

Power Up KIT



Emily Sims
Future Executive Senior Sales Director

cell (calls): 850.449.0245
 office (text): 850.378.3480
 Facebook: @emily.polishsims
 Instagram: @sassyemilysims
 EmilySimsPink@gmail.com
 MaryKay.com/esims2
 Zoom Meeting ID: 884 6532 1066

LOOK FOR THESE SYMBOLS



Check the Digital Showcase App's Start Something Beautiful for details about the specific topic.



When you see this symbol, check the How-To section (Page 3) for videos and guides about the specific topic.



Complete the checklists during your Great Start & earn rewards. Complete all FIVE to receive a FREE Beauty Coat from Emily.



Scan the QR codes with your device's camera or click the video button to open the link. Click underlined sections for links.

IMPORTANT

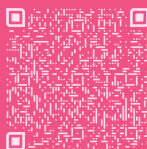
Consultant ID: _____

Start Date: _____

Free Look Exp.: _____

Great Start Time Period: _____

COMPLETED YOUR POWER PLAYER CHECKLIST? DON'T FORGET TO SUBMIT FOR YOUR PRIZE!



welcome

Welcome to the beautiful world of Mary Kay and our Sims Unit

This is a safe place to dream big, build lifelong relationships, create financial independence, and grow from the inside out. I am here as your mentor to empower you to design your dream life and grow a profitable business, while also growing into the person that God created you to be. I will give you the tools to be successful. It is up to you to take those tools and apply them to your life to build a successful business! Who you become in the journey is the most important thing to me. My mission is to enrich women's lives externally, internally, and eternally!

let the adventure begin
Emily

OUR CULTURE

why we do it

Empowering women to discover their own kind of beautiful in all areas of their life.



what we believe

The Priorities Philosophy: God first, family second, and career third.

The Golden Rule: Treat others the way you want to be treated.

The Go Give Spirit: Go and give without expecting anything in return

The Invisible Sign: Imagine everyone is carrying an invisible sign that says "make me feel important"

POWER PLAYER CHECKLIST #1



CLICK OR SCAN TO WATCH THE VIDEO



Text Emily at 850.449.0245 to schedule FIRST STEPS chat

Watch NEXT STEPS video above.

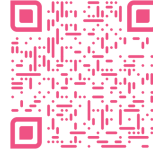
Go to [Mary Kay Intouch](#) and create your [login](#).

Set up your website and [ProPay account](#) on Mary Kay InTouch.

Join our Weekly Success Meeting at 6PM CST. Zoom Meeting ID: 884 6532 1066

Connect with other women on our Unit FB page ([The MK Point](#)) & send headshot to Anita at anitashelpdesk@gmail.com

PRIZE: Enriching Women's Lives Decal



SETUP 10 SKIN CARE TRIALS

Build customers for life when you have skincare customers. Scan QR code or click [here](#) to checkout the [SKIN CARE TRIAL Board](#) and discover how to set up your own!



CREATE A VIP FACEBOOK GROUP

After you set up your group, invite & text Emily and your recruiter the link to your group. Once they join your group, you can [add them as an admin](#). Start inviting all your girlfriends to this page! BONUS: [Order a custom Facebook Banner here!](#)
Host your Launch Party in your VIP Facebook Group with 10 live guests, and earn an extra prize from Emily!

MAKE A POWER LIST

Start creating a list of women you know with skin on your [lead sheet](#). Get phone numbers too!

BUILD 30 CUSTOMERS

Use the [MyCustomer app](#) for tracking your customers and sales. The countdown begins with your first sale! (It must be within your Great Start period)

Great Start BEGIN DATE:

Great Start END DATE:

TRACK YOUR EFFORTS

Use the Customer Lead Tracking Sheet to track the phone calls you make and how many appointments/trials you book.

Click here to use [Lead Tracking Sheets](#) and [scripting](#).

Find skincare tutorials and fun makeup education here to share with your customers:
[MK Video Lounge](#)
[MK Instagram](#)
[MK Youtube](#)
[MK Tik Tok](#)
& more!

IMPORTANT LINKS

[PINK COMAND CENTER](#)

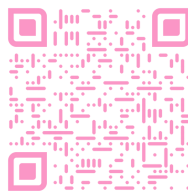
[LEAD SHEET](#)

[SESSION SHEET](#)

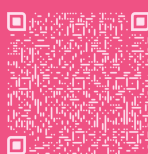
[SKIN CARE CONFIDENT](#)

[MK MARKETING TOOLS](#)

[24+24+24 CHALLENGE](#)



COMPLETED YOUR POWER PLAYER CHECKLIST? DON'T FORGET TO SUBMIT FOR YOUR PRIZE!



