Welcome to our Unstoppable Family! I can’t wait to celebrate you and your business in Mary Kay. I want you to think of your Mary Kay business like a tree because on every tree there are flowers that contain seeds, that then drop and plant other trees. My mission as a Future National is to create a Legacy of women helping women discover their full potential, grow personally & professionally and live the life God intended for them to live. Like a tree, I want to plant seeds and grow as many leaders in Christ as I can. I want to carry on the Legacy that Mary Kay Ash created so that women can continue to live their life by putting God 1st - Family 2nd & their Career 3rd. I want to continue what Mary Kay Ash created … a Legacy of building Independent Leaders who are mentally healthy, emotionally stable and spiritually strong.

Creating your “Dream Life” is not just about financial freedom and the lifestyle that your business can provide. It also includes the life-long friends and the fellowship with God. It will provide opportunities to grow leadership skills, business sense, confidence and self empowerment. Most importantly, your Mary Kay business can have an impact on your family, your friends and the women that God places in your path. That is why we are so much more than makeup! In order for you to make your “Dream Life” come true, you need to know what you would define as your “Dream Life”. Once you have a clear picture of your desires and passions your Director can create a plan to fuel your success. Staying plugged into your weekly success meeting, our weekly Unstoppable University Video Training & attending our conferences & retreats will be critical to your business… There is a reason that people who attend AA or Weight Watchers Meetings see faster results than those who don’t. Accountability and support. If I could only give one piece of advice about success in this business, besides keeping a good attitude, it would be to never miss a meeting, a call or an event. With this opportunity, YOU have all the resources you need to create your future. If you devote yourself to growing and learning I know that you will succeed! I want you to know that I believe in you and I can’t wait to celebrate each step of success you and your business achieve!

Chelsey DeBruin-Colbert
(641) 569-0611
www.missionunstoppable.weebly.com

“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.”

Mary Kay Ash

“Big dreams instead of small realities.”
In Mary Kay we believe in Praising women to Success & that “Those who SHOW UP! GO UP!” Put your Weekly Success Night in your Planner & start inviting guests to attend with you so you can earn while you learn!

My goal is to help you learn how to successfully & share the opportunity! 1st … who are the 6 most powerful women in your life that believe in you’re the most? You & I are going to do 6 coffee dates OR 3 way phone calls where you will hear me ask them questions about themselves. I will share the opportunity & answer their questions! Through this exercise you will become confident in sharing about the Mary Kay Opportunity to build your team while your friends/family learn more about your excitement for your new journey! After your 1st 6 appointments in your 1st week & will earn jewelry! Complete your Pearls 2.0 with an additional 6 appointments in your 1st 10 days of starting your business & earn your MK Business Card Holder! Look to our Unstoppable website for a great script to schedule these appointments & book them on UnstoppableArea.YouCanBook.me

FIRST :: No matter what your goals are for your business … book 6 parties (w 6-8 women at each) to be held in your 1st few weeks of business. This is going to establish a great customer base to ensure you are always active & profiting in your business! Use the scripts listed on our Unstoppable website under booking.
NEXT :: Track the women you share the products with. Located in this packet is a tracking sheet for this very thing. We always say a tracked number grows. Set your sights on finishing 30 faces in your 1st 30 days of business for your 1st Power Start PLUS!

In Mary Kay we have two ways to operate our business. 1. As an order taker! You can take orders then place the product order with the company & deliver the products once they have come to you. 2. Have your own personal store! It’s like having a boutique in your closet in your home so you can immediately service your customers giving them instant gratification and A+ customer service!

In Mary Kay we have two ways to operate our business. 1. As an order taker! You can take orders then place the product order with the company & deliver the products once they have come to you. 2. Have your own personal store! It’s like having a boutique in your closet in your home so you can immediately service your customers giving them instant gratification and A+ customer service!
"A tracked number always grows. If you don’t know where you started how will you ever know how to double your results or if you ever finished?"

- Chelsey DeBruin-Colbert

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**Track Your Rewards**

**Perfect Start > 15 faces in your 1st 15 days**

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**Power Start > 30 faces in your 1st 30 day**

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**Pearls of Sharing Achiever > 6 Appts in your 1st 15 days**

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**New Team Members:**

---

Unstoppable DESIGNS
Elevate Your Success up the Career Path

Debut as a Class of 2017 Director!

