

Debut Date: _____

Before Your Debut Checklist

- Order your STAR inventory.** Your Debut is the Grand Opening of your Mary Kay store! The purpose of your Debut is to:
 1. Show your family/friends that you're starting a business and have products on hand to service them.
 2. Debut yourself as a professional Mary Kay Consultant.
 3. Book your next 60 faces, next 10 career talks.
- Schedule your Debut soon after you start your business! (Most consultants have it at their home or a friend's home).** Then, listen to the Business Debut training at alisonjurek.com.
- Organize your inventory so orders can be filled quickly.** Your job that day is to book future appointments with everyone. Ideally, somebody else will be filling orders out of your organized store.
- Purchase 75 Debut invitations from your director or print them from alisonjurek.com.** Our goal is to have 15 women over the age of 22 in attendance. This is an adult-only event for your guests to enjoy. No kids please.
- Take a photo of the invite and include it in a "Save the Date" text to each person on your invite list.** Then, mail out the invites. Attendance at your Debut is in direct proportion to how much *personal* communication you have with each guest.
- Call guests 4-5 days after the invites have mailed.** Reference the Debut scripts for wording:) Talking to each guest is the most important thing you can do to ensure great attendance at your Debut.
- Create two posters.**
 - 1st poster: "Power Start: 30 Faces in 30 Days" with 60 lines (30 lines on the front and 30 lines on the back)
 - 2nd poster: "Pearls of Sharing: 15 Opinions on the MK Business" (15 lines on the front)
- Assemble Hostess Packets:** 1 Look Book, 1 Hostess Program Sheet, 1 Invite/Guest List Sheet, 1 outside order form.
- Create a beautiful display using a portion of your inventory.** Guests will sit in a semicircle facing the display. You'll want a good amount of inventory set out on the table display so your guests can see a good representation of our product line. Display all 4 skincare lines--Timewise Repair, Miracle Set, Botanicals and ClearProof. It's great to have testers of color products too so guests can play while waiting to book their parties or check out.
- Decide which area you will designate for a "booking station"** where you can be focused on booking dates & times for future parties. Highlight times in your planner/calendar that you'll be free to hold parties and follow up facials.
- We will also need an area where your recruiter/director can fill orders and book future career talks.** Provide her with a 2 calculators, MK bags and cash change.
- Prepare guest packets:** Profile Card, Sales Slip, Look Book & Pen
- Get refreshments and snacks.** These will be served by a friend/helper (not by you) **AFTER** the presentation. Your guests can get a drink when they arrive...food is the reward for after the presentation:)
- Prepare your 'I' story:** *why* you decided to start your business, *where* you were when you started your business (ie. what job you have/had, family life, living situation, etc), and *why* you're EXCITED for your MK Business!! Where are you going with your MK Business and why it's so important to have everyone's support. You'll have about 5 to 10 minutes for this!
- A FEW days before the event, CALL YOUR GUESTS and make sure they're coming!** Make sure they can be on time:)

The Day of the Event

Beginning the Debut

- Introduce everyone who comes in to your director.
- Bring a few people at a time into the bathroom/kitchen to demonstrate **Microdermabrasion & Satin Hands →**
- When they've finished, have them grab a drink, grab a guest packet, and sit down to fill out their customer profile cards.



Middle of the Debut

- Everyone introduces herself and says how they know you. You welcome everyone, introduce your Director, and share your 'I' story! (Ribbon Cutting)
- Choose your most outgoing friend to be in charge of handing out raffle tickets. Guests receive one (1) ticket for every question they ask about the business/product and when they share a positive product experience.
- Your director will then explain the purpose and agenda of the event – LAUNCHING YOUR BUSINESS!!! :)
- Your director will go through her Dream Book, MK Products using the Look Book and the Hostess Program.
- Your Director will explain your two main new consultant goals – Power Start and Pearls of Sharing--people sign up on the posters.
- RAFFLE DRAWING!
- Select a friend to serve food.

Close of the Debut

- Check with each guest to set a date for her upcoming party/appointment to complete your Power Start.
- Your recruiter/Director will fill orders and book Career Talks to help you finish your Pearls of Sharing.

Following the Event

After the Debut

- Call each guest to thank them and share details about their upcoming party/appointment. If they are going to be a hostess – you need to get you the guest list within 48 hours.
- Write a thank-you note to each guest including the "Benefits of Being my Customer" card.
- Call everyone who couldn't make it to your debut to explain your power start goal and to schedule her facial/party & career talk.
- Add up your sales and order products quickly according to your *50/40/10 Money Management Sheet*. Record your results on your Pink Achiever Sheet. Send photos to your Director of both sheets.
- Practice excellent customer service by entering all your guests in the My Customers Database on Intouch. This will allow you to create an order history for each customer. Practice 2+2+2--Follow up 2 days after the Debut to make sure she's using and loving her product purchases. Then, follow up 2 weeks later to see how she's doing/seeing a difference in her skin/etc. Then call her 2 months later for her re-order.

