TEN REASONS TO HAVE A MARY KAY BUSINESS!

THE PERFECT OPPORTUNITY
The Products Sell Themselves!

Mary Kay Products are....

- #1 in Customer Loyalty with Brand Keys Award
- Recognized with “Good Housekeeping Award”
- 100% Customer Guaranteed
- Try Before You Buy
- Made in USA by Mary Kay, Inc.
- Consumable
- Recession Proof
- Not Animal Tested
- High Quality Research

Get the products you love at cost!
Earn Extra Money!

**Classes/Parties** - 50% with 3+ attending
A $200 class/party gives you $100 in profit
A $300 class/party gives you $150 in profit
In about 2-3 hours

**Facials** - 50% with 1-2 attending
A $100 facial gives you $50 in profit
In about 1 hour

**Reorders** - 50%
At On-the-Go appointments
Online through your website or email
By phone call or text#

What We Do...

We teach **Skin Care and Color Cosmetics**
Use a **try before you buy** approach
Provide On the Spot **delivery**

**Question:** How much money can I make?
Flexibility = No Quotas OR Territories

Your weekly plan and estimated earnings

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<th>Wed</th>
<th>Thur</th>
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Mary Kay teaches us to keep our priorities in order:

*God First - Family Second - Career Third*

<table>
<thead>
<tr>
<th># Classes</th>
<th># Hours</th>
<th>Aver. Sales</th>
<th>Profit</th>
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<td>$1650</td>
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<td>12</td>
<td>28</td>
<td>$1800</td>
<td>$900</td>
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Question: How much time does it take?

You are your own boss. We teach you to work Mary Kay into your current lifestyle.
The first step to starting your own Mary Kay business is getting your very own Starter Kit. The stylish Mary Kay® Starter Kit Bag is packed with:

- Retail-sized products demonstrate with friends at parties.
- Samplers to share with your potential customers
- Brochures and DVDs with easy-to-learn sales tips
- All this and more for just $100!

Question: What’s the investment?
Learning Is Easy!

As a New Consultant you will complete Orientation and learn how to:

- Get started
- Conduct Skin Care Classes
- Explain and Choose Skin Care and Color Products
- Manage a Business and Money
- Advance in the Career
- Get Appointments

Example:
Hold a Skin Care Class with 3-5 people

Client 1: Bought a Basic Skin Care Set: THEN: Setup 2nd Appointment

Client 2: Bought a Basic Skin Care Set: THEN: Setup 2nd Appointment

Question: Where will I get the people? How will I learn the business?
**DIQ**

**Requirements**
- $18,000 cumulative whls. Unit production in one to four months.
- At least $4,000 per month wholesale unit production.
- DIQ must have at least $1,800 in personal cumulative wholesale production.
- 24 active unit members (includes the DIQ) at least 10 active unit members must have:
  - $600 in cumulative whls. Production during qualification.

**Compensation**
- Eligible to become Director
- Unit Commission and Unit Bonuses
- Eligible to wear the Director Suit.

**TEAM LEADER**

**Requirements**
- 5-7 active personal team members
- You must be active

**Compensation**
- 9% or 13% personal team commission
- Team-Building bonus

**FUTURE DIRECTOR**

**Requirements**
- 8+ active personal team members
- You must be active

**Compensation**
- 9% or 13% personal team commission
- Team-Building bonus

**STAR TEAM BUILDER**

**Requirements**
- 3-4 active personal team members
- You must be active

**Compensation**
- 4% personal team commission

**TEAM LEADER**

**Requirements**
- 5-7 active personal team members
- You must be active

**Compensation**
- 9% or 13% personal team commission
- Team-Building bonus

**CAREER CAR**

**Requirements**
- 14+ active personal team members
- $20,000 in one to four months
- You must be active

**Compensation**
- 9% or 13% personal team commission
- Team-Building bonus
- Career Car or $375 per month

ASK ME FOR THE LATEST SUBSCRIPTION OF APPLAUSE TO SEE THE MONEY BEING MADE IN MARY KAY!
Independent Beauty Consultants
$21,000 Team Production & 16 active Team recruiters in 1-4 consecutive months

