

BUSINESS DEBUT CHECKLIST

You may choose to hold a Business Debut to launch your new Mary Kay business. Here is a checklist that can help ensure your debut is a success.

1. Before The Debut

- Talk to your Independent Sales Director about your Business Debut.
- Decide when you will hold your Business Debut.
- Choose a location.
- Make a list of at least 50 people to invite.
- Mail the invitations (available online).
- Call the guests two to three days before the event using the dialogue from the *Career Essentials Conversations* booklet available online.
- Delegate the tasks of making simple refreshments and housecleaning, if you're having your debut at your home.
- Create a tabletop display of Mary Kay® products.
- Set aside one Satin Hands™ Pampering Set to be used as demonstrators for the guests.
- Gather your supplies: GO Book/GO Kit, sales tickets, datebook, customer profiles, product bags, Satin Hands™ set, pen, calculator, money bag with change, hostess packets, *Beauty Books*, door prizes and *The Look* brochures.

2. At The Debut

- As guests arrive, let them experience the Satin Hands™ products.
- Ask guests to fill out a customer profile. You may want to use the customer profiles to hold a drawing for a door prize at the end of the debut.
- Welcome everyone and thank them for coming.
- Ask guests to introduce themselves, tell how long they have known you and what their relationship is to you.
- Tell your I-story.
- Use your display to explain the product line.
- Share your Perfect Start or Power Start goal. Let everyone know that you need to schedule appointments. Make sure your guests know they will be under no obligation to make a purchase.
- Close with a heartfelt thank-you.
- Hold the drawing for door prizes.
- Hand out *Beauty Books* and invite guests to look at the products, have refreshments and schedule skin care classes, facials, collection previews or *On The Go* appointments. Give a hostess packet to each guest who books a class.
- If you have a Mary Kay® Personal Web site, be sure your Web site address is included on all literature.

3. After The Debut

- Send thank-you notes to everyone who attended and include your business card with your Web site address.
- Follow up with everyone, whether they purchased something or not. This would be a great time to again invite each guest to schedule an appointment for a facial or book a skin care class if they haven't already done so.

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