



Welcome to Christine's Cruisers



Consultant Next Step Binder

BEAT THE BOX

- You have 2 to 3 days to complete these five steps by midnight on the day your box arrives



1

TELL THE THREE MOST IMPORTANT PEOPLE IN YOU LIFE.

*Who you LOVE the most, supports you unconditionally & positively and tell them that you started Mary Kay & You're SUPER EXCITED!
Tell them before your box arrives.*

2

MAKE A WEDDING LIST

Write down 50 to 100 women who you would love to have celebrate with you in your most Special moments.
NO Pre-judging & over 18.

3

DOWNLOAD THE FREE APP CALLED VOXER

Text Christine your Voxel ID before your box arrives.



4

Fill in your Beauty Consultant profile

This survey sheet is located under our Unit tab in Next Step binder
Fill this out and text Christine when it's finished.

5

WATCH "LET TALK PRODUCT VIDEO" on
WWW.CHRISTINESCRUISERS.COM
Located under the NEW CONSULTANTS tab.

**WHEN YOU COMPLETE THE STEPS
YOU WILL RECEIVE A MONEY BAG FROM CHRISTINE**

*“You begin the journey toward success
by following two rules:*

1 - Get Started 2 - Don't quit”

Mary Kay Ash

**Congratulations and welcome to Mary Kay and
our unit - **Christine's Cruisers!** I am excited to
be working with you as a brand new
Mary Kay Beauty Consultant!**

*“Find something you like to do so much you would do it
for free - and somebody will pay you well.”*

Mary Kay Ash

*My prayer is that you will find
your Mary Kay business something
you would do for free!
Enjoy the journey!*

*Christine Smith
Independent Sales Director*

717-451-3079



Cruisin' to Cadillac Area

Women of Purpose

WELCOME!!!

The History of our Unit:

We have been a Free Car Driving Unit since December of 2003. We are currently stretching to 100 unit members and working toward the Awesome **PINK CADILLAC**. Our highest ever Unit Retail was over \$28,900 in one month.

Our Unit's Mission:

- To help women be the best they can be, thereby enriching the lives of them and their families
- To persevere towards the dreams and goals God has given us, paving the way for others to follow, with standards of excellence and integrity
- To work with the priorities of God first, family second, and career third as we build a Cadillac unit

Not only have you been accepted into the most progressive and positive Company in the world, but you have also become a vital member of one of the fastest growing and most dynamic Units in Mary Kay! The reason we keep getting better is because we select quality women, like you, to join our team, and we believe that **Together Everyone Achieves More**.

As your Director, I'll be your business advisor; YOU set your own goals – and your recruiter and I will be here to help you reach them. I will teach, guide, and motivate you – but I won't take the credit for your successes. The bottom line is: YOU are the one who will do the studying, schedule the appointments, get out the door and hold those facials and skin care classes, and attend Unit meetings and special functions. This is YOUR business! Your success will be yours alone; because YOU decide what you want, and YOU discipline yourself to reach it. You're in business **for** yourself, but never **by** yourself!

As a new Consultant, you are encouraged to treat this business as if you were going to college. Be patient with yourself. You won't learn everything overnight! Commit yourself to a certain number of hours per week to "Mary Kay School", including weekly Unit meetings and your own appointments. Book and hold your Power Start. Earn the prestigious title of **Master Consultant** by completing New Consultant Education in your first 2 months. You will want to commit to at least one full year of consistency in your business to allow it, and you, to grow.

Look at your Starter Kit. Five years from now, what do you want for yourself? For your family? If you try to do all that we are going to teach you, you CAN achieve all of your dreams, and more! It's all in your Starter Kit. And the key is . . . Well, the key is YOU!!

Thank you for saying "yes" to this opportunity, and for saying "yes" to YOU! I'm truly looking forward to getting to know you better and assisting you in your wonderful and exciting climb up Mary Kay's ladder of success! If you ever have any questions about your business and new career, I am always here to help. Please don't hesitate to call me at (717) 451-3079 or email me at smith14@comcast.net.

