

HEY THERE

gorgeous

Welcome to the Radiant Unit!

I am so thrilled that you made the decision to start your very own Mary Kay business! I am so honored to have such a sharp, beautiful woman join our team. I hope you are as excited as I am for you to begin this new journey in your life. If you stick to it, work hard, and trust the process, I promise you will find yourself in a new place of life and loving it. Get ready to make the best friends of your life, have fun, and most importantly put some money in your pocket.

As your director, I am here to answer any questions you may have, teach you the skills of this business, and help lead you to success. Please feel free to contact me whenever you need my help and advice or if you want to share good news with me! My favorite part of my job is getting to build relationships with each and every one of our incredible unit members. That's you!

LOVE,

Hannah

CALL ME!

316.453.6515

hbusenitz@gmail.com

INDEPENDENT SALES DIRECTOR



MEET Hannah

- Address: 14632 NW Santa Fe Lake Rd Newton, KS
- Office: 316.453.6515
- hbusenitz@gmail.com
- Follow me on Instagram: hbusenitz
- Friend me on Facebook: @Hannah Raye Busenitz
- Unit Website: www.radiant-unit.com



UNIT INFORMATION

- Unit Number: 03G1
- Seminar Division: Sapphire
- Senior Director: Amy Hayes
- National Sales Director: Deb Wehrer
- Senior National Sales Director: Davann Moul



DIRECTOR INFORMATION

- Started MK Career: January 2, 2009
- Debuted as a Sales Director: January 2021
- Grand Achiever Unit
- Court of Sales 3 times
- Court of Sharing
- Star Consultant 19= quarters



WE ASKED HANNAH:

- Favorite MK Memory: earning our first car!
- Before MK: Worked 40-50 hr/week, newly married, new community
- Favorite Food: tacos or pizza
- Hobbies: traveling, hiking, running, drinking coffee
- My Enneagram Number: 3
- People would be surprised that I: hunt w/ hubby
- Best Advice I've Received: Never give up. Copy the right cat!
- What I love about My MK Business: Empowering Women to grow to be the best version they were created to be.
- Best Advice I would give a new consultant: Never Quit No matter what!





STEPS TO SUCCESS



1 Text Hannah to set up a Welcome Chat within 24 hours of signing your agreement!



2 Watch the Welcome Video and Business Strategy Video that you received via text or log in or go to Hannah's website www.radiant-unit.com.

- Complete the inventory worksheet
- Jot down any questions after reviewing this packet



3 Make your list of women with skin. Put a * next to the ladies that you'd most like to work with



4 Make your inventory decision after speaking with Hannah



Log into Marykayintouch.com

- Set up your Personal Website
- Set up your ProPay Account
- Order Your Business Cards



6 Complete your Perfect/Power Start and earn your Pearls of Sharing

NEW INDEPENDENT BEAUTY CONSULTANT PRODUCT PLANNING WORKSHEET

Complete this planning worksheet with your Independent Sales Director or recruiter to help decide how much product is right for you as you start your business!

1. WHAT ARE YOUR MARY KAY BUSINESS GOALS?

CHECK THE ANSWERS THAT BEST APPLY TO YOU.



DESIRED MONTHLY EARNINGS**

_____ **\$1,200 +** = 4 POINTS

_____ **\$800 - \$1,199 +** = 3 POINTS

_____ **\$400 - \$799 +** = 2 POINTS

_____ **\$100 - \$399 +** = 1 POINT



SELLING APPOINTMENTS

_____ **3+** appointments per week = 4 POINTS

_____ **1 - 2** appointments per week = 3 POINTS

_____ **2 - 3** appointments per month = 2 POINTS

_____ **1** appointment per month = 1 POINT



SUCCESS MEETINGS

_____ *I am committed to attending success meetings each week.* = 3 POINTS

_____ *I am committed to attending success meetings twice per month.* = 2 POINTS

_____ *I am committed to attending success meetings when they fit into my schedule.* = 1 POINT



GOALS CHECK ALL THAT APPLY.

