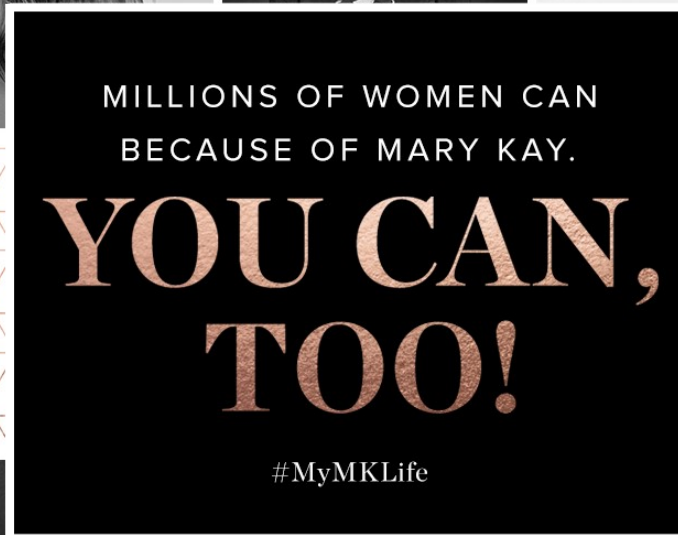


Mary Kay



THE PERFECT OPPORTUNITY

MK Our Agenda for Today

- ♥ I'll have you tell me about yourself.
- ♥ I'll share a little about me and why I started my own business.
- ♥ I'll let you know what qualities I'm looking for in a consultant.
- ♥ I'll share some facts about our company, reasons why women and men are choosing Mary Kay, and avenues of income that come with owning your own business.
- ♥ I'll answer any questions you might have.
- ♥ At the end, I'll ask if Mary Kay is something you would like to try.



MK Tell Me About Yourself

- ♥ Tell me about yourself and your current situation.
- ♥ What do you like BEST and LEAST about your current job or situation?
- ♥ In a working environment, which excites you the most, leading a team or being a team player?
- ♥ If you were in a position to change anything about your life right now, what would it be?
- ♥ In our time together, if we had only 5 minutes to talk what one question would you want me to answer about my story or the Mary Kay business opportunity?

MK

About Me & My Mary Kay Career

♥ Why I started my own Mary Kay business:

♥ Why I love my Mary Kay business:

♥ My vision is to:

♥ My goals for my Mary Kay business:



♥ OUR BRAND MANIFESTO ♥

We are a brand with a **purpose**.

Built by a woman for women.

Opportunity is what we create.

Beauty is what we sell.

And **hope** is what we give back.

We believe in the **empowerment** of women.

Everything we do is with a desire to
help them feel **beautiful** inside and out.

And create personal **relationships**

like no other brand can.

MARY KAY

MK Qualities I'm Looking For ...

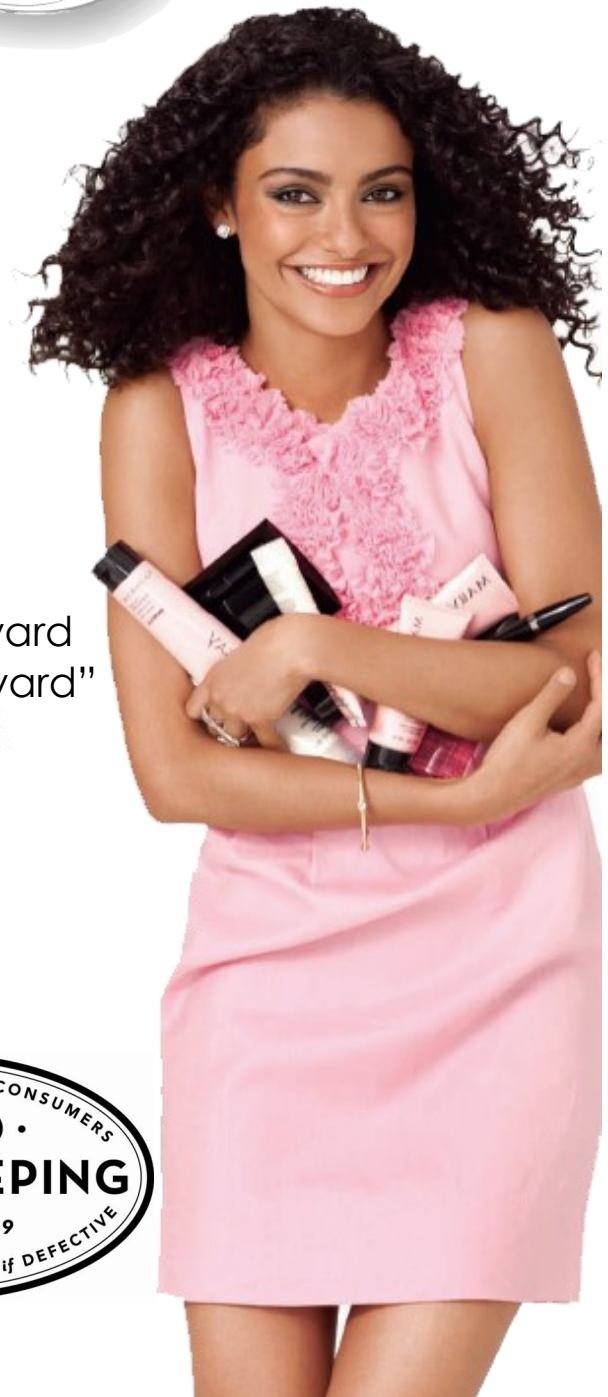
Do You Have Any of These Qualities?

