

“Plan your work and work your plan” ~ Mary Kay Ash

How can you be sure that you will have a consistent paycheck in your business? How can you keep your bookings going and have reorders, team members and your priorities in order all at the same time? *By planning and working the plan!*

So many times we hear people say, “If only there were more hours in the day or if I only had more time”. Newsflash: God made the earth have 24 hours per day and it isn’t going to change until eternity!” ☺

It’s not how many hours you have it is what you do with the hours! So, with that reality, let’s make a plan and work it out. All you have to do is add the effort!

Working this out on a weekly plan sheet is a MUST to stay focused and accountable! They can be printed off of the www.marykayintouch.com site.

Plan A*

To earn \$1000 a month and work 10 hours a week:

- Hold 2 skin care classes (Girlfriend Pampering Sessions) per week
- Bring 1-3 guests to your weekly success training event
- Make 90 minutes of phone calls every week (actual calls, not looking up numbers, etc.)
- Thank you notes to every customer, hostess and guest

<u>Breakdown of Efforts</u>	<u>Hours</u>
The Pampering sessions will take 2 hours each plus prep time	5 ½
Team Building calls	½
Success Event Training	2
Phone calls	1 ½
Thank you notes	½
	= 10 hours/week

What do you do during phone time?

- Book new classes to be sure you constantly have 6-10 up for the next 2-3 weeks
- Coach hostesses – 3 calls per week
- Preprofile upcoming guests - about 6 calls
- Do follow-up calls from last 2 weeks appointments - about 6 calls
- Invite guests to meeting – 3-6 calls
- Have someone looking at Marketing Plan info each week and do a call with her and your director or she comes to the Success Event as your guest

Anything else needs to be delegated or done while you watch TV or listen to training. For example while you are listening to Conference Call training on Wednesday night you could be putting labels on your product or postcards. Your child or someone else can do

this, get your trays and mirrors ready, unpack your order, add customers to the computer, etc. You will get paid for the “people” time not the organizational time!

Remember the phone work, it makes everything else work! So...if you work the above plan you will earn around \$250 per week. That’s \$25 per hour even for the phone time! So learn to love that phone time!

Breakdown of Money averages

Average* Pampering Appointment with 3 new customers in attendance is \$300. Immediately you will earn about \$1000 per month when you hold 2 every week!

***Average customer retention (varies on how well you do your follow-up!)
But if you do it well, your customers will order around \$200/year* each with 4 new customers per week average** you will have 200 customers at the end of your first year! Two hundred Customers x \$200 each equals \$1,666 potential profit per month after your first year! It is worth it to follow-up and keep building!***

Attend your training, work on your skills just like you would if you went to college to earn a degree! These are averages...your results may vary, but if you will work the plan your plan will work!

This is all based on consistency. When you consistently hold appointments and meet new people, your skills will increase and your averages will also. You will meet plenty of people that have the money and want to look their best. You will attract to you the kind of people that want to be your clients.

By sharing Mary Kay’s opportunity with others you will earn even more income that comes in the form of a commission check from Mary Kay, Inc. each month. Check out the Applause magazine to see how large these can get! Breakdowns of commissions are on the www.marykayintouch website also.

You also have a FREE business/life coach. Many executives pay for someone to have that will coach them, encourage them and keep them on track for their goals. YOU have a FREE coach—your director! No one is more concerned about your success than she is. Call her, listen to her and ask her for help. She is helping lots of people, so it is up to you to contact her, show up for training and calls and let her know if you need help. She is *never, ever too busy for you!*

I will be cheering you on to your success!

*You can work more or less, of course! Other plans are available according to your life and your schedule. This is only one example!
Call your director to make a custom plan for you

**All figures stated are averages over a period of a year in my experiences. Of course, each individual’s results may vary.