_____ *I would like to build a* **SOLID CUSTOMER BASE.** = 2 POINTS

_____ *I would like to earn* **FABULOUS PRIZES AND RECOGNITION.** = 2 POINTS

_____ *I would like to become an* **INDEPENDENT SALES DIRECTOR.** = 2 POINTS

_____ *I would like to earn a little* **EXTRA INCOME.** = 1 POINT

2. CALCULATE YOUR POINTS TO DETERMINE AN INVENTORY***

CATEGORY FOR YOUR SELLING GOALS. CHECK THE BOX THAT BEST APPLIES TO YOUR TOTAL

TOTAL POINTS	POINTS	INVENTORY CATEGORY (WHOLESALE COST)
	13+ POINTS	\$3,600+ wholesale
	12 POINTS	\$3,000 wholesale
	11 POINTS	\$2,400 wholesale
	8 - 10 POINTS	\$1,800 wholesale
	5 - 7 POINTS	\$1,200 wholesale
	2 - 4 POINTS	\$600 wholesale

NAME:

Access the digital version of the *Great Start™* brochure and Product Planning Worksheet on the *Mary Kay Great Start®* App.

Start Your Store. Stock your Business

Wholesale (Your Cost)	Free Color Look (15 Days)	Product Bonus Bundles AND Roll-Up Bag Mirror & Brush Cleaner	Extra Bundle	Total Retail Value (w/15 days)	Estimated Total & Example of Loan Payment, if borrowing at 13% (total includes tax on the retail amount of product)
★ \$5400 Pearl Plus	\$129 Color Look	\$1,029 Bonus Bundle	\$346.50	\$1,504.50	\$6500 *Business Loan payment of \$219 per month for 36 months -2 roll-ups sold per month
★ \$4800 Pearl Star	\$129 Color Look	\$1,029 Bonus Bundle	\$231	\$1,389	\$5800 *Business Loan payment of \$195 per month for 36 months -2 roll-ups sold per month
★ \$4200 Emerald Plus	\$129 Color Look	\$1,029 Bonus Bundle	\$115.50	\$1,273	\$5100 *Business Loan payment of \$172 per month for 36 months -2 roll-ups sold per month
★ \$3600 Emerald Star **Starting PROFIT Level**	\$129 Color Look	\$1,029 Bonus Bundle	X	\$1,158	\$4400 *Business Loan payment of \$185 per month for 30 months -1 roll-up sold per month
★ \$3000 Diamond Star	\$129 Color Look	\$871 Bonus Bundle	X	\$1,000	\$3600 *Business Loan payment of \$175 per month for 24 months -1 roll-up sold per month
★ \$2400 Ruby Star	\$129 Color Look	\$713 Bonus Bundle	X	\$842	\$3000 *Business Loan payment of \$150 per month for 24 months -1 Ultimate Miracle Set sold per month
★ \$1800 Sapphire Star	\$129 Color Look	\$555 Bonus Bundle	X	\$684	\$2300 *Business Loan payment of \$110 per month for 24 months -1 Miracle Set sold per month
\$1200 Starter	\$129 Color Look	\$362 Bonus Bundle	X	\$491	\$1600 *Business Loan payment of \$90 per month for 24 months
\$600 Personal Use	\$129 Color Look	\$204 Bonus Bundle	X	\$333	\$800 *Business Loan payment of \$70 per month for 12 months

The Profit Levels

LIST OF WOMEN WITH SKIN

WHERE TO BEGIN:

FRIENDS - RELATIVES - ACQUAINTANCES

NEIGHBORS - KID'S CONNECTIONS - SERVICES YOU USE

STYLISTS - TRAINERS - ETC.

1. _____	26. _____
2. _____	27. _____
3. _____	28. _____
4. _____	29. _____
5. _____	30. _____
6. _____	31. _____
7. _____	32. _____
8. _____	33. _____
9. _____	34. _____
10. _____	35. _____
11. _____	36. _____
12. _____	37. _____
13. _____	38. _____
14. _____	39. _____
15. _____	40. _____
16. _____	41. _____
17. _____	42. _____
18. _____	43. _____
19. _____	44. _____
20. _____	45. _____
21. _____	46. _____
22. _____	47. _____
23. _____	48. _____
24. _____	49. _____
25. _____	50. _____

PERFECT START/POWER START

Dialogue to use for getting started!

Hi_____, I'm so excited! I just started my ow Mary Kay Business! Part of my initial training is to get the opinion of our products from 30 women. I have _____ or _____ available which would be better for you?

Great! Also, since I need 30 practices faces do you think you could invite a few girlfriends to join you to help me reach my goal of 30 faces? I'll have a great gift for you as a thank you!!! I really appreciate you supporting the launch of my new business!

