

# MARY KAY

## CONGRATULATIONS ON STARTING YOUR MARY KAY BUSINESS!

Following this checklist can help set you up for success right away.

### ANNOUNCE YOUR MARY KAY BUSINESS ON SOCIAL MEDIA WITH THIS SIGN!

It's a great way to let your social media circle know that you are officially ready to do business!

● [CLICK HERE](#) to access the digital version of this sign, or go to *Mary Kay InTouch*\* > Education > New Independent Beauty Consultants Start Here > Digital Posts.

- **Review the Social Media Checklist.**

● [CLICK HERE](#) or go to *Mary Kay InTouch*\* > Education > New Independent Beauty Consultants Start Here > Digital Zone.

- **Review the Social Media Guidelines – Dos and Don'ts.**

● [CLICK HERE](#) or go to *Mary Kay InTouch*\* > Education > New Independent Beauty Consultants Start Here > Digital Zone.



### PLAN TO START YOUR MARY KAY BUSINESS STRONG WITH THE *GREAT START* PROGRAM!

**The *Great Start* Program was developed to help you start selling *Mary Kay*\* products to your customers right away.**

Simply download the FREE *Mary Kay Great Start*\* App from the [App Store](#) or [Google Play](#). This app is designed specifically for you, new Independent Beauty Consultants, to help maximize *Great Start* Program rewards, provide access to *Great Start* brochures, personalized tracking reports and Grand Opening invitations and checklists. The app helps simplify the experience of starting your *Mary Kay* business and delivers content to help start a successful journey!

- **You may want to contact your Independent Sales Director** or team-builder to discuss your goals and to evaluate how much product you might need to begin to service your customers.

● [CLICK HERE](#) to learn more about the *Great Start* Program, or go to *Mary Kay InTouch*\* > Education > *Great Start* Program.

- **Review the *Great Start: Ready, Set, Sell!* brochure** to help you maximize your efforts from the start!


## SIGN ON TO YOUR *MARY KAY INTOUCH*<sup>®</sup> ACCOUNT.

*Mary Kay InTouch*<sup>®</sup> is your backstage pass to everything Mary Kay with education, information, videos and so much more. Plus, it's where you can order everything from the products you'll sell to the resources you'll use to help you run your business.

 Review the information available on *Mary Kay InTouch*<sup>®</sup> > Education > New Independent Beauty Consultants Start Here.

## SET UP YOUR *MARY KAY*<sup>®</sup> PERSONAL WEB SITE.


Give your customers access to shop with you 24/7! You could bolster your business with a professionally branded website that Mary Kay updates for you!

 [CLICK HERE](#) to sign up, or go to *Mary Kay InTouch*<sup>®</sup> > Education > New Independent Beauty Consultants Start Here.





## SET UP YOUR PROPAY<sup>®†</sup> ACCOUNT.

A ProPay<sup>®†</sup> account with ProPay<sup>®†</sup> payment services allows you to securely process your customers' credit card and debit card payments immediately! It's also needed to process credit cards and accept orders on your *Mary Kay*<sup>®</sup> Personal Web Site.

 [CLICK HERE](#) to sign up, or go to *Mary Kay InTouch*<sup>®</sup> > Education > New Independent Beauty Consultants Start Here.

[CLICK HERE](#) to watch Quick Tutorial Videos to learn how to navigate *Mary Kay InTouch*<sup>®</sup>, set up your *Mary Kay*<sup>®</sup> Personal Web Site and set up your ProPay<sup>®†</sup> account, or go to *Mary Kay InTouch*<sup>®</sup> > Education > New Independent Beauty Consultants Start Here > Quick Tutorial Videos.

## START LEARNING.

- Read your *Start Something Beautiful*<sup>®</sup> magazine.
  - A digital copy is available on *Mary Kay InTouch*<sup>®</sup> > Education > New Independent Beauty Consultants Start Here > Supporting Materials.
  - Download the mobile version from the *Mary Kay*<sup>®</sup> Digital Showcase App, found in the [App Store](#) or [Google Play](#).
- Complete Mary Kay University.
- Complete *Skin Care Confident*, *Clinical Solutions*<sup>™</sup> *Confident* and *Color Confident* online education programs.
  -  Go to *Mary Kay InTouch*<sup>®</sup> > Education.
- Read Mary Kay Ash's autobiography *Miracles Happen* to learn about the life and timeless principles of our iconic Founder.
  -  You can purchase this must-read at *Mary Kay InTouch*<sup>®</sup> > Ordering > Online Ordering > Mary Kay Culture.
- Learn more from our iconic Founder, Mary Kay Ash, by downloading the free *Mary Kay*<sup>®</sup> Mobile Learning App from the [App Store](#) or [Google Play](#).