Love and Belief ~ *Christine*

Unit Name: Christine's Cruisers
Area: Dawn Dunn, NSD (Diamond Division)
Unit #: EM10
Future **Cadillac** Unit!



Director Information:

Christine Smith, Sales Director
Cruisin' to Cadillac
Started MK Career in March 1994
Debuted as an Independent Sales Director
Dec. 2003

Business Address:
54 Dakota Drive
Hanover, PA 17331

Office: 717-630-8224

Cell: 717-451-3079

Fax: 717-634-5868

E-mail: smith14@comcast.net

Visit our Unit Site
www.christinescruisers.com

I have been married to Joe since 1993 and have two very handsome boys~Zach-23 and Isaac-19. I just adore my men completely. I like to travel with my Mary Kay girlfriends to Dallas, Phoenix, New Orleans, Atlanta, San Diego and Houston twice a year for our Leadership Conventions.

I enjoy reading motivational books and listening to CD's. I also enjoy watching funny movies, hanging out with friends, going to the gym and gardening. We love going to the beach each summer with our entire family.

Most of all, I enjoy mentoring women to their God-Given potential so they will be SUCCESSFUL!

Keeping life simple is key for me; I thank God everyday for my Mary Kay business and the wonderful group of ladies he has put in front of me. Mary Kay has allowed me the flexibility and income I need to keep my priorities in order AND have a rewarding career!

Independent Beauty Consultant Profile

Please fill out and return to:

Christine Smith
54 Dakota Drive
Hanover, PA 17331

I'd love to get to know you better!! Can't wait to read this sheet about YOU and your goals for your new Mary Kay business!

Name - _____ Recruiter - _____
Home Phone - _____ Work Phone - _____
Cell - _____ Hobbies: _____
Husband's Name - _____
Children's Names & Ages : _____

E-Mail Address - _____

I desire to earn \$_____ weekly.

I am willing to invest _____ hours into my MK business each week.

Are you interested in earning a career car? _____

Are you interested in a Leadership Position (Sales Director)? _____

My wildest Mary Kay vision is –

Some of my immediate goals and desires are –

What would you like to purchase for yourself with your first three months of earnings?

Please share with me a little bit about yourself; your past work experience, family, hobbies, joys, etc.

MARY KAY Field Test Questionnaire

Products Field Tested:

Mary Kay Hand Softner
Satin Smoothie Hand Scrub
Mary Kay Hand Cream

1. Use the Field Test Products as Outlined in the Satin Hands Treatment.
2. How did your hands feel after the "Satin Hands" treatment?

3. Did you Notice a difference in the way your hands looked after the treatment?
Describe _____
4. Were the steps easy to follow? _____
5. Would you use this treatment on your feet? _____
6. Would you use this treatment:
Once a week ☐
Every 2 weeks ☐
Once a month ☐
Never ☐
7. Would you use the individual products for their "regular" use as described on the packaging?

	Yes	No
Mary Kay Hand Softner	☐	☐
Satin Hands Smoothie Scrub	☐	☐
Hand Cream	☐	☐
8. Would you be interested in additional information about:

Skin Care ☐	Glamour ☐	Fragrances ☐
Men's products ☐	Career opportunity ☐	

Name: _____

Address: _____

Phone Number: _____

Thank you for helping us with this survey!

MK CONTACT LIST

NAME	PHONE	ADDRESS	E-MAIL
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			
11			
12			
13			
14			
15			
16			
17			
18			
19			
20			

MK CONTACT LIST

NAME	PHONE	ADDRESS	E-MAIL
21			
22			
23			
24			
25			
26			
27			
28			
29			
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31			
32			
33			
34			
35			
36			
37			
38			
39			
40			

Keep track of your **Active Status** and your **Earned Discount Privilege** available with Mary Kay Cosmetics.

This reminder can help you:

Keep your Active Status current.