Classic Mary Kay is:

Book 8 parties/skin caer classes to hold 5 = Perfect Start in a 2 week period. (approx 25-30 faces)
Then book 8 to hold 5 again for a Power Start (another 25-30 faces) which equals 50-60 faces in 4 weeks

- | | | | |
|-----|-----|-----|-----|
| 1. | 16. | 31. | 46. |
| 2. | 17. | 32. | 47. |
| 3. | 18. | 33. | 48. |
| 4. | 19. | 34. | 49. |
| 5. | 20. | 35. | 50. |
| 6. | 21. | 36. | 51. |
| 7. | 22. | 37. | 52. |
| 8. | 23. | 38. | 53. |
| 9. | 24. | 39. | 54. |
| 10. | 25. | 40. | 55. |
| 11. | 26. | 41. | 56. |
| 12. | 27. | 42. | 57. |
| 13. | 28. | 43. | 58. |
| 14. | 29. | 44. | 59. |
| 15. | 30. | 45. | 60. |

Perfect Start Complete!

Power Start Complete!

PEARLS OF SHARING

Dialogue to use for getting started!

Hi _____, I just launched my own business with Mary Kay and part of my initial training is to learn how to answer the most commonly asked questions about Mary Kay! I know MK isn't something you'd consider for yourself but I thought you might be willing to help me with my training! Would you be one of my 15 practice interviews?

When she says "YES!"

GREAT! Thank You!! I'll set up a 3 way call with my director, all I need you to do is think of 5 questions about MK that you think woman will ask me the most! I'll have a thank you gift for your time! I really appreciate you helping me with this training!

5 Practice Interviews earns you your Pearls of Sharing EARRINGS!



10 Practice Interviews earns you your Pearls of Sharing BRACELET!



15 Practice Interviews earns you your Pearls of Sharing NECKLACE!



SHARE THE LOVE!

When you add a new personal team member within your first four months* of business, you can earn two Team-Building Product Bonus Bundles valued at up to a total of \$232 suggested retail price** and a \$50 Team-Building Cash Bonus when*** your new personal team member becomes a Great Start™-qualified† Independent Beauty Consultant. No limits! KEEP THE REWARDS COMING! After your first four months of business, you can continue to earn the \$50 Team-Building Cash Bonus for each*** new personal team member who becomes a Great Start™-qualified† Independent Beauty Consultant. No limits!

RADIANT UNIT

Important Additional Information



Subscribe to our YouTube Channel

1 @hannahbusenitz8857



Start listening to the Bootcamp Audio Training by
National Sales Director Dawn Otten-Sweeney:

2 On Dawn's youtube channel - Dawnottensweeney



Download the free Voxer app & Message Hannah:
HannahrBusenitz - She will add you to the unit voxer
3 group



Future Busenitz National Area & Radiant Unit
Website:

4 www.radiant-unit.com & check out the New
Consultant Section



Check out our Facebook Radaint Unit page
Radiant Unit {glow & grow}



Mary Kay Attire:

6 MK Attire = Skirted Business Attire

MARY KAY WEEKLY PLANSHEET/HOJA DE PLANEACIÓN SEMANAL MARY KAY

NAME (NOMBRE): _____ WEEK OF (SEMANA DE): _____

SUNDAY (DOMINGO) (LUNES) (MARTES) WEDNESDAY (MIÉRCOLES) THURSDAY (JUEVES) FRIDAY (VIERNES) (SÁBADO)

6:00						
7:00						
8:00						
9:00						
10:00						
11:00						
12:00						
1:00						
2:00						
3:00						
4:00						
5:00						
6:00						
7:00						
8:00						
9:00						
10:00						

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Dream Number

1. **Your Dream...** it must be something that is not related in any way to things you can earn from MK at any time. For example, "My dream is to take my family to Disney World at a cost of \$5,000." OR "My dream is to pay my child's \$10,000 private school tuition." Anything that you can earn from MK (like a car, star consultant prizes, directorship...) is not a dream, it is simply the rewards of your work.

My Dream to make come true is:

My goal date to have my dream come true by is :

I need \$ to make my dream come true

2. **Calculate your Dream Number...** Use the formula below to determine you Dream Number:

Example:

Your **Dream** is to have \$9,000 profit in 12 months to remodel your kitchen.