Senior Consultant
1. __________________
2. __________________

Star Team Builder (Red Jacket)
3. __________________
4. __________________

Team Leader
5. __________________ (On Target Car)
6. __________________
7. __________________

Future Director
8. __________________
9. __________________

Director in Qualification (DIQ)
10. __________________

- Unknown
“Hey Kristin! How are you!? I saw that you just bought a house or you got engaged or your son is in soccer now.... (start off the conversation talking about her for a bit) ..... Well the reason I am calling is because I just started my own business with Mary Kay and I am so excited because... (your reason why you’re excited.. I get to be my own boss and set my own schedule.. I get to enrich the lives of other women and make a difference... The sky is the limit and I can make as much as I want as fast as I want... I am meeting so many awesome new girlfriends....)!

My Director asked me to think of the women who have been a strong support system in my life and invite them to my Launch Party, so of course I thought of you! You have always been such a good friend so I really appreciate you always being there for me! This Party will be great training for me! Can I count on you to be there!?" “My Director also gave me a goal to do 30 faces in my first month so if you want to bring a couple friends that would help me meet that goal even faster and we will have something extra for you! Do you know who you would want to bring?

(Tell her to give you the names and numbers of the women she plans to bring so you can thank them in advance.) ”

CALL PEOPLE AND INVITE THEM BEFORE YOU MAKE ANY KIND OF SOCIAL MEDIA EVENT, YOU WANT PEOPLE TO KNOW THAT IT REALLY MEANS A LOT TO YOU THAT THEY ARE THERE.

If they can’t come say “I understand, I would still love to practice on you! When can we get together!?" Make sure you say WHEN and not CAN WE... Just book her on the spot. I tell people that my schedule gets full fast and it works better if we just figure out a time now for me to put down and then if we need to move it we can. Then I tell her if she wants to see if some friends want to join her you will give her some free product. You can tell her you will give her $10 free for every friend she has there that is over 18.

Then say “Who do you think you will have join you?”

“Keep away from people who try to belittle your ambitions. Small people always do that, but the really great make you feel that you too can be great”

Mark Twain
Here are some ways that you can finance your business:

::Mary Kay Chase Visa Card:: This is my personal favorite card that I suggest to new consultants starting their business. This card not only offers 0% Interest for 12 months … but 3% Cash Back on all Mary Kay purchases & 1% Cash Back on all other purchases! It serves as a great card to run your business from to keep your business & personal expenses separate.

::Personal Savings:: You may have some money saved up and this is an investment in yourself as well as in your business!

::Trusted Investor:: Talk to family members, relatives or close friends that may be willing to lend you some money.

::Conventional Loan:: This type of loan will help you establish credit in your own name. You can get this type of loan at a bank.

::Credit Card:: Visa, Mastercard, Discover, and American Express are all accepted by MK to order product. US Bank has a Platinum card that offers 0% interest for up to 18 months. ▲▲▲You can also make a split payment with your order.

DISCOVER IT IS A PREFERRED CARD USED BY MANY WITH A CREDIT SCORE LOWER THAN 675.

---

Here are some advantages of investing in inventory:

- Convenience for you and your clients. Usually, when they run out of something they needed it yesterday!
- Cosmetics can often be impulsive, the opportunity to take products home generally increases sales and increases customer loyalty. (You sell 3X more)
- The immediate gratification of profits!
- You establish yourself as a professional and not an order-taker.
- Clients know that they can come to you when they need products, so you can build and maintain your customer base.
- You can provide CUSTOMIZED customer service and make payment plans available. That is something no department store can offer.
- Time is money, having inventory will save you so much time, that you can use to sell more or build your team!
- Other things to consider with Inventory:
  - If you decide to have product on hand, within 15 DAYS of signing your agreement, you will receive free product. You can use that product for yourself, you can sell it, you can demo it or you can gift it!
  - You can start a business for under $5000, which is incredible. It is certainly an investment, but the potential to create a career that can provide you with financial freedom, is worth every cent.
  - If you invest in having product on hand and decide Mary Kay is not for you…you can sell your product back for 90% of its initial value.
  - If you invest in having product on hand and sell that product you make 50% commission.