Independent Beauty Consultants
$42,000 Unit Production in 2 consecutive Career Car quarters

Independent Sales Director
$52,000 Unit Production in 2 consecutive Career Car quarters

Independent Sales Director
$75,000 Unit Production in 2 consecutive Career Car quarters

Independent Sales Director
$102,000 Unit Production in 2 consecutive Career Car quarters

Independent National Sales Director
NSD Period
Prizes, Awards & Recognition

No quotas, just incentives

SEMINAR IS OUR ANNUAL EVENT HELD IN DALLAS, TEXAS
As a self-employed Mary Kay consultant you could be entitled to deductions…

- Car Expenses - Mileage
- Telephone
- Supplies
- Gifts and Demo Items
- Postage
- Office in Home
- Mary Kay Related Travel

No Risk Inventory

90% Buyback for Consultants
100% Satisfaction Guarantee for Customers
In 1963, Mary Kay Ash began her company with a dream to help women.

- Unique Business Philosophy of God, Family, Career
- Golden Rule Management
- Positive Environment/Attitude

Today—50 Years Later, Mary Kay Inc....

- Is a global leader
- Has 2 million consultants in over 35 markets (countries)
- Has only 10% of the available market.... no saturation
Personal Growth

- Self-confidence
- Challenge and purpose
- Development of new skills
- Positive non-risk environment
- Encouragement
- Satisfaction from helping others
- New friends
- Maintain and improve appearance
The Mary Kay opportunity allows you to begin your own business with a flexible schedule, no quotas, no territories, unlimited earning potential, Advancement opportunities, tax advantages and best of all……

YOU ARE YOUR OWN BOSS!!!

$410*
Retail Value
Plus so much more…
*retail value based on choice of foundation bundle

Retailed-size Products:
- TimeWise® 3-in-1 Cleanser (Normal/Dry)
- TimeWise® 3-in-1 Cleanser (Combination/Oily)
- TimeWise® Age-Fighting Moisturizer (Normal/Dry)
- TimeWise® Age-Fighting Moisturizer (Combination/Oily)
- TimeWise® Day Solution Sunscreen SPF 35*
- TimeWise® Night Solution
- Oil-Free Eye Makeup Remover
- Mary Kay® Ultimate Mascara™ In Black
- 7 foundations + 6 brushes

OR
- TimeWise® Liquid Foundation Bundle = 12 Luminous & Matte formulas
- PLUS Business Tools:
  - Starter Kit Bag (includes organizer caddy)
  - Mirror with Tray, 4 & Disposable trays, pk./30
  - Facial cloths, pk./30 & Color Cards 2pks./5
  - Business and Product Basics (Consultants Guide)
  - Disposable Sponge = Tip Applicators, pk./15
  - Disposable Sponge-Mascara Brush Samplers, pk./15
  - Fragrance-Free Satin Hands® Pampering Set Packets, pk./12
  - Botanical Effects Cleanse—Formula 2 (normal), pk./6
  - Botanical Effects Freshen—Formula 2 (normal), pk./6
  - Botanical Effects Mask—Formula 2 (Normal), pk./6
  - TimeWise® Microdermabrasion Set Samplers, 6 pairs
  - Lip gloss Sampelrs, 2 strips of 2 with applicator
  - Foundation Finder Tool (Bilingual)
  - “Start Earning Now” Magazines 7 Miracles Happen Book
  - Date Book (Bilingual)
  - Ready, Set, Sell! Inventory Options Brochure
  - MK Connections® Generic Business Cards & Special Flyer Offer
  - Beauty Book, pk./1 - (includes 10 inserts and Instructor's Guide)
  - Sales Tickets, pk./25 & Customer Profiles, pk./25
  - Hostess Brochures & Team Building Brochure
  - The Look, pk./10

A Special Note
$100 may not change your financial situation, but it could change or make a difference in your life. As you recruiter and fellow Independent Beauty Consultant, I am here to mentor you every step of the way. I will share my support, knowledge and experience as you achieve success.

