

# POWER

# BUSINESS MANAGEMENT

# plan

## DO YOU WANT TO KEEP YOUR BUSINESS RUNNING SMOOTHLY?

Powerful business management tools to keep your business organized.

Systems that really work & help you keep track of important tasks.

Help manage your time & your money.

WE WILL TAKE YOU THROUGH THE FOLLOWING 3 STEPS...

step 1  
PREPARE

step 2  
ORGANIZE

step 3  
APPLY

WHAT'S

Included?

- We have included powerful **TOOLS**
- **DEFINE, PLAN & TRACK**... your success
- **TIPS & IDEAS** to help you be successful



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*Congratulations* on being an entrepreneur! Your Power Business Management Plan will cover several important aspects of running a successful business. So, let's dive right in with some important questions that will help you define your goals, plan your work, and work your plan :)

What are your strengths/things that help/benefit your business?

What are some things you would like to improve/learn? {schedule time in for this}

How many hours a week are you willing to devote to your business?

What are some things you want to accomplish in your business this year {i.e income goal, career level}?

{On a scale of 1- 10} How do you rate your organization skills?

{On a scale of 1- 10} How do you rate your time management skills?

{On a scale of 1- 10} How do you rate your commitment to your goals?

# MONEY MANAGEMENT & INVENTORY *Tips*

*Receipts* – Be sure to keep track of all business costs. Get in the habit of asking for receipts for everything. Then keep 2 envelopes for each calendar month- label them “incoming” and “outgoing” expenses. Sales tickets go in the “incoming” envelope. Keep the receipts for all expenses in the other. This will make taxes and any paperwork much easier if you do it monthly and keep on top of it. It is very simple, so don't complicate it by procrastination.

*Business mileage log* – Be sure to keep track of all your mileage on your car for business related trips. There are apps for this, or you may use a standard mileage log.

*Be sure to have a separate business checking and savings account.* Do not mix your personal family budget with business funds. It will become very confusing and increase the chance of embezzlement. Keep a separate savings and checking account for business.

*Realize the difference between Wholesale and Retail.* Wholesale is our cost which we pay for our products (half-price). Retail is the price we charge our customers, which they pay us. Example: we pay \$10 for a product, and we sell it to a customer for \$20. (Sales tax is based on the Retail price.) When you are wanting to order a \$600 wholesale order, the value of the order will be \$1200 retail.) Star Consultant prizes, New Consultant qualifying orders and bonuses are based on the Wholesale amount of your order(s).

*Try to keep your business costs to a minimum.* Do not be afraid to invest in your inventory, seminars, trainings, breakfasts, etc. as these are things that will make you money. Keep from spending too much on things less needed {fancy stationary, elaborate office equipment, too much stock on Section 2 items, etc.} to a minimum.

*Give yourself time to build a profitable business.* The average business takes at least 3 years of 24/7 to be on a profit basis, and thank goodness ours is a different type of business with a proven and precise marketing plan! How quickly you start making money is based on how quickly you get to a full level inventory. **NEVER** get discouraged in your first year. It takes time to be great at something. **YOU** are greatness in the making!

*Tracking Inventory* – The company has a great myCustomers app to help you track your inventory.

## 60/40 works

Mary Kay Ash herself taught this method of money management: **60%** of your weekly earnings should be reinvested into your business; the remaining **40%** is your profit.

**Independent National Sales Director Connie Kittson** calls these pink and green accounts: pink for product and green for profit, less expenses.

*"This is a great way to always make sure you replace the products you've sold," Connie shares.*

*"To accomplish this method, I think it is good to have two accounts. You could have two checking accounts or a savings and a checking account."*

## PINK accounts

The **60%** account, or pink account is then used to purchase product inventory for your reorder business, limited-edition items for seasonal sales and to replenish or build your inventory as needed. **Independent Senior National Sales Director SuzAnne Brothers** suggests using your pink account to cover your Preferred Customer Program investment.

## GREEN accounts

*"Then, your goal is to keep as much of your green account as possible," Connie says. "However, you may have some additional expenses that you might want to pay for from your green account before you take a profit."*

**For example, these could be:**

- Hostess gifts
- Investments for your future
- Office supplies
- Special events registration and travel

If you want to save money to attend Mary Kay special events, you can estimate the cost of hotel, registration and transportation. Then divide that figure by the number of months before the event to determine what you'll want to consider saving every month.

So what happens if your green account needs are greater than 40%?

