

# Welcome to the Almighty Angels Unit!

## Welcome

I am so excited to welcome you to our unit, the record breaking Mary Kay Almighty Angels! As a Mary Kay Beauty Consultant, your achievements will be recognized, applauded, and rewarded. You can discover unlimited opportunity, freedom, and flexibility.

It is my personal commitment to help you achieve your goals!

Just a little bit about me. I have been in Mary Kay for 8 years, and it is my full time career. I grew up a little bit of everywhere, from the beaches of Florida, to the bluegrass of Kentucky, and all over parts of North Carolina living in the home of a pastor (my dad). Gastonia, North Carolina is now where I call home. My husband Matt and I have been married for 11 years. Matt works as a Network Security Manager and together we are raising two amazing miracles Payton and Hayden. Hayden is 5 and Payton is 8. Prior to Mary Kay, I was an Elementary School teacher. I joined Mary Kay while on maternity leave with Payton. I joined to make a car payment, and now I have been driving for free for 7 years earning the use of 6 different Mary Kay vehicles including the Pink Cadillac.

I love that Mary Kay allows me the freedom and flexibility to work around our family's schedules and lives. I look forward to getting to know you and more about your family as we begin your Mary Kay journey together!

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Our goal is to focus on the "Power of 12 Steps" in your first month of business! The 12 Power Steps are the MOST important things to do and are guide to help you. You will receive a lot of information over the next few weeks, but if you focus specifically on your power steps, you will get off to a GREAT START!

Each time you complete a Power Step, let me know. Some steps will even earn you a prize (check out the page all about prizes)!

If you are local, you will receive your prizes at our weekly meetings. If you live out of town, then they will be mailed to you. I want to make sure you receive your prizes in a timely fashion, so please be sure to let us know when you complete one or all 12 of your Steps!

Please consider me your NEW business mentor or coach. I will be able to help you navigate your Mary Kay business, I can't wait to meet you in person or over the phone, so we can make a plan for your new business!



My office assistant and I are always available to personally help you. You made a great decision to invest in yourself and your future!

**My Contact Info:**

**Text/Call:** 252-885-2473

**email:** [Jennifer.crosby0619@gmail.com](mailto:Jennifer.crosby0619@gmail.com)

**Facebook Group:** Jenny's Almighty Angels

**Voxer:** jcrosby729

**Unit Website:** [www.jenniferecrosby.com](http://www.jenniferecrosby.com)

**Facebook Profile:** Jenny Rose Crosby

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## Almighty Angels 12 Power Steps

Every new consultant will receive prizes from me! Below are the “12 Power Steps” for your first month in Mary Kay! The steps work in conjunction with your “Start Something Beautiful” magazine from your starter kit! The page #'s correspond with the steps. Don't forget to let me know when you have completed a step so you can claim your prize!

- **Step #1- Orientation**  
Connect with your Director- Jenny Crosby. She will get to know you, set a date for your grand opening, discuss your “Wedding List,” (pg. 49) and discuss your next steps (please allow 15 min for this conversation).
- **Step #2- Inventory Decisions**
  1. Watch video about inventory (can be found on unit website under “training” then “New Consultants,” and then under Step 2).
  2. Text Jenny when you have completed the video to set up a time for next conversation (please allow 45 minutes for the this conversation).
  3. Place your first order. (pg. 27-29)
- **Step #3- Get Connected**
  1. Find Jenny Rose Crosby on Facebook and she will add you to the Almighty Angel Group Page.
  2. Download Voxer and add Jenny (jcross729) and she will add you to the Angel Group
  3. Download Mary Kay My Customers + App (Watch Video on website under Step 3)
  4. Download Mary Kay Great Start App
- **Step #4- Get Set-Up**
  1. Create a Personal Website on InTouch (Watch Video on Website under Step 4)
  2. Sign up for ProPay to be able to accept Card Payments and take payment on website.
  3. Order Business Cards Package (can be found on the home page on In Touch website)
  4. Create Personal Checking Account attached to the one you already have. Be sure you have a debit card to go with it. DO NOT CALL IT A BUSINESS ACCOUNT when opening it.
- **Step #5- Pink Bootcamp**  
\*Find out the date of next monthly Pink Bootcamp from your recruiter or director and sign up to attend.
- **Step #6- Create Vision**
  1. Watch Video on unit website under Step 6 on How to Create Your I-Story.
  2. Watch Video on unit website under Step 6 on How to Share Mary Kay's Marketing Plan
  3. Set up call with Jenny to discuss vision with your business. (pg. 17-20)
- **Step #7- Read Mary Kay Autobiography** from your Starter Kit (pg. 5-8)
- **Step #8- Attend your first Weekly Success Meeting**  
\*We will help you find the closest local meeting. Enclosed is some scoop on what to wear, so you'll always feel comfortable.
- **Step #9- Hold your Grand Opening Party (Debut Party)**
  1. Watch video about your Grand Opening on Unit Website under Step #9
  2. Go through Checklist for Grand Opening found in this packet.
- **Step # 10- Complete Training** on the In Touch website under the Education Tab
  1. Mary Kay University
  2. Skin Care Confident
  3. Color Confident
- **Step #11- Pearls of Sharing** (pg. 98-103)
  1. Watch Video from Unit website under Step #11
  2. Create a list of 20 people to reach out to and set up Career Chats
- **Step #12- Powerstart** (pg. 30-31)  
\*Use the tracking sheet found in this packet to track your first 30 customers in the first 30 days of your business!




