

# NEW CONSULTANT DEBUT



## DEBUT PREP (Consultant):

- Set a date** for your Debut with your recruiter/Director.
- Select a location.** Debut can be held in your home, clubhouse, church, restaurant party room or wherever else you can accommodate your guests. It's ok if it's "cozy" because too large of a location can make the Debut feel less grand especially if you have a small group of attendees. We're shooting for at least 10 in attendance to earn a gift from your Director when you do. *(Fill out the Google Form Link on [www.melissamays.com](http://www.melissamays.com))*
- If on **FACEBOOK**, set up a group or ask your recruiter for assistance with this. *(If recruiter is setting this up, be sure to add New Consultant as Admin)* You may already have a **GROUP** if you were a Hostess. Just change the name of the group to whatever you'd like to call it *(you can ask your recruiter for suggestions)* and add your website and business page link if you have set those up already.
- Use the **GROUP DESCRIPTION** suggestions on pg 10 of the **WELCOME PACKET**.
- INVITE** your friends to the group and then send a **PERSONAL MESSAGE** to everyone you invite via **MESSANGER**. You can use the suggested message on page 10 of the WELCOME PACKET.
- Create an **EVENT** within the group with date/time, details, etc. This will allow people to RSVP if they plan to participate. If you don't get a lot of replies, don't get discouraged! A lot of people will be on there if you remind them but won't respond to the event invite. Creating the event creates "awareness".
- POST** your "**WHY**" **STORY**. Start **POSTING** in your group days before the Debut...much like you do for a party. If you feel comfortable, do a **LIVE VIDEO**. **WHY STORY: A little bit about you** *(where from, family, occupation-current or former)* **Why** you chose MK products and the opportunity. **WHAT** are you hoping to gain from your new adventure. **HOW** will this positively impact you, your family?) **WHEN** is your debut...another **LIVE** reminder. ***Please stress HOW much it would mean to you for them to show their support at your DEBUT.*** **WHO** are you most excited about sharing this with...**FRIENDS & FAMILY**...and anyone who is willing to check it out! Ask for referrals.
- You can also start **POSTING product posts, games**, etc. If you were a Hostess or a part of a FB Party, you can use some of your favorite posts (or the ones you saw got the most response). If you weren't, you can join our Bombshell Unit Facebook Party Training group on Facebook.
- Post the **24 and 1 hour reminders** in the group.
- If doing an **ONLINE DEBUT** *(which I would suggest in addition to an in-person to reach friends & family out of town and people that can't make that date)*, here are your options...

**OPTION 1:** You or your recruiter can conduct the presentation **LIVE in the group**.

**OPTION 2:** Start a **WATCH PARTY** of your Director's **New Consultant Debut** and stream into group. You can interact with your guests in the comments.

**OPTION 3:** Interact on screen with Melissa, other **NEW CONSULTANTS** and their guests **via Zoom**. It will be great for your guests to see all different ages, races, backgrounds, etc. Great marketing opportunity for potential **BESTIES!!!** We can accommodate up to 100 guests. This will also be **BROADCASTED** into the **PINK PREVIEW PARTY** group just in case we reach max capacity. Go to **[www.zoom.com](http://www.zoom.com)**, **JOIN MEETING**, enter **MEETING ID 8122672385** on **Tuesday night at 7:30pm est.**

## THE PRESENTATION:

- **Welcome** and **purpose** of this event. **\*\*\*COMMENTS FOR CHANCES!!!** Let's break a record w/ most comments.
- **Intros: A little bit about me. New Consultant's WHY STORY.** (if they didn't post one)

