Business KICK OFF PARTY Checklist

Checklist to ensure you have a successful Kick off Party of your Brand new Mary Kay business!

____ Schedule your business kick off within your first 2-3 week of business. However, if this is not possible, then scheduling a business debut later is better than not scheduling one at all. You will also want to plan to have your inventory in stock before your business debut.

____ Hold your business kick off in your home, preferably, because it is a warmer, friendlier, environment. Church fellowship halls, civic halls, apartment club houses or a friend’s home will be fine, but your place preferably. Delegate the task of cleaning your home so your time may be spent on the telephone with your prospective guests and customers.

____ Invite all the people on your “Contact List”. Push Yourself, Invite everyone you can think of….Try not to prejudge and decide if she would come or not, just invite. Shoot for 75 people. (You can expect 15-20 with proper follow-up)

____ Mail out invites to all 75 People. Sending postcards alone will not be effective. After you have mailed your invitations, plan to call each guest personally and invite them 24-48 after you have mailed the invites, not a day or two before your event. (Check with your director about obtaining business debut invitations.) (Also, put a picture of you or you and your family on the kick off party invite)

____ Call each guest on your “Contact List”. Keep in mind that your friends and family are not coming to hear your director or recruiter, they are coming to help you! Your attendance will be in direct proportion to the number of guests that you personally speak with 24 hours prior to the event. Remember, if they cannot come to your business debut, you’ll want to either schedule an appointment with them and/or invite them to the next unit event.

Checklist for the day of the event:

____ Provide simple refreshments. You’ll want to delegate the hosting/serving to someone special in your family or a close friend so you may be focused on helping your guest to schedule appointments and learn more about your Mary Kay business!

____ Mark your datebook with everything that you have going on in your life. Then mark all times and dates you have dedicated to your Mary Kay business. Put a star beside your power start week.

____ Have the following supplies and resources available:

- someone to be in charge of the food
- someone to be in charge of picture taking
- cotton balls
- wash cloths, hot and damp (not soaking) ready in a zip log bag
- starter kit
- pens and profile cards on hand for each guest to complete as they arrive.
- a money bag with $20 in change (1-$5, 10-$1, and $5 in coins)
- Look Books stamped with contact information.
- Set Sheet Printed (20)
- sales tickets
- calculator
- Poster Boards with the word Power Start at the top & Double Power Start at the top on the other side, then list #30-1 and 60-31 respectively.
- 4-5 gifts ready for give away. You can give away a nail color, eye shadow, etc. (small priced items and/or section 2 items.) Or cute nail supplies from the dollar tree. Have them in cute small bags with tissue.
____ Your recruiter/director will arrive ½ hour before the program to help set up the entire product display in the living room. You will need a big table for displaying products and plenty of seating. Arrange the seating in a semi-circle in front of the table if possible.

____ Relax and have fun with your guests. Your focus should be scheduling your 10-20 skin care classes for your power start, scheduling appts to share about Marykay. Let your recruiter/director share with you how to fill orders.

____ Have enough *Hostess packets & Team Building Packets prepared (10-20) to give each guest at your debut.

____ Decorate a pretty poster board with 60 lines to book your Double Power Start at the debut.

*Hostess packet should include: (all found under resources on the www.michellemwilliams.com)

It's Girl Time Hostess Flyer
A Piece of Recruiting Literature from your Starter Kit or New Consultant Training
Look Book
Order Form
Business Card
Girls’ Night Out Flyer

WHAT YOU CAN EXPECT DURING THE KICK OFF PARTY:

• Fun and exciting time in a show and tell type of format. No one will actually receive a makeover that day because you will offer facials at their skin care class.
• All the guests will introduce themselves, tell how long they have known you and their relationship to you, a bit about their family, work, hobbies, and what their experience with Mary Kay has been, if any.
• Your Director or Recruiter will explain the purpose of the event: You will be affirmed in your business by your guests. Your goals will be shared and your guests will know that you will be asking them to help you by having a complimentary facial or class.
• The recruiter/director will share their “I” story and their relationship with you.
• Mary Kay Cosmetics will be introduced as the #1 selling brand of Skin Care and Color Cosmetics in the Nation!
• At the close guests will have an opportunity to earn chances for door prizes by making a purchase, scheduling a facial (and or class) and get entered in the $1,000 Contest.

Each guest will receive a Satin Hands Treatment
During the show and tell of the products. To the right are directions so you can become familiar with the steps.

SATIN HANDS
1. Squeeze an ample amount of Mary Kay Extra Emollient Night Cream into palm of hands. Massage cream into hands, between fingers, remembering the tops and palms of hands, too.
2. Pump one pump of the Satin Smoothie into the palm of hand over night cream. Massage Satin Smoothie into hands, same as night cream.
3. Remove by rinsing hands thoroughly under warm running water and dry hands completely.
4. Squeeze an ample amount of Mary Kay Hand Cream into palm of hand. Massage hand cream into hands, same as above.

NOW YOU HAVE SATIN HANDS!