



HOLIDAY

hangouts

STRATEGY MANUAL

December
2022



Reflect on November....

Check off what you completed from the November challenge:

☐ Texted a photo of your Reflection Sheet to your Sales Director

☐ Texted a photo of your AHA Page to your Sales Director

☐ Moved UP to a NEW position on the Career Path

☐ Ordered the New Winter Products

☐ Earned your Golden Rules Earrings

☐ Executed your Pink Sale & implemented the strategies shared

What did you implement in November that produced the most results?

What roadblocks did you encounter? What habits/behaviors do you need to change/implement to get back on track to reach your goal?

Including your results from November, how far away are you from your Dream Holiday Goals?

I am just

\$

away from my Sales Goal

I am just

away from my Team Building Goal

Mary Kay Ash's Last Christmas Message

One of the most beloved Christmas stories tells of the Three Wise Men bringing their gifts from afar to a tiny boy, born in a manger. Over the years gift giving and receiving has become a special part of the holiday season. Seeing all of the beautifully wrapped gifts under the Christmas tree adds to the fun and excitement of the Christmas season.

This year, as you look at the gifts under the tree, I hope you will be reminded of other gifts that come to you daily... the people you meet through your Mary Kay career. We can view people as gifts who are sent to us in different wrappings. Some are very beautiful, with attractive wrapping and shiny ribbons and bows. Some come wrapped in plain paper with no frills. Others have been mishandled and dropped and may be broken or crushed. Occasionally, there is a special delivery.

Some people are gifts which come loosely wrapped - easy to open. Others come tightly wrapped, requiring effort and patience before what is inside is revealed. Perhaps these are people with fears in their lives or people who have experienced hurts.

We must remember that the wrapping is not the gift. There are often many surprises inside. In a world which places so much importance on appearance, we should be constantly aware that we can be easily fooled by a package's wrapping. We should always look for the special gift inside each person.

You are a gift, too, a gift to yourself and a gift to others. This gift includes your love, your help, and your smile. Are you willing to give of yourself and become a beautiful gift to your family, your friends, and your fellow Consultants? Or do others have to be content with the wrapping and never be permitted to enjoy you, the gift?

Another great gift we enjoy is the gift of the Mary Kay opportunity. This is the gift that can be unwrapped to help others discover the special talents within their own lives. You can give this gift liberally and proudly.



When I think about the talented, professional group of people who are Consultants and Sales Directors, I picture you as a gift which has brought me much happiness. Your love and your success have meant so very much to me.

I wish for all of you a blessed and joyful holiday season.

Lovingly,
Mary Kay

December, 2000



Expect

GREAT THINGS

&

GREAT THINGS

WILL

happen.



MARY KAY ASH

Packaging Supplies

Reminders:

HAVE A BUDGET FOR SUPPLIES.

CHOOSE PACKAGING THAT YOU CAN USE ALL YEAR.

WHEN ORDERING ONLINE, CONSIDER ORDERING IN BULK AND COMBINING YOUR ORDER WITH A FRIEND TO SAVE ON SHIPPING.



Crinkle Cut Paper Shred



Tissue Paper



Gift Bags



Cello Bags



Cello Roll



Organza Bags



Gable Boxes



Envelope Boxes



MK Gift Box Set



Take Out Boxes



Clear Pail with Tin Lid & Handle



Raffia



Peters Packaging



Ribbon

Great places to get packaging supplies:

DOLLAR GENERAL
DOLLAR TREE
HOBBY LOBBY

MICHAELS
TARGET
WALMART

MY GIRLFRIEND'S HOUSE
NASHVILLE WRAPS
PETER'S PACKAGING



HOPE IS WISHING
FOR SOMETHING
TO COME TRUE.

Faith
IS BELIEF
THAT IT WILL

COME TRUE.

