Mary Kay Image Tips

As an independent small business owner, your image is crucial to your success. We are in the beauty and image business, after all! Dressing professionally gives you confidence in yourself. Customers, potential customers and especially family, will take you more seriously! They’ll also more willing to hear about what you have to offer. One of your best investments is a Beauty Coat available from MK Connections to wear at your sales appointments (with a skirt). It is what women expect beauty professionals to wear and gives them confidence in you - even if you are new! When you see a woman behind the counter at the department store wearing a beauty coat, you’d never know if it was her first day! Mary Kay asks that we wear skirts for appointments and MK functions, but when you are out and about, you certainly don’t have to! Be sure to always have on your make-up and your Mary Kay Pin - you never know when you might have an opportunity to talk about your Business! Below are some image tips that may help you. The goal is to be up-to-date; never frumpy!

Remember, a sugar-sharp image attracts quality women!

In 2003, Mary Kay offered a collector’s edition Barbie as a Star Consultant Prize. There was a lot of excitement about her, and we learned some very interesting information about her design. One of the National Sales directors shared that Mattel sent the company a prototype doll for design approval. She arrived with big fluffy hair, a very short skirt, no nylons and strappy shoes. Mary Kay sent her back! “Star Consultant Barbie is a businesswoman!” they said. “She needs to look professional!” So Barbie got a makeover. You’ll notice that Star Consultant Barbie is well-groomed, tasteful and tailored. She looks feminine, yet ready for business. She dresses the part and is ready for success.

Barbie’s hair is professional and up-to-date. NSD Gloria Mayfield Banks says, “If you haven’t had a compliment on your hair in the last two weeks, you need to cut it, dye it or buy some more!” If you’ve worn your hair the same way for a long time, consider a consultation with a stylist you trust.

Barbie’s make-up looks great! Check the Look Book, the Color Insider and the Virtual Makeover to make sure your colors are current and that application is flattering. If you don’t feel confident in this area, ask your Director or a sister Consultant for help. If you’ve been wearing the same colors for years, it’s time for a change!

Barbie’s smile is contagious! The most important part of your image is your attitude! Be positive and imagine everyone has a sign around their neck that says “make me feel important”. You’ll attract customers with your enthusiasm.

Mary Kay Consultants have long been set apart by their attire. We ask that you always wear a skirt to all MK functions and selling situations. This means a dress or skirted suit or outfit that could be considered business attire. Be sure the skirt is a flattering length for you. Skirts that are too short don’t look professional.

Look at Barbie’s purse and you can see that she is always ready for business wherever she goes! Carry Business Cards, Look Cards, Response Cards and a Nice Pen with you at all times - you never know who you may meet! Find a place in your car to store a few current brochures, where they can stay nice and uncrumpled. At Unit and Company functions, always have your datebook, checkbook and notebook too!

Barbie’s shoes are a professional, business style. A low to medium heel is flattering and practical for most women. Find a high quality pair of black, leather shoes, and you’ve made a great investment. Remember, no white shoes after Labor Day!

Your professional image doesn’t have to cost a lot of money. If your wardrobe doesn’t include business attire, invest in one or two quality outfits you really like and then wear them to everything! Many Consultants wear a white blouse and black skirt until they are in their Red Jackets. Those pieces will be great additions to your closet, and you’ll ready for the Jacket when you earn it!