\$9,000 divided by 12 (months) = \$750 (a)

\$750(a) divided by .4 (60-40) Split = \$1,875 (b)

\$1875 (b) divided by 4 (weeks in a month) = \$468.75

Your **Dream Number** is \$468.75. That's what you need to sell each week to pay for your **Dream** and still be able to replenish your inventory & Keep 10% back for business expenses.

\$ <div></div>	divided by ____ months	\$ <div></div> (a)
\$ <div></div> (a)	divided by 0.4 =	\$ <div></div> (b)
\$ <div></div> (b)	divided by 4 weeks =	\$ <div></div> dream number

Now call your Sales Director and/or Recruiter and we will coach you on a strategy that will help you reach your dream Number Sales each and every week!

You are on your way to making your dream a reality! Dream HUGE, Leading Ladies! Mary Kay is in the business of making woman's dreams come true all over the world...and it's time for your dream to come true today. **"God would never give you a dream in your heart without giving you the ability to achieve it."**



FINISH STRONG!



30 NEW FACES

1	9	17	24
2	10	18	25
3	11	19	26
4	12	20	27
5	13	21	28
6	14	22	29
7	15	23	30
8	16		



3 NEW TEAM MEMBERS

1	2	3
---	---	---

10 NEW SKINCARE CUSTOMERS

1	4	7	9
2	5	8	10
3	6		





FINISH STRONG!



50 NEW FACES

1	11	21	31	41
2	12	22	32	42
3	13	23	33	43
4	14	24	34	44
5	15	25	35	45
6	16	26	36	46
7	17	27	37	47
8	18	28	38	48
9	19	29	39	49
10	20	30	40	50

5 NEW TEAM MEMBERS

1	2	3	4	5
---	---	---	---	---

16 NEW SKINCARE CUSTOMERS



1	5	9	13
2	6	10	14
3	7	11	15
4	8	12	16





FINISH STRONG!



100 NEW FACES

1	15	29	43	57
2	16	30	44	58
3	17	31	45	59
4	18	32	46	60
5	19	33	47	61
6	20	34	48	62
7	21	35	49	63
8	22	36	50	64
9	23	37	51	65
10	24	38	52	66
11	25	39	53	67
12	26	40	54	68
13	27	41	55	69
14	28	42	56	70

CONTINUED →

71	77	83	89	95
72	78	84	90	96
73	79	85	91	97
74	80	86	92	98
75	81	87	93	99
76	82	88	94	100

10 NEW TEAM MEMBERS

1	3	5	7	9
2	4	6	8	10

33 NEW SKINCARE CUSTOMERS

1	8	15	22	29
2	9	16	23	30
3	10	17	24	31
4	11	18	25	32
5	12	19	26	33
6	13	20	27	
7	14	21	28	



Potential Profit by being a Team Player

TEAM 100

100 *TM faces in a month
x \$50**
\$5,000.00 retail
x .40***
\$2,000 monthly profit
x12 months
\$24,000 profit

Plus Queens Court of
Sales & Star Prizes

25 faces a week = virtual & in
person/5 parties a week/
approx 20-25 hours a week

POTENTIAL REORDERS****

33 SCC x 12 months = 396
396 x 200.00 = \$79,200 retail
\$85,800 x .40 = \$31,680 PROFIT

TEAM 50

50 *TM faces in a month
x \$50**
\$2,500.00 retail
x .40***
\$1,000 monthly profit
x12 months
\$12,000 profit

Plus Princess Court
of Sales & Star Prizes

13 faces a week = virtual &
in person/3 parties a week/
approx 10-13 hours a week

POTENTIAL REORDERS****

16 SCC x 12 months = 192
192 x 200.00 = \$38,400 retail
\$38,400 x .40 = \$15,360 PROFIT

TEAM 30

30 *TM faces in a month
x \$50**
\$1,500.00 retail
x .40***
\$600.00 monthly profit
x12 months
\$7,200 profit

Plus Star Prizes

7 faces a week = virtual &
in person/2 parties a week/
approx 7-9 hours a week

POTENTIAL REORDERS****

10 SCC x 12 months = 120
120 x 200.00 = \$24,000 retail
\$24,000 x .40 = \$9,600 PROFIT

**** Figured on \$200.00 reorder per year from a Skin Care Customer

*** 40% profit taken & 10% Cost of doing business such as shipping/assistant/sales aids etc.

** Averaging \$50.00 per target market face working your way up to \$100.00 per face

*TM = Target Market Faces- Women who meet 3 out of 5 of these stats:

