

Mary Kay

Opportunities

Enriching Women's Lives

Mary Kay

Something for Everyone

THIS IS NO FAIRY TALE

Once upon a time, an attractive woman went into a beautiful store that had a reputation for excellent quality merchandise. She said to the owner, "Sir, I would like to work for you. I will work really hard, I'll do a great job and in return I would like the following:

First, for everything I sell, I want to keep up to 50% **as my commission**.

Second, I will find other sharp people to sell for you, but I want to be **paid a commission on everything they do – say 4, 9, or 13%**.

Third, I want to **work my own hours** so that sometimes I can work a lot and sometimes I can take a few days off.

Fourth, I would like **absolute freedom**.

Fifth, my **family must always come first** regardless of any other appointments.

Sixth, when I do well, **I want ample recognition** – not dumb little things like turkeys and hams – I'm talking diamonds, cars and trips.

Last, I want to be able to **promote myself to management** entirely through my own efforts.

That is what I would like. Can you give me these things?"

The store owner was in shock. After he revived, he roared with condescending laughter. Then he said, "Lady, you **CANNOT** be serious! You're living in a dream world! You can't find that opportunity anywhere!"

But little did he know there **IS an opportunity** like that and **we have that opportunity in Mary Kay**. We do live in a dream world and **OUR DREAMS REALLY DO COME TRUE!**

WE KNOW WHERE THERE IS SUCH AN OPPORTUNITY, DON'T WE!

Mary Kay's generosity to her sales force is absolutely unmatched!

Recognize what a fabulous opportunity we have –

SUCCESS IS AT YOUR FINGERTIPS! GO FOR IT!!

You have everything to gain and nothing to lose by trying. Your **GO Kit** is tax deductible and Mary Kay has a 90% buyback guarantee. You can only win by trying Mary Kay Cosmetics.

We have excellent training. Your consultant and Director will give you details.

This booklet helps explain our marketing plan. We hope you'll enjoy reading it and feel free to call with any questions.

(consultant's business card
goes here)

Girlfriend Class

You have been scheduled on _____ at _____. We will work together to ensure that you have lots of fun, learn something new and can shop and play.

Keep it simple....focus on **FUN**, and plan on simple refreshments.
You can choose to bring your friends to my house for the class.

As **HOSTESS**, you have an opportunity to earn lots of great **REWARDS**.

Take a few minutes and **DREAM**. Then write down **EVERYTHING** in our brochure you would like to have.
DREAM BIG!!

What is your Heart's Desire?
That Fabulous Glamour Look that turns heads?
OR that special item that makes you happy?
OR that "To-Die-For" Dream?

GIRLFRIEND REWARDS

\$75 worth of Mary Kay for only \$25
(must follow rules below!)

1. 3 or more adult friends not currently using Mary Kay.
2. Hold on Original date and time.
3. \$150 in sales from class.
4. Get one booking from the class.

Miss one or more and get regular hostess credit.
10% of sales with no booking.
15% of sales and one booking.
20% of sales and two bookings.

PRIOR TO CLASS:

HOSTESS TAKES OUTSIDE ORDERS FROM THOSE THAT CANNOT ATTEND AND ADDS: *

\$1 Free product for every \$2 in outside orders. (Hostess pays tax on free product)

e.g. \$250 Free product when hostess obtains \$500 in outside orders prior to the class. Hostess pays tax on free product (250 x 8.25% tax) = \$20.63.

*hostess must collect money.

NINE AVENUES OF INCOME

1. **Skin Care Classes / Facials – 50% Profit**

You buy products for \$10 and sell them for \$20. This is the highest direct sales commission in the United States.

