

Dream book

The Dream Book is designed to be a personalized combination of a Beauty Book and Team Building Notebook

Objective: To actively engage our clients in every aspect of the Mary Kay experience. Full Circle Exposure.

Tools and Tips you may want to know about:

** Binders or Portfolios of some type. I use a 3 ring binder for my copy and a report portfolio with sheet protectors built in for my Client Books. I have one for each client.

I found the best price for the portfolios to be at Staples. The 18 or 24 page portfolio will allow for any additional pages, before and After pictures etc. Additionally, you can usually download a coupon for Staples on your phone.

**Go to www.Helmsangels.com, Resources, Education, Skin Care Classes to print your Dream Book pages. You can also send the Dream Book file digitally to FedEx Kinkos to be printed.

Be sure to take your FedEx Kinkos discount card with you for savings on printing.

Special printing Note: be sure to print the Set Sheet and MK Questionnaire front to back. In order to have complete flexibility in page arrangement, adding pages etc. I suggest that all other pages be printed single sided.

You can arrange, add or omit pages as best fits your desired results.

The book is designed to appeal to all four of the Personality Styles at your parties. The "D" will love the money, being your boss, the fact and numbers and their ability to create their business plan. The "I" will love the pictures, the fun and the flexibility. The "S" will love the family pictures, being a part of something bigger, and the credibility and longevity of the company. The "C" will love the details! the facts and that there are some additional facts they can read on their own. Not every item or page will appeal to you, but keep in mind you will have all personality styles at your appts.

How to Use

The Dream Book is designed to be a "follow along" type of book. This engages more of the Client's senses. Hearing, sight with words and pictures and the product experience. The more engaged they are, the better their experience.

You will not read or talk about every item on every page. You want to engage your client(s) as well. For example, on my picture collage page, I ask 3-4 of them to pick one of the pictures they want to know more about. That way, I am telling them about the pictures they are most interested in.

You could also put 1-3 questions on a 3 x 5 card in each sheet protector in your copy to keep them engaged and interested. Write the questions down and slip them inside your sheet protector in your book.

The "Why" behind pages and their order

What I have described for the pages below scratches the surface of why each page is so important. You are free to share the facts that are important to you

After the cover page, the first page in the book is the Hostess Program page. This is to present your "thank you" - not Hostess Credit, gift to your Hostess and to romance for the first time your Hostess Program for your guests. Remember that you want to talk about the "Second Appt." 7-10 times throughout the party to firmly plant that future booking in their mind.

Because I open every party or facial with "*Mary Kay, the lady, wanted us to do three very important things for our clients at their appt. First, to share more about her dream and our company. The second was to allow you to fall in love with our product and the third, is to make you look and feel so great that I can be your Consultant for life.*" I then begin to nod up and down with my hand raised as I say, "*is that all right with you?*" They typically all smile, nod and raise their hands without even realizing it.

The next page is company and facts about Mary Kay Ash.

Next page is "Why I began Mary Kay. " this is your page to personalize around you. It can be all pictures, some pictures and some text...it is entirely up to you. You can do it digitally or cut and tape. Keep it simple, quick and meaningful to you. You can even add one of your best Weekly Accomplishment Sheets at the bottom of that page or as an additional page if you like.

Next page is a collage about me, your Director. This page is important to you for several reasons.

- it allows them to begin to know who I am,.
- it shows additional levels of success beyond where you are at yet.
- it shows how "real" someone who is very successful in MK, that you know well, is.
- it opens the door for me when I communicate with them in the future.

Next page is a Weekly Accomplishment Sheet of Mine as well as my highest Monthly Commission Chec to date. Again, this will speak loudly to the woman who is looking for serious \$. And, because my picture collage was the page before, I am more real to her, and so is the check and it's relevance to her.

The next page is my 2013 Income Statement. This allows the client to see something "official" about available incomes and how each of those months can add up by year end without them having to do the math. "D's & C's" will really like this page

The next page is the National's Monthly Commission Page. This page is for the big thinkers as well as those who are looking for a Career Option or to replace a substantial income.

The following page is about the Family Security Program. My guests are impressed when they find out it is fully funded by the company and that the family continues to receive the benefits even if something happens to their family member in MK.

The following page is our Future National Area page. This is a page that allows them to see that you are a part of something bigger that is extremely successful. People love to be a part of a winning team.

The next page is about the MK Car Program. People are amazed that there are options available in addition to the Pink Cadillac.

The next five pages are features on our 4 different Skin Care lines and our foundation. Use one, two or all at your party based on the type of party it is.

Now, to change up the pace with the Mr. McDreamy game. In your book, you will have the instructions, phraseology and the game form. Your clients will only have the game form in their book. I keep 3-5 game forms in each client book so I do not have to refill after every party. Just be consistent for ease of organization.

To solidify your "full circle" efforts and the mention of 2nd. Facial 7-10 times, our next page allows you to romance the different types of parties they can choose for their second appt. You might ask your guest(s) "if you were to pick one of these, which do you think would be most fun?"

Now it is time to close your party. In my book I have the Set Sheet and the Starter Kit page facing each other. I first share the set sheet with them (please refer to New Cons. Educ., Session 2 to listen and watch the way I use my set sheet. Please note that I also print the set sheet and the MK questionnaire back to back on the same sheet of paper. That way, it is less for you to keep up with and their name and contact info is there as well.

I then add..." The best set of all for someone who wants something more and is willing to work toward that is our Starter Kit. It is only 100 and has over \$400. Of full size retail product, samples, supplies and your Educational Materials to begin your business. If that might be you, at the top of your Set Sheet, I'd like you to write the words Starter Kit and either a question mark for maybe or an exclamation point for ""Let's get Started!"

On the back of the Set Sheet is the MK Questionnaire. Ask them to please complete it thoroughly.

The final page in your book is your cheat sheet for the Private Consultation.

The final page in the clients book is the sheet protector with your Career Chat recordings, live calls and other Team Building resources.

With any remaining pages, you could include a Look Book etc.