How you can **SUPPORT** your friend and be a part of her **NEW ADVENTURE**

1. **PRAY!** Emotional Cycle: **EXCITEMENT, FEAR, OVERWHELM, RECOMMIT.** Pray her thru this!  
**\*\*\*PLEASE COMMENT** if you'd be willing to PRAY for her!
2. **PRAISE!** MK believes in praising women to success and you can be a **HUGE** part of this! Send her a note of encouragement (*Recruiters: if in person hand out note cards and collect them at the end. Send her 1 a week!*) Comment on her social media posts. Text or message her and ask how she's doing.  
**\*\*\*PLEASE COMMENT one thing you love MOST** about her and **WHY** you think she'll be a **SUCCESS!!!**
3. **PURCHASE!** These products will make you look & feel better and in turn boost your **CONFIDENCE!** We know you have a **TON** of **CHOICES** when it comes to purchasing products so **WHY MARY KAY?**  
Let me tell you about your **"PINK PERKS"!!!**
  - **Top 5 worldwide Beauty Brand** with the **HIGHEST** quality of products. Made in the USA. Tested and created with the utmost integrity! We not only **adhere to the US guidelines for product safety** but also **European standards** which are much more strict! We **do not use any of the 1300 European banned ingredients** that some US companies are still using! Our products are **paraben free.** We **DO NOT TEST ON ANIMALS.** We now even have a **brand new ALL NATURAL skin care line!**
  - **100% SATISFACTION GUARANTEE!** No more **PRODUCT GRAVEYARD...**where bad buying decisions go to die! Anybody have one of those? So what this means is if you don't **ABSOLUTELY LOVE** a product you purchase from her, give it back and she will replace it with a different product or give you a full refund. And not to worry...the company stands behind the product and will replace it for your Consultant! It doesn't hurt her in any way and she wants to make sure you are completely satisfied with all your products! We want you to honestly say **YOU LOVE YOUR MARY KAY!**
  - **Supporting a small business owner** in your community who will in turn **"stimulate" your local economy!** Your purchases directly impact her and her family! That skin care set may put dinner on the table or pay the light bill, or fund a much needed vacation or college education! Your purchases have **POWER** to change lives!
  - Speaking of changing lives...**MARY KAY donates MILLIONS of dollars for cancer research and stopping domestic violence against women & children and eradicating human trafficking!** Not only are you supporting your friend, but also women and children all across our nation and worldwide!
  - **FREE GIFTS** with purchases of **\$40 or more.** **FREE SHIPPING** on orders of **\$50 or more.** (*Be sure this is included in your website settings. [www.marykayintouch.com](http://www.marykayintouch.com), BUSINESS TOOLS, PERSONAL WEBSITE MANAGER*)
  - **5% back in FREE PRODUCT** at Christmas!
  - Be a **BEAUTY INSIDER** in our **"PINK TRIBE!"** Every woman needs to surround herself with a positive **COMMUNITY** of women like ours who believe in keeping our **FAITH 1st, FAMILY 2ND & CAREER 3rd!**  
**\*\*\*PLEASE COMMENT** if you'd like to make a purchase. Watching the **NEXT VIDEO** will give you some ideas. Have your **BUILD A BAG** or **blank sheet of paper** ready for the **NEXT VIDEO! TIC TAC TOE GAME!**

- **ACCESS to MAKEUP TUTORIALS, SKIN CARE ANALYSIS, and CASH & PRIZE GIVEAWAYS.** You'll also get invites to **SPECIAL EVENTS** (VIRTUAL & in person) like **Photo Shoots, Bunco Party's,** and more! Make sure you join our **PINK PREVIEW PARTY FaceBook Group** so you don't miss out on upcoming events!

\*\*\***PLEASE COMMENT "ADD ME"** if you'd like to be added to the PINK PREVIEW PARTY.

**4. PARTY.** Your Consultant has a **POWER START CHALLENGE** to CONSULT with **30 people in 30 days.** What does that include? 3 easy steps!!!

- ⇒ **1. Complete your Profile.** If already registered, Comment **REGISTERED** & earn **EXTRA CHANCES** at the PRIZES. . (*Profile Card that comes in Starter Kit or they REGISTER & complete profile on your website.*)
- ⇒ **2. Skin Care Consultation.** First, learn more about **taking care of your skin** with either the **Skin Analyzer App,** watch our **Live Beauty Sesh** on Tues night on the PINK PREVIEW PARTY FB Group, or have a **Facial Appt.** in person.
- ⇒ **3. Complete a WISH LIST** either on the website, on the back of the **PROFILE CARD,** or the **BUILD A BAG WISH LIST.** Afterwards, you'll do a **quick 1 on 1 consultation** to review the WISH LIST.

\***EARN a FREE GIFT for helping her. You can also earn a 50% item for each step if sharing with friends!**

\***HOSTESS PLAN:** 3 or more in person or 5 or more online and get **\$75 for only \$35** or up to **20%** of sales!

\*\*\***PLEASE COMMENT "she can BORROW MY FACE"!!!** I promise, she'll give it back! :)

**5. PARTNER!**

#### **PERKS OF PARTNERING:**

- **No sales quotas.** 3 Ways to Mary Kay...
  1. **Smart Shopper: 50% OFF shopping** for the rest of your life!
  2. **Brand Ambassador: 50% Profit.** Supplement your income!
  3. **Boss Babe:** replace your income and work from home!
- **Flexibility.** Work around your busy schedule. Make money in your sleep!
- **Prizes & Awards...trips, diamond, cars, etc.**
- **Faith based, debt free, privately owned company that GIVES BACK** (will NEVER go out of business)

\*\*\***PLEASE COMMENT** which of "**THE PERKS**" appeal to you the MOST!!!