POWER PLAYER CHECKLIST #2



CLICK OR SCAN TO WATCH THE VIDEO



- Setup 10 skincare trials
- Create VIP Facebook Group
- Set date for your Virtual Launch Party
- Complete Pink Power List (50+ Names)
- Complete [24+24+24 Challenge](#)
- Setup tracking notebook with lead and session section

PRIZE: Keychain



BOOKING FOR BEAUTY

LET'S GET DIGITAL

Mary Kay Apps are designed to help you reach your customers where they are. No matter your comfort level with technology, you'll find all of these apps oh-so easy to use. If you have a printed copy of the Pink Power Kit or if the underlined links below do not work, login to Mary Kay InTouch for links to your device's app store.
Home > Resources > Digital Zone > Go Mobile With Mary Kay Apps!

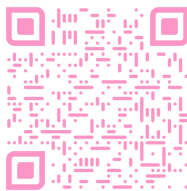


BEAUTY WITH BRAINS

Approach your business with professional confidence, thanks to an abundance of skin care, party, and product education. Get started in Mary Kay InTouch.

CUSTOMER LOYALTY PROGRAM

Share perks with your customers and potential new customers! Have them watch the [rewards video](#) and be prepared to enroll them for coupons once they watch the rewards video.



HOW TO GUIDES

[SETTING UP A FACEBOOK GROUP](#)

[MANAGING A FACEBOOK GROUP](#)

IMPORTANT LINKS

[PINK COMAND CENTER](#)

[COUPON CLUB](#)

COMPLETED YOUR POWER PLAYER CHECKLIST? DON'T FORGET TO SUBMIT FOR YOUR PRIZE!



DOWNLOAD THESE OTHER HELPFUL APPS



[Mary Kay eCatalog App](#)
[Mary Kay Mobile Learning App](#)
[Mary Kay Ordering App](#)
[Mary Kay Skin Analyzer App](#)



- MKConfident Education**
- Skincare Confident
 - Color Confident
 - Business Education

POWER PLAYER CHECKLIST #3



CLICK OR SCAN TO WATCH THE VIDEO



- Complete [Build Your Roll-up Bag Sheet](#)
- Download and use the Skin Analyzer App & Mirror Me App (try them on yourself!)
- Download the other Mary Kay and business apps listed above
- [Complete Online Education: SC Confident, Color Confident, CS Confident, & MKU](#)
- Watch the video & using the [resources](#) launch your customer loyalty program to 10 people.
- Join 8+ Success Meetings on Monday nights at 6pm CST

PRIZE: Sassy Tumbler



Power Up KIT

produce profit



REPORTING FOR BEAUTY

The foundation of a strong Mary Kay business is, and always will be, the sale of amazing Mary Kay products to your customers! Thanks to the Company's generous 50% profit potential on all retail sales, you have an incredible opportunity to earn real money by simply building a strong and loyal customer base and selling products to your satisfied customers. If you choose to invest in inventory, I can share options for financing your store.

Before the FIRST STEP chat, please watch the [inventory video](#).



GREAT START PROGRAM

With the Great Start Program, new Independent Beauty Consultants can get the most profit in your pocket when you place your first order and start sharing the beauty with family and friends right away. Earn free product bonus bundles when you order and add Great Start-qualified team members! More information is also available in the Great Start app and on Mary Kay InTouch.

[Watch the Great Start Welcome video.](#)



POWER UP

Establishing a strong customer base and setting and achieving a retail selling goal to support a \$700 or more monthly wholesale Section 1 order could be your passport to success! Earn prizes for the Power Up as you shoot for the Stars...one month at a time.

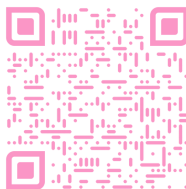
PASSPORT TO SUCCESS

Exciting prizes can be yours when you set and achieve a retail selling goal to support at least \$1,800 in wholesale Section 1 orders every quarter! You can choose which prize or prizes you want to work toward. Plus you will earn gifts and an invitation to an exclusive quarterly event. Remember, success in the [Star Consultant Program](#) can be your link to earning prizes and recognition in other Mary Kay challenges.