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## New Consultant Prizes

<p>Place a STAR Order with a minimum of \$1800 wholesale (or first time you are a STAR)</p>  <p>Angel Pin- wear to represent your Mary Kay Unit</p>	<p>Get Connected with Voxer app, Facebook, My Customers + app, &amp; Great Start app</p>  <p>Mary Kay Car Decal</p>	<p>Set up our Website</p>  <p>Cosmetic Display Tray</p>
<p>Attend and Complete New Consultant Bootcamp</p>  <p>5 Hostess Packets</p>	<p>Follow Up Call with Jenny about your Mary Kay Vision</p>  <p>5 Recruiting Packets</p>	<p>Hold a your Grand Opening Party with at least 10 people</p>  <p>Pack of 10 Party Tray Inserts</p>
<p>Complete In Touch training: MKU, Skin Care Confident, &amp; Color Confident</p>  <p>4 Additional Placemats</p>	<p>Earn your Pearls of Sharing:</p> <p>5 Career Chats = Pearl Earrings</p> <p>10 Career Chats = Pearl Bracelet</p> <p>15 Career Chats = Pearl Necklace</p> 	<p>Complete your Powerstart in the first 30 days by seeing at least 30 faces.</p>  <p>Surprise Gift</p>

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## First Mary Kay Contact List

Start constructing your list. These are the first 100 women who will grow your network. If you know someone with skin, add her name to the list! Put women on your list that are nice to you and that you like. Don't pre-judge if they will be interested. Stretch your thinking!


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## Instructions for Your Grand Opening Party

*Your Grand Opening (Debut) is a special time in your business! You have an opportunity to announce your new business to the world. This is a dress up event for you! You can choose what you feel the most comfortable in, but I do ask that you wear a skirt or dress (hose are optional). Wear some sort of jacket, sweater, or cardigan that gives you a professional finished look!*

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### **Checklist:**

- Fill out the 100 women contact list. Write down everyone that comes to mind. Don't prejudge, and don't just stick to your close inner circle.
- Watch the Debut Video under Step #9 on the Unit Website
- Set your Debut with Jenny no more than 2-3 weeks out
- Begin inviting people:
  1. Send flyer that Jenny created along with script to everyone on the list immediately following the booking of this event. Best way to contact people is over the phone or face to face. Then follow up with a text message with all the details.
  2. Create a Facebook Event so it will send notifications and reminders automatically.
  3. Send E-Mail (optional)
  4. One week before the event send reminder text and post in the Facebook Event.
  5. 1-2 days before the event make the FINAL PHONE CALL (text is a backup, only if they do not answer) to get confirmations and skin information. You can also post in the Facebook event to get them excited!
- Your attendance will be directly related to the follow up you do before the event. Assume they will forget even up to the few minutes right before!
- Let your girlfriends with kids know that this is a "girls night in" and it will be a kid free event so they can relax and enjoy a night away from the kids.
- Provide simple refreshments, which will be served after the presentation is over. Mary Kay's favorite was brownies and pink lemonade. KISS (Keep It Simple Sweetie) Ask a friend or family member to help, so you can focus on your guests.
- Have your datebook highlighted with times you are available to do parties 30 days out from your debut. We will be passing around your book at the party for them to fill in a day and time that works best for them. We will provide them a hostess packet in the checkout portion of the party.
- Display your Inventory for guests to see. Women shop with their eyes and this will help to boost your sales.
- Have Pens, Sales Tickets, Calculator, and petty cash (for change) ready
- Create 10 Hostess Packets- Catalog (Look Book), 2-3 Sales Tickets, Hostess Brochure, Business Card or Label with your info
- Create 10 Recruiting Packets- Steps to Success Brochure, Team Building Flyer, Business Card or Label with your info

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## Grand Opening Follow Up Scripts

After you send the initial flyer (that Jenny created for you) along with script, give them a call:

Hi \_\_\_\_\_ this is \_\_\_\_\_! How are you? Great! Did I catch you at an O.K. time? Well, I promise I'll only take a couple of minutes. Did you receive the invitation I sent you? It's really going to be a great day! The program will only last an hour and half and I have to tell you, I am really looking forward to having you meet \_\_\_\_\_ (Director or Recruiter)! It's my formal introduction as a new professional Mary Kay Beauty Consultant. It's by reservation only because we have a limited amount of space... can I count on you to attend? (You say GREAT no matter what the response.)