MARY KAY ASH



12 DAYS of Deals

DOWNLOADABLE IMAGES AVAILABLE IN THE GOOGLE DRIVE

Day 1 CHOOSE FROM POMEGRANATE, WHITE TEA & CITRUS, OR UNSCENTED



SATIN HANDS SET
BUY ONE GET ONE 50% OFF

Day 2 Reg \$59 Today \$49



FLAWLESS FINISH SET
Foundation Primer, Foundation Brush, & Foundation

Day 3 Reg \$78 Today \$69



BYE BYE UNDEREYE
Soothing Eye Gel, Repair Eye Renewal Cream, Undereye Corrector

Day 4 Buy any 4 Mascaras & get a FREE Eye Makeup Remover



A YEAR OF MASCARA

Day 5 Reg \$67 Today \$55



MASK MANIA
Pink Clay Mask, Moisture Renewal Gel Mask, & Charcoal Mask

Day 6 Reg \$86 Today \$75



DASH OUT THE DOOR
CC Cream, Cream Eye Color, Mascara, & a Lip Gloss in our Travel Color Bag

Day 7 Reg \$98 Today \$79



PAMPER ME
Microdermabrasion Kit & 8 Pack Hydrating Sheet Mask

Day 8 Reg \$120 Today \$89



TURN BACK TIME
Revealing Radiance Facial Peel & Biocellulose Mask Set

Day 9 Reg \$116 Today \$92



RENEW & NOURISH
Naturally Oil, Hydrating Body Lotion, & Deep Wrinkle Filler

Day 10 Reg \$35 Today \$29



TRAVEL IN STYLE
Mary Kay Famous Travel Roll Up Bag

Day 11 Reg \$117 Today \$99



12 DAYS OF FAVES
12 Individually Wrapped Products in a Beautiful Gift Box

Day 12 Start for as little as \$30!



START YOUR BUSINESS!
Start your own Mary Kay business today & get a free Deluxe Mini Lip Gloss Kit!



12 DAYS of Deals

TIPS FOR SUCCESS

- **Make sure to use words with your post instead of just posting the picture.** When you are writing your words, don't sound like an infomercial. The less you sell, the more sales you will make. Focus on selling a solution to their problem rather than all of the details of the products.
- **Make sure that your marketing message is cohesive across all platforms of communication.** When you make your marketing plan, consider your private customer group, Instagram, email, etc.
- **Deals can only be posted in your private group, email, or text.** Do not post your deal on any public platform.
- Here is an example of how to promote Day 1 on various platforms:
 - **Instagram** - Do a Reel about dry, cracked hands. Show how the weather can dry out your hands. Google information about the skin on your hands and how it is different than the rest of the skin on your body. Direct them to your private group for more details.
 - **Instagram Stories** - Show yourself using Satin Hands. Explain how it works, show the products, talk about your favorite scent, create FOMO about the Limited Edition scent running out. Show yourself packing orders, dropping off on porches, etc. Show that others are shopping. Ask customers for testimonials on the product. Post those and create a highlight to feature the great reviews.
 - **Email** - Send to your customers to let them know that a new deal will be released in your VIP Group every day at 6am. Use this as an opportunity to get your email subscribers into your VIP group.



12 DAYS of Deals

TIPS FOR SUCCESS

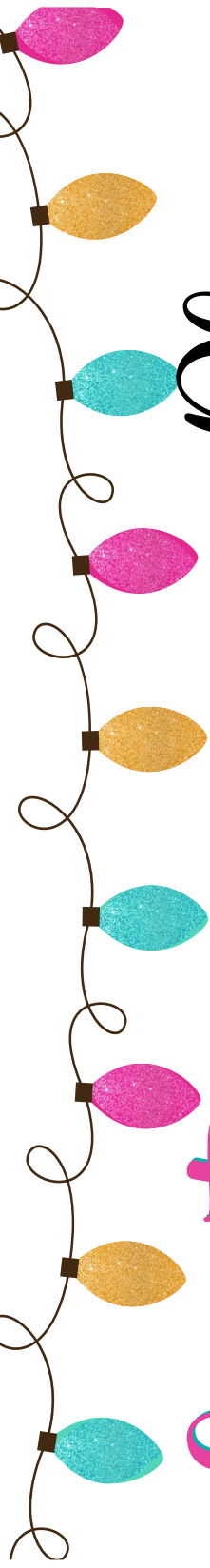
- **Consistency is key.** A lot of your success with these deals will depend on how well you have served your group over the past few months. If you are consistently providing great content and have an active group, you will have more success when you show up with a sales promo. If you haven't nurtured your group, let this be your reason to start! Focus on group growth. What can you do to get more people in your group using this promo?
 - Text your customers a link to your group.
 - Email the deal every few days, and refer them to your group to see the new deal of the day.
 - Grab your PCP list and compare it to your VIP group. Send personal invites to anyone who hasn't joined yet.