*"Isn't it great to know that as an independent businesswoman you have control over this?" SuzAnne asks. "You'll likely want to evaluate your expenses carefully to make sure you are spending wisely. You also can decide what you need to achieve in retail product sales every week and keep track of that every day.*

*What you track and what you measure gets done."*



# TIME MANAGEMENT *tips*

Use a date book or planner {pages are included if you need something}

Schedule in your weekly family, appointments, and business time {calls, parties, etc...}.

Work from a Six Most Important Things to do list. That would be the six most important items that need to be done by you personally today. Be precise in noting what needs to be done. For instance, if you need to file the papers on your desk, then file the papers on your desk. Don't spend additional time organizing your files while you're at it.

Do all non-IPA {Income Producing Activities} on the off hours {i.e working in your planner, labeling product, packing for parties early in the morning/late evening}.

**WORK SMART:** by double booking, bringing multiple guests to events, delegating when you can, and keeping your datebook/planner with you at all times {you can make calls while you are waiting at the doctor's office, etc}

## **Tips from Independent Executive National Sales Director Arlene Lenarz:**

- Time is your greatest asset! You can waste it or save it. You can **USE** it or **LOSE** it. For example, gossiping, long coffee breaks, sleeping too much, being constantly late, standing in line with crowds – all cause you to **LOSE** time. **PLAN** ahead to avoid these things and you'll be hours ahead!

- Please remember that **TIME** is **MONEY**. Don't waste a minute of it! Besides, we need to be "good stewards" of our time! Use your **SIX MOST IMPORTANT THINGS LIST** and your **WEEKLY PLAN SHEET**, both available as a tool to you from the Company. And be sure to list **ALL** of your daily and weekly appointments, and include such things as family outings, dental appointments, and spiritual commitments, etc. on your weekly sheets. Keep another note pad handy, not only for your prospective hostesses and team members, but for ideas on how to improve your business. If you write it down, you won't waste precious moments trying to remember what that super idea was.

The following two planner pages are for a 2-page spread {so you can easily view your week @ a glance}. Your 6 most important things to do goes up top daily and your daily schedule is to be filled in with your complete schedule {family, personal, business}.

WEEK of



Monday Tuesday Wednesday Thursday

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Goals **FOR THIS WEEK**

I'M grateful **FOR**

DAILY SCHEDULE	DAILY SCHEDULE	DAILY SCHEDULE	DAILY SCHEDULE
7 AM	7 AM	7 AM	7 AM
8 AM	8 AM	8 AM	8 AM
9 AM	9 AM	9 AM	9 AM
10 AM	10 AM	10 AM	10 AM
11 AM	11 AM	11 AM	11 AM
12 PM	12 PM	12 PM	12 PM
1 PM	1 PM	1 PM	1 PM
2 PM	2 PM	2 PM	2 PM
3 PM	3 PM	3 PM	3 PM
4 PM	4 PM	4 PM	4 PM
5 PM	5 PM	5 PM	5 PM
6 PM	6 PM	6 PM	6 PM
7 PM	7 PM	7 PM	7 PM
8 PM	8 PM	8 PM	8 PM
9 PM	9 PM	9 PM	9 PM

Friday

Saturday

Sunday

THINGS TO PROMOTE  
THIS WEEK:

## RELATIONSHIPS TO Build

NOTES/DOODLES:

### DAILY SCHEDULE

### DAILY SCHEDULE

### DAILY SCHEDULE

7 AM

7 AM

7 AM

8 AM

8 AM

8 AM

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## 6 MOST *important* THINGS

Mary Kay taught us this concept. She had learned how valuable it was to make a list every night before leaving your office of the six most important things you must do the next day. When you get to work the next day, you have focus and a goal and can get right to work. You start with the first one {the most important one} and complete it. Then you start on the next one. Even if you don't get them all finished, you know that at least you got the most important ones finished.

### The reasons we do a 6 most important list:

- The list is made the day before so it enables us to plan our workday
- We get up for our day with a focus for accomplishment
- The satisfaction of getting the list completed
- Discipline daily. Success is one day at a time
- Setting work standards for ourselves to follow

When working at a "job" we know exactly what needs to be done that day. For example: A person working must accomplish their duties in the time allotted. A doctor must book his operating time. He knows when he's going to arrive, who his patient will be. The patient is prepped and waiting. They have booked the necessary staff and he knows roughly how long the operation will take. There is very little left up to chance.

If you start the day without a plan, most of your day is wasted!