 - The average class is approximately \$150 in sales.
 - Attendance ranges from 3 to 6 guests.
 - Time spent at the class is approximately 3 hours, including travel time.
 - Your gross profit would be \$75 for 3 hours. **(Approximately \$25 per hour)**
2. **Facials – 50% Profit**
 - The average facial is \$60 per person.
 - This is one or two people and can be done in your home or theirs.
 - Time spent is approximately 1 ½ hours.
 - Your gross profit is \$30.
3. **Reorders – 50% Profit**
 - We sell a consumable product. Clients use it up and want more.
 - Our clients spend an average of \$15 per month. You can easily see that every 100 clients average out to \$1500 retail / \$750 profit per month.
 - You can easily establish 100 clients every 3 months by holding 2 classes per week.
4. **Dovetailing – 15% Commission**
 - If you are unable to hold an appointment, you can sell it to another consultant. She will hold the class / facial and pay you 15% of the sales.
5. **Recruiting – 4%, 9%, or 13% Profit**
 - The Company says “Thank You” every month for as long as you are an active Consultant by paying you a commission on every single order your personal team member submits.
 - Because there are no areas, territories and franchises – **the entire Nation is yours!**
 - This commission is paid to you, directly from the Company, in the form of a bonus check.
 - It is **NEVER** taken out of the Consultant’s percentage of profit, but rather paid out of the Company’s profit.
 - This commission is paid on the wholesale orders of each team member every month so long as you are an active Consultant. (Active – place the minimum wholesale order every three months.)
 - The commission rate is 4% for 1-4 active team members, 9% for 5 active team members and 13% is available when at least 5 of your team members place orders within one month and you also place a \$600 order during that month.
 - A \$50 Team Building Bonus will be paid for each qualified personal team member beginning with your 4th team member.
 - When you have 8 team members, you can submit your Director-in-Qualification (DIQ) card to become a Director.
6. **Grand Achiever Level**
 - You can win the use of a career car (Red Grand Am) from the Company either at the Team Leader Level or as a DIQ when you build your team from 5 to 12 active team members.
 - Take 1, 2, 3 or 4 months to:
 - › Achieve \$18,000 combined personal / team wholesale production with a minimum of \$4,000 each month.
 - › Build your team from 5 to 12 active team members.
 - Mary Kay pays the taxes, title and licenses fees, as well as 80% of your monthly insurance!

7. **Directorship – Additional 13% Commission**
 - This commission is paid directly from the Company to the Unit Sales Director and comes from the Company's profit.
 - It is paid on the entire Unit's wholesale production (per month), including the Director's personal wholesale purchases.
 - There is an additional bonus up to \$5000 per month for those who achieve certain goals.
 - Directors can qualify and win the use of a Platinum Grand Prix or a Pink Cadillac. This is based on the Unit Wholesale Production.
 - Qualifications for Directorship are:
 - › Build from 8 to 30 active Consultants on your team (you must have at least 12 personal active recruits) during the one to four month qualification period.
 - › Meet wholesale production of \$16,000 in the one to four month qualification period.
 - Directors may earn free life insurance of up to \$100,000 based on Unit Wholesale Production plus disability insurance payable to any beneficiary of the Director's choice.

8. **Senior Director – Additional 4 – 6% Commission**
 - This commission is paid each month based on the off-spring Director's Unit Wholesale Production, your Personal Unit Production as well as the number of Offspring Units.
 - You become a Senior Director by helping your unit team members become Directors.
 - This commission is paid directly to you from the Company's profits.

9. **National Sales Director – Additional Commission**
 - Our National Sales Directors earn an average of \$273,000 per year.
 - You can choose to drive the Cadillac of your choice with any or all options included.
 - The Family Security Program is available to all National Sales Directors. This retirement plan is like no other, paying a percentage of your income upon retirement for 15 years.

OUR COMPANY IS DIFFERENT

- ? **Golden Rule Policy** – “Do unto others as you would have them do unto you.”
- ? **Priority System** – God 1st, Family 2nd and Career 3rd.
- ? **Great Tax Deductions** – By far, the most tax deductions that can be gained are when you have a business in your own home. You take many deductions for your home, including a percentage of the utilities, taxes, depreciation and telephone bills. Your car becomes a tax advantage rather than just an expense. You can take mileage or actual expenses (consult your tax preparer). Plan ahead and hold a few classes or facials or add team members on your vacation and a percentage of your expenses become tax deductible. As you can readily see through tax deductions alone, your profit begins to grow more and more.
- ? **No Territorial Restrictions** – Sell and sponsor others anywhere in the USA, Puerto Rico and Guam. Mary Kay felt territories were ridiculous because you might be able to sell to my next door neighbor, but not your own. In Mary Kay, you are unlimited. Everyone you meet is a potential customer, hostess or team member.
- ? **Time Management** – We have a situation in this country where it now takes two people to make a suitable income. Also, women are so well educated that they want some form of self achievement. Our Company realized the most important part of a woman's life is the happiness of her family. With Mary Kay as a career, you work your business around your family. Mary Kay tells us, “Put God 1st, family 2nd, and career 3rd and you will achieve the personal and financial success you desire.”
- ? **Equal Opportunity** – In our Company, the person who does the most, gets the most. You are self-employed, so you set your own pace.
- ? **Building a Business** – In other companies, you get your paycheck at the end of the week and you are never paid for that week again. In Mary Kay, the appointments that you hold one week, or the contacts you make, will continue to pay you. Everyday you are building for tomorrow – you are building the future with every class and team member.