---

Select your Star Level within 48 hours of your Welcome Appointment with your Director to receive your Unstoppable Flip Chart for free!

“...The opportunity to make 50% of your sales gives YOU control over your financial situations.”
**SET YOURSELF UP FOR SUCCESS**

by investing in inventory & doubling your investment!

<table>
<thead>
<tr>
<th>Wholesale Order</th>
<th>Demo</th>
<th>FREE</th>
<th>Skin Care</th>
<th>Supplements</th>
<th>PRIZE</th>
<th>Full Color</th>
<th>Brushes &amp; Compacts</th>
<th>Body Care</th>
<th>Full Demo</th>
<th>Fragrance &amp; Limited</th>
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<tbody>
<tr>
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<td>$4800</td>
<td>$1000</td>
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<td>$905</td>
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<td>Diamond</td>
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<td>$735</td>
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<tr>
<td>Ruby</td>
<td>$2400</td>
<td>$625</td>
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<td>X</td>
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<tr>
<td>Sapphire</td>
<td>$1800</td>
<td>$505</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<td>$600</td>
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Mary Kay even takes on the risk for us with a **90%** Buy Back guarantee!

You leave an average of $350 on the table per party without inventory!
<table>
<thead>
<tr>
<th>Color</th>
<th>Wholesale</th>
<th>Retail</th>
<th>Color 101 Gift</th>
<th>Bonus Bundles</th>
<th>BizBuilder Bucks</th>
<th>Total Free Product &amp; Credit</th>
<th>Total Retail Value</th>
<th>Total Investment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Emerald</td>
<td>$4200</td>
<td>$8400</td>
<td>$121</td>
<td>$642 Retail</td>
<td>$121</td>
<td>$888</td>
<td>$9163</td>
<td>$5000</td>
</tr>
<tr>
<td>Emerald</td>
<td>$3600</td>
<td>$7200</td>
<td>$121</td>
<td>$642 Retail</td>
<td>$121</td>
<td>$888</td>
<td>$7963</td>
<td>$4400</td>
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<tr>
<td>Diamond</td>
<td>$3000</td>
<td>$6000</td>
<td>$121</td>
<td>$546 Retail</td>
<td>$100</td>
<td>$767</td>
<td>$6667</td>
<td>$3600</td>
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<tr>
<td>Ruby</td>
<td>$2400</td>
<td>$4800</td>
<td>$121</td>
<td>$450 Retail</td>
<td>$80</td>
<td>$651</td>
<td>$5371</td>
<td>$3000</td>
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<tr>
<td>Sapphire</td>
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<td>$3600</td>
<td>$121</td>
<td>$354 Retail</td>
<td>$50</td>
<td>$525</td>
<td>$4075</td>
<td>$2300</td>
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<tr>
<td></td>
<td>$1200</td>
<td>$2400</td>
<td>$121</td>
<td>$223 Retail</td>
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<td>$379</td>
<td>$2744</td>
<td>$1600</td>
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<tr>
<td></td>
<td>$600</td>
<td>$1200</td>
<td>$121</td>
<td>$117 Retail</td>
<td>$15</td>
<td>$253</td>
<td>$1438</td>
<td>$800</td>
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</tbody>
</table>

- **Wholesale**: Retail price before any discount or promotion.
- **Retail**: Final price after the discount or promotion.
- **Color 101 Gift**: Value of the free product.
- **Bonus Bundles**: Additional product value.
- **BizBuilder Bucks**: Referral program reward.
- **Total Free Product & Credit**: Combined value of free products and credit.
- **Total Retail Value**: Total value of products at the retail price.
- **Total Investment**: Total cost to the consultant.

