

SEMINAR 2027 NOTEBOOK

This notebook is designed to help you track and stay organized throughout the seminar year.

Materials needed:

- 2" notebook/binder
- 3 hole punch
- 12-15 tab dividers
- sheet protectors/pockets to hold multiple copies of forms
- ("website" it refers to www.joannashipe.com)

Tracking Section (daily, weekly, monthly, quarterly, yearly)

Daily/Weekly

- 6 most important things list (make 10-12 copies and put in sheet protector) Weekly
- Weekly Plan Sheet – YOUR LIFE each week (make 10-12 copies and put in sheet protector)
- **Sundays**: Submit WAS on InTouch w/ hostess names, #guests, # of sets sold and total retail sales
- **Sundays**: Update your tracking forms: Shining Stars Scorecard, Sales Court, Sharing Court, Star Consultant quarter and monthly challenge from MK
- **Tuesdays**: Zoom Meeting 4pst/7est

Monthly

- Submit your "new seminar theme" daily, weekly, monthly tracking form by 3rd of the following month: Go to www.joannashipe.com, click on Promotions, click on I Won A Prize and fill out, press submit

Calendar

- Record ALL MK dates such as Star Quarter dates which are: June 16 – Sept 15, Sept 16-Dec 15, Dec 16 – March 15, March 16 – June 15
- Zoom Meetings each week on Tuesdays at 4 pm PST, 5 pm MST, 6 pm CST, 7 pm EST

- **Career Path Rules & Guidelines** Rules for DIQ, Car Program rules, etc. from InTouch (Resources/Publications/Advance Brochure)

- **Communication** from YOUR DIRECTOR/Go-Give Area/Company –important emails, letters, cards, etc.

- **New Consultant Packet** - located at website on Home Page; print off pages 2-4 with welcome letter and checklist to show new team members. Be familiar with the Great Start Program in the packet as well

- **Prizes**: Each month, fill out your I WON A PRIZE form (website under Promotions) to track what your director owes you and check it off as you receive it!

- **Product Information** – new products coming up, what's being discontinued, etc

- **Prospects**: Customers (Booking: Power Booking Plan: Amazing "booklet" on booking and tracking customers! AND…Booking scripts on website under Resources/Education/Booking and Coaching

- **Prospects**: Team members - use the Team-Building Layering Chart in the New Consultant Packet

- **Scripts**: There are scripts for calling, texting and emailing on the website/Resources/Education/Scripts. Print off your favorites and put here!

- **Team**: Information on your team members (address, family info, etc)

- **Travel/Workshops/Conferences Information** – YOUR MK TRAVEL – Leadership, Seminar, Career Conference Dates and copies of your itineraries for hotel, flights, etc.

- **Virtual Parties:** website Resources/Virtual Parties for slide show

- **Zoom Video Notes** – take notes!!!

- **Personal Notes & Information** – things you are working on; inspirational notes, your stuff!

6 MOST IMPORTANT THINGS TO DO

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

Different roads often lead to beautiful destinations!

6 MOST IMPORTANT THINGS TO DO

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

Different roads often lead to beautiful destinations!

MY WEEKLY PLAN

For the Week of: _____

	SUN	MON	TUE	WED	THU	FRI	SAT
Morning							
Afternoon							
Evening							

WEEKLY GOALS

_____

Shining Stars SCORECARD

Consultant's Name: _____

Contest Month: _____

Daily/Weekly Activity	Points	Week 1	Week 2	Week 3	Week 4	Week 5	Total
1 New Contact & w/phone # called	1 ea.						
Voxer Director w/recap of your day	5 ea.						
Hold a Party (3 guests 18+ yrs)	25 ea.						
Facial/Double Facial (18+ yrs)	15 ea.						
Marketing w/Director Follow-up	20 ea.						
Submit W.A.S. by Sunday	15 ea.						
Weekly Queen of Pers Sales (W.A.S.)	25 ea.						
Court of Pers Sales (W.A.S.) min. $300	15 ea.						
New Faces this Week	5 ea.						
New Team Member	25 ea.						
Grand Week ($1000 retail sales)	100 ea.						
Weekly Totals							

MONTHLY		
Queen of Retail Sales (based on orders to MK)	50	
Court of Retail Sales Top 2-5 (based on orders to MK)	25	
Queen of Personal Sales (Based on WAS)	50	
Court of Personal Sales (based on W.A.S.) Top 2 – 5 Court	25	
Queen of Sharing (Great Start Qualified = GSQ)	100	
Court of Sharing Top 2 – 5 Court (GSQ)	75	
$225-$399 Wholesale placed this month	10	
$400-$599 Wholesale placed this month	25	
$600 Wholesale placed this month	50	
$1,000+ Wholesale placed this month	75	
Move up the Career Path (1st time this Seminar year)	50	
Turn in W.A.S. every week in the month	20	
Attend Monthly Unit Zoom	100	
Coaching Call with JoAnna	100	
Monthly Total		

QUARTERLY (BEE CHARMS AND POINTS)

Star Level	Points	6/16-9/15	9/16-12/15	12/16-3/15	3/16-6/15	Total Star Points
Sapphire	100pt					
Ruby	200pt					
Diamond	300pt					
Emerald	400pt					
Pearl	500pt					

Bonuses for the month: Fill in the drawing, challenge or bonus you achieved offered by JoAnna this month

Drawings: _____

Challenges: _____

Retail Bonus (when offered): _____

Points:

- 0 - 100: Business Builder
- 101+: Take the Amount and divide by 10 = Amount of retail product you earned
- **Ex:** 260 pts = $26 • 375 pts = $37 • 580 pts = $58

Shining Stars Submission Instructions: Please submit by the 5th of each month, for the previous month.

1. Go to www.joannashipe.com, then click Promotions.
2. Open the Scoreboard form and fill it in for the month.
3. Open the I Won a Prize form, fill it in, and submit it to your director for your earned prize level based on your points.

Both the Scoreboard form and the I Won a Prize form must be submitted.
The Scoreboard form will calculate your points for you!

The Business Power Plan cont'd.

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, howmany 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

FACES WEEKLY _____

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

Total Faces Weekly _____ x 4 Weeks = _____ FACES MONTHLY

4 HOW MUCH INVENTORY DO I NEED?

Refer to the Ready, Set, Sell Brochure. 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"?!

5 LET'S MAKE IT HAPPEN!

- Watch the video about Inventory Options on www.joannashipe.com
- Inventory Package Needed
- Find Investor Options:

1._____

2._____

- Call JoAnna with your decision ASAP and LET'S GO

TOGETHER WE SPARKLE

Seminar Courts 2027

JULY 1, 2026 - JUNE 30, 2027



COURT OF SALES • $45,000 RETAIL

$600 Retail	$600 Retail	$600 Retail	$600 Retail	$600 Retail	$600 Retail	$600 Retail	$600 Retail	$600 Retail	$600 Retail	$600 Retail
$600 Retail	$600 Retail	$600 Retail	$600 Retail	$600 Retail	$600 Retail	$600 Retail	$600 Retail	$600 Retail	$600 Retail	$600 Retail
$600 Retail	$600 Retail	$600 Retail	$600 Retail	$600 Retail	$600 Retail	$600 Retail	$600 Retail	$600 Retail	$600 Retail	$600 Retail
$600 Retail	$600 Retail	$600 Retail	$600 Retail	$600 Retail	$600 Retail	$600 Retail	$600 Retail	$600 Retail	$600 Retail	$600 Retail
$600 Retail	$600 Retail	$600 Retail	$600 Retail	$600 Retail	$600 Retail	$600 Retail	$600 Retail	$600 Retail	$600 Retail	$600 Retail
$600 Retail	$600 Retail	$600 Retail	$600 Retail	$600 Retail	$600 Retail	$600 Retail	$600 Retail	$600 Retail	$600 Retail	$600 Retail
$600 Retail	$600 Retail	$600 Retail	$600 Retail	$600 Retail	$600 Retail	$600 Retail	$600 Retail	$600 Retail		



COURT OF SHARING • 24 GSQ

1 GSQ	1 GSQ	1 GSQ	1 GSQ	1 GSQ	1 GSQ	1 GSQ	1 GSQ	1 GSQ	1 GSQ
1 GSQ	1 GSQ	1 GSQ	1 GSQ	1 GSQ	1 GSQ	1 GSQ	1 GSQ	1 GSQ	1 GSQ
1 GSQ	1 GSQ	1 GSQ	1 GSQ						

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Star Consultant Tracking Sheet

Contest Dates: _____

Color in a Star for every $200 in wholesale orders placed.
Color all 9 Stars to complete Star Consultant status this quarter!





WHOLESALE ORDER TOTAL _____ _____ _____





WHOLESALE ORDER TOTAL _____ _____ _____





WHOLESALE ORDER TOTAL _____ _____ _____

You can add 600 Star Points towards your Star Prizes for every New Qualified* Team Member who is added to your Team during the Star Contest period and becomes Qualified* during the Star Contest period.

NEW CONSULTANT	GSQ
1.	
2.	
3.	
4.	
5.	

NEW CONSULTANT	GSQ
6.	
7.	
8.	
9.	
10.	

*Qualified = New Team Members added during Star Contest period and completes a total of $600 in wholesale orders by midnight June 15, 2027

The Career Path

NATIONAL SALES DIRECTOR

20 total offspring Independent Sales Directors (12/3/8), (11/3/9) or (10/3/10)
Cadillac Career Car or Cash
4%, 9%, or 13% Personal Team Commission
13% Personal Unit Commission • 10% Unit Volume Commission
9% First Line, 4% Second Line, 2% Third Line Commission
Multiple Bonuses and Yearly Luxury Trip



SALES DIRECTOR

30+ unit Members • Earn profit based on retail sales
9-23% Unit commission • 9-13% Personal Team Commission
One-time $200-$500 Bonus when you debut with 2+ active Red Jackets

Eligible for:
Personal Team Building Bonus $100 or more
Unit Development Bonus of $400 - $1,000
Star Consultant Bonus of $300 or more
Wellness Award Bonus Program of $800, $1,300, or $2,000
Cadillac Bonus, New Independent Sales Director Program Bonus
Independent Senior Sales Director Bonus
Earn the use of a Sales Director Career Car or Cash Compensation option
Quarterly Star Sales Director recognition and year long consistency prizes
Attend Leadership Conference
Qualify for Top Sales Director Trip





DIRECTOR-IN-QUALIFICATION

8+ active personal team members • Earn profit based on retail sales
9% or 13% personal team commission
$50 Team-building bonus for each qualified personal team member
Eligible to go on-target for Grand Achiever status (Grand Achiever Career Car or Cash Compensation option)
One-time $200 Bonus when you enter with 1+ active Red Jackets





ELITE TEAM LEADER

8+ active personal team members
Earn profit based on retail sales
9% or 13% personal team commission
$50 Team-building bonus for each qualified personal team member
Eligible to go on-target for Grand Achiever status (Grand Achiever Career Car or Cash Compensation option)



TEAM LEADER

5 to 7 active personal team members • Earn profit based on retail sales
9% or 13% personal team commission
$50 Team-building bonus for each qualified personal team member
Eligible to go on-target for Grand Achiever status (Grand Achiever Career Car or Cash Compensation option)





STAR TEAM BUILDER

3 to 4 active personal team members • Earn profit based on retail sales
4%, 6%, or 8% personal team commission
$50 Team-building bonus for each qualified personal team member

SENIOR CONSULTANT

1 to 2 active personal team members • Earn profit based on retail sales
4% personal team commission
$50 Team-building bonus for each qualified personal team member



CONSULTANT

Star Consultant, Company & Unit Prizes, Bonus Products
50% Discount on all Section 1 product
50% Profit with each customer purchase

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Perfectly Pink



Track Your Path to DIQ

Complete interviews to add new team members! On average, it takes sharing career information at least 5 times to add one new team member. Sometimes it takes less and sometimes it may take a couple more, but on average it is one out of five! As you add a new team member write her name in pencil. When she places her first order and becomes active, write her name in pen or marker!

DIQ Elite Team Leader



Team Member #8

1. _____
2. _____
3. _____
4. _____
5. _____



Team Leader

Team Member #5

1. _____
2. _____
3. _____
4. _____
5. _____

Team Member #6

1. _____
2. _____
3. _____
4. _____
5. _____

Team Member #7

1. _____
2. _____
3. _____
4. _____
5. _____

Senior Consultant

Team Member #1

1. _____
2. _____
3. _____
4. _____
5. _____

Team Member #2

1. _____
2. _____
3. _____
4. _____
5. _____

Star Team Builder

Team Member #3

1. _____
2. _____
3. _____
4. _____
5. _____

Team Member #4

1. _____
2. _____
3. _____
4. _____
5. _____

TOGETHER WE SPARKLE

Seminar Goals 2027



I WILL BE A...
CAREER LEVEL

_____ by July 31st
_____ by August 31st
_____ by September 30th
_____ by October 31st
_____ by November 30th
_____ by December 31st
_____ by January 30th
_____ by February 28th
_____ by March 31st
_____ by April 30th
_____ by May 31st
_____ by June 30th

CAREER LEVEL	ACTIVE TEAM MEMBERS
Senior Consultant	1-2
Star Team Builder	3-4
Team Leader	5-7
Elite Team Leader	8+
DIQ	8+

Team Member is active in the month a $225 wholesale order is placed and the 2 months following the order.



STAR LEVEL	
Sapphire	$1800
Ruby	$2400
Diamond	$3000
Emerald	$3600
Pearl	$4800

MARY KAY star consultant Program



QUEEN'S COURT OF SALES

July 1, 2026 - June 30, 2027
$45,000 Retail Production

QUEEN'S COURT OF SHARING

July 1, 2026 - June 30, 2027
24 Great-Start Qualified

OTHER GOALS

Monthly Retail Goal $ _____

Number of Monthly Selling Appointments _____

Monthly Wholesale Goal $ _____

Quarterly Wholesale Goals

June 16-Sept 15 _____
Sept 16 - Dec 15 _____
Dec 16 - Mar 15 _____
Mar 16 - June 15 _____

Monthly Team Building Appointments ____
Number of New Team Members ____

DIRECTORS ONLY

Unit Club Goal $ _____

Growth # 50+ GSQ _____

Career Path Title 6/30/2027 _____

TOP DIRECTOR TRIP

July 1, 2026 - June 30, 2027
$800,000+ Rome Italy + Cash Option
$650,000+ Rome, Italy

ROME
TOP INDEPENDENT SALES DIRECTOR TRIP
2027



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