



# LET'S GET ORGANIZED!

*Based on info from Director Alicia Connor-Christian, with additions from Senior Director Carol Hatem*

**The biggest source of frustration for most people is being disorganized.**

It can be overwhelming! Having a few systems in place can make all the difference in the world. Being organized is exciting and allows you to work smart and not hard. Mary Kay says, "If you treat your business like a hobby, it will pay you like a hobby. Treat your business like a business and it will pay you like a business."

Following are some good ideas. Use one or take an afternoon and do them all, but don't let it consume your week. Most of us, at least in the beginning, work out of our kitchens, bedrooms, or small designated areas. You may want to color coordinate some of these things to fit into your workspace.

A few tools and a plan of action could mean smooth sailing for you and your business. Many of us try to do the 'Power Hour' every day, and others are only able to work in 15 – 30 minute increments, due to children, families and life. Either way, being organized will make you more money in the long run.

## Simple Mary Kay Tools Can Keep You Organized

When you use time-tested Mary Kay planning tools, your business will automatically be more organized.

**Weekly Plan Sheet** - Fill a new one out each weekend with your Mary Kay "plan of action" and all other commitments, so that your whole family takes your business seriously. Post it on the refrigerator or the family bulletin board so that everyone knows where you'll be and when.

**Six Most Important Things To Do List** - Every night before you go to bed,



make a list of the six most important things you need to do for your business the next day. This is the easiest way to keep you on track and focused. You'll find that you'll accomplish your business tasks much more quickly and easily once you know exactly what needs to be done during the day. (You may want a second list for your personal things.)

**Weekly Accomplishment Sheet** – This shows what you actually did with your "plan of action". Keep this in the front of your appointment book for easy access. At the end of a skin care class, you have your appointment book already open, rebooking everyone for their color follow-up. You're adding up the total sales from the class to determine how much free product the hostess will be receiving.

Write down the totals on your Accomplishment Sheet as well, so you get two things down at once. That's working smart and not hard!

## Organizing Paper on Your Desk

From your office supply store, purchase a small vertical stack tray, which has five or six slots, lower in the front and taller in the back. Keep this next to your phone and have in it: sales tickets, profile cards, Look Books, hostess info, and pre-stamped postcards. Keep it stocked with a pen handy.



Your tools will always be at your fingertips when a customer calls with an order, a referral, when you book an appointment and when you're pre-profiling. After you book an appointment or when you get a referral, you can quickly send a reminder or thank-you postcard right then and there – you don't have to think about it again.

Keep profile cards of those you'll be facialing in the next week or two right in the front of your stack tray so that you'll know where they are and can just toss them into your bag for your next appointment.

## Handle Paper ONCE

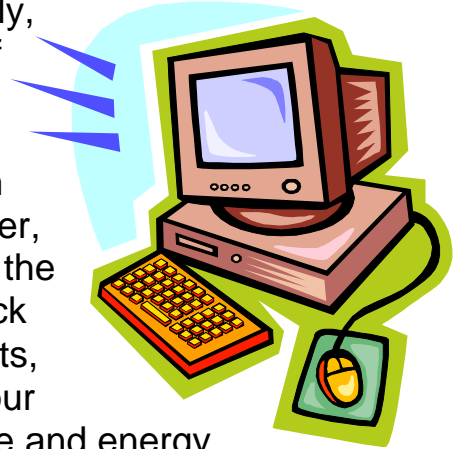
There are few things more frustrating than having to rummage around piles of papers on your desk to locate the one you need. Make it a practice to handle a piece of paper one time, and put it where it belongs. For instance, open your bill and either pay it or put it in a file where you keep bills. Go through your latest inventory shipment, check it against your billing statement, then file the statement in your money management binder (see below).

This will help you clear the clutter and be able to put your hands on what you need quickly.

## Customer File

First of all, I truly believe that you will run your business better when you are computerized. You may or may not be able to begin your business with a computer and computerized systems, but you should make that your goal. It is difficult to manage a large customer base manually, and you'll give yourself the best chance for growth if you have the systems in place to handle it.

I recommend the Boulevard computer program from Main Street Software. It allows you to enter customer, sales and inventory information **once** – then it sorts the information everywhere it needs to go. You can track your entire inventory, generate customer sales tickets, run any kind of report, and even automatically do your Weekly Accomplishment Sheet. It will save you time and energy, and help you provide much better customer service. For instance:



- Want to know who has a birthday this month? Look it up on Boulevard.
- Want to know who has ordered Nighttime Recovery System so that you can introduce them to the new Oil-Free Hydrating Gel? Look it up on Boulevard.
- Want to find out how many 3-in-1 Cleansers you have without going to your supply bin? Look it up on Boulevard.
- When a client calls and asks for a new foundation and can't remember her shade? Look it up on Boulevard.
- Want to have your tax info at your fingertips? Get it off Boulevard.