**15 Day Deadline**

**Next Order Credit**:
- Emerald: $121
- Diamond: $100
- Ruby: $80
- Sapphire: $50
- Demo +: $35
- Demo: $15

**Retail Value**:
- Emerald: $642
- Diamond: $546
- Ruby: $450
- Sapphire: $354
- Demo +: $223
- Demo: $117

**5.7.15 CDB**
A Full Store provides you with multiples of all skin care & color giving you the opportunity to do multiple appointments without reordering each time. You will be able to complete the skin care & supplement lines that did not come with the basic set in your starter kit. Both formulas of foundation to demo & multiples of each color in stock to sell. All shades of full size mineral eye shadows & blushes – lip glosses – brush sets – compacts - fragrances to demo & sell help you look more professional & save money in the long run on samples & sell more when customers see full size product available that day.

Choosing an Emerald store will provide you with the same variety of product as a full store but without the ability to have all of the full size product to demonstrate & sell at multiple appointments without restocking after every party.

The Diamond store will provide you with all of the skin care & popular supplements – mineral colors – foundation shades. But you won’t have every single full size product available to demo at your appointments & will most likely need to restock after each party.

The Ruby level will give you all of the skin care you need & at least one of each foundation shade & two of the most popular ones. You will most likely have to restock right away after each party. The mineral color selection will be limited to the most popular shades.

The Sapphire level includes all of the skin care but only one of each foundation shade. You will be restocking after every appointment & most likely not having the ability to fill each order at a party if more than one woman needs the same shade. It will include one of each mineral color shade but only the popular liners & lip products.

This level only provides you with a sampling of the most popular skin care & foundation shades to demo. It allows a very limited supply of the most popular skin care to sell.

The 600 level will give you personally some of your favorite products to use & finish filling your kit with the main products that you would like to demo at a party but doesn’t provide any product on hand to sell which will most likely result in women not purchasing as much product as they would if you had it with you at their appointment.

Benefits of an Inventory

On the spot delivery provides customers with instant buying gratification.
Product availability provides a higher level of customer service and promotes a greater depth of customer loyalty
A full stock of inventory provides a consultant with an ideal selling environment and an immediate paycheck.
Inventory on shelf supports effective time & money management with decreased delivery time & shipping costs.
Average Party for **NEW CONSULTANT** is $300 in sales
2 Parties a Week = $600 in Sales/week

$2,400 in estimated sales for the month breaks down to:

$1,200 Product
$600 Inventory Payment
$600 Profit

$3,600 loan would be paid off in 6 MONTHS

Using all $1,200 of your estimated profit towards paying off the loan would pay it off in 3 MONTHS

As long as you are **RESTOCKING**, you will quickly pay off your investment & then be left with a full store of inventory you are **ONLY MAKING PROFIT ON!**

Twenty years from now you will be more disappointed by the things that you didn’t do than by the ones that you did.
So throw off the bowlines. Sail away from the safe harbor.
Catch the trade winds in your sails.
Explore. DREAM. Discover.

- **MARK TWAIN**

**WHOLESALE** vs. **RETAIL**

WHOLESALE = the amount you:
RETAIL = the amount we

PAY for the products
SELL the products for

**EX:** Cleanse is $10 wholesale, we sell it for $20 retail
Weekly Success Events

No matter where you live in the country we have a weekly success event for YOU! Ask your Director how you can plug into local live hands on training so you can not only grow your business but create new friendships too!

Unstoppable University

Each week join us for a LIVE interactive Google Hangout via YouTube Link that appears Wed afternoon on our Unstoppable FB Page! The trainings will feature the 4 areas to master in Mary Kay: Time – Emotional – Skill & Money Management! Join us at 9PM CST Wednesdays!

Fall Advance

This Fall event happens to be my FAVORITE event of the entire year! It’s where our entire James Area Family gathers for a reunion to explore new relationships | deepen our business knowledge | and create NEW mental shifts for our NEXT greatest explosion!

Leadership

January all of the leaders in the Director & National position unite somewhere in the US! Each year is a NEW fun destination where the leaders gather to learn about new company promotions – celebrate mid-year accomplishments – and ignite their fire even greater to finish off the Seminar Year! It is truly where the CHAMPIONS UNIT!

Seminar

The Annual company sponsored 4 day event each July gathers 10,000+ men & women to Dallas to celebrate the years accomplishments while birthing dreams deep within your soul you never knew were possible!