Choose the most important thing and put it in front of you. Clear all other things so you can **FOCUS** on that one important thing! All things you are doing must be to get that one thing done!! Create this list at night and have names and phone numbers included of those to call. Start at the top and work your way down!

### Priority of 6 most important things each day should be:

- Always getting a new booking
- Coaching an upcoming appointment
- Team building {scheduling, layering, follow up}
- Customer service {2 + 2 + 2}
- Working with your team
- ETE ( everything else)

Can you see that the 6 most important list is more productive when we include growth items? Doing paper work is really not a 6 most important thing, or chatting with a sister consultant or reading motivational books. These are things that may be important, but not the 6 most important income producing activities.



# TRAINING/EDUCATION

You have probably heard it a thousand times... "school's never out for the pro!"

You have many resources for education and training available to you. The company provides online training, information, and tools for you 24/7. Read the Applause and review each Look Book - they are both excellent resources!

## **Always be a student & remember...Those Who Show Up, Go Up!**

Mary Kay always said, "When you've had a **GOOD** week, the meeting needs You! When you've had a bad week, **YOU NEED THE MEETING!**"

*Meetings/Success Events:* **Motivation, Recognition, Training & Team Building opportunities.**

*Leadership Conference:* A must attend event held each January for Sales Directors. Gain advanced leadership education. Receive amazing product giveaways. And prepare for opulent rewards that will blow you away. See you at Leadership Conference where unimaginable recognition is waiting for you!. Locations vary.

*Career Conference:* A company sponsored conference held each Spring in which Consultants may register to attend for inspiration, motivation & education. Mary Kay Ash, on Career Conference: "Someone once said, 'It only takes a spark to get a fire going.' How true! And that spark has been found hundreds of times at Career Conference. Perhaps you are thinking, 'I can't afford to go.' From long experience, I believe you can't afford **NOT** to attend, for you will discover the **BIG PICTURE** of what your Mary Kay career can be for **YOU!** Make your plans now. Use the profit from a few extra classes to pay your way."

*Seminar:* Annual Company event to recognize the accomplishments of the sales force that also includes motivation & education. Held in Dallas during July/August. The biggest event of the year! Mary Kay Ash, on Seminar: "The dream I have for you soars on silver wings. Seminar is the place where your dreams are given the power to move forward. You'll have more knowledge, information and inspiration to soar higher than you have ever before."

**Be sure to add your local meetings and company events to your datebook!**

**Communicate with your mentors often. Get into the space of those who are where you desire to be.**

# MY QUARTERLY STAR CONSULTANT *success* SHEET

My *goals* this quarter:

Wholesale Section 1 Orders + Contest-Qualified New Personal Team Members\* = Total Quarterly Contest Credits

x600=

The prize I'll earn this quarter:

STAR WEEK CHART

WEEK	RETAIL SALES	WHOLESALE ORDERS†	QUALIFIED NEW PERSONAL TEAM MEMBERS†	CONTEST CREDITS†
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				
11				
12				
13				
TOTALS:	\$	+	=	

†A MINIMUM OF \$1,800 IN WHOLESALE SECTION 1 ORDERS IS REQUIRED TO PARTICIPATE IN THE QUARTERLY STAR CONSULTANT PROGRAM AND TO EARN CONTEST CREDITS.

My plan of *action*:

Number of bookings    Number of new customers/wk    Retail sales per week    Wholesale Sec. 1 orders/mo.

## Star Consultant Yearlong Consistency Challenge

**YEAR-END GOAL:** \$7,200 wholesale plus team-building credits

\$7,200 Sapphire     \$9,600 Ruby     \$12,000 Diamond     \$14,400 Emerald     \$19,200 Pearl

Achievement Category	1	2	3	4	Year-End Total
Contest Credits					
Star Earned					

New Team Members

Orders\*

1		
2		
3		
4		
5		
6		

\* A QUALIFIED NEW PERSONAL TEAM MEMBER IS ONE WHOSE INDEPENDENT BEAUTY CONSULTANT AGREEMENT AND A MINIMUM OF \$600 IN WHOLESALE SECTION 1 ORDERS ARE POSTMARKED AND ACCEPTED BY THE COMPANY WITHIN THE CONTEST QUARTER.



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# WORDS OF *wisdom* FROM MARY KAY ASH

"If you think you can, you can. And if you think you can't, you're right."

"Nothing great was ever achieved without enthusiasm."

"Give yourself something to work toward - constantly."

"God does not ask your ability or your inability. He asks only your availability."