As always, we respect each other as Beauty Consultants. If someone joins your group who is not your customer, ask the the following qualifying questions. Do you have a Mary Kay Consultant that you work with already? Have you tried Mary Kay before? When was the last time you had a facial? Are you in any other Mary Kay VIP group?

Asking these types of questions will help you to know if someone already has a Beauty Consultant. If they don't, then add them to your group and book them for a facial! If they do, just refer them back to the Beauty Consultant that has been taking care of them.

You may want to consider putting these questions as Membership Questions for your group (Google how to do this) so that they get asked as soon as the request to join.

YOU GOT THIS!



Event MARKETING Plan

SUNDAY



MONDAY



TUESDAY



WEDNESDAY



THURSDAY

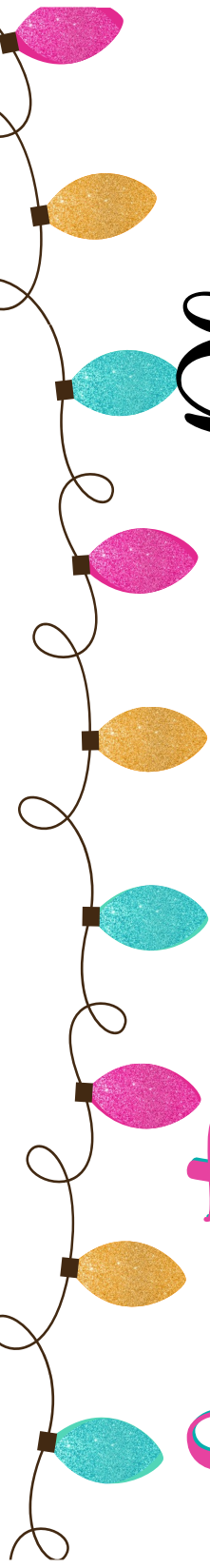


FRIDAY



SATURDAY





Event MARKETING Plan

SUNDAY



MONDAY



TUESDAY



WEDNESDAY



THURSDAY



FRIDAY



SATURDAY



THIS CAN
BE THE
YEAR OF YOUR
Dreams.

MARY KAY ASH

Creating 2023

Created by NSD Kristin Sharpe

What would you like to be your biggest triumph in 2023?

What advice would you like to give yourself in 2023?

What is the major change you are willing to make to improve your financial results in 2023?

What would you be most happy about completing in 2023?

What major indulgence are you willing to experience in 2023?

What would you most like to change about yourself in 2023?

What are you looking forward to learning in 2023?

What is the biggest risk you are willing to take in 2023?

What about your work are you most committed to changing and improving in 2023?

What is an undeveloped talent you are willing to explore in 2023?

What brings you the most joy? How are you going to have more of that in 2023?

Who or what, other than yourself, are you most committed to loving and serving in 2023?

What one word would you like to have as your theme in 2023?



GOD

didn't have time

TO CREATE A
nobody- JUST A

Somebody



MARY KAY ASH

YEAR-END TAX CHECKLIST

Here are the 6 Most important things that you can do at year end to be a \$mart businesswoman & be prepared for tax time!



- 1 Roll Up Bag Refresh.** Go through your Starter Kit to refresh & restock any items that you are running low on or that you wish to start demonstrating at your parties. Make a list of these & other items that you used during the year. Label them "Demo Items" as these are tax deductible. Refresh & restock your own personal Travel Roll Up Bag. Be sure to use Mary Kay from head to toe! Make a list of these & other items that you used for yourself during the year. Label them "Personal Use Items." Although these are not tax deductible, you must report this number to your accountant.
- 2 Count your Section 1 Inventory.** The easiest way to do this is to start an order on InTouch. As you count things on your shelf, add them to the order. Instead of placing the order, print the order. Your wholesale value will automatically be calculated and printed at the top. You do not need to include any Section 2 items. For products on your shelf that are not available for order from the company, make a list of each item & its wholesale cost. These will be categorized as "Discontinued Items" and can be written off on your tax return.
- 3 Take a photo of the odometers** on all of the cars that you had available for use.
- 4 Take a photo of your home office space.** Measure the square footage of the space. The space doesn't have to be an entirely separate room; however, it does need to be exclusively used for your business.
- 5 File all of your receipts.** Grab an expandable file at your local office supply store, and have one slot for each income & expense category on your tax return. Sort your receipts & important documents into the appropriate slot.
- 6 Print Your Income Advisory Statement.** This is a summary sheet that your accountant will need in order to file your taxes. You can find this in the Reports section of Mary Kay InTouch.