Career Conference

This regional spring event is also sponsored by the company so that you may have a place to plug in for a quick 24 hours of knowledge & motivation to finish the final 3 months of the Seminar Year STRONG!

“Each woman has an invisible sign that hangs around her neck that says ... make me feel important.”

Mary Kay Ash
MARY KAY MAKES IT THEIR MISSION TO SERVE YOU!

This pink card sits on the desk of each of our corporate staff.

CONSULTANT HOTLINE: 1-800-272-9333

Menu Options:
1. ORDER OPTIONS
2. MARY KAY INTOUCH® AND DESKTOP OFFICE MANAGER
3. BRANCH CUSTOMER SERVICE
4. PRIZE AND RECOGNITION
5. PREFERRED CUSTOMER AND CONSULTANT FIRST LOOK
6. SPECIAL EVENTS
7. CONSULTANT AND MEDICAL RELATIONS
8. CAREER CAR SERVICES
9. DIRECTOR INFORMATION SERVICES AND CONSULTANT RECORDS

DIRECTOR IN QUALIFICATION HELP LINE: 1-800-347-7666
MKCONNECTIONS PROGRAM STAFF: 1-800-627-9577
LEGAL RESOURCES DEPARTMENT: 1-972-687-5777
INTERNATIONAL INFORMATION CENTER: 1-800-796-5508
CUSTOMER SATISFACTION (for Customers only): 1-800-627-9529
CORPORATE HEADQUARTERS (Mary Kay Inc): 1-972-687-6300

Operating Hours:
Monday - Friday:
8:30 A.M. - 5 P.M. CST
Welcome videos on the Unstoppable Area New Consultant site watched.

Voxer downloaded & message to my Director with my 1st goal I will achieve.

Logged into www.MaryKayIntouch.com & began completing the New Consultant Silver Wings program!

Welcome Appointment held with my Director.

Attended my local Success Meeting!

Set up my Personal MK Website & Propay set up so my customers can order on my website using their credit card!

Open a separate MK checking account to keep my finances managed.

STAR Inventory decision made within 48 hours to earn Flip Chart for FREE!

Starter Kit prepped for success according to the video listed below!

MK Approved Business Cards ordered through MK Connections

I am COLOR CONFIDENT by completing the assessment on Intouch!

Unstoppable Flip Chart printed - assembled – personalized & studied!

1st 6 Pearl Appointments finished with my Director in my 1st 7 days to earn my Pearl Jewelry.

Pearls 2.0 completed with my 2nd 6 Pearl Appointments with my Director in my 1st 10 days to earn my business card holder.

I’ve scheduled my Launch Party with my Director – sent out invites & individually reached out to each invitee using the script in this packet.

6 Qualified Parties in 30 days completed & tracking sheet submitted to earn the Leopard Print Tote Bag.

3 Qualified Team Members in my 1st 30 days to earn my Red Jacket Water Bottle.

1st GRAND SLAM month ACHIEVED by selling $2,000 Retail in a month with a $1,000 wholesale reorder to earn my MK Money Bag in my 1st 60 days.

All videos on suggested videos (list below) to watch completed & Top 3 takeaways from each video submitted to Director to earn a prize from the Unstoppable Jewelry Vault!

:: UNSTOPPABLE AREA VIDEOS TO WATCH & TAKE NOTES ::

21 Day Booking Challenge w SNSD Lisa Madson (BOOKING)

Coaching your parties w SSD Laurie Cole (BOOKING)

Be Equipped for Success w SSD Chelsey DeBruin (PARTIES)

Chelsey’s Skin Care Class (PARTIES)

SCC Table Close (PARTIES)

5 Sources of Leads (NETWORKING)

Leads for Life by FSD Michelle Cunningham

*Submit all completed tasks online at www.unstoppablearea.com*
Earn your tote when you hold 6 parties in your 1st 30 days from starting your business! A qualifying party has 6 guests 18 yrs+ with $300+ in retail sales (outside orders included) & 2 guests from the party watch a marketing video & complete a 5 minute follow up questionnaire with your Director. Email completed form to unstoppableoffice@gmail.com by your 35th day of business.

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Video/Survey 1

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Video/Survey 1

BOOK 10 TO HOLD 6!

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