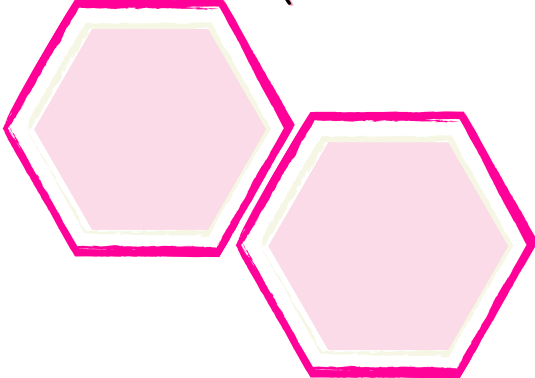
1) Married 2) Has Kids 3) Some Education 4) Owns a Home 5) 25-55 years old



FUTURE PINK CADILLAC UNIT

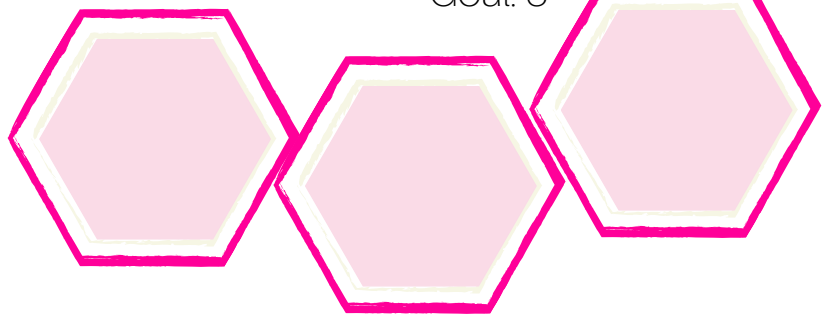
DIQs

Goal: 2



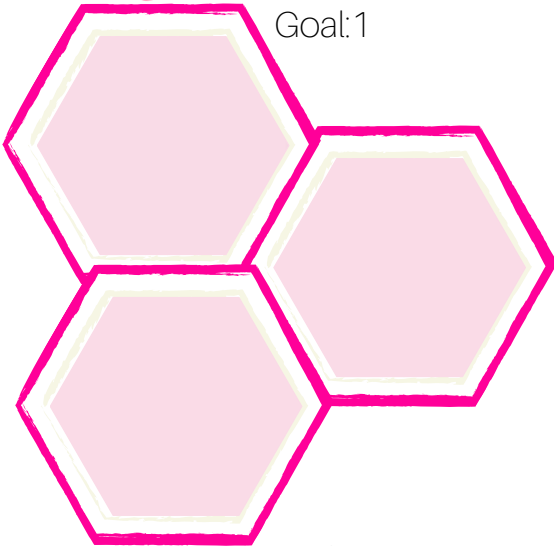
Elite Team Leaders

Goal: 3



Team Leaders

Goal: 1



Red Jacket Hive

Goal: 6

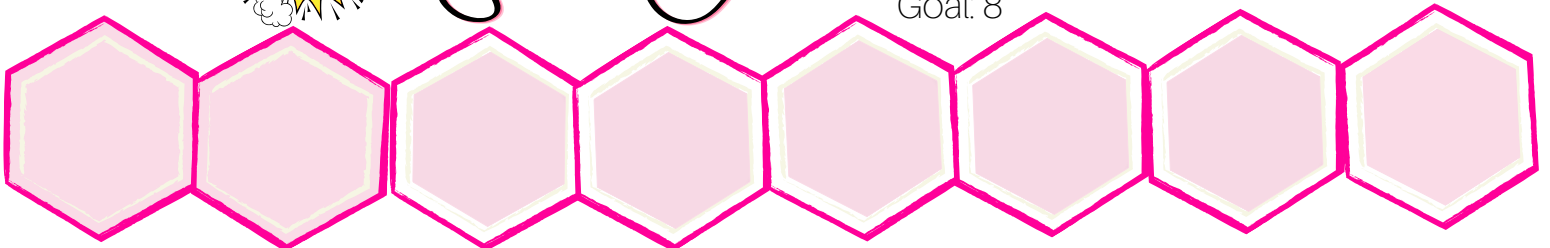


We need you!



