



This Marketing Plan will share the basics of a Mary Kay business! Thanks in advance for your valued opinion.

There are 3 Forms of Income:

- ❖ Sales from shows, facials and reorders ~ The highest sales commission paid
- ❖ Team Building ~ Beginning with your 1st team member ~ 4% commission
 - Five or more team members ~ 9% or 13% commission
- ❖ Career Car Program ~ Drive a Career Car or choose the Cash Compensation
 - Pontiac Vibe, or G-6 or \$375/mo.
 - Saturn Vue or Saturn Aura or \$500/mo.
 - Cadillac or \$900/mo.

Why own a business?

- ❖ **The American Dream** ~ is to be your own boss and set your own hours
- ❖ **Tax Deductions** ~ with tax write offs you can lower your income taxes

Tax Benefits and Deductions

- ❖ **Automobile cost** ~ .485 cents per mile for business related-travel
- ❖ **Telephone** ~ your cell phone can be your main business line
- ❖ **Entertainment and travel** ~ when primarily for your Mary Kay business
- ❖ **Show supplies** ~ washcloths, cotton balls, tablecloths, beauty showcase, etc.
- ❖ **Office supplies** ~ printing, postage, paper, pens, etc.

What are the advantages of having a MK Business?

- ❖ **No Sales quotas or territories** ~ Take your business anywhere in the U.S.
- ❖ **Full training program** ~ Education, Motivation & Inspiration taught by Top Directors weekly
- ❖ **Earn Rewards** ~ Diamonds, other jewelry, luggage, trips to exotic places
- ❖ **Website Business for only \$25 for the year** ~ no hidden fee or monthly maintenance fee
- ❖ **Family Security Program** ~ as a National Sales Director
- ❖ **Residual Income** ~ on sales (consumable product) & team building
- ❖ **Live on Your Terms** ~ Freedom & Flexibility, set your own pace based on your schedule
- ❖ **Opportunity to Share** ~ Great leading brand products that everyone will love
- ❖ **Achieve Success** ~ Enjoy opportunities to reach your goals
- ❖ **Enrich Lives** ~ Sharing the opportunity with other women to help them reach their goals

What does it cost to start a MK Business?

- ❖ **\$100 Beauty Showcase** (\$350 retail value) plus local tax and shipping
- ❖ **Inventory** ~ optional, but highly recommended
- ❖ **90% buy back guarantee** from the company

Our Company Philosophies

- ❖ **MK Philosophy** ~ “God first, Family second, and Career third.”
- ❖ **Golden Rule** ~ “Do unto others as you would have them do unto you.”

What Can You Project From Your Sales In 1 Year?

- ❖ At each Show, the number of guests ranges from 3-6 with an average of 4
- ❖ On average a woman will spend \$50, with an average of \$175 per Show
- ❖ The average reorder per customer each year is \$157

5 Shows 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 profit

4 Shows 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 profit

3 Shows 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 profit

2 Shows 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 profit

1 Show per week (2 hours)

\$175 x 1 = \$175 weekly sales
\$175 x 50 = \$8,750 annual retail sales
85 customers x \$157 per year = \$13,345 annual reorders
\$22,095 total annual sales
\$11,047 profit

Take the next step to your happy future!

Is a Home-Based Business Right for You?



If you check five or more, perhaps you should consider a home-based business like Mary Kay

- Would you like to run your own business?
- Would you like to have a career with flexible hours?
- Would you like a position with excellent earning potential and the ability to write your own pay checks?
- Would you like a career that fosters personal growth and development?
- Do you like to teach and help others?
- Do you manage time well?
- Can you work directly with customers?
- Would you like to earn extra money while working in your present job?
- Would you like to learn new skills and be more confident?
- Is working with a company that wants you to succeed important to you?

W.I.I.F.M.

(What's In It For Me?)

10 Most Commonly Asked Questions About
Mary Kay Cosmetics



How do I get started?

After discussing career details with a Beauty Consultant, you simply submit a Beauty Consultant agreement and purchase your own Starter Kit at a low cost, which includes all the demonstration items and business-building sales tools needed to start your business.



How much time do I have to put in and are there any Sales Quotas?

In Mary Kay we have no sales quotas, so there is never any pressure to sell. An “active” Consultant is one who places a minimum order every three (3) months. Remember, everyone’s situation is different and you work your business the way you want.

What if I don’t know anything about selling?

With Mary Kay you are teaching and servicing customers. Continuing education is one of the foundations of career growth in Mary Kay. Every Consultant has access to flip charts, videotapes, regular Company newsletters, and weekly training and motivational support.

How much will I make?

There are several different avenues open to you to increase your earning potential. In addition to profits from retail sales, skin care classes, facials and reorders, Mary Kay offers many other benefits such as personal team building commissions paid by the Company, prizes, car programs, and Director commissions as you progress up the career ladder.

Where can I sell Mary Kay products?

Beauty Consultants can sell and build their teams in any of the 50 states, Puerto Rico, the American Virgin Islands or Guam. There are no “assigned” territories.

How will I book my first classes?

As part of your Mary Kay training you are taught how to book your classes. Also, our Director or myself will be there to help you in any way possible. If you are located out of town, an Adoptee Director will guide and train you as well so you have the best of both worlds.

What if I don’t like selling Mary Kay?

Personally, for me, it’s been more fun than work. If you decide it’s not for you, Mary Kay has a 90% buy back guarantee on products purchased within the last year. Thus, making this a risk free opportunity!

What makes Mary Kay different from other Direct Selling Companies?

To name just a few, Mary Kay, Inc:

- ... has the highest commissions structure of any direct sales company today.
- ... was founded on the concept of the “Golden Rule.”
- ... has the highest paid women, with hundreds earning over \$50,000/\$100,000 per year.
- ... has been named three times as one of The “Top 100 Companies to work for in America” (1984, 1993, 1998) and as one of the “10 Best Companies for Women to Work For.”
- ... does not test on animals.
- ... products are consumable and you will always have repeat business.
- ... is not a pyramid, nor is it a multi-level company. You deal directly with company and there is no middleman. All commissions are paid directly out of the profits from Mary Kay, never out of anyone’s pocket.

What if I don’t usually wear make-up?

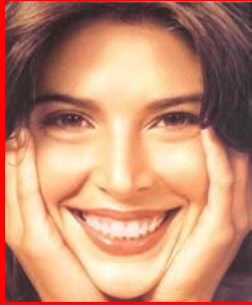
Not a problem. Mary Kay is not about make-up, it’s about skin care. It has been the #1 selling brand for 8 years in a row. Color cosmetics are just the “icing on the cake.”

What is the worst thing that could happen if I do try this?

The worst thing that could happen is NOT trying it. You have a great opportunity to be your own boss, set your own hours, and meet a lot of inspiring women. Honestly, the worst thing that could happen is that you would get your products at wholesale cost, rather than paying retail! And who wouldn’t want to save money? Ask yourself this question, “What if I tried it and succeeded? Isn’t that better than never having tried and failing?”



Get Ready to



Fall in Love

Become an Independent
Mary Kay Beauty Consultant



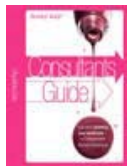
Your Starter Kit... only a

\$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

Small investment Big Rewards!



- Class Materials:**
- Hostess Brochures
 - Customer Profiles
 - Look Books
 - Beauty Books
 - Sales Tickets



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