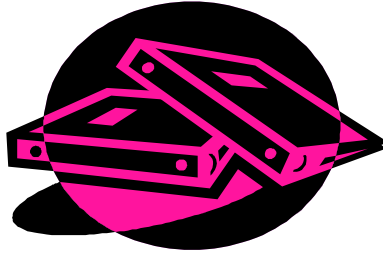


BRAIN BOOK
1000 Day to National Binder
for Consultants & Directors



"Your PORTABLE OFFICE
...a place for EVERYTHING and EVERYTHING in it's place!"

Supplies needed:

- 3 ring binder (I recommend a 1 ½-2 in for Consultants, and 2 in + binder for Directors)
- Tab divider pages
- Clear zipper pocket or envelope with clasp closure

Red = DIRECTORS ONLY

Front Cover:

Picture of you, your goals, Nationals, Red Jacket, the suit, the Trip, family, etc.

Inside Front Cover:

- Follow-up forms (Ponder Pink Profile, Choices Evaluations, Interview Guide)
- Unit Size on the Rise Tracking Card (transfer information from follow-up forms, call prospects, write your comments on form then give back to Consultant the following week.)
- New Consultants Tracking Card
- Key People Tracking Card all found at www.melissamays.com

Top Sheet:

- Your MAIN GOAL tracking sheet (Focus Card, Star, Car, DIQ, Sales Challenge, etc.)
- Projected Production Goal Sheet www.lindatoupin.com
- Unit Size on the Rise Tracking Card could go here and you can hang your Projection sheet near your desk to be highlighted by your assistant every time an order comes in.

Next pages:

- Last 2 months Personal Focus Cards (to continue layering prospects and track Hostesses)
- Last 3-6 Unit Size on the Rise Tracking Cards (follow-up on HOT prospects)
- Ideal Unit Page www.marykayintouch.com (comparing your Unit size to your Unit Circle Goal)
- My Vision is Crystal Clear (Career Path timeline) www.lindatoupin.com

TABS:

PACESETTERS:

Cars by _____ Pacesetters Sheets www.lindatoupin.com

PCP:

- Referrals Pocket (clear zipper pocket or clasped envelope 3 hole punched for warm chatter cards and profiles to follow-up on)
- PCP Follow-up List www.marykayintouch.com
- Customer birthdays this month www.marykayintouch.com or on BLVD, Direct Track

NEW:

- New Unit Members report www.marykayintouch.com
- New Consultant Checklist www.melissamays.com

NEW (cont):

WELCOME PACKET: MK Connections Brochure, Welcome Letter, Communication is the Key, Star Consultant Brochure, Ready Set Sell, Your Business Debut Planner, New Consultant Vouchers
www.melissamays.com
Starter Kit Contents www.marykayintouch.com

KEY:

This whole tab is for DIRECTORS ONLY
Director Suit, Steps to Success, Seminar Awards, & Star Director Brochures
This quarter's 1000 day page with pictures of people I'm moving up
www.lindatoupin.com
Front page of my newsletter that shows Senior Consultants up to Directors
2nd page of my newsletter...Unit Circle Thermometer, Top Teams that did \$1000 or more 3rd page... Winner's Circle: Queens, Medal Winners, 1000 Weeks, and On-Target Stars 4th page...Winner's Circle Continued...Top Classes, Facials, etc.
Copy of Key people's Focus Cards from last month (Review them with the Consultant, help them pick out their prospects-transfer to Unit Size on the Rise Tracking Card and follow-up with them, show them how to figure their averages-bookings-sales-recruits to be transferred to Pacesetters homework, write comments on it, praise stickers, and give back to the Consultant the following week.)
Recruiter's and Their Teams report www.marykayintouch.com
Business Focus Survey for each key person www.billcantrell.com
Leadership Survey by Kathy Goff-Brummett www.melissamays.com

ACTION ITEMS:

www.marykayintouch.com

PROMOTIONS/CONTESTS:

Promotion Page from current newsletter
Hostess Contest flyer
Quarterly Power Plan (Unit Support Package)
Quarterly Plan Sheet www.lindatoupin.com
Quarterly Star report
Unit participation report www.marykayintouch.com (PCP)
Sales Challenge report
Company Event Recognition (not sure if this is available to Consultants or not?)

EVENTS:

Calendar page from newsletter
Any flyers of upcoming events, in order of date (you can write on the flyer if you've registered for the event in case if you forget)
Unit registration report www.marykayintouch.com or sent on email by NSD Linda Toupin if Ponder Pink, Hostess Contest, Pacesetters, etc.

1000 DAYS PAGES:

Next quarter - NATIONAL DEBUT

CONSULTANT LIST:

www.marykayintouch.com

-or Can be uploaded to your Blackberry/Black Jack or other device (I have a Black Jack II and it's all on there now. Please ask your computer expert to help you. My assistant did it for me and I don't have a clue, don't need to, don't want to! J)

DIRECTORS MEMO:

REPORTS, SEMINAR, OTHER:

Court of Sales www.marykayintouch.com
Court of Sharing

APPLAUSE MAGAZINE:

Just take the inserts out (order form, star brochure) and 3 hole punch