CONGRATULATIONS FOR BEING A \$MART BUSINESSWOMAN!

Consultant flier ONLY!

Also available in the google drive.

HOLIDAY HANGOUTS PRESENTS

BEAUTY

Bingo



You
Tube **LIVE**

MK Consultants
throw in

\$6

toward Kendra Scott
jewelry & gift card
giveaways for you &
your guests!!!

You can
invite
UNLIMITED
guests for
FREE!

with special guests
KENDRA SCOTT
& her mom, Jan



TUESDAY, DECEMBER 13th @ 8PM EST

Register

<https://leighann.mykajabi.com>

OR scan here

by 11:59PM EST on December 11



Consultants will be responsible for providing a
Mary Kay gift when their guests get a Bingo.

The Bingo card & instructions will be given out at the beginning
of the event. Tune in & we will show you exactly what to do!

*This event is organized by MK Independent NSDs &
Sales Directors & is not a MK Corporate sponsored event.

Must be on LIVE to WIN!
All Consultants & Guests can play Bingo!!

Guest Invitation

Also available in the google drive.

Be my **VIP** guest!

Play Bingo FREE & win fabulous prizes.



with special guests

KENDRA SCOTT

& her mom, Jan



TUESDAY, DECEMBER 13th
8PM EST

7PM CST / 5PM PST



BEAUTY *Bingo*

LIVE on
 **YouTube**



Bingo card & instructions will be given out at the beginning of YouTube broadcast, so set your alarm to make sure you're on time to know how to play.

Must be present to WIN!

Mary Kay's Silver Wings Sugar Cookies

Ingredients:

- 1/2 cup butter (1 stick)
- 1/2 cup sugar
- 2 eggs
- 1 teaspoon vanilla extract
- 2 1/2 cups all-purpose flour
- 2 teaspoons baking powder
- pinch of salt



I have a premonition
that soars on silver wings.

It's a dream of your accomplishment
of many wondrous things.

I do not know beneath which sky
or where you'll challenge fate,

I only know it will be high.
I only know it will be GREAT!

~Anonymous



Directions:

Cream butter and sugar. Add eggs and vanilla. Sift flour, baking powder, and salt; add to creamed mixture and mix well.

Cover and chill the dough several hours. When ready to bake, grease a cookie sheet and pre-heat oven to 375°. On a lightly floured surface, roll the dough to a 1/4-inch thickness. Cut with cookie cutter and place shapes on cookie sheet*. To decorate before baking, use colored sugar or a cinnamon and sugar mixture. They can also be frosted after baking. Bake at 375° for 8 -11 minutes.

*To reduce handling delicate shapes, the dough can be rolled directly onto the underside of a baking sheet and then cut out. After gently removing scrap dough, the shapes remain undisturbed on the pan and go directly into the oven. The scrap dough can then be re-rolled and cut into another pan.



My Gift To You

BY MARY KAY ASH



I would give you **LOVE**, but you have had it since the day our paths first crossed.

I would give you **FRIENDSHIP**, if I weren't offering it to you daily
and if you did not have it so abundantly in each other.

I would give you **FAITH**,
but it is not mine to give; each must find her own.

I would give you **SMOOTH SAILING**,
if it were not promised that it is through adversity we develop strength.

I would make your life **EASY**,
had God not said, the task was not to make life easy but to make us great!

I would make you **GREAT**.
I would give you **LIGHT**, but it has already come.

Instead I will give you...

ENCOURAGEMENT when you stumble, as we all do.

An **EXAMPLE** of what to be - and what not to be.

A **DREAM** for your life, for what I know you can make it.

HOPE for a bigger and brighter tomorrow.

An **ANSWER** to your every question.

A **GLIMPSE** into unparalleled opportunity for you and your family.

A **BLUEPRINT** tailored to suit your circumstances, to reach your goals.

And a **WISH FOR CHRISTMAS** and everyday... that you might
have life, and have it more abundantly!

God bless you and your family. May you have a happy and blessed Christmas,
and a healthy prosperous New Year!



AHA–

A Moment of Clarity

BFO–

Blinding Flash of the Obvious

MIT–

Most Important Task

WOW–

Within One Week

WOM–

Within One Month

WOY–

Within This Seminar Year

Text or Vox a picture of this sheet to your Sales Director/NSD/MK Mentor.

[illegible]

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.