

~Please tell us what YOU think~

Name: _____ Email _____

Address _____ Zip _____

Home Phone: _____ Date: _____

Work Phone: _____ Occupation: _____

Cell Phone: _____ Best Time To Reach You: _____

Consultant's Name: _____

Please circle your age group: 18-24 25-34 35-49 50+

Marital Status _____

In a job situation I like to: (circle one) have a boss be the boss



What do you like best about your job?

What do you like least about your job?

These are some of the reasons that others have chosen to be Mary Kay Consultants. Which ones appeal to you?

- Excellent **INCOME** for part time work and **ADVANCEMENT OPPORTUNITIES**
- Improve **SELF CONFIDENCE** & gain **RECOGNITION** for achieving **GOALS**
- Improve my life through **POSITIVE SUPPORT** and **FREE TRAINING**
- Earn use of **FREE CAR**
- Set my own **FLEXIBLE SCHEDULE**
- Owning my **OWN BUSINESS AND ENJOYING TAX BENEFITS**
- Company philosophy: **FAITH** first, **FAMILY** second, and **CAREER** third.
- Gain new **FRIENDS**
- Unlimited **EARNING POTENTIAL**
- **ASSISTING OTHERS** in looking their best & discovering their full potential

With the information you have about our company, please check the box that best describes you:

This sounds really good and,
I'm thinking it might be for me

I'd love to hear more information
send me home with some today

Sounds like a wonderful opportunity,
I know someone who would be great

Thanks for sharing the opportunity,
but I would like to remain a loyal customer

On a scale of 1—10 with 1 being you would never consider becoming a consultant, and 10 being you are ready to order your showcase today and get started, where do you stand right now?

(please circle one) 1 2 3 4 5 6 7 8 9 10

If you started a business with Mary Kay would you choose:

Spare Time (3-5 hours) Part Time (5-19 hours) Full Time (12-15 hours)

I think my friend _____ needs to hear about this! Ph # _____



5 Closing Questions of your Interview

1. **If you did this, what would you enjoy most?**

- A. Money
- B. Be your own boss
- C. Appreciation/Recognition
- D. Tax Deductions
- E. No Car Payments
- F. Sky's the limit opportunity

Please complete this (both sides) and return to your Mary Kay Consultant.



2. **If I show you how to do this, could you learn?**

(ie...Will you attend weekly training? Yes _____ No _____)

3. **If it takes you 2 hours to do an appointment, how many could you hold per week?** _____ (see Weekly Plan Sheet on back)

4. **On a scale of 1 to 10, where are you in your decision?** *circle one below*
(not ready) 1 2 3 4 5 6 7 8 9 10 (ready now)

5. **If I could show you how to take \$100 and turn it into \$1,000 in 30 days, could you find the \$100? **The \$1000 Plan! Hold 2 Classes each week = \$600 weekly sales (avg Class is \$300) \$600 x 4 weeks = \$2,400 in sales = \$1,200 profit in 30 days!!!****

A Working Woman.....The Myth

Working Woman's Earnings	\$20,000	\$40,000
Less taxes—Income & Social Security	\$8,000	\$16,000
Total Annual Earnings	\$12,000	\$24,000
TOTAL MONTHLY TAKE HOME PAY	\$1,000	\$2,000
Less Day Care @ \$100/week	\$400	\$400
Total Remaining	\$600	\$1,600
Miscellaneous (clothing, etc)	\$50	\$100
Total Remaining	\$550	\$1,500
Less Meals Out, Parking, Gas, etc	\$150	\$150
TOTAL REMAINING	\$400/mo	\$1,350/mo

If you work 40 hours a week and earn \$20,000 a year, That's about \$9.62 per hour!
 After occupational expenses, you NET roughly \$2.50 per hour
 And are away from your home & family at least 50 hours per week!

If you work 40 hours per week and earn \$40,000 a year, That's about \$19.24 per hour!
 After occupational expenses, you NET roughly \$8.43 per hour
 And are away from your home & family at least 50 hours per week!

Sample Weekly Plan Sheet

168 Hours in a week
 -56 Sleep (8 hrs/day)
 112 left
 -40 Working another full time job
 72 left
 -14 Eating (2 hrs/day)
 58 left
 -7 Dressing/Bathing
 51 left
 -20 Cleaning/Cooking
 31 left
 -7 Spiritual Growth
 24 left
 -10 Kids Activities & time with your family
 14 hours left...to do Mary Kay weekly!
This is what it entails.
 2 hours to attend your weekly Sales Meeting
 8 hours—4 two hour classes weekly
 2 hours for two team building interviews
 2 hours of office work

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
7 am							
8							
9		Work	Work	Work	Work	Work	
10		9	9	9	9	9	10 am Class
11		↓	↓	↓	↓	↓	
12 noon							
1 pm							2 pm Class
2		↓	↓	↓	↓	↓	
3							
4		5	5	5	5	5	
5							
6		Attend Sales Meeting with Guests!				Go on a date with your spouse or spice	
7			7 pm Class		7 pm Class		
8							
9							
10 pm							

Your Weekly Plan Sheet

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
7 am							
8							
9							
10							
11							
12 noon							
1 pm							
2							
3							
4							
5							
6							
7							
8							
9							
10 pm							

MARY KAY COSMETICS MARKETING PLAN

AREAS OF INCOME

- Classes and Facials—50%**
This is the highest direct sales commission paid in the United States.
- Reorders—50%**
Our product is consumable, like milk or bread, so reorders are a large part of our income.
- Dovetails—15%**
This is basically a flexibility tool. When a Consultant isn't able to hold a skin care class, another Consultant will teach the class and pay the Consultant who booked it, a 15% dovetail fee.
- Team Members—4%, 9% or 13%**
Based on number of personal, active recruits
- VIP Car Program**
Qualified Consultants earn the use of a red, Pontiac VIBE and the company pays for more than 80% of the car's insurance.
- Directorship**
13% Commission and monthly bonuses, as well as the use of a career car or cash compensation and many fabulous prizes and trips.