Senior Consultants

Goal: 8



Your FUTURE in Mary Kay!

Everyone STARTS HERE

Independent BEAUTY CONSULTANT

- I can earn up to 50% profit on the Mary Kay® products I sell at suggested retail.
- I can take advantage of the Great Start Program to earn free* product bonus bundles!
- I can earn monthly prizes through the yearlong challenge, and I can earn quarterly and yearly prizes through the Star Consultant Program.
- I can earn a \$50 cash bonus with each Great Start-qualified* new personal team member I develop.

Independent SENIOR BEAUTY CONSULTANT

- I have 1 or 2 active** personal team members.
- I can earn up to 50% profit on the Mary Kay® products I sell at suggested retail.
- I can earn 4% commission on my personal team.
- I can earn a \$50 cash bonus with each Great Start-qualified* new personal team member I develop.

BEGIN YOUR BUSINESS AS A MARY KAY INDEPENDENT BEAUTY CONSULTANT TODAY!

- Part Time
- Tax Deductions
- Flexibility & Lifestyle
- Set your own work hours!
- Work at your own pace!
- No territories
- No quotas
- The Sky is the Limit!
- Earnings
- Growth, Confidence
- Opportunity
- Partnership Program Discounts with FedEx, GEICO & more!
- Life, health, dental pro insurance available



\$30-\$130 GETS YOU STARTED TODAY!

Independent NATIONAL SALES DIRECTOR



- This is an appointed position, and I am eligible for consideration when I have at least 20 offspring units in my first and second lines.
- I can earn up to 13% commission on my personal team.
- I can earn up to 23% commission on my unit.
- I can earn offsprings commission on my area Independent Sales Directors.
- I may be eligible to develop leaders internationally.
- I have earned the use of a National Sales Director Cadillac.

Independent SALES DIRECTOR



- I can earn up to 50% profit on the Mary Kay® products I sell at suggested retail.
- I can earn up to 13% commission on my personal team.
- I can earn up to 23% commission on my unit.
- I can earn a \$100 cash bonus with each Great Start-qualified* new personal team member I develop.
- I can earn a \$100 bonus for each first-time Red! add to my personal team.
- As I move along the career path, I can earn a \$1,000 bonus when I have an offspring Independent Sales Director, and I can earn commission from her unit.

STAR TEAM BUILDER (Red)

- I have 3 or 4 active** personal team members.
- I can earn up to 50% profit on the Mary Kay® products I sell at suggested retail.
- I can earn up to 8% commission on my personal team.
- I can earn a \$50 cash bonus with each Great Start-qualified* new personal team member I develop.
- I can earn a \$100 bonus the first time I reach Red status!



TEAM LEADER (Red)

- I have 5 to 7 active** personal team members.
- I can earn up to 50% profit on the Mary Kay® products I sell at suggested retail.
- I can earn up to 13% commission on my personal team.
- I can earn a \$50 cash bonus with each Great Start-qualified* new personal team member I develop.
- I can earn a \$100 bonus the first time I reach Red status!
- I can earn a \$100 bonus for each first-time Red! add to my personal team.

ELITE TEAM LEADER (Red)

- I can build my team with 8 or more active** personal team members.
- I can earn up to 50% profit on the Mary Kay® products I sell at suggested retail.
- I can earn up to 13% commission on my personal team.
- I can earn a \$50 cash bonus with each Great Start-qualified* new personal team member I develop.
- I can earn a \$100 bonus the first time I reach Red status!
- I can earn a \$100 bonus for each first-time Red! add to my personal team.
- OR
- When I build my team with 5 active** personal team members, and 1 of them is an active** personal Red! I can earn 5% commission on my second-tier team, in addition to all of the above!

DIQ PROGRAM

- I have 10 active** personal team members.
- I can earn a \$200 bonus when I enter DIQ with an active** personal Red on my team.
- I have three months to meet production goals while I develop and maintain my team, which will potentially become my unit when I debut.
- To debut as an Independent Sales Director out of the DIQ Program, I must have 30 active** DIQ unit members.
- I can earn a bonus up to \$500 when I have 2 or more active** Reds within my DIQ unit when I debut as a Sales Director.