

Still no bookings? Go to the hostess and enlist her help. ***Final effort:*** Say to everyone: “You've all been talking about doing a second look, we just need a hostess, so who is it going to be?”



Preselected Mary Kay Color Cosmetic Choices

	Ivory Skin	Beige Skin	Bronze Skin
(eyes)			
COOL WASH	Sheer Pink Rose Mist	Sugar plum Rose Mist or Sheer Pink	Same as Beige
COOL CONTOUR	Sugar Plum	Currant Craze Fig Virtual Violet Cranberry Ice	Cranberry ice Fig Currant Craze Cranberry Ice
COOL ACCENT	ALL SKIN TONES: Fig (dark) , Lagoon (dark)		
NEUTRAL WASH	Spun silk White sand Crystalline Moonstone	Spun silk White sand Moonstone	Spun silk Hazelnut Moonstone
NEUTRAL CONTOUR	Hazelnut Whipped Cocoa Java	Hazelnut Double Espresso Java	Onyx Jungle (dark) Double Espresso (dark)
NEUTRAL ACCENT	FOR ALL: Neutrals: Double Espresso (dark), Onyx, Storm		
WARM WASH	Tooti Fruit (orange) Bamboo Copper Beach	Tropical Sun Copper Beach Goldenrod	Copper Beach Tropical Sun Goldenrod
WARM CONTOUR	Safari Sunset Gold Leaf Lucky Penny Goldenrod	Vintage Gold Gold Leaf Safari Sunset	Vintage Gold Cinnabar (any in beige category)
WARM ACCENT	FOR ALL: Neutrals: Rainforest, Storm, Onyx		
Cool Blush	Pink Flamingo Pink Meringue	Pink Sapphire Orchid	Plum Dazzle Orchid
Neutral Blush	Sunny Spice Mocha Blush	Mocha Blush Desert Bloom Sunny Spice	Desert Bloom Bronze Sands
Warm Blush	Apricot Breeze Island Spice	Sunny Spice Santa Fe Sun	Gold Canyon Santa Fe Sun

	<i>Ivory Skin</i>	<i>Beige Skin</i>	<i>Bronze Skin</i>
COOL LIPS	Dusty Rose Pink Shimmer Paradise Pink Whipped Berries Pink Satin Frosted Rose	Apple Berry Berry Kiss Pink Melon Whipped Berries Hibiscus Pink Satin	Rich Fig Black Cherry Hibiscus Apple Berry Pink Melon
NEUTRAL LIPS	Apricot Glaze Shell Toffee Mocha Freeze Sheer Blush Tanned	Apricot Glaze Toffee Downtown Brown Amber Suede Raisenberry Nutmeg	Red Amber Suede Downtown Brown Rich Cocoa Nutmeg
WARM LIPS	Sunset Sweet Nectar Sunburst Amber Glow	Sunset Sunburst Gingerbread Golden	Gingerbread Bronzed Gingerbread

Some Do's and Don'ts

- Do:**
- ~ Be Flexible and Creative. Example: You can use a color listed under beige for an ivory --- it will just be more intense
 - ~ Make up pre-designed looks on 3x5 cards --- it makes things so easy!
 - ~ Use the third eye color (accent color) to line the eyes with
 - ~ Use neutral Colors mixed with warm or cools on some of your 3x5 cards. Remember: you can mix neutral with everything.
 - ~ Offer an advanced glamour class where you will teach with eye and lip liner pencils and concealers and highlighters.

You will increase your bookings!!

- ~ Start a portfolio of Before and After Pictures
 - ~ You can offer a Before and After Picture Model class and build your portfolio of different cosmetic looks ----
- More Bookings!!!!**

- Don't's:**
- ~ Have your customers choose their own colors. It frustrates them & takes away your credibility. It makes the SCC way too long.
 - ~ Use Cranberry ice or red toned eye shadow as a liner. It makes the person's eyes look red.
 - ~ Apply any colors to their face yourself. This is a teaching experience for them, and they will not learn to do it if they don't apply it themselves
 - ~ Use dark blues or greens as a contour color. In most cases it is way too dramatic and difficult to blend. They work great as an accent color.