



# MK Contact List

Make a list of every person you know that has skin on their face! They can help you start your business, give you their opinion, and allow you to practice on them. Write down literally everyone that comes to mind—people with whom you went to school, people you work with or have previously worked with, relatives, relatives of relatives, and people you come in contact with that you might not even know their name.

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**Name:**

**Address:**

**Phone:**

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55. \_\_\_\_\_



# 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
- ...you know 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
- ...who checks you out at the grocery
- ...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 PTO
- ...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 in the newspaper
- ...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 salesperson to give great service
- ...who did I miss?

**Add your own!**

# Business Debut

## Tips, Tools & Simple Step by Step Checklist

### Purpose of the Debut

1. To Introduce “Officially” your MK Business, products and opportunity to friends, family and “new” friends.
2. To sell product, book your first parties, book your first Interviews and maybe welcome your first Team Members.
3. To build your Confidence by watching your Recruiter and/or Director (ask how you can qualify to have your Director attend your Debut) in action.
4. To set you up to earn your prestigious Power Start Pin and gorgeous Pearl Ensemble including Necklace, Earrings and Bracelet. **Plus, when you have at least 15 Adult women at your Debut that do not have a Consultant, YOU and one of your quests will win a gorgeous Pink Ice Ring!!!!**



### Additional Resource surrounding your Debut

Please be sure to listen/watch the videos I have for you about your Debut on our Unit Website...[www.helmsangels.com](http://www.helmsangels.com), New Consultants, then scroll down to Session 2



### Before the Debut

1. Schedule your Debut with your Recruiter (and Director if you qualified to have her attend) from one to two weeks out. If scheduling within that suggested time is not possible, still schedule your Debut as soon as you can. The sooner the debut, the better.
2. Holding your Debut in your home usually provides a very comfortable, warm environment. If that won't work, a friend or families home, a clubhouse, church...the possibilities are endless.
3. Invite everyone on your Contact list. For those out of town, you can invite them to host a “Virtual Debut” with all their friends and family. They love doing that because of the incredible Hostess Credit they can receive. You can use the traditional postcard invitations, evites, Indiv. FB message....bottom line, invite everyone to be a part of this incredibly special day.
4. Highlight your datebook or calendar with all the appointment times you can hold appointments.
5. Plan time to follow up with a text or call to everyone you have invited to either confirm they are coming or, if they cannot come, to book their own event with you to support you in launching your business. Great phraseology that can create wonderful results can be found in your Starter Kit Materials, on MK Intouch or our Unit Website. You might consider practicing with your recruiter first so that you can feel great about making the calls.
6. As you are following up on your invitations, invite guests that you want to make sure are there to be your “Debut Divas.” 3 Key “Debut Diva” jobs are Taking Pictures, Greeting Guests and helping to serve refreshments. Women love to help.
7. What to have on hand for the Debut:
  - a. Pens and Profile Cards
  - b. Look Books with your Contact Information On them.
  - c. Sales Tickets,
  - d. Calculator

- e. Name Tags and a Sharpie
- f. A cute posterboard with 20 lines. Feel free to be as creative and fun with this as you would like. If creative does not really describe you J, you could delegate this to another “Debut Diva.”
- g. A small gift or thank you note to present to your Debut Divas.
- h. A big bow tied around your Starter Kit and a pair of scissors to do the “official” cutting the ribbon for your new business.
- i. 2-3 Door Prizes for Giveaways and a roll of Double Tickets to use for the drawings.
- j. Have at least 10 Hostess and Team Building Packets put together. If you don’t yet have those available, you can simply print Hostess Flyers and Business Opportunity Information from MK Intouch or our Unit Website, [www.helmsangels.com](http://www.helmsangels.com).
- k. Plan to have a Packed Roll Up Bag, a Satin Hands and Lips Set, a Microdermabrasion Set, Paper Towels, an Oil Free Eye Makeup Remover with Cotton Balls, a Skinvigorate Brush and an Ivory and Bronze Liquid Foundation. If your Inventory has not arrived yet, ask your recruiter to bring those items with her.
- l. Set Sheets for your guests. You can print a set sheet off our Unit Website or use the Set Sheets that come with your Beauty Books.
- m. Welcome Gifts for those who become Consultants the day of your Debut. Your recruiter or Director can give you some cute, inexpensive but meaningful ideas.

### **Recruiter Brings**

1. Stamped Postcards for each guest to write an encouraging note to your new team member. You will mail one of these every day or so to your new team member.
2. Partner with your New Team Member on any items she may need.
3. A Gift to present to your New Team Member. Talk to your Director for some great ideas.
4. Tic Tac Toe, Mr. McDreamy or another referral game.
5. Career Chat Information. You can print from our Unit Website a business card that has our 24/7 Marketing Call Recording and the information on our two Live Career Chats available each week. This can be found under Resources, Education, Team Building.

### **Debut Day!!!!**

1. Have simple refreshments on hand for **After** the Debut. This provides them with something to enjoy while they are waiting to purchase, book...with you.
2. Your Recruiter and possibly your Director, will arrive 30-45 mins. early to help you set up. If possible, seat your guests in a way that allows everyone to see each other and who is speaking.
3. Have fun and enjoy your guests and this very special occasion.

### **What to look forward to during your Debut**

1. As your guests arrive, your “Debut Diva Greeter” will welcome them, create a name tag (just their first name in large letters). give them their first ticket – just for attending and direct them toward you to treat them to Satin Lips. Remember to Romance each of the products they use. Have them use a Cotton Ball moistened with the OFEMR to remove their lip product. Then pamper them with Satin Lips only on the lower lip. You will need a damp paper towel to remove the mask. Apply Satin Lips Lip Balm, again, just to the lower lip.
2. When they finish Satin Lips with you, Direct them to your Recruiter so they can fill out a Customer Profile before the Debut starts.
3. You will introduce your Recruiter formally to your friends. In addition to what you love about her, where you met, be sure to share a couple of her MK Accomplishments with your guests.