**If she says YES:** Confirm time, date, and location. Ask her to bring a friend! Say, "Do you think your mom/sister/best friend/daughter would want to come with you? When you I have 10 Guests, my director is going to give me a PRIZE and I really want to earn it!"

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### **If she cannot make it:**

"I am so sorry you aren't going to be able to make it. We will miss you! My first big goal in my business is to practice on 30 faces in 30 days! You can say no, but I would love it if you said yes! So, is there any reason why I couldn't borrow your face to practice on? I promise I won't hurt you! LOL!! Since you are going to let me practice on your face, maybe you could grab a few friends for me to practice on also! For helping me out in the next 2 weeks, you'll receive a GREAT hostess gift, and you'll have the chance to earn FREE Products! When would be a good time to get together, weekend or weekday?"

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**Important Note:** FOLLOW up is always KEY! Every person you invited is worth following up with either to say "Than you," "To remind them of their appointment," or "Book their own appointment if they couldn't attend." You don't want to miss out on thousands of dollars in the long run, thinking that they will call you, because THEY WON'T! It's not being pushy, it's showing them that you are serious and professional and they will take you more seriously and professionally.

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### **What if someone lives too far away to attend?**

Send them a text or give them a call: Hey girl! So you may not know this, but I just started my own Mary Kay business! I know you live too far away for us to get together to play with the products, but I was hoping you would be interested in supporting my new endeavors by taking a peek at my website (or catalog link if you don't have a website) and let me know if there is anything you would be interested in purchasing! I'm on a mission to sell at least \$50 to 15 women and I would love for you to be one of them. MY GOAL DEADLINE IS TO HAVE ALL ORDERS & MONEY COLLECTED BY \_\_\_\_\_. (You can fill in the date, but it needs to be pretty quick after your debut.) Here is a link to my website (or online catalog).

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My most important job for the day of your Grand Opening is to get everyone excited about your new business! I will be the one speaking about the products, answering questions, and explain your goal of a Power Start. Your job is to really coach your guests to come over and maybe bring a friend or two. The goal is to have at least 10 guests! (It's ok if you don't). YOUR MOST IMPORTANT JOB AT THE PARTY IS TO BOOK YOUR GUESTS FOR THEIR FOLLOWUP APPOINTMENT!

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## Power Start Tracking

Use this page to track your first 30 faces! Read more about a Power Start on pages 30 & 31 of the "Start Something Beautiful Magazine."


Why is a Power Start important? When you are in front of 30 women in one month, and teaching them about Mary Kay products, you will gain valuable knowledge and confidence! You will start to build a customer base and understand the needs of those customers! The practice of doing appointments over and over, will give you great insight!

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## Mary Kay Dress and Etiquette



You are a walking advertisement for you NEW business, so think of the benefits of keeping your makeup, hair, and nails impeccable!

Mary Kay asked her consultants and directors to uphold and maintain an image she created in 1963. She instructed us to wear professional skirts, dresses, or skirted suits with hosiery and professional shoes when attending Mary Kay functions and working our Mary Kay business. There is much room for interpretation in the aspect of professional dress, hosiery, and shoes. I ask you to use your discretion when choosing what to wear in regards to professionalism. You are a representation of Mary Kay, our unit, and your new business!

**\*\*I know --- A SKIRT/HOSIERY – WHAT?\*\*\***

Just try it once and see how you feel! Studies show that women who dress in skirts feel more professional and actually earn more than their counterpart. Please kindly remember that and it will all be well!

There are always exceptions due to unforeseen circumstances and situations that may stop you from dressing up. Please still come to the meeting! We understand life!

Also, please don't buy a new wardrobe for Mary Kay... yet! One black/grey/neutral skirt that you may already have, worn with your own tops is perfect! Professional heels or flat shoes are great!

Remember you only have one chance to make a great 1<sup>st</sup> impression, when someone is deciding to do business with you!

## **Info for Your Business:**

- \*DO keep a positive attitude about your business, especially at meetings. If you had a prospective recruit present, would you want that person to hear a consultant complaining?
- \*DO make it a priority to attend EVERY unit meeting and as many functions as possible. You will gain ideas that will help you reach your goals and your business will grow. DO bring a friend, customer, hostess or prospect to every meeting. They may become your newest recruit!
- \*DO allow your customers to do all of their own applications at skin care classes and facials. They will have confidence that they can recreate the look themselves. In some states, it is illegal to touch another persons' face if you not a licensed cosmetologist, so make it a rule of thumb to not do it!
- \*DO have respect for your sister Consultants. Selling or recruiting another consultant's customer or prospect is unfair and it does not promote the #goldenrule philosophy.
- \*DO follow the terms and conditions on the Beauty Consultant Agreement you signed. Consultants are not allowed to sell products in a retail environment. i.e.: Flea market, beauty shops, booths, etc...
- \*DO call Mary Kay before you do any advertising. All advertisements must be approved by Mary Kay.