- ? **What It Takes to Get Started** – Fill out a Consultant Agreement and submit it to your Consultant / Director along with your payment for the **GO** Kit (over \$420 retail value). This will give you everything you need to hold your appointments, except product to sell. The cost is \$100 plus local tax. Your consultant and/or Director will explain our wonderful **FREE** training program.

Approximate earning each week based on an average \$150 Skin Care Class

Circle Number classes you will hold each week	Class plus Delivery	Sales based on each \$150 class (min.)	Approximate Profit on classes each week
1	3 hours	\$150.00	\$75.00
2	6 hours	\$300.00	\$150.00
3	9 hours	\$450.00	\$225.00
4	12 hours	\$600.00	\$300.00
5	15 hours	\$750.00	\$375.00
6	18 hours	\$900.00	\$450.00
7	21 hours	\$1,050.00	\$525.00
8	24 hours	\$1,200.00	\$600.00
9	27 hours	\$1,350.00	\$675.00
10	30 hours	\$1,500.00	\$750.00
11	33 hours	\$1,650.00	\$825.00
12	36 hours	\$1,800.00	\$900.00

Your reorder business and your recruiting bonus checks will be in addition to the above approximate earnings you will be receiving. The approximate profit on classes held each week does not take into account hostess credit and supplies; however, these are tax deductible items.

COMPANY BACKGROUND

- ? Mary Kay Cosmetics was founded September 13, 1963 with ten Beauty Consultants including Mary Kay.
- ? Mary Kay Cosmetics has been ranked #1 in Facial Skin Care and Color Cosmetics for over 10 years in a row.
- ? Mary Kay is an International company operating in close to 40 countries with it's world headquarters in Dallas, Texas.
- ? Mary Kay has the second largest fleet of Company cars next to the US Government.
- ? Product distribution centers are located in 5 states around the country: New Jersey, Texas, Illinois, Georgia, and California.
- ? Mary Kay's marketing plan is taught in hundreds of universities including Harvard University.
- ? According to *Marketing Trends of Today*, Mary Kay Cosmetics name recognition is second only to Coca Cola in the US.
- ? A Wall Street Journal survey revealed that there are more women earning over \$100,000 per year with Mary Kay Cosmetics than any other company in the US.
- ? Mary Kay is a member of the Direct Selling Association and the Better Business Bureau.
- ? *Fortune Magazine* stated that one year as a Mary Kay Beauty Consultant was worth \$4,500 of training.
- ? Mary Kay is ranked one of the top 100 companies to work for in the world and in the top 10 for women to work for in the United States.
- ? Mary Kay offers an unconditional money-back guarantee on products for clients.
- ? Mary Kay gives every woman the freedom to own her own business and the marketing and protection of working for a major corporation.

*Mary Kay's Mission is to
Enrich Women's Lives.*

WE WILL DO THIS IN TANGIBLE WAYS,
BY OFFERING QUALITY PRODUCTS TO CONSUMERS,
FINANCIAL OPPORTUNITIES TO OUR
INDEPENDENT SALES FORCE AND FULFILLING
CAREERS TO OUR EMPLOYEES.

WE WILL ALSO REACH OUT TO THE HEART
AND SPIRIT OF WOMEN,
ENABLING PERSONAL GROWTH AND FULFILLMENT
FOR THE WOMEN WHOSE LIVES WE TOUCH.

WE WILL CARRY OUT OUR MISSION
IN A SPIRIT OF CARING,
LIVING THE POSITIVE VALUES ON WHICH
OUR COMPANY WAS BUILT.

The best way to predict the
FUTURE is to **CREATE it YOURSELF**
We don't just make a living....

**WE CREATE A GREAT LIFESTYLE
and LIVE A GREAT LIFE!**

"To love what you do and feel that it matters – how could anything be more fun?"
- Katherine Graham