The list goes on and on with this program. To find out more, go to [www.mainstsoftware.com](http://www.mainstsoftware.com). And if you order it, I appreciate your using Carol Hatem as a referral!

If you are going to “go manual” to track your customers, use this method:

Get a large shoebox and a supply of 5” x 8” folders to hold your customers’ skin care profiles and sales tickets.

Once you fill out her profile, put it in the file folder, then in the shoebox. (You’re basically setting up an individual file on each client.) Keep the file

folders in alphabetical order for easy reference. Paper clip the "Bank Copy" of all her sales tickets to the back of her profile.

Label 12 file folders with January - December and use these for a birthday file. Put the top white sheet of the profile card in the birthday month file. Each month, pull the birthdays and send a Look Book with the following note:

Happy Birthday, \_\_\_\_\_! Hope this is your best year ever! My birthday gift to you is 1/2 off your NEW age in discount on any purchases all month long! (*This is the one time, \_\_\_\_\_, it pays to get older!*)

## Money Management Binder

To keep all your monetary records, you'll need a 3" or 3" 3-ring binder. In it you'll keep: January-December tabbed divider pages, 24 6"x8" envelopes (three-hole punched to fit in the binder) or 3-hole punched pocket pages, and dividers for Weekly Accomplishment Sheets, auto mileage sheets, and for the computer printouts that come with inventory. You'll also want a 3-hole puncher.



Under each month, you'll use two envelopes or pocket pages. One of the envelopes will hold your customer sales tickets to indicate money coming in. The other will hold receipts for expenses you incurred in that month, such as purchasing cotton balls, cell phone bills, or Career Conference registration.

### **Track the products you use for yourself and those you give away.**

Write up a sales ticket for the items you use, so you can pay your business for them, and any items you give away as gifts to family and friends or charitable organizations. Put these tickets in your binder.

You'll file all Weekly Accomplishment Sheets (after giving a copy to your director), your automobile mileage logs and your computer printouts for your product purchases.

This simple binder will help you stay organized for tax purposes as well as for general record keeping. You will need all these records for tax purposes. Even if you don't tally up your figures each month, at least they will be separated for easier calculations at the end of the year.



## Organizing Your Section 1 Products

Your Mary Kay products are best kept on your shelves in the same order as they are listed on a consultant order form. This simply helps you to know where everything is at all times and makes putting an order together easier.

The first products in should be the first products sold, so that there's never old product on your shelf. I personally always take from the left or the front when filling orders, and when unpacking my newest order from the Company, it goes in the back of the row or to the right. By the way, most MK products have a three-year shelf life. They have the manufacturing date code on the bottom of the product or on the crimp – see your Career Essentials Guide Book for the codes.



**Label your products.** You should place your product labels with your name, phone number, and web address on the back of each product (not the box) over the Mary Kay 800 number so that they call you and not MK Corporate for the reorder. This simple activity can make all the difference in the world in your reorder business! Women may not keep your business card and they may not have your brochure handy, but they'll always have your label on their cleansers so they know who to call.

(The labels don't fit or look attractive on some products, such as lipsticks or mascaras, so don't worry about those.) But you definitely want to label all the larger products. And the easiest time to do it is when you're unpacking from your order. Never put a product on the shelf until you label it. Then when you're in a hurry to pack an order, you're not wasting time opening a box and labeling a product.

**Containing smaller products.** If you're not using the MK Connections gear to store your smaller products such as eye shadows and lipsticks, you can use plastic lidded boxes, tackle boxes or even shoeboxes. Create little dividers so that they don't fall into one another and store them on end with the names showing. You'll want to keep them in alphabetical order so that it's easy to find what you need. If there aren't enough items to fill the box, crunch up tissue paper to put in the empty spaces to keep them from falling over.

**Try adding hanging baskets on your shelves to double your shelf space.** Home Depot has them - some people use them as vegetable bins. These hanging shelves have two thin arms that slide onto your existing shelf, with a basket hanging below. I have one for lip, eye and eyebrow pencils, one for my concealers and mascaras, another for my compacts, and yet another for my nail colors. (Put cardboard on the bottom so small items don't fall through.)

