

Focus on Income Producing Activities!



Name: _____ Desired Mary Kay Car/Unit Club: _____ Month: _____

One IPA for Each:	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
Skin Care Class (Minimum 3 Faces/\$200+)																															
2 Facials/On-the-Go's; (\$100 + in Sales)																															
2 New Bookings (Facial, Class, Interview)																															
Coach a Class (Review Packet, Get Guest List, Preprofile)																															
5 New Leads (Warm Chatter, Referrals)																															
Personal Interview																															
Marketing CD, Guest to Hotline, or Marketing Call with Follow-Up																															
Personal Guest to MK Event																															
New Personal Recruit																															
Unit Guest Follow-Up																															
Unit Interview/Follow-Up																															
Inventory Discussion with New Consultant																															
Business Debut or Event in Consultant's Home																															
Unit Meeting or Training																															
\$100 Customer Service Sales (Reorders/Web ~ 1 per \$100)																															
Consultant Contacts (Personal Call/Note ~ 1 per 5)																															
TOTAL IPA'S FOR THE DAY																															

Total IPA's for the Week: 1st ~ 7th _____ 8th ~ 14th _____ 15th ~ 21st _____ 22nd ~ 31st _____

Here's what's achievable with IPA's:

15 IPA's/Week (EVERY WEEK) = PREMIERE CLUB
 30 IPA's/Week (EVERY WEEK) = TOP DIRECTOR TRIP

20 IPA's/Week (EVERY WEEK) = CADILLAC
 40 IPA's/Week (EVERY WEEK) = MILLION DOLLAR UNIT