

# New Consultant Checklist

enjoy the journey



This is just the beginning of something beautiful!

You're ready to start making your dreams come true. And you may be feeling just a bit overwhelmed. That's completely normal, but remember you are not alone. You are surrounded by Independent Beauty Consultants with experience and knowledge who want to support you and cheer you on. It's about sharing with you, growing with you and celebrating with you as you achieve milestones, both big and small! Delight in the journey and make women feel beautiful, confident and connected.

Because starting a new thing can be stressful at times, here's a checklist (and a few other helpful tips coming from my experience as a consultant)! Simply complete this checklist within your first 30 days of becoming a Beauty Consultant and receive a special gift from your Sales Director (or me, if I'm your Director). Remember to contact her to let her know you've got everything wrapped up!

Keep in mind that there are many other helpful tools located in the **Consultant Handbook** on my website ([www.katygoldsteinarea.com](http://www.katygoldsteinarea.com), password: excellence) That document will be referenced several times in this checklist so make sure you familiarize yourself with that document.

I look forward to working with and supporting you!

*xoxo, Katy Goldstein*

## **STEP ONE: GET CONNECTED**

Add your Director as a friend on Facebook if you haven't yet \_\_\_\_\_

Save your Director's phone number in your phone \_\_\_\_\_

Accept your invite to join our team Facebook pages (your Director will have one specific to her team as well as the Future Legacy Area group) \_\_\_\_\_

Block out the date/time of your Director's weekly meeting \_\_\_\_\_

Tip: Communication is key in this business so please do not hesitate to reach up to if you need anything. If your director texts or calls you, please respect her time by calling or texting back. Her love is unconditional, but her time is not. She works with new consultants and leaders, and wants you to be one of them. And attending the weekly meeting is one sure fire way to make sure you succeed. They are not required, but are extremely important and will impact the growth of your business. Ask your director if she's holding in person meetings or meetings via Zoom, and for information on how to attend. Mary Kay herself said, "Those who show up, go up!"

## **STEP TWO: SET UP YOUR "OFFICE"**

Create a Login for [www.marykayintouch.com](http://www.marykayintouch.com) \_\_\_\_\_

Set up your Mary Kay Personal Website (this is located on the Business Tools tab) \_\_\_\_\_

Set up your ProPay Account (this is on the Ordering tab) \_\_\_\_\_

Order a Business Cards \_\_\_\_\_

Make a Facebook group for your business \_\_\_\_\_

Tip: Don't wait to get your website or ProPay up and running. This is a professional way to market your new business and make quick sales! It's very simple to set up, but of course if you have questions, ask your Director. As far as Business Cards go, they are great to have on hand when chatting with a friend or family member, or even if you meet someone new who is interested in products. You can order just the cards, or a Business Essentials kit for only \$39.99 that comes with a stamp, labels, and cards! This is located on the Ordering tab on InTouch. Just click on "MK Connections" to begin.

And when it comes to Facebook, Private Groups work much better than a page. You can find a cute cover photo on Google or Mary Kay has lots of great digital images you can choose from on InTouch. As far as what you'll be posting, mix it up and include posts about your life as well as Mary Kay products, makeup tips and tricks, etc. Your Director may even use this group for your launch party. As soon as you create the group, start adding friends and family. You may want to post in the group to let them know that you just started a new Mary Kay business, etc. so they know why they've been added.

### **STEP THREE: COMPLETE YOUR NEW CONSULTANT TRAINING**

Complete MK University \_\_\_\_\_

Complete Color Confident \_\_\_\_\_

Complete Skincare Confident \_\_\_\_\_

Print the Consultant Handbook (located on Katy's website) \_\_\_\_\_

Tip: The company has free online training on InTouch that you can do at your own pace called MK University, Color & Skincare Confident, which are all located under the "Education" tab on InTouch. By completing these, not only will you gain confidence when it comes to our company, products, and our culture, but you can even earn badges to display on your website and business cards (so this may mean you want to complete these before ordering cards)!

You'll want to ensure you've watched your Director's New Consultant Orientation video or met with her in person to go over these first steps. Keep in mind that she may have other New Consultant Training available to you, so make sure you check with her so you don't miss out on any important information. And don't forget to print the Consultant Handbook located on Katy's website. It's an extremely helpful tool that you'll use throughout your career!

### **STEP FOUR: HOLD YOUR LAUNCH PARTY**

Make "The List" \_\_\_\_\_

Set a Launch Party Date \_\_\_\_\_

Review the Launch Party Cheat Sheet (located in the Consultant Handbook) \_\_\_\_\_

Tip: As a new consultant, you will want to book and hold your first launch party to jumpstart your business. Our goal for your launch party is that you sell lots of product, begin building your team, and get more parties booked. The first step is completing "The List" - this means listing every female you know... like, every single one. Imagine you're creating a pretend wedding list. Who would you invite? Remember not to pre-judge. We want anyone and everyone on this list.

Next is setting a date for your launch party. You are more than welcome to use a virtual or in person makeover event to host your launch party (ask your director for these dates), or a stand alone virtual party, or even around someone's kitchen table. It's important that you invite plenty of people as some will cancel the day of or not show. Use this script to send as you invite (keep in mind, this can be tweaked for an In-Person party, just ask your Director to help you with verbiage):

Hey \_\_\_\_\_! Not sure if you saw the Facebook invite yet, but I just started a Mary Kay business (I know, I'm crazy, lol!) But I am officially launching everything on \_\_\_\_\_ at \_\_\_\_\_!

It will be on Facebook live and 100% virtual! I am BEYOND nervous but also really excited. Would you be available for about 45 minutes to hop on? We will be showing off some amazing product and doing free product giveaways! My director is helping me so I want to have a great turn out... can I add you to the guest list?

Make sure to look over either the **Party Cheat Sheets and/or the Virtual Launch Party Cheat Sheet** located in the **Consultant Handbook** for directions on what to bring and/or how to set up. Remember to follow up over and over and over. People will forget about your party if you do not follow up. The day after your party, your director will either meet you in person or hop on the phone with you to help you process cards, order product, and begin booking follow up appointments and parties. Don't skip this step! *Remember, you joined this business to succeed and success is planned, not guessed or hoped for.*

### **STEP FIVE: PLACE YOUR FIRST WHOLESALE ORDER**

Download the Mary Kay Great Start App \_\_\_\_\_

Review the Ready, Set, Sell Brochure (this will be in your Starter Kit or your Welcome Email from your Sales Director) \_\_\_\_\_

Place your first Wholesale Order \_\_\_\_\_

Tip: One of the best things about Mary Kay is that there are no quotas or requirements. You can design your business around your goals and dreams. While having inventory is recommended, it is not required. Your Director will go over your Inventory Options with you, either in person or over video. Remember that women who keep product on hand statistically sell more than those who order as they go. Women are impulsive - use that to your advantage! When you start your business with a \$600+ wholesale order, or at least order \$600 wholesale from the company within your first four months, you will be considered "Great Start Qualified" which means more bonuses and free product and earnings for you! Keep in mind, Star Consultants get first priority when it comes to Launch Party dates and times.

### **STEP SIX: DEFINE YOUR GOALS**

Where are you going? If you knew you couldn't fail, what would you shoot for? How much money would you like to make monthly? What will that money do for your family? Dream big and write your goals out below: