

## **What Can Two Classes Per Week Mean For Your Mary Kay Business?**

*By: Kathy Goff-Brummett*

*It is my observation that every consultant can find the time to hold an average of 2 classes per week. Yes, even the consultant who has 1 1/2 jobs and family responsibilities. Rarely do you meet a person who does not spend 6-10 hours per week in front of the television, playing Bunko, or some other activity which has nothing to do with her job or her family. What could it mean to her to invest that time into preparing for, traveling to, and holding 2 classes per week?*

*Find 2 times per week that you would be willing to hold classes. Then, highlight those times in your datebook for an entire year. Then, get on the phone for an Hour of Power to schedule 2 appointments in each of those times. Don't be afraid to double book - it doesn't mean you'll be holding 2 classes (that almost never happens). It does mean that when one of them postpones, you'll still have a class to hold. Double booking is all about smart use of your time - it's about dealing with the disappointment of postponements. (In the event that both hold, just do both classes at your home or at one of the hostess' homes offering her an extra gift for pulling up 4 more chairs.)*

*Decrease postponements and increase sales by doing all the steps of hostess coaching (Hostess Coaching Tips on Unit website).*

*Now, what can the 2 classes do? Let's say your first classes meet the national average for new untrained, unskilled consultants of \$150 - \$200 in sales. Two classes per week at \$175 would give you \$350 in sales. Your 40% paycheck (once you get your inventory built to profit taking status --) is \$140. That's \$140 profit for 2 classes. Couldn't you find 4-6 hours a week for \$140? Just think what will happen as your skills increase and you build just a small reorder business. It has been my observation that consultants who are consistently holding 2 classes per week will have their sales to \$500 per week in just a few short weeks. These are averages, not guarantees.*

*\$500 weeks = \$2,000 months. Your 40% paycheck for a \$2,000 month is \$800 a month. 60% to replace what you sold in \$1200 wholesale. \$1200 wholesale every month is Emerald Star status every quarter. Being an Emerald Star each quarter puts you with in a few dollars of National Court of Sales.*

**What could an extra \$800 a month mean to your family? Vacation, swimming pool, braces!**

*That's not all. Let's look at what 2 classes a week can do for recruiting. It has been my observation that there is at least one good recruit prospect at every class (a person who needs money, is already working 2 jobs, needs to get out of the house, is looking for a way to get back home). Company statistics teach us that even new consultant can expect to recruit one out of every 5 prospects. So, if there is one prospect at every class and you make the effort to do some follow-up (give her a recruiting packet, book a class with her, invite her to weekly events, set up an interview with her), you should get a new recruit from every 4-5 classes. That's 2 recruits per month. That's a free car for anyone in 6 months. And, if each of them orders a minimum of \$600 wholesale before the Seminar year ends, that mean you walk on stage at Seminar as a member of the Court of Recruiting.*

*You deserve the financial supplement 2 classes a week can mean, as well as the company prizes. Are you willing to discipline yourself to hold 2 classes per week? IF IT IS TO BE, IT IS UP TO ME!*