Teaching skin care allows total flexibility and unlimited earning potential based on personal goals and activity. Making a plan and working it is the key to your success. By joining our team of enthusiastic women as an Independent Beauty Consultant you can earn as little or as much as you like while enriching the lives of others. This is a $100 decision with nothing to loose and everything to gain!
How It Works

We set up a store in our home

We buy at one price and sell for double

We purchase products directly from Mary Kay

One Wholesaler
Mary Kay, Inc.

to

One Retailer
MK Consultant
The Mary Kay Opportunity

Here's How To... Get Started Today!

- Say “YES!”
- Order your Starter Kit for $100 ($500+ value)
- Attend Local Training
- Observe live Skin Care Classes
- Receive your Starter Kit within a week
- Make a list of your First Practice Appointments
Keeping Products on Hand

Inventory is Optional

Inventory is not required, but recommended to allow “On-the-Spot Delivery.”

- The purchase of a Starter Kit gives you inventory privileges.
- Customers buy 3 times more when inventory is available.
- Most consultants choose to keep inventory on hand.
- We teach you how and what to order.
- Mary Kay, Inc. offers 90% Buy Back protection.
Closing Questions

...as you finish telling the MK story from your Team Building Book, ask the following:

1. If you gave Mary Kay a try, what would you enjoy the most?

2. What strengths do you have that would make you an asset to Mary Kay?

3. If it takes 2 hours to do an appointment (with classic basic, 1 hour for TimeWise) how many would you hold per week?

4. If I show you how to do this, could you do it?

5. If I could show you how to take $100 and turn it into $1,000 in 30 days, could you find $100?

6. How would you like to handle it...Visa, MC, check or cash? (fill out agreement)

Map this Out for Her....

Taking $100 and turning it into $1000 within 30 days:

♦ 3 classes a week (3 hours) X $200 Class average = $600
♦ $600 X 4 weeks = $2,400 at 50% profit = $1200 (even at a 60/40 split, that is $960 profit) Ask: “Is that enough?”
THE PERFECT OPPORTUNITY

I have a premonition
That soars on Silver Wings
It’s a dream of your accomplishment
Of many Wondrous things.
I do not know beneath which sky
Or where you’ll challenge fate.
I only know it will be high!
I only know it will be great!

[Author unknown]
Suggestions for extra pages:

After point 1: Include your before and after .... And a Look Book, Beauty Book

Have a low, middle and high $ Weekly Accomplishment Sheet to show when sharing about points 2 and 3

Include the MK How it works where it makes sense to you

Include My Reasons where it makes sense to you

Have blank paper agreements on hand when discussing point 4

After point 5: ....Photos of training, meetings, Career Conference, Seminar, or Consultant Guide, etc.

After point 6: Photos of you with your director, NSD, cars, etc

Near point 7: Photos of things you have won (or what you are working on) ... Seminar prizes, show quarterly/yearly prize book

After point 8 .... On the inventory page .... No need to go in to amounts. Just mention that having a store is a privilege, not a requirement. Say “Consultants who choose to have a store start with a small amount or a good size amount. This is covered in training.” OR, remove this page.

After point 9 include photos of Mary Kay and company headquarters. Go to Seminar in Dallas and have your photo taken in Mary Kay’s office, in front of the headquarters building or at the facto-

After point 10 include photos of friends in MK and other consultants with varying occupations, a photo of you in your office

An optional cover page follows in this document.
Mary Kay
THE PERFECT OPPORTUNITY

TEN REASONS TO HAVE A MARY KAY BUSINESS!
MK
Fun Events That Teach