

**Brain Book**  
(Having Your Office at Your Fingertips)

***Items Needed:***

**Ring Binder** – 1 ½” – 2” (Depends on your needs – but not too large & cumbersome) w/ Clear Front to place pictures in & pockets on inside front & back cover.

**Index Dividers** – with tabs that have replaceable paper for wording.

**Note Book Paper**

**Pocket Dividers that fit into binder. (1 or 2)**

**Hole Punch**

**PCP List**

**Red Hot News/Newsletter of the Month**

**Applause Magazine**

Begin your Binder with: (Make Index Tabs for the following)

- 1) **Goals:** What do I want from my Mary Kay Business? (\$, Car, Directorship, Fun, etc) Why do I want it? (Vacation, Financial Security, Private School, Charity, etc.) Place pictures, scripture, etc in front and back clear areas of notebook to reflect your goal. Put your goals on the First Page and How to Attain Them, Put Your Affirmation Statement there also.
- 2) **Weekly Plan Sheet** – Fill it out EVERY Saturday or Sunday for the week. Carry this with you so you stay on track for your goals.
- 3) **Weekly Accomplishment Sheet** - As you finish your appointments write in the amounts daily so you can track your \$ goal/week. (Along with this you should have some type of Date Book for ALL of your appointments, Spiritual, Personal & Mary Kay. This is by personal preference. What do you like to carry? Try different types. The Mary Kay date book in your go book. I prefer and “At-A-Glance” Monthly Desk Calender that is thin and fits into my Binder, My Go Book and possibly my tote bag. Experiment!
- 4) **Promotion/Contests** – Monthly Contest, Weekly Challenge, Star Consultant Planner
- 5) **Daily Call Sheet** – These are copied and put 2 – 3 weeks in advance in my book and date them. I fill them in the night before so I know what I am doing when I wake up! Plus you can fill in the days ahead for a call back/followup.
- 6) **Booking Prospect List** – No more pieces of papers & cards littering your files and desk. Place each name, #, address & keep track of phone calls.
- 7) **Recruiting Prospect List** – Same as above, keep track of what you have given them, if they went to a meeting, etc.
- 8) **PCP List** – YEAH! Make customer service phone calls right from your binder where ever you are! Write in new people on notebook paper to add to the next PCP list (cross out the ones that you no longer service).
- 9) **Meeting Notes** – Notebook paper – take notes and title them: (Hostess Coaching, Booking, Classes, Attitude, etc so that you can remove them when getting full and either place them in your filing cabinet or another binder that you have appropriate headings (Booking, Etc) on file folders or index tabs.

- 10) Newsletter/Red Hot News – Keeps you up to date!
- 11) Scripts – to help you with your phone calls!
- 12) Pocket with a few Brochures, Agreements, Current Order Form
- 13) Place newest Applause Magazine in Back Pocket of Binder

**There you have it! Your portable office at your fingertips!**

No more “wasted time” waiting for appointments, to pick up kids, traffic jams, etc. Pick up your Binder – Open it up to your Daily Call Sheet, Prospects, PCP and begin calling.

Carry an organizational purse (black is usually best to match everything – unless you can find one for each season – how fun!) This purse should have easy to reach pockets for: Business Cards, Pen, Cell Phone, Lipstick (of course). You can place a small wallet inside with your license, credit cards, favorite pictures! (This way you can grab your wallet and place it in your On the Go Tote or Go Book when you go into appointments.) But your purse doesn’t have to be BIG and cumbersome! Look professional & organized!

**WOW! You are on your way to reach those goals! Mary Kay says: “Plan Your Work and Work Your Plan.” You have the tools – now go to work & have fun!**