

# Mary Kay Image Checklist

**Improving Your Image Improves Your Self-Confidence!!**  
**Remember you only have one chance to make a good first impression!**

Marcia Roum Brue had several low classes in a row. After analyzing the situation, she realized that the only thing she had done differently was that she had been wearing a nice dress rather than a suit. At her next class she wore a sharp navy blue suit and it was a \$250 nail class! She has worn the same navy suit for every class since and her sales have been at least \$50 higher per class since!

Dress for the position you want to be in, not the position you have— If you want to be a Director, dress like one!!!

You need a smashing professional suit or dress to wear to appointments and meetings. (NO PANTS, PLEASE!!!) Go to a nice dress shop and ask the Sales Pro to “fix” you! Remember, if you can’t afford much, just get one great outfit and wear it to everything. We recommend a black suit.

Wear professional pumps (no open-toe or sling back) with at least a slight heel. They don’t have to be high heels. Please make sure that they are clean and not scuffed— pay special attention to your heels— they should not be nicked up. Remember, your outfit expresses the image you want people to perceive, but your shoes tell who you really are! Your shoes should always be darker than your hem line.

Clothes should be clean and ironed.

Hosiery is a must— no knee-hi’s please! Make sure you don’t have runs in your hose. It is a good idea to carry an extra pair in your briefcase. With a black suit, wear off-black in the winter and skin tone in the summer.

Your skirts should be at or below your knees for a professional look.

Get rid of clothes in your wardrobe that are worn.

Be the Best you can be! Ask your hairstylist about a new hairstyle if yours needs updating. Long hair should be put up or cut to a more professional style.

Keep your hands and nails manicured. Your hands should look great!

Wear only 3 pins on your outfit. Your jewelry should be simple and elegant.

Keep your hands out of pockets– it ruins your posture.

Keep your car (even if it isn't a Mary Kay car) clean inside and out.

Your make-up should be fresh.

Using a briefcase and/ or small, organized purse will increase your professional image. You should have a business card with you at all times!

Don't use slang, smoke or drink alcoholic beverages at any Mary Kay function

Leave your problems at home. Your hostess doesn't need to know what went wrong today. Avoid drawing attention to yourself. Take the you out of your classes; be there for your guests. Act and speak as Mary Kay would.

Don't criticize. Refrain from blaming others or making derogatory remarks about other product lines.

Children shouldn't answer you business phone unless they are old enough to be trained to do so properly. (husbands too!)

Your answering machine should sound professional.

Be on time!

Listen more, talk less!

Make sure the information you are giving at the show can be found in your Consultant's Guide. To be sure, simply follow the Beauty Book and your show time will be shorter too.

Disposable brushes and trays are for hygienic protection of the customer, and not for reuse!

Our job is to teach our customers how to apply the skin care and glamour products for themselves. NEVER TOUCH A CUSTOMER WITH MAKEUP. You may pat her on the back and shake her hand, of course.

Deliver all products that are paid for immediately! How you treat your customers is how they will treat you. Render the best services you can!

Pay your hostess credit at the show, unless the hostess is having another show and combining the credits for her gifts. The hostess credit should be a Mary Kay product or hostess gift, NOT CASH!!!

SELL THE BASIC SKIN CARE AS A FIVE STEP PROGRAM. (Timewise as a 3 steps) Believe Mary Kay when she says breaking the basic will hurt your business. We want our customers happy, and they will be when they use the basic PROPERLY. Check back with them to be sure they use is properly. Better yet, BOOK EACH PURCHASER FOR A CLASS!

Honor the Mary Kay Guarantee AT ALL TIMES!

Be in business for yourself! Stock your shelves to service you customer load. Think ahead a bit so that you do not find yourself out of merchandise. You should not buy products from another Consultant or combine an order. You may be cheating yourself or someone else from the opportunity to receive proper credit and recognition. Someone's recruiter also loses a 13% commission when orders are combined. It can mean disqualification from eligibility to win prizes, awards, and recognition.

Keep you Starter Kit and your car as clean as possible. Remember the GOLDEN RULE. It will get you anywhere you dream in both your May Kay business and general life.

LET'S ALWAYS BE KNOWN AS THE UNIT THAT DOES EVERYTHING THE MARY KAY WAY!!!