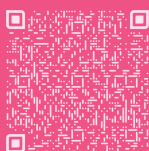


HOW TO PRODUCE PROFIT

- Virtual Events: Zoom, Facebook, Facetime, Facebook Messenger
- Your VIP Customer Facebook Group
- Unit and Area Virtual Events (8-10x per month or Zoom)
- In Person Parties and Facials
- Local Group Socials
- Skincare or Glam Consultations with Skin Analyzer and Mirror Me App
- 5-15 Minute Beauty Break/On the Go



COMPLETED YOUR POWER PLAYER CHECKLIST? DON'T FORGET TO SUBMIT FOR YOUR PRIZE!



IMPORTANT LINKS

[GREAT START CALCULATOR](#)

[GREAT START BROCHURE](#)

[INVENTORY WORKSHEET FORM](#)

page 5 of the [GREAT START BROCHURE](#)

[INVENTORY PAYMENT INFO](#)

POWER PLAYER CHECKLIST #4



CLICK OR SCAN TO WATCH THE VIDEO

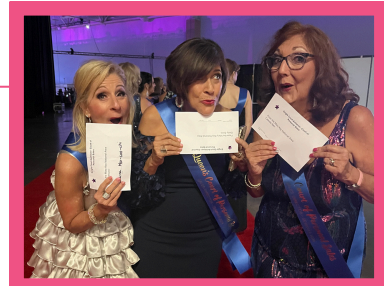


- Open up separate checking account for your Mary Kay business (personal account)
- Set up direct deposit with Mary Kay
- Make Inventory Decision
- Send Inventory Worksheet to Emily
- Place initial order (Emily or your recruiter can help you)
- Become Great Start Qualified (\$600+ wholesale in Great Start Time Period)

PRIZE: Sassy T-Shirt

Power Up KIT

pass it on



MOVERS, SHAKERS, CHANGE-MAKERS

As a Mary Kay Independent Beauty Consultant, you are in business for yourself, but you're never by yourself. The Company supports you with amazing educational opportunities at every step along the way. And Emily and your recruiter can help guide you with encouragement and support.

MK Q&A & PEARLS OF SHARING

Circle your 15 favorite people on the Power List for your Pearl List. Join Emily for a Mary Kay Q&A session as she teaches you how to answer questions about the business. Earn pearls for every five MK Q&A shares. Reserve your MK Q&A spot with Emily @ 850-449-0245.

- Hold your first five shares or add your **first bestie** to your team to receive **Pearl Earrings!**
- Hold your second five shares or add your **second bestie** to your team to receive a **Pearl Bracelet!**
- Hold your third five shares or add your **third bestie** to your team to receive a **Pearl Necklace!**

1. Schedule your MK Q&A with Emily @ 850-449-0245.
2. Discover Your Why Marketing Video
3. MK Feedback Form

scripts

ADDITIONAL SCRIPTS



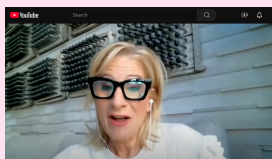
REWARD COUPONS



BONUS VIDEO!



POWER PLAYER CHECKLIST #5



CLICK OR SCAN TO WATCH THE VIDEO



COMPLETE ALL FIVE POWER PLAYER CHECKLISTS TO RECEIVE A FREE BEAUTY COAT FROM EMILY



- Schedule Second Steps w/ Emily. Text at 850-449-0245 w/ 2 times that work for you
- Invite the 15+ women to schedule an MK Q&A with Emily or Recruiter
- Attend as many live MK Q&As as you can
- Heart 15 favorite women on your Power List
- Watch Bonus Video

COMPLETED YOUR POWER PLAYER CHECKLIST? DON'T FORGET TO SUBMIT FOR YOUR PRIZE!



	Complete 30 Product Presentations in 30 Days (Power Start) Prize: Charm Bracelet & PS Charm
	Complete Pearls and Power Start Prize: Sassy T-Shirt
	Become a Red Jacket with 3 active during your Great Start Prize: Sassy Tumbler
	Become a Star Consultant within your Great Start Prize: MK National Area Bling Pin & Star Consultant Prize

PRIZE: Pearls of Sharing

The information, dates, and prizes contained in this packet are subject to change. Please check Mary Kay InTouch for the latest updates, disclaimers and rules.