Keep your business on the cutting edge.

Take advantage of your current Earned Discount Privilege by ordering any last-minute products.

Definitions:

Retail: What the Customer pays (full suggested price).

Wholesale: What the Consultant pays (discounted).

Earned Discount Privilege works this way: You receive a 50% discount on any Section 1 wholesale order when you order a minimum \$225 wholesale (\$450 retail). **You will continue to receive a 50% discount on any Section 1 product order (regardless of size) as long as you remain active.**

Active status: The month you place a minimum \$225 wholesale order (\$450 retail) and the two following calendar months you are considered "Active". In other words, you are considered Active **the month you place a minimum \$225 wholesale order and two following calendar months**. AS long as you remain Active you receive your Earned Discount Privilege and 50% discount buying power! The \$225 wholesale minimum may be accrued **cumulative** during any single month period. For example, should you already be Active and take advantage of your Earned Discount Privilege and place two \$112.50 wholesale orders during a single month period, that would equal \$225 wholesale cumulative during that month period. That month would be your NEW first month of Active Status and you would have two further months of Active status available after that month.

ACTIVE	INACTIVE
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Example:

JAN	FEB	MARCH	APRIL	MAY
	\$225 wholesale			

Example:

JAN	FEB	MARCH	APRIL	MAY	JUNE
	\$225 wholesale 1 st month	\$112.50 whole-sale		\$50 wholesale	

Example:

JAN	FEB	MARCH	APRIL	MAY
\$225 wholesale 1 st month Active	\$75 wholesale	\$112.50 wholesale \$112.50 wholesale 1 st month Active		

THINGS YOU WILL NEED TO PURCHASE

For Classes:

- Cotton Rounds
- Q-tips (swisspers at walmart with flat end and pointed end)
- Cosmetic wedges
- Headbands
- Organizer for Inventory (talk with Director for suggestions)
- Facial Cloths (Sec. 2 – add to your inventory order)
- or Viva Paper towels work well.
- Pens
- Calculator or earn one from your Director!

Organizational Tools:

- 3” 3-ring Binder OR Expandable File w/12 sections (for organizing receipts/sales tickets/packing slips/etc.)
- Purchase A – Z Tab Dividers size 8 X 5 Wal-Mart or Staples for Customer profile and you can use a basket or shoe box
- Business Kit \$39.99 – includes business cards, ink stamp, name badge, product reorder labels. (See www.marykayintouch.com look under “MK Connections”) Consultant business kit
- Spiral Notebooks (will use 1 per month – more about this in NC Education Classes)

SETTING UP YOUR BUSINESS

- Open a separate checking account to use for your business – do not need a business account (usually more expensive than a personal account). **DO NOT** put “**Mary Kay**” on your checks.
- Set up your **Personal Web Page** for **\$30** at www.marykayintouch.com .
- Register for “**ProPay**” (www.marykayintouch.com) if you plan to accept credit cards from customers. Found on Intouch under **Ordering Tab then click on Propay** . Cost \$39.95/year.

Skin Care Class Packing

TRAYS

Trays are numbered 1 through 8 (**use fine tip black Sharpie to fill in numbers**) and cover trays with saran wrap so you can reuse the trays and not have to buy them every time. They are already organized in a zip bag.

Each tray has a ...

- Headband
- Mascara wand
- 2 sponge tip applicators
- Q-tips (lipstick, touch-ups)
- 2 cotton rounds
- 1 cosmetic wedge
- Facial cloth

CLASS FOLDER OR PAPERWORK PAPERCLIPPED TOGETHER

On right side are these forms (in order)...