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## Pearls of Shearing

Most of the time those closest to you, don't understand "why" you are so excited! Listening on a call, having coffee, or attending an event will help your friends, and family understand the "why," and will give them information about our company. This may help them understand why you became a Mary Kay Beauty Consultant. Plus they might be able to see themselves as a Beauty Consultant or know someone who would be great doing what we do! Most women are not aware of what May Kay has to offer, so after listening, it is quite possible that one or more of the women might join your team!

### Pearls of Sharing Challenge:

In your first month reach out to 20 women off your Contact List. Ask them the following:

Hi Sally! Not sure if you knew but I just started my own Mary Kay business. I'm excited & so nervous I could throw up...all at the same time LOL!. One of the 1st challenges is to earn a set of pearl earrings, a bracelet & a necklace... & I REALLY want them! I just need 5 friends that would hop on the phone with my friend Jenny or meet us for coffee. It's totally ok if it's not for you, it just really helps me! Would you give 20 minutes, pretty please?

Complete 5 Career Chats with your director (Jenny) to earn your Pearl Earrings:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_



Complete 10 Career Chats with your director (Jenny) to earn your Pearl Bracelet:

6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_



Complete 15 Career Chats with your director (Jenny) to earn your Pearl Necklace:

11. \_\_\_\_\_
12. \_\_\_\_\_
13. \_\_\_\_\_
14. \_\_\_\_\_
15. \_\_\_\_\_



We call sharing about Mary Kay, a Career Chat. A phone Career Chat is 20-30 minute call where you and I, along with our guest will chat about Mary Kay and the career opportunity! This helps you with your training by hearing information about Mary Kay repeated, multiple times! You can expect the following things to take place during the interview:

1. I will spend time thanking her for helping you out with your training and giving her opinion of our company.
2. I will ask her a little about herself, then tell her a little about me, and my journey with Mary Kay.
3. I'll ask you to tell her why you got started and what you are most excited about!
4. We'll talk a little more about what surprised her the most and what impressed her the most!
5. Then in closing, I will ask her opinion what she learned about the company, answer any questions she may have, and thank her once again for her help!

**\*\*\*You can count on it to be casual, fun, and upbeat with no obligations!\*\*\***

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## Develop Your Why

*Making a plan begins with a vision for the future and that vision is known as your WHY!*

### **What is your WHY?**

You're going to have challenges along the way. It's important to find a way to remind yourself everyday of what your business can help you achieve. Your WHY is the reason you signed your Mary Kay agreement and it is focused. It is something that is deeply personal, yet relatable to other. Your WHY inspires the actions that lead to your results by sharing directly from your heart!

### **Write down your WHY:**

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### **Put words to your WHY!**

If your WHY isn't crystal clear, use the exercise below to get you thinking about it and how to express it:

A good WHY statement has two parts. To \_\_\_\_\_ so that \_\_\_\_\_. The first blank is the contribution you make and the second blank is the impact of your contribution.

1. Think about 3 or 4 of the specific experiences in your life when you were at your best. What made you so successful or happy in those specific examples?
2. If you were to tattoo one verb on your body, what would it say?
3. If everyone in the world were to \_\_\_\_\_ (the verb you tattoo on your body) what kind of world would it be?
4. If they build a statue of you after you die, in one sentence, what will the plaque say? She \_\_\_\_\_.
5. Complete the following statement: I wake up every day inspired that \_\_\_\_\_. (Hint: the verb you'd tattoo + the impact you have on others - #3, & #4)

*(Adapted from: Out in the Job Market- Elevator Pitch, Simon Sinek)*

## **WHAT GOALS DO YOU WANT TO ACHIEVE?**

*What do you want to change, enhance or accomplish for yourself and for the people around you? Who are the people in your life that could be affected by you having more flexibility and financial success?*

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## **CREATE A WAY TO VISUALIZE YOUR WHY**

*Keep a visual reminder of your goals in a place that you can see every day; a photo on your desk, a Pinterest Dream Book or a screensaver on your phone. Use these photos for inspiration as you experience setbacks and success. Keep adding new photos that build on your WHY!*

## **WHAT IS YOUR PLAN?**

*Now that you have our WHY, it's time to put it into action! Write down what you plan to accomplish over the next 3 months.*

30 DAYS

60 DAYS

90 DAYS

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