Your Director Will...

- **Show up 30 minutes before the debut** to help with any last minute prep.
- **She will bring raffle tickets** for your door prizes.
- **Prizes You Can Win:** (that your Director will bring)
 - Pearls of Sharing jewelry set
 - Charm Bracelet
 - Power Start Calculator
 - A prize for you for having at least 10 people over the age of 22 in attendance

Calling Scripts

Three to five days before the debut, you should go ahead and start calling (if you haven't already) to confirm guests for your debut. **THIS is the MOST important element of having a successful event.**

If she can't make it, ask if you could borrow her face for your power start and schedule an appointment with her RIGHT THEN! Here is the script that we use and it's on the hotline!

"Hi Jane, this is _____. I was just calling to remind you about my Mary Kay business debut this coming Friday at 7. Jane, I just want you to know how much it would mean to me to have you there, supporting me as I start this new business. You always make me feel so strong and confident, and I am a little nervous. I'm also fixing yummy appetisers and dessert, so you may want to come for that too.

This is an actual program, not an open house and it will start promptly at 7 and last about one hour; I can't wait for you to meet my director, Alison. I think you'll really enjoy her story and presentation. Also, this is a girls night out, so be sure you ask John to watch the kids now so he doesn't go golfing or something!!

AND you'll be getting any one product for 40% off and I know how you love a deal! If for some reason you can't come, I would really appreciate you calling me and letting me know because one of my first goals is a power start, and I would LOVE your help completing that goal. Thanks so much Jane, and I'll look forward to seeing you Friday at 7!"

Should you get someone in person and they say "maybe," this counts as a NO!!! You need to book her facial immediately!!

If Jane can not attend your debut, then continue with this script.....

"I'm so sorry that you won't be able to join us. Jane, I'm really excited about starting my business, but as I said, I'm also a little nervous about completing my training. I could really use your support even if you can't be at the debut. In order to complete my training and qualify for my very first award, I need 30 sharp women who would be willing to volunteer their faces and maybe invite a couple of friends over to join them so that I can practice my skin care class. Can you help me out? GREAT!

When would work better for you...weekend/weeknight, Monday/Wednesday, 6pm or 7pm, etc.

(at this point book the date and time before you move on)

GREAT! Now, if you could think of a couple of friends (maybe your sister/neighbor/coworker/friends from highschool or college, etc.) to invite to share your appointment, I can do three faces just as quickly as I can do one. That would so help me with finishing my goal of 30 faces! Who do you think you could invite to join us?

Great! Do you have their addresses and phone numbers with you now? I can go ahead and jot them down and stick a really cute invitation in the mail. If they can come, that's great, and I can even bring you free products! If not, it'll be just the two of us! Thanks so much for your help Jane. I know we'll have a great time! I appreciate you and can't wait to get together!"

Your Business Debut

Who should I invite to my debut?

In addition to the obvious – your immediate family, in-laws, cousins, neighbors, friends and work associates; what about the person...

- from your old job?
- from school or college?
- from your favorite sport or hobby?
- from your child's activity?
- from your church?
- from community activities?
- from whom you rent?
- to whom you sold a house?
- that you met through your husband/ significant other?
- who checks you out at the store?
- who helps you at the cleaners?
- that you met on vacation?
- who checked you in at your last hotel?
- who gives your child lessons?
- who cuts your hair?
- who fills your prescription?
- who leads the PTA? Girl/Boy Scouts?
- who works the desk at the health club?
- who booked your last vacation?
- who sells baskets? candles? etc?
- who bought a house last on your street?
- who is your bank teller?
- who is your florist?
- who was your nurse at the office/hospital?
- who was your maid of honor?
- who is your cleaning lady?
- who you met in the grocery/bank line?
- who was the bride you saw on Facebook?
- who is your child's/your friend's child's teacher?
- who is the secretary at your work/school?
- who sells you your clothes?
- who sells you your shoes?
- who sold you your glasses?
- who is the wait staff at your favorite restaurant?
- who you met at your last business luncheon?
- who helped you at the last jewelry store you were in?
- who helped with your last decorating purchases?
- the last sales person who gave you great service?
- who did I miss?