- Blank profile card and a pen
- Share your experience closing sheet
- Product Set Placemat for closing – turned over with blank side showing up under tray put in plastic sleeves so you can reuse them. Can be found on www.christinescruisers.com

PRODUCTS IN ORDER ON TRAY

1. 4-in-1 cleanser	6. Microdermabrasion pore minimize	Top Right wells: Satin lips
2. Day Cream	7. Empty	
3. Night Cream	8. Foundation primer	
4. 3D Eye Cream		
5. Microdermabrasion refine		

ROLL-UP BAG (FILLED)

<u>First Pocket</u>	<u>Second Pocket</u>	<u>Third Pocket</u>	<u>Fourth Pocket</u>
4-in-1 Cleanser*	Satin Lips Set		
*(both formulas)	Oil Free Eye Makeup Remover	CC Creams	Satin Hands Set
Day Cream	Mascara – Black Ultimate	Translucent Powder	
Night Cream	Microdermabrasion Set		
3D eye cream			

BLACK MESH BAG WITH EXTRAS

Extra cotton rounds, wash cloths, cosmetic sponges, sponge tips, mascara wands

CLASS BAG/BRIEF CASE

Money bag with change	Calculator/pens	Sales tickets	Look Books
Datebook	Hostess flier/packet	Recruiting notebook	Recruiting bags with CD
Conversion charts*	Prepared Class folder		or postcard (10)

*(Everything Found on Christine's unit site: www.christinescruisers.com)

INVENTORY BAGS/boxes or rubber maid containers work great. Inventory bags found on MKConnections

I carry as much product as I can, at least 4 of everything. Alphabetize your products for easy packing.

Your Mary Kay Business Debut!

An awesome way to start your new business is with a Business Debut! Check out the details below:

- Set a date for your Debut with your Director
- Place your Inventory Order so that it will arrive prior to your Debut. Your guests will buy more if they can take it home that day!
- Make a list of friends, family, co-workers, neighbors, church friends, etc.
- Fill in the sample invitations in your packet and have it printed onto card stock. (Staples do a fast job!)
- Mail your invitations 2-3 weeks prior to your Debut
- 2-3 days prior to your Debut, **call EVERYONE** you invited (if you don't call, they won't come!)
- Plan to serve simple refreshments - cookies or cake & pink lemonade is great!
- We'll need a table with a plain tablecloth for a nice display (white or pink).
- Prepare your Calendar for bookings! (With a highlighter, mark each date & time you are available for the 30 days following your Debut.)
- You'll need your Starter Kit, sales tickets, calculator, pens, Satin Hands sampler set, Ultimate Miracle Set, and Look Books.
- Your Director &/or Recruiter will help you with your Event—all you need to do is be excited and invite LOTS of people!

When you have at least 15 guests (women who are 18 or older) at your Debut, you will win **Jewelry!!** Your Director will present it to you at your Event!

Your guests will be treated to Ultimate Miracle Set on the back of their hands and have the opportunity to sample our products! They will also hear some fun facts about Mary Kay so that they will know what an awesome Company you are associated with! Our goal is to book your future appointments, sell product, and even help you find your first team member!! How fun!

Let's get started! Call your Director TODAY to set your Debut date!!

Let's Get Booked Up!

Booking is the life-line of your business!! Mary Kay always said, "The only way to learn to book is to do it!" So - START TODAY! Use the following scripts to help you!

Scripts for Booking:

1. Starting Your Business - "Hi _____, this is _____! I am so excited! I just started my own business with Mary Kay Cosmetics! The reason I'm calling is that I need to hold 5 practice classes in the next 2 weeks and was wondering if you would help me! May I borrow your face? (giggle) If you could ask a couple of friends to join you, that would be even better! Would _____ or _____ work best for you?"
2. Calling a Referral - "Hi, this is _____. I got together with your girlfriend _____ last night and she was able to recommend 7 friends to receive a \$10 gift certificate and a free facial, and she chose you. Congratulations! Would you prefer _____ or _____? Great! I can customize an individual makeover for you or you can share it with a few girlfriends. Which sounds more exciting?"
3. Calling a Warm-Chatter Contact - "Hi _____, this is _____, I met you yesterday at _____! I'm calling to schedule the make-over that we chatted about! I'm booking both individual and group appointments—which would you prefer?"
4. Calling a Goodie Bag Contact - "Hi _____, this is _____ with Mary Kay. I'm the one who gave you a goodie bag a couple days ago at _____ and I'm just calling to see if you liked the sample of TimeWise that was in your bag? Great! That is an awesome product—and you know, we have lots more that are just as great! I'm booking individual and group make-over appointments and I'd love to meet with you and let you try some of our products! Which would you prefer—an individual or group appointment?"