4. Your Recruiter will then thank the guests for supporting you by attending and ask each of the guests to share their name, how they know you and one reason they believe you will be great at MK. As they each share she will give them each a ticket.
5. Your Recruiter will then share why she knows you will be good and will ***ask you to share why you decided to begin your MK Business. 2-3 minutes is perfect. Your Recruiter will present you with a gift.***
6. Your recruiter will share why a Business Debut is so important to a New Consultant and how they can be a part of helping you launch your business well. She will also let them know that they can earn extra tickets for the door prizes every time they ask a question...
7. Your recruiter will share a few products with them to wet their appetite for more. First she will romance and demo on the back of one hand on your guests, the Microdermabrasion Set using the Skinvigorate Brush. She will then allow each of them to apply a contrasting foundation to the top of both hands. The dramatic difference in the appearance of the two hands will help to create immediate sales and bookings. Notice how many times your recruiter talks about “when they schedule their pampering session” throughout the Debut.
8. Play a Referral Game. Listen to how your Recruiter presents this fun way for them to earn extra tickets and create their potential guest list to share their pampering session with. This is 2 Fast minutes and then tickets for each name and phone number they have on their list. Be sure they put their own name somewhere on the form.
9. Your recruiter will then share with them more about the business opportunity, show them the Starter Kit Bag and let them know that they can become a Consultant today, receive a special gift today and be one of your first team members.
10. Now is the time to do the official ribbon cutting. Be sure that your Photo Debut Diva captures this picture.
11. Your recruiter will then share specifically how they can support you in launching your business through their purchases today, letting you “borrow their face,” and doing a “practice” Career Chat with you. She will also share with them that they will have the opportunity to get their products in the future at full retail, at a discount or even FREE! This is when your Recruiter will go around the room and based on their responses, add their names to your poster board. Their name goes on a line when they will allow you to “borrow” their face. She will then ask them if at their appt. they would like to pay full retail (R), get their products at a discount (D) or get them for FREE (F). She adds that initial next to their name. She then asks, “Based on all you have heard today, would you like to become a Consultant today and receive your welcome gift (G) or support you by taking part in a Career Chat (C). This is fun, fast and all the information is in one place.
12. Your Recruiter will then pass out the Sets Sheets to your guest and she will explain to your guests how to use them. (You can refer to our Unit Website, New Consultants, Session 2, Closing for great phraseology and how to use the Set Sheet.)
13. Your recruiter will thank everyone again for their support and share how your celebration finale takes place.
  - A. 2 Door Prize Drawings now and the Grand Door Prize Drawing as soon as everyone has finalized their purchases, scheduled their Pampering Sessions and received their additional tickets. You will also be pampering everyone with Satin Hands first thing when everyone gets up. Not only does this let them experience more products, it also helps them clean the foundation off their hands.
  - B. Your Recruiter shares that you as the new Cons. will be scheduling their Pampering Sessions. That she, your Recruiter will be helping them with their purchases and either helping them complete their application to be a Consultant or reserve a place on one of the Career Chats. Your Recruiter will also remind them that every purchase, booking and interview goes to you, the new consultant.

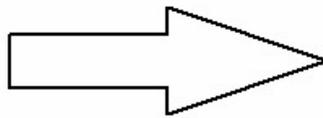
C. Your Recruiter will let them know they will receive five tickets for each Set purchased, 10 tickets for booking an appt. and 15 tickets for reserving a spot on a Career Chat. And, of course, a special Welcome Gift if they become a part of their your team today.

D. You as the New Consultant will close the Group portion of the Debut by presenting your small gift to each of your Debut Divas and with an Inspirational Quote, a prayer....whatever you would like most. Let them know to enjoy the refreshments while making their purchases and scheduling their pampering sessions. The Grand Prize Drawing will be in 30 mins. at \_\_\_\_\_. This is also when the guest drawing for the Pink Ice Ring will take place if there were 15 Adult Women who did not have a Consultant at the Debut.

## **Helpful Odds and Ends**



Each guest will receive a Satin Hands Treatment when she arrives. At the right are the directions so you can become familiar with the steps for this wonderful pampering system!



### **SATIN HANDS**

**Step 1.** Squeeze an ample amount of Mary Kay Extra Emollient Night Cream into palm of hand. Massage cream into hands, between fingers, remembering the tops and palms of hands, too.

**Step 2.** Squeeze an ample amount of Mary Kay Satin Smoothie Hand Scrub into palm of hand over night cream. Massage into hands, same as night cream.

**Step 3.** Rinse hands thoroughly under warm running water and dry hands completely.

**Step 4.** Squeeze an ample amount of Mary Kay Hand Cream into palm of hand and massage.

Tip: Combine steps 1&2... this works beautifully!

**NOW YOU HAVE SATIN HANDS!**

Please join me for a

# Ribbon-Cutting Ceremony

to celebrate the debut  
of my new business.

**40% off any 1 item!**

I'm looking forward to seeing you.

There will be light refreshments and a  
special pampering beauty treatment

*I know you'll enjoy!*

Date: \_\_\_\_\_

Time: \_\_\_\_\_

Place: \_\_\_\_\_

\_\_\_\_\_

Presented  
by: \_\_\_\_\_

R.S.V.P. to  
(phone): \_\_\_\_\_

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