**Stash your stuff under the bed.** Many Consultants who have limited space in their apartments or homes have large plastic storage bins that can fit under a bed or couch to store their Mary Kay products.

## Organizing Section 2 Product Samplers

Here's a great way to organize your Section 2 samplers – a hanging shoe bag over your door or cabinet! The bag usually holds 10-12 pairs of shoes, but for you, they're going to organize product samplers from Section 2. Each pocket will hold a category of samplers such as: new moisturizer foil-packs, TimeWise samplers, Velocity samplers, Spa lotions, hand creams, lip and eye foil-packs, fragrance vials, etc.



If you can keep this by your products and bags, so much the better. Once you have an order, grab a bag and fill it. Then go to your shoe bag for product samples to introduce your customers to more of the product line. Trust me, she'll come back for more!

You may even say, "I put some goodies in your bag to spoil you and to thank you in advance for your loyalty!" (I also have a hanging pocket bin mounted on the wall by my shoe bag with the newest brochures, info on any current promotion, model info, hostess brochures and a recruiting information. This way, I can easily add to her bag whatever is appropriate.)

A quick note on other business supplies . . .



**Don't be a basket case!** Get a grip on your baskets and get them off the floor. You can open up your workspace by hanging empty baskets from the ceiling. From two strong anchored hooks, hang a 6' chain and then hang baskets from it with "S" hooks.

**Wrap it up.** Keep your business packaging simple. Find a tall plastic bin and in it store one or two rolls of generic wrapping paper that can be used year-round, ribbon, tulle, shrink wrap (if you use it), scissors and tape. This way you can quickly put together a last-minute basket with a minimum of fuss.

In addition, make it a practice to order the full Miracle Sets from Section 1 whenever possible. MK packages the 3-in-1 Cleanser, Age-Fighting Moisturizer and Day/Night Solution sets in a beautiful vinyl gift bag, perfect for packaging gift sets. Go ahead and remove the separate products from the bag, then save the bag for quick and attractive gift bags. Keep these bags in your plastic packaging bin.

**Save or toss?** During your Mary Kay career, you'll receive hundreds of pieces of paper, dozens of Applause Magazines, mailings from MK and your director, ideas from the Internet, handouts from corporate events, etc. Pretty soon, you've amassed a paper collection that can be overwhelming.



Relax! You don't have to keep it all – you don't even have to read it all. Here's how to decide what you should keep and what you can throw away. (Note: Whatever you are going to keep, you should file for easy future reference. See "Million Dollar Idea Book" below.)

**Keep:**

- Anything that gives you new information you didn't have before. Perhaps it's tax information, a new company contest, or changes in the way your unit meeting will run. If it's new information you need to learn or assimilate, keep it at least until you have learned the information.
- Corporate publications. This includes your Career Essentials, Consumer Guide to Cosmetic Ingredients, Tax Facts, etc. This is your "corporate library" that will be the official answer to questions you may have about your business.
- Ideas that make you sit up and go, "WOW! That's great!" You do NOT have to keep – or even try – every idea that comes across your desk or computer. In fact, I recommend that you concentrate on one or two good ideas for any given situation, i.e., booking, holiday sales, etc. Resist feeling overwhelmed by lots of ideas.

Not everything is for everybody. If you pick one or two things that resonate with you, you're doing great.

- Items you can use for team building, such as Applause Magazines, previous Look Books, previous quarterly contest brochures and company team-building materials. You'll want to have team-building packets with this information in them, and it doesn't matter how old it is – you just want to be able to show the quality of training materials, publications and prizes the company provides.

### **Toss:**

- Obsolete information. Why keep info on a previous product or contest when it has no application today?
- Ideas and info you already know. If you're a seasoned consultant and know how to close your skin care class, you can throw away a class close sheet that you've already memorized.
- Ideas that leave you cold. Even though a certain booking tool worked fantastically for another consultant, if you hate it, you won't use it and/or it won't work for you. Just pitch it – another idea will be along to take its place, don't worry!
- Items that you can store on your computer or that are on a website. For instance, you can always get a copy of the Weekly Accomplishment Sheet on [www.carolhatem.com](http://www.carolhatem.com) or [www.marykayintouch.com](http://www.marykayintouch.com). Print one off from there when you need it and keep the clutter off your desk.



## **Organizing Applicators and Color Samples**

How do you organize all your applicators (blush brushes, sponge tips, blending brushes) and demos for cheek, eye, lip colors and pencils?