YOU CAN DO THIS! YOU CAN DO THIS! YES YOU CAN!!

Calling Referrals

Script to use when they don't answer:

Hi _____ This is _____ (first name only). I'm a friend of _____ (first & Last Name of who referred the person). Can you give me a call at your earliest convenience? I have a quick question for you. My number is _____ and my name again is _____ (first name only) Thank you and I'll talk to you soon.
My number again is _____.

Referral Script:

Hi! This is _____. Do you have a minute? Great! I got together with your girlfriend recently and she was able to recommend 7 friends to receive a \$10 gift certificate and a free Mary Kay Makeover and she chose you? **Congratulations!** Have you had one recently? Or do you have a Consultant? If they say no....Great! I would love to pamper you with our newest products. Would you prefer _____ or _____? I can customize an individual makeover for just you or you can share it with a few girlfriends, which sounds more exciting?

Script to say when they say NO to the Makeover:

OK..... I will let _____ (referee) know so she can recommend another friend for the gift certificate and pampering session.
Thanks and have a great day!

PERFECT! POWER! PLUS!



Complete 15
faces in 2 weeks
& receive the
**Perfect Start
Charm!**

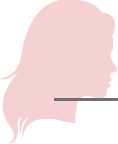
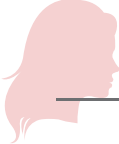
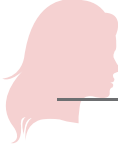
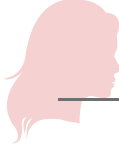
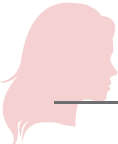
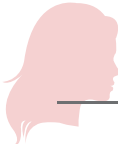


Complete 30
faces in 30 days &
receive the **Power
Start Charm!**

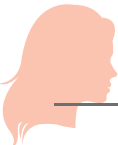
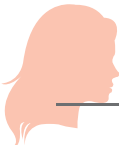
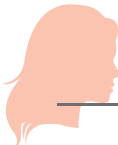
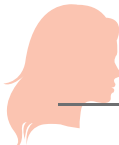
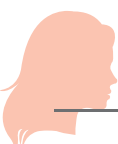
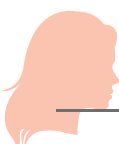
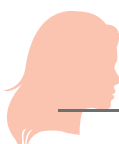


Complete Power
Start and share
the MK
opportunity with
at least 6 people
and receive the
**Power Start Plus
Charm!**

PERFECT START

 Name _____	 Name _____	 Name _____	 Name _____	 Name _____
 Name _____	 Name _____	 Name _____	 Name _____	 Name _____
 Name _____	 Name _____	 Name _____	 Name _____	 Name _____

POWER START

 Name _____	 Name _____	 Name _____	 Name _____	 Name _____
 Name _____	 Name _____	 Name _____	 Name _____	 Name _____
 Name _____	 Name _____	 Name _____	 Name _____	 Name _____

POWER START PLUS

1 _____	2 _____	3 _____	4 _____	5 _____
 6 _____	7 _____	8 _____	9 _____	10 _____

STAY CONNECTED!!

Unit Site: www.christinescruisers.com

You can find everything you need to build your business on this site!!

VOXER APP: It's Free and our main communication sources find me @ csmith73935!

Call DAILY (M-F) Million Dollar Hotline 641-715-3900
access codes 44336# save in your cell with access code
(only 10 min.!) Get a “boost” of inspiration for your day!

