

# The Business Power Plan

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## You're a brand New Independent Beauty Consultant!!!

Now what? Listen to **NEXT STEP** audio or dial the **HOTLINE 212-990-6416** or download from your computer!

As your **Business Coach**, I recorded this message to walk you through your "NEXT STEP" as you make a Logical, Rational Inventory decision. Your time management, immediate profit, and cash flow depend on it. In addition to introducing the concepts of Business Debut, Perfect/Power Starts, and Pearl Enhancer, the recorded message goes into the many benefits of choosing product on shelf and outlines some recommendations for finding capital to make the product investment. Make sure you listen to this tape first!

How do I get a quality recording of **Next Step** tape? New Consultants in the the Shaw Unit will receive a Next Step Tape in their Welcome Packet! Additionally, they may be purchased from WTS by calling (800) 218-7228.

### Step 1 - Who Do You Know . . .

Make a comprehensive list of 30 facial/skin care class hostess prospects. No need to prejudice her response. The only requirement—**she must have skin!** Family, friend, work associate, acquaintance, neighbor. (Also put an \* by every name you think would be great in this business — **Your** first team members!)

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

### Step 2 - It's Your Time, Invest It Wisely . . .

#### I. The Skin Care Class

- \$250 average sales
- 3 to 6 people attending
- takes 2 to 3 hours

#### II. The Facial

- \$90 average sale
- 1 to 2 people attending
- takes 45 minutes to an hour

By Holding Weekly . . .	Gross Profit Weekly	Gross Profit Monthly
1 SCC & 1 Facial	\$170.00	\$680.00
2 SCCs & 1 Facial	\$295.00	\$1,180.00
3 SCCs & 2 Facials	\$465.00	\$1,860.00
3 SCCs & 3 Facials	\$510.00	\$2,040.00

### Step 3 - How Many Faces . . .

To determine the amount of product you'll want to consider having on your shelf, let's take a look at the number of faces you'll be working with. With your current schedule, if a Class takes 2-3 hours and a Facial takes 45 minutes to an hour, how many are you willing to fit into your week?

# of Classes weekly	_____	X	4 Faces per Class	=	_____	FACES
# of Facials weekly	_____	X	1 Face per Facial	=	_____	FACES
			<b>FACES WEEKLY</b>		_____	

**Now determine how many faces you will be putting the product on MONTHLY?**

Total Faces Weekly \_\_\_\_\_ X 4 Weeks = \_\_\_\_\_ **FACES MONTHLY!!**

### Step 4 - How Much Inventory Do I Need?

Refer to the **Ready, Set, Sell Brochure**. [posted in this link as [SHOW ME THE SETS!](#)] Go through each package highlighting the # of faces each will cover. (With Product on Shelf, Time Management is EFFICIENT and CASH FLOW is **IMMEDIATE!!!**) Based on my projected # of Faces Monthly, I will need to invest in the . . .

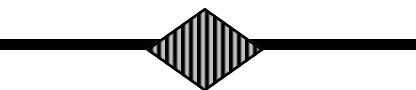
___ Career 3,600 (18)	___ Premium 2,400 (12)	___ Enhanced 1,200 (6)
___ Professional 3,000 (15)	___ Superior 1,800 (9)	___ Basic 600 (3)

\* (#) indicates the number of Travel Roll Ups that could be assembled.

DOESN'T IT MAKE SENSE TO BE "**ON PROFIT**"?!

### Step 5 - Let's Make It Happen!

1. Listen to the **Next Step Audio** Tape.
2. Inventory Package Needed: \_\_\_\_\_
3. Find Investor Options:
  - (1) \_\_\_\_\_
  - (2) \_\_\_\_\_
4. Call Pam with your **DECISION ASAP** and **LET'S GO!**



*"Start writing your own success story today. Set your goals and hang onto them until they are a reality. You've got to believe it before you will ever see it. Whatever the mind can perceive and believe, you can achieve!"*

*Mary Kay Ash*