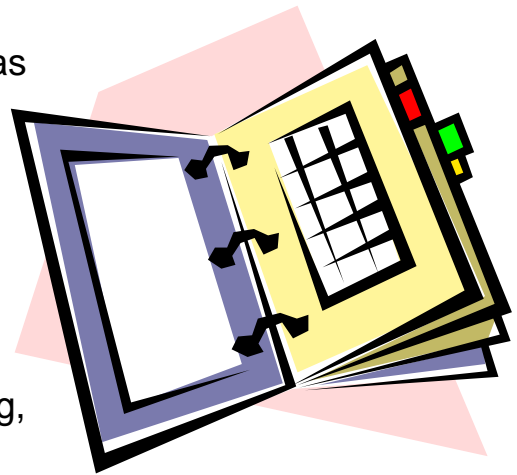
First, I highly recommend investing in the organizing products found at [www.mkconnections.com](http://www.mkconnections.com). They are specifically manufactured to hold MK products and samples, and they are the most professional looking of any organizers out there. The Wheeled Cosmetic Carrier and Slip-On Color Case in particular will have your essential inventory at your fingertips and all ready for your skin care appointments.

If you want to put something together yourself, start by going to Wal-Mart and checking out the 2400 series of plastic fishing bins for lures and weights. The 2400 series has up to 24 individual little compartments that hold all your applicators and color samples. These plastic trays are stackable on a shelf in your closet or can be put in a tote for your appointments.

## Million Dollar Idea Book

What do you do with all the handouts, e-mail ideas and info you get from the Mary Kay and Carol Hatem websites? Get yourself a 3-inch, 3-ring binder to keep all your printed material in an orderly fashion. You can either get 3-ring binder folders or 3-hole punch your handouts.

Sort them by subject categories that you find useful, such as: Booking, Coaching, Goal-Setting, Holiday, Money Management, New Products, Referral Ideas, Team-Building, etc.



This way you'll be able to get your hands on that great referral script instead of searching through piles on your desk, then calling your director to have her send it to you again! And since similar ideas come around every so often, you can check your book to see if you already have the idea so you're not duplicating.

In addition, this is a great resource book to share with team members to help them get started. And if you feel overwhelmed by lots of ideas, or certain ideas haven't worked for you, feel free to throw some things away. Remember to keep it simple.

## Locked and Loaded

You should be prepared to leave your house at a moment's notice with a fully packed facial bag ready for two faces. You want to be able to take advantage of someone who happens to have time *right now* for an appointment. And when you can walk out the door for an appointment without any fuss, you're much more likely to book them, hold them quickly and make money. Here's what you need for a quick "Go Bag":

- Mirrors and Styrofoam trays
- Profiles, pens
- Sales tickets, business cards
- Calculator
- Cotton balls
- Headbands or clips
- Washcloths or disposable washcloths
- Foil-pack TimeWise samplers
- Shade selection tool for TimeWise foundation
- Foil-pack TimeWise foundation samplers
- Dual-Coverage Powder samplers
- Color cards and applicators
- Oil-Free Eye Makeup Remover
- Satin Lips (if you want to demo)
- Satin Hands (if you want to demo)
- A filled Travel-Rollup bag to show at the close

This Go Bag should be filled and ready at all times – separate from your regular skin care class preparations. It all fits in a tote very easily and can even live in your car during temperate weather.

You should also have a quick display of whatever new products Mary Kay has at the moment. Let's say the new products are lipsticks and body lotions. Put together a demo bag with the lipsticks in a lipstick display and the body lotions and take that with you when making deliveries or going to new appointments.

If there are any product demonstrators to accompany the new products (i.e., lipstick demos), make sure they're in the bag also. Stock it with sales tickets, business cards, brochures, pens and a calculator, and you're good to go.

The company Color Collection Merchandising bag and the acrylic cosmetic caddy make terrific product presentation holders and they can be ready to go.



## Power Hour Every Day!

Set aside one hour every day to power your business. The first 10 minutes, pray. Be grateful for the blessings you do have. Ask for an open heart and a clear head, the ability to consider other people's feelings, provide the best customer service. Ask for the sharpest women to be put in your path who have a need you can fill, from a lipstick to a new career.

Then the next 50 minutes is uninterrupted time on the phone. You'll call women you've just met to book them for a facial or a skin care class. You'll call customers for reorders and to ask for referrals. You'll invite guests and models to your next Mary Kay event.

**This can change your business and success.** Consistency is the key to everything! (If you consistently eat potato chips you'll consistently get fat - if you consistently exercise, you'll consistently get toned.)

***DO SOMETHING EVERY DAY FOR YOUR BUSINESS!***  
**Consistency builds success!**