## PREPARE FOR YOUR VIRTUAL AND IN-PERSON PARTIES.

- **Review the How to Virtual Party Guide** to learn how you can start setting up your virtual skin care parties.  
➔ [CLICK HERE](#) or go to *Mary Kay InTouch*® > Education > Party Central > Virtual Parties.
- **Watch the party tips and ideas videos.**  
➔ [CLICK HERE](#) or go to *Mary Kay InTouch*® > Education > Party Central > Party Tips and Ideas Videos.
- **Read the Skin Care Party Flip Charts** out loud to learn how to present the amazing *Mary Kay*® products virtually and in person!
  - To learn how to conduct virtual parties, read the Virtual Skin Care Party Flip Chart Guest Pages and Dialogues on *Mary Kay InTouch*® > Education > Party Central > Virtual Parties.
  - To learn how to conduct in-person parties, read the In-Person Skin Care Party Flip Chart. A digital copy is available on *Mary Kay InTouch*® > Education > Party Central > Party Supporting Materials. It is also available to purchase from online ordering Section 2.➔ [CLICK HERE](#) or go to *Mary Kay InTouch*® > Online Ordering > Supplies/Packaging > Party Supplies.
  - Download the mobile versions from the *Mary Kay*® Digital Showcase App found in the [App Store](#) or [Google Play](#).
- **Review suggested dialogues from:**
  - *Start Something Beautiful*® magazine.
  - Skin Care Party Flip Chart
  - How to Virtual Party Guide
- **Go to Mary Kay University** to learn more tips on how to throw successful parties!  
➔ [CLICK HERE](#) or go to *Mary Kay InTouch*® > Education > MKUniversity.
- **Watch the Skin Care Party How-To videos** to see a virtual party and an in-person party live in action.  
➔ [CLICK HERE](#) or go to *Mary Kay InTouch*® > Education > Party Central > Skin Care Party How-To Videos.
- **Watch The Second Appointment video** to see a second appointment live in action.  
➔ [CLICK HERE](#) or go to *Mary Kay InTouch*® > Education > Party Central > The Second Appointment.



## START SELLING!

Selling products to a growing customer base is the foundation of a Mary Kay business and is how Independent Beauty Consultants can earn a profit. With the Earned Discount Privilege, you can earn up to 50 percent on everything you sell.

- **How to get a 50% discount:** When you order a minimum of \$225 in wholesale Section 1 products, you are eligible to earn a 50% discount on your entire Section 1 order and qualify for the **Earned Discount Privilege**. With the Earned Discount Privilege, you can receive a **50% discount** on any subsequent orders you place, regardless of size, through the end of two months after your order month.
  - Example: If you place a minimum \$225 wholesale Section 1 order on Jan. 16, 2021, your Earned Discount Privilege will apply until March 31, 2021. You are eligible for the Earned Discount Privilege as long as you maintain **active** status.
  - An Independent Beauty Consultant is considered **active** in the month a minimum \$225 wholesale Section 1 product order is received and accepted by the Company and in the following two calendar months.



- **Make your contact list** of family, friends and social media friends to start inviting them to your parties.
- **Hold your Great Start Grand Opening**, either virtually or in person, with your family and friends to start selling and to gain referrals for even more prospective customers and future parties.
  - ➔ [CLICK HERE](#) for everything you need to get started, or visit *Mary Kay InTouch*<sup>®</sup> > Education > Party Central > Grand Opening.
- **Book 30 faces in 30 days** (virtual and in person) for a Power Start! A Power Start can help create momentum to sell products right away and give your business an initial boost. Read about how to Power Start your Mary Kay business in your *Start Something Beautiful*<sup>®</sup> magazine.
- Connect with your customers, and share *Mary Kay*<sup>®</sup> products like never before by inviting them to download and register this easy-to-use app! The *Mary Kay*<sup>®</sup> App makes shopping for beauty products incredibly convenient, as your customers can connect with and order from you on their own devices. **To find the *Mary Kay*<sup>®</sup> App in your app store, be sure to search the entire app name “Mary Kay App” or just click the links below!**

➔ [App Store](#)

➔ [Google Play](#)

## HOW TO BECOME SOCIAL MEDIA SAVVY

Whether you are new to social media or you're already a social media superstar, you have all the information and resources you need at your fingertips.

➔ [CLICK HERE](#) or visit *Mary Kay InTouch*<sup>®</sup> > Education > New Independent Beauty Consultants Start Here > Digital Zone.

