

Business Debut Checklist

1. Suggestions Before the Debut

- Talk to your Independent Sales Director about your business debut.
- Decide when and where you will hold your business debut.
- Make a list of at least 50 people to invite.
- Download and print the [Business Debut Invitation](#) from your printer or print professional copies from the [FedEx Kinko'sSM DocStore](#). Please note: The Company grants all Mary Kay Independent Beauty Consultants a limited license to duplicate this document in connection with their Mary Kay businesses. This item should not be altered from its original form.
- Mail your invitations to announce your business debut at least two weeks prior to the event.
- Consider serving light refreshments like iced tea and/or cookies.
- Consider having door prizes and products to sample. Here are a few suggestions to consider for door prizes:
 - A personalized skin care consultation
 - A customized color look
 - Discount on first order
 - Product samplers
- Call your guests two to three days before the event to remind them of your debut.
- Set up an attractive display to showcase your new Mary Kay[®] products to your friends and new potential customers. Hand out any [product samplers](#) you may want to give out. You may want to stock up on these before the debut.

2. Suggestions at the Debut

- As guests arrive, let them experience the Satin Hands[®] Pampering Set (samplers provided in your Starter Kit).
- Ask guests to fill out a Customer Profile.
- Welcome everyone and thank them for coming.
- Ask guests to introduce themselves and tell each other how long they have known you and what their relationship is to you.
- Briefly tell your personal “I-story” and then share your Perfect Start or Power Start goals.
- Explain the advantages of having a Mary Kay Independent Beauty Consultant to your guests: personalized service; customized beauty advice; fantastic skin care and color products delivered right to their door; convenient shopping any way they like it: online, in person, by phone or at a party; great gift-giving service.
- Let them know they can “try before they buy” with you and enjoy a [100 percent satisfaction guarantee](#) with everything they buy.
- Remind them they can earn free products when they hold a class or party for you.
- Let guests know you are ready to schedule appointments and pass around your datebook to the group.
- Close with a heartfelt thank-you.
- Hold the drawing for door prizes.
- Pass around *Beauty Books* and copies of *The Look*, and invite guests to look at the products and enjoy refreshments. Let them know they are welcome to place orders before they leave or book a class or party with you.
- Hand out the [hostess brochure](#) to guests who book a class or party.

3. Suggestions after the Debut

- Send thank-you notes to everyone who attended, and include your business card. Make sure to visit [MKConnections[®]](#) to order your personalized Company approved business cards and other business gear.
- Follow up with everyone to invite them to schedule a personalized beauty appointment or schedule a skin care class or color party.
- Make sure to enter your Customer Profile information into your [myCustomers[®]](#) tool on [www.marykayintouch.com](#). This helpful tool assists you in managing your customer base, track sales and discover selling opportunities. While you're at the site, you'll likely want to explore the [Preferred Customer Program](#) and discover how it can help you build your customer base and stay in touch with your customers consistently throughout the year.