Attend **WEEKLY Success Meetings:** Tuesdays @ Christine's Home 54 Dakota Dr Hanover, PA 17331

Out-of-Towner's – I will locate an “Adoptive Director” for you in your local area.

ZOOM.US Meeting #2232474904 Password: Dream

New Consultant Training –

Visit site @ www.christinescruisers.com. Click on New Consultants.

Call your Director!! I LOVE to hear from YOU! I have more belief in you than you can imagine! Call to share your success or get help when you're challenged!
717-630-8224 or 717-451-3079

Company Website: Our company website is phenomenal! Go to www.marykayintouch.com. Enter your Consultant Number and password to gain access to TONS of information. The “Education” Tab = MK University – Skin Care—Confident—Color Confident—Legal Matters—Power Class – Your College education!

Tuesday Night Live (TNL) - Tuesdays, 6:30pm - 8:15 p.m.

Mary Kay Success Studio

54 Dakota Drive

Hanover, PA 17331

Welcome to our Tuesday Night Live! Here are a few guidelines that will make our meeting run smoothly and be as **POWERFUL** as we want it to be!! **THANK YOU** in advance for being a **Team Player**!

1. **PLEASE** sign in every week, **MEETING DUES ARE \$3/wk or Special \$10 for the Month**. Please have guests sign in also. Directors have to keep detailed records for tax purposes, so the money and sign-in sheet must match exactly.
2. **EARLY/LATE— ON TIME DRAWING EVERY WEEK ~ NAME GOES INTO A DRAWING FOR ALL WHO ARE THERE BEFORE 6:30PM**. We know there are times you might have to leave early or arrive late for the meeting. **PLEASE** still sign in and pay your meeting dues. It's only fair that everyone pays—thanks for understanding!!
3. **GUESTS**—please bring a Color Look card with liners & lip gloss, organized starter kit with all supplies needed to treat your guests to a makeover. IF you should forget, we will have a limited supply available for purchase for \$1.00 each. Bringing the color look for your guest insures that she gets a look that's great for her!
4. **DRESS CODE**—please honor Mary Kay and wear a skirt or dress or Mary Kay Beauty Coat to our meetings. We want to **WOW** our guests and let them see how professional we are! If you need to purchase something, consider a black skirt and white blouse! That way, you're ready to move into your **RED jacket!!** Wear the same outfit every week—the **Red Jackets** and **Directors** do!!
5. **CHILDREN**—Children are **NOT** allowed at our meetings. Mary Kay always taught that women need a “**night out**” where they can be recognized, educated, and motivated! When children are present, they are so precious and they naturally require attention, which could be distracting to others. Children also quickly become bored because there is nothing of interest for them at our meetings. **THANK YOU** for understanding!!

THANK YOU in advance for your willingness to make **OUR Unit Success Meetings the BEST EVER!** You are each such sharp businesswomen and we appreciate **YOU!**

MARY KAY WEEKLY PLAN SHEET/HOJA DE PLANEACIÓN SEMANAL MARY KAY

NAME (NOMBRE): _____ WEEK OF (SEMANA DE): _____

	SUNDAY (DOMINGO)	MONDAY (LUNES)	TUESDAY (MARTES)	WEDNESDAY (MIÉRCOLES)	THURSDAY (JUEVES)	FRIDAY (VIERNES)	SATURDAY (SÁBADO)
6:00							
7:00							
8:00							
9:00							
10:00							
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10:00							

Pearls of Sharing



***** 6 INTERVIEWS WITH DIRECTOR
EARN YOU THE PEARLS OF SHARING
EARRINGS IN YOUR FIRST MONTH**

***** 6 MORE INTERVIEWS WITH DIREC-
TOR EARN YOU THE PEARLS OF
SHARING BRACELET IN YOUR FIRST
MONTH**

***** FIRST TEAM MEMBER EARN YOU
THE PEARLS OF SHARING NECKLACE IN
YOUR FIRST MONTH!!!**