

## Brain Book - Focus Notebook

Focus stands for Follow One Course until Successful I have realized that in Mary Kay we only get paid for two things. Seeing the people and talking to the people. However, in order to see the people and talk to the people you must have a system for keeping track of all of your leads and a solid follow through system. Realizing that most consultants work Mary Kay in addition to a Full Time job, I recommend that you set up this binder system to function as a traveling desk. Additionally, you will want to set up your Brain Book and Car File as indicated below. These items will insure that you look smooth and that your systems for booking, selling, recruiting and tracking your activity is effective.

Use a one-inch binder with a plastic sleeve on the outside cover.

**Outside Cover:** Place pictures symbolizing your yearly, quarterly, and monthly goal. Include the picture of your Star Consultant Prize. Remember that our brains function more effectively when only having a couple of things to FOCUS on so keep this simple, but include things like you sitting in the Grand AM with a date on it, A picture of your family pasted over a brochure of the front of the Disneyworld Hotel with the date that your family will take the vacation. I might add words like; it feels so good to know that because of my consistent activity holding just 3 classes and 3 interviews weekly my family is enjoying this dream vacation to Disney World for one week in April 2008.

**Back Cover** - Place your Weekly Plan Sheet here. Get a copy on your refrigerator. It is recommended that you use colors to prepare yours like mentioned in the Career Essentials Binder.

**Inside Pocket** - Place a couple of the most recent brochures, a couple of sales slips, business cards stamped confirmation and thank you postcards and profile cards. You also will want to keep copies of these in your date book, because having brochures and business cards every where is a good idea.

# Brain Book - Focus Notebook

**Back inside Pocket** -Place the most recent copy of the Applause Magazine

**Divider #1 - Monthly Goals** - On or before the first day of the month EVERY month you should set a goal for the month. Complete the Monthly Goal Sheet with a Retail, Wholesale and Team Building Goal. In the margin break it down to a weekly numbers of faces, classes, booking and interviews. You will create your 'Six Most Important Things to do list based on this goal. If you are tracking your car then the most important sheet is the Car Production Sheet available from your director.

**Divider #2- Prospective Hostesses** - Use a different prospective booking sheet for each week. Use this system to track all of your leads. Record their name, address and phone and keep track of the status. When you book them complete a profile card while on the phone and then record the date on the profile, on the tracking sheet and in your date book. Keep your profiles in the front sleeve cover in the order of the dates of the classes for easy coaching. As you coach their guests add their profile cards. Keep track of notes for your prospects. If she says to call back in two weeks then write that and also flip in your date book and make a note. Use abbreviations like NA - Not Available, **LMM** - Left Message on Machine, **LMP**- Left Message with Person (only leave one message), and **CB**- Call Back. Remember that booking is the lifeline of your business. Write the thank you or confirmation postcards as soon as you book them. This section WILL be key. Always work the most current leads first. If you are on the slow pace in Mary Kay you should effortlessly generate 10 new leads, to track Star Consultant generate 25 leads and Career pace over 40+ leads including referrals from classes, conversational booking, etc.

**Divider #3- Prospective Recruits** -If your work smart not hard your recruit prospects will come from section 2. Use the Tracking Form to record name, address, day and night phone, and status.

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Make notes including marital status, occupation, approx age, children, what purchased, likes, and dislikes and other descriptive info that will be helpful to know when interviewing. Also record what info you gave to her and the date that you are following up with her, bringing her to an event, etc. Remember that a recruit is only HOT for 24-48 hours. Get her to something or meet with her to share the opportunity.

**Divider #4- Sales** - Keep a copy of last week's Weekly Accomplishment Sheet here. Keep blank copies. Record your sales, booking and calling activity daily on your weekly accomplishment sheet. Transfer your Year-To-Date Totals to the new sheet. Keep a piece of carbon in a page protector and use this to trace over a sheet for your director. Do not give your director your original. This is to be filed in your income file for taxes. Be sure that it is filled out completely. Paste to the front cover of this divider a post-it note. Write your weekly sales goal down and every time you make a sale subtract to see how far you have to go. Write your booking goals down and subtract also. Keep a blank copy of the current order form and the Section 2 order form.

**Divider #5- Tracking** - Keep track of ALL promotions and prizes using this section. This section should include things like: Place the Star Consultant Tracking Sheet first, Court of Sales, and Court of Recruiting Tracking Sheets, etc. Whenever you go for a goal you are given a sheet to track yourself for that goal or break it down on a piece of paper and track it.

**Divider #6 - Events** - Keep the most recent copy of the monthly calendar, Hot News, Newsletter, etc. Immediately transfer all pertinent dates onto your date book. If money is due write that date down. If you have to bring something write that down on a date before so you can prepare.

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**Divider #7 - Customers** - File your Preferred Customer Program Print out here. Every time you get a customer that you would like to add to the list record her name address and phone on a blank sheet of paper. Put several on a page. Take the little bit of extra time to do this with each person because it will save you time in the long run.

**Divider #8 - Team Members** - Keep your most recent copy of your team report and team member information here. File last months copy in your income file.

**Divider #9 - Addresses** - Get some address pages and business card page protectors and keep important business cards and phone numbers here. Take the copy of the company phone numbers from the Career Essentials Binder and file it here.

**Divider #10 - Training** - Booking, Coaching, Class Procedure, Team Building

Other Helpful systems:

**Spiral Notebook** - Keep a spiral notebook to record your six most important list, call list, and notes from conversations and trainings. Change it every month.

**Car File** - Keep a file in your car that will hold things like brochures, profiles, agreements, recruiting and coaching packets, cards and all other paper work that you want to be sure not to run out of when at an appointment.

You will feel so polished and professional when you use this system. You will be on your way to building a great business.