"God didn't have time to create a nobody, just a somebody. I believe that each of us has God given talents within us waiting to be brought to fruition. Each person is unique and special."

"Most people live and die with their music still unplayed. They never dared to try."

"The greatest pollution problem we face today is negativity. Eliminate the negative attitude and believe you can do anything. Replace 'if I can' or 'I hope' or 'maybe' with 'I can,' 'I will,' and 'I must.'"

"We need leaders who add value to the people and the organization they lead; who work for the benefit of others and not just for their own personal gain. Leaders who inspire and motivate, not intimidate and manipulate; who live with people to know their problems in order to solve them and who follow a moral compass that points in the right direction regardless of the trends."

"The speed of the leader determines the speed of the gang."

"Some might consider the golden rule corny and old fashioned but no one can deny its simple truth. Imagine how much better our world would be if everyone lived by this creed."

"You can have everything you want in this world; if you want it badly enough and you are willing to pay the price."

"Don't limit yourself. Many people limit themselves to what they think they can do. You can go as far as your mind lets you. What you believe, remember, you can achieve."

"You cannot keep determined people from success. If you place stumbling blocks in their way, they will use them for stepping stones and climb to new heights."

"A strong beginning is a good thing only when coupled with a strong finish."



# Income PRODUCING ACTIVITIES

- Holding a party or facial
- Booking a party or facial
- Calling for reorders
- Networking for leads by phone or out-and-about
- Presenting the marketing plan
- Confirming appointments
- Pre-profiling party guests
- Follow-up with party guests or interviews
- Follow-up with team members
- Follow-up with hostess
- Coaching
- Filling orders to mail that day
- Calling customers on your Preferred Customer Mailing
- Listening to recordings while cooking dinner, doing your making-up, driving, etc
- Setting daily goals {6 most important things list}
- Attending special company functions with a guest or husband, friend, etc.
- Having a booth at a show or event and handing out cards and brochures and collecting names and numbers

Best way to succeed in your business is to focus on Income Producing Activities (IPA's).

A good question to ask yourself...  
"Is what I'm doing making me money or moving my business forward?"

The following are *important* but are not IPA's:

- Paperwork of any kind
- Organizing product
- Ordering product or business supplies
- Setting goals
- Filling out weekly sheets
- Reading
- Creating/mailing packets
- Making copies
- Cleaning office
- Bookkeeping
- Labeling product or brochures
- Practicing {dialogues, smiling, etc.}
- Organizing customers info
- Addressing birthday cards, brochures, etc.





# how to QUIT YOUR JOB & REPLACE YOUR INCOME

Write down your yearly salary

{Example: \$22,000}

Subtract out daycare expenses for the year

{Example: \$10,000/ \$12,000 total}

Subtract out other expenses that you would not need to pay if you were able to stay at home {dry cleaning, gas driving to and from work, eating out for lunch, etc.}

{Example: \$5,200}

This new total is what you would need to make in order to replace your income from your job. Write it here again.

{Example Net Total Salary \$11,480}

Figure out what your average per face is. Take all your sales from facials and skin care classes and add them up. Then add up how many total faces those sales came from. That will be your average per face. Write that dollar amount here.

{Example If unsure, use the company average of \$84/face- \$250 class divided by 3 women}

Divide your Net Total Salary by your average per face. This will equal the number of faces you would need to see in order to replace your income.

{Example 137 Faces}

Keep in mind that we need to double the amount in #6 because you need to reinvest 1/2 of what you sell to keep your inventory stocked. So, you need to multiply your number of faces X 2. # of faces X 2

{Example  $137 \times 2 = 274$  faces}

Take your number of faces in #7 and divide by 52 weeks. This is how many faces you would need to see per week to replace your income.

{Example  $274$  divided by  $52 = 5.3$  faces}

In the example above, you would need to see 6 faces per week in order to replace your take home salary of \$11,480. Do you think you could do 6 faces per week and work a total of about 6-8 hours doing so? It really makes you think about how easy it can be to replace your income in a fraction of the hours that you give to your job. Keep in mind that this formula **ONLY** takes into consideration new faces. You will also be receiving reorders and recruiting commissions that are not factored in! If you are worried about your health insurance, I want you to start calling health insurance companies and getting quotes for your family. Factor the price per month as the number of faces you would need to facial in order to pay for your insurance! Or better yet, your recruiting commissions could pay for your insurance each month. I hope this helps you see how easy it can be to replace your income and become a full-time consultant or Sales Director.