- **For some helpful tips on how to grow your Mary Kay business** using social media, you can watch the videos listed below.
  - **Independent Sales Director Kirsti Wilmon** shares ideas on how she has pivoted from the traditional ways she works her business to offer customers other ways to experience the exceptional products Mary Kay offers by utilizing social media.
  - **Independent Senior Sales Director Leigh Ann David** shares two strategies she's using to help build and enhance her Mary Kay business through technology.
  - **Independent Sales Director Yelitza Mendoza** shares her tips on how to maximize sales in your Mary Kay business digitally.
  - **Independent Elite Executive Senior Sales Director Michelle Calbert** shares how to virtually work your Mary Kay business full circle.

➔ [CLICK HERE](#) for these videos and more, or visit *Mary Kay InTouch*<sup>®</sup> > Video Lounge > Education > Business Basics > Digital Tools.

## START SHARING.

If, in addition to selling *Mary Kay*® products, you would like to share the Mary Kay opportunity with others, consider sharing with your friends, family and customers how much fun a Mary Kay business can be. Here's how you can bring your friends in and share the fun:

- **Develop your team by sharing the Bring Your Besties Starter Kit Discount with your friends.**

When you become a new Independent Beauty Consultant from March 1, 2019, through Dec. 31, 2021, your first three new personal team members who become Mary Kay Independent Beauty Consultants during your **Great Start** time frame\* can receive a \$25 discount toward the purchase of their own Starter Kit.

➔ [CLICK HERE](#) to access the flier and for more information, or go to *Mary Kay InTouch*® > Contests/Promotions > Contests > Bring Your Besties Starter Kit Discount > Supporting Materials.

- **You can also earn a \$50 Team-Building Cash Bonus** for each new personal team member who becomes *Great Start*-qualified\*\* in her first four months of business, as well as free\*\* product bonus bundles.

➔ [CLICK HERE](#) for more information, or go to *Mary Kay InTouch*® > Contests/Promotions > Contests > Bring Your Besties Starter Kit Discount.

## DOWNLOAD FREE MARY KAY® APPS FROM YOUR DEVICE'S APP STORE.

If you want help managing your business, navigating product information or simply staying in the know from the convenience of your smartphone, there's an app for that! Go to the [App Store](#) or [Google Play](#) to download these fantastic *Mary Kay*® apps.

- *Mary Kay Great Start*® App
- *Mary Kay*® Skin Analyzer App
- *Mary Kay*® Mobile Learning App
- *Mary Kay*® Digital Showcase
- *Mary Kay MirrorMe*™ App
- *Mary Kay*® Ordering App
- *myCustomers*+™ App
- *Mary Kay*® Interactive Catalog
- *Mary Kay*® App

Using an iOS device? Before you can use the *Mary Kay*® Ordering App, your phone will need to "trust" the app:

- Go to Settings > General > Device Management > Enterprise App on your phone.
- Click on *Mary Kay Inc.* and select "Trust" when prompted. Now you can use the app!

\*In addition to the terms, conditions, rights and/or restrictions set forth in the Independent Beauty Consultant Agreement with Mary Kay Inc. ("Mary Kay"), your use of and access to all products and services contained in the *Mary Kay*® eStart and the Starter Kit are subject to the following terms: the *Mary Kay*® eStart and the Starter Kit include access to certain resources that are not provided by Mary Kay; rather, they are provided by third-party providers. You agree to comply with all applicable third-party provider terms and fees including, but not limited to, providing your Social Security number or Taxpayer Identification Number, when necessary, and paying a \$1 account setup fee with a valid credit card or debit card to verify your account and identity. Depending on the identity verification information provided, the third-party provider may request additional information to substantiate your identity; however, providing any verification information is not a guarantee the third-party will grant you access. Those terms may be supplied to you within the *Mary Kay*® eStart or the Starter Kit service or directly by the third-party provider. If you are unwilling or unable to comply with third-party providers' terms, conditions and fees, Mary Kay is relieved from guaranteeing access to such third-party services.

\*Your *Great Start* time frame is the month your Independent Beauty Consultant Agreement is received and accepted by the Company and the following three calendar months.

\*\* A *Great Start*-qualified new personal team member is one whose single initial order or cumulative orders with the Company are \$600 or more in wholesale Section 1 products, and the order(s) are received and accepted by the Company in the same or following three calendar months that her/his Independent Beauty Consultant Agreement is received and accepted by the Company.

\*\*\*An Independent Beauty Consultant's single initial or cumulative orders with the Company must total \$600 or more (excluding shipping, handling and tax) in wholesale Section 1 products to be eligible for the product bonus bundles. The single initial or cumulative orders must be received and accepted by the Company in the same or following three calendar months that the Independent Beauty Consultant Agreement is received and accepted by the Company. Sales tax is required on the suggested retail value of Section 1 products included in the product bonus bundle(s).

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