TAX BENEFITS & DEDUCTIONS

- **Automobile costs .37 cents per mile for business travel**
- **Telephone**—long distance business telephone calls—**100% Deductible**
- **Entertainment & Travel**—when primarily for your Mary Kay business
- **Skin Care Class supplies**—washcloths, cotton balls, tablecloths, beauty showcase, etc.
- **Office supplies**—printing, postage, paper, pens, etc.

ADVANTAGES

- **No Territories**
- **Website Business for only \$25/year**
- **No franchise program**
- **No Quotas** (min \$200 wh/year required)
- **Full training program**
- **Retirement for National Sales Directors**
- **Prizes—Diamonds, other jewelry, etc.**

INVESTMENT REQUIRED

- **\$100 Beauty Showcase plus tax & shipping**
- **Product Inventory**—optional, but highly recommended
- **90% Buy Back Guarantee from the company**

MARY KAY PHILOSOPHY

Faith first, Family second, Career third.

GOLDEN RULE

"Do unto others as you would have them do unto you"

JUST A FEW QUESTIONS

1. What appealed to you the most about the opportunity?
2. On a scale of 1-10, which # are you? (no 5's) _____
3. Who do you know that would be great in Mary Kay?

WHAT CAN YOU EXPECT FROM YOUR CLASSES & REORDER BUSINESS AFTER ONE YEAR

- At each Skin Care Class, the number of guests ranges from 3-6 with an average of 3 people
- The average sales are \$175-\$300 per class
- We retain 85% of our customers
- The average reorder per customer each year is \$157-\$200

5 CLASSES PER WEEK (15-20 HOURS)

\$175 X 5 = \$875 Weekly Sales
\$875 x 50 Weeks = \$43,750 annual retail sales
425 Customers x \$157 per year = \$66,725 annual reorders
\$110,475 total annual sales = **\$55,237 annual profit**

4 CLASSES PER WEEK (10-15 HOURS)

\$175 X 4 = \$700 Weekly Sales
\$700 x 50 Weeks = \$35,000 annual retail sales
340 Customers x \$157 per year = \$53,380 annual reorders
\$88,380 total annual sales = **\$44,190 annual profit**

3 CLASSES PER WEEK (6-8 HOURS)

\$175 X 3 = \$525 Weekly Sales
\$525 x 50 Weeks = \$26,250 annual retail sales
255 Customers x \$157 per year = \$40,035 annual reorders
\$66,285 total annual sales = **\$33,142 annual profit**

2 CLASSES PER WEEK (4-6 HOURS)

\$175 X 2 = \$350 Weekly Sales
\$350 x 50 Weeks = \$14,500 annual retail sales
170 Customers x \$157 per year = \$26,690 annual reorders
\$44,190 total annual sales = **\$22,095 annual profit**

1 CLASS PER WEEK (2 HOURS)

\$175 X 1 = \$175 Weekly Sales
\$175 x 50 Weeks = \$8,750 annual retail sales
85 Customers x \$157 per year = \$13,345 annual reorders
\$22,095 total annual sales = **\$11,047 annual profit**

HOW YOU GET STARTED

1. **Submit a Beauty Consultant Agreement along with your payment for your \$100 Showcase**
2. **Attend New Consultant Orientation**
3. **Watch Skin Care Class Video and observe an actual class with a trained Consultant or Director**
4. **HAVE FUN!!!**

Get Ready to



Fall in Love

Become an Independent Mary Kay Beauty Consultant

Your Starter Kit... only a

\$100*

investment



Your Starter Kit Includes:

- Starter Kit Bag
- On the Go Tote
- Date Book
- NEW!** FLIP CHART
- Blank Business Cards



Consultant Guide:

- Business Basics Workbook
- Product Guide
- Skin Care Class DVD
- Success Stories CD



TEAM Building:

- Team Building CD
- Team Building Brochures
- Independent Beauty Consultant Agreements



Class Materials:

- Hostess Brochures
- Customer Profiles
- Look Books
- Beauty Books
- Sales Tickets



Small investment Big Rewards!



Product Included:

- Ultimate Mascara Black \$15
- TimeWise 3-in-1 Cleanser Normal/Dry \$18
- TimeWise Age Fighting Moisturizer Normal/Dry \$22
- TimeWise 3-in-1 Cleanser Combination/Oily \$18
- TimeWise Age Fighting Moisturizer Combination/Oily \$22
- TimeWise Day Solution SPF 25/ Night Solution Set \$60
- Oil-Free Eye Make-Up Remover \$14
- 11 TimeWise Medium Coverage Foundations \$14 ea./\$154 (In our most popular shades!)



\$323

retail value!

Full Size Retail Product included!



Demonstration Materials:

- Shade Selector Tool
- Face Cases in Quick Zip Bags
- Disposable Trays
- Disposable Facial Cloths
- Classic Look Cards
- Disposable Mascara Brushes
- Dual-Coverage Powder Foundation Samplers
- Travel Size Satin Hands Pampering Set with Instructions Insert in a Quick Zip Bag

* Plus applicable tax and shipping