#### **3 OPTIONS TO GET STARTED:**

- **\$30 e-sign** til the end of June...FREE WEBSITE & PROPAY (CREDIT CARD PROCESSING)
- **\$100 Starter Kit** with \$475 worth of FULL SIZE products, Kate Spadeish Tote, Date Book & biz supplies!
- **\$130 for ALL OF THE ABOVE!!!**
- **Bring your BESTIES...**the first 3 to comment **SIGN ME UP,** get **\$25 off** their Starter Kit!

\*\*\***PLEASE COMMENT "SIGN ME UP" or "TELL ME MORE"** ....GOALS: 6 Curiosity Chats, RED JACKET

Let's recap: **Did you comment** which of the 5 ways you'd be excited to help and you'll get a ticket for each comment. **PRAY, PRAISE, PURCHASE, PARTY, PARTNER.** Thank you guys again for being on tonight and showing your support for your MARY KAY New Beauty Consultant!

## After the Debut FOLLOW-UP

- Write everyone's name that attended on your POWERSTART tracking sheet...pg 11 in Welcome Packet.
- Personally thank everyone that attended with a personal message.

### **Here's an example of a Personal Thank You:**

*Hey there friend. Thanks again for being a part of my Debut Party. You have no idea how much that meant to me. I really appreciate your friendship and your support. I'm really excited about this new adventure and am looking forward to seeing what God has in store. Thank you again from the bottom of a most grateful heart.* (add favorite emoji's)

Book everyone for a consultation regardless if they COMMENTED "you can borrow my face" or not. Many times they don't fully understand what that means. After you explain how simple, easy, fun, and beneficial it is they're excited to do it. Especially after you explain how this helps you with your first BIG GOAL in Mary Kay.

### **If they commented "you can borrow my face":**

*Thank you SO MUCH for being willing to help me with my goal of doing 30 practice Consultations in 30 days. When you said you'd help, I was EXCITED and so appreciative! I had a consult with my recruiter and it was wonderful! There's NO PURCHASE REQUIRED, however, if you do want to try something that's great! I think you'll love the products just as much as I do! The consult really helps to narrow down products that would be PERFECT for you because that can be a challenge! Best part, it gets delivered right to your door and it's 100% guaranteed by the company so that protects the BOTH of us!*

*The Consult only takes about 15 minutes if you've already watched my Director's Skin Care Video. So what's better for you? During the week or weekend?*

*Day or evening?*

*I have \_\_\_ or \_\_\_ available. Which works better for you?*

### **Everyone else that didn't comment:**

*Thank you again for being a part of my Debut Party! I was wondering if you'd be willing to help me with my goal of doing 30 practice Consultations in 30 days. I had a consult with my recruiter before I started and it was wonderful! There's NO PURCHASE REQUIRED, however, if you do want to try something that's great! I think you'll love the products just as much as I do! The consult really helps to narrow down products that would be PERFECT for you because that can be a challenge! Best part, it gets delivered right to your door and it's 100% guaranteed by the company so that protects the BOTH of us!*

*The Consult only takes about 15 minutes if you've already watched my Director's Skin Care Video. So what's better for you? During the week or weekend? Day or evening? I have \_\_\_ or \_\_\_ available. Which works better for you?*

Write the date/time in your Mary Kay Datebook on the week at a glance. If you haven't already taken the Time Study and blocked out your available times you're willing to hold appointments, refer to pages 8-9 of your Welcome Packet and do that now.

Reach out to anyone that said “SIGN ME UP” or “TELL ME MORE” first. No one may have COMMENTED that and that’s ok. That doesn’t mean no one is interested. That normally means they’re hesitant to say anything for fear...fear of the unknown (*commitment, expectations, failure, etc*)

I suggest doing the first 1-3 with your recruiter/Director so you can learn how to do it on your own in the future. After narrowing down a day that works best for your prospect, your recruiter/Director will respond with her availability.

**Send a 3-way message or text to your prospect and recruiter/Director to book the appointment:**

*Thank you SO MUCH for being willing to help me with my goal of doing 6 practice Curiosity Chats. You may or may not be interested and that’s totally fine. I just need to do this for my training and I’ll earn a GIFT from my Director for doing it. You’ll get any one product for 50% off for helping me. It only takes about 15-20 minutes if you’ve already watched my Director’s RAG’S TO RICHES Video.*

*So what’s better for you? During the week or weekend?*

*Day or evening?*

*I have \_\_\_ or \_\_\_ available. Which works better for you?*

Write the date/time in your Mary Kay Datebook on the week at a glance. If you haven’t already taken the Time Study and blocked out your available times you’re willing to hold appointments, refer to pages 8-9 of your Welcome Packet and do that now.

MARY KAY®



“You are a woman. You can do anything in this world you want to do.”

— *Mary Kay*

MILLIONS of  
**WOMEN**

in nearly 40 countries  
have **EMBRACED** the  
Mary Kay opportunity.

MARY KAY®