- ♥ Problem Solver - has the ability to figure it out
- ♥ Teachable Spirit - willing to learn
- ♥ Work Ethic - willing to work
- ♥ Entrepreneurial Spirit - knows how to get the job done
- ♥ Busy - values/honors time, no time to procrastinate
- ♥ Hungry, Wants Something More - unwilling to settle for "I guess this is as good as it gets"
- ♥ Wants To Make A Difference
- ♥ Decision Maker - can make a decision without consulting everyone



1

Products!



Mary Kay Products are....

- ♥ #1 in Customer Loyalty with Brand Keys Award
- ♥ Recognized with "Good Housekeeping Award"
- ♥ 100% Satisfaction Guaranteed
- ♥ Try Before You Buy
- ♥ Developed, tested, manufactured and packaged in USA by Mary Kay, Inc.
- ♥ Consumable
- ♥ Recession Proof
- ♥ Not Animal Tested
- ♥ Over 500,000 tests to ensure highest quality, safety and performance



2

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



3

Income Potential

- ♥ Each Class/Party ranges from 3-6 people (ave. 4 attending).
- ♥ Average sales nation-wide is \$200 per appointment.
- ♥ 50% or more buy a Skin Care Set.
- ♥ We retain 80% of our customers.
- ♥ The average skin care customer reorders \$157 per year.

♥ 3 Classes/Parties Weekly (6 Hrs) = \$33,840 Profit (50%)

\$200 Classes/Parties X 3	= \$600 WEEKLY SALES
\$600 X 50 Weeks	= \$30,000 ANNUAL SALES
240 Customers X \$157 per year	= \$37,680 ANNUAL REORDERS

♥ 2 Classes/Parties Weekly (4 Hrs) = \$22,560 Profit (50%)

\$200 Classes/Parties X 2	= \$400 WEEKLY SALES
\$400 X 50 Weeks	= \$20,000 ANNUAL SALES
260 Customers X \$157 per year	= \$25,120 ANNUAL REORDERS

♥ 1 Class/Party Weekly (2 Hrs) = \$11,280 Profit (50%)

\$200 Classes/Parties X 1	= \$200 WEEKLY SALES
\$200 X 50 Weeks	= \$10,000 ANNUAL SALES
80 Customers X \$157 per year	= \$12,560 ANNUAL REORDERS

If your Boss offered you
\$11,000 per year
to work an extra
2-4 hours weekly,
would you find the time?



4

Flexibility = No Quotas OR Territories

~ Your Weekly Plan ~

	Sun	Mon	Tues	Wed	Thur	Fri	Sat
8 AM							
12 AM							
5 PM							
9 PM							

Mary Kay teaches us
to keep our priorities in order:

~ Faith 1st ~
~ Family 2nd ~
~ Career 3rd ~

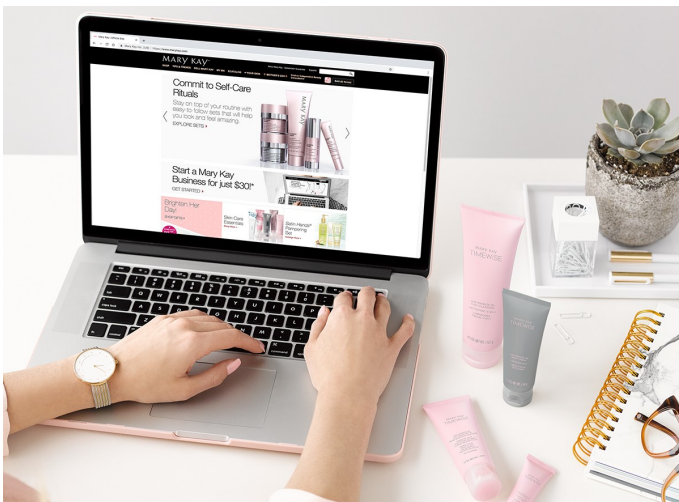


5

Learning Is Easy!

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

- ♥ Get started
- ♥ Conduct Skin Care Parties (In person and virtually)
- ♥ Explain and Choose Skin Care and Color Products
- ♥ Manage your Business and Money
- ♥ Advance in your Career
- ♥ Schedule Appointments
- ♥ Network your business



6

Upward Mobility Like No Other!

TEAM LEADER

Requirements

- ♥ 5 - 7 active personal team members
- ♥ You must be active

Compensation

- ♥ 9% or 13% personal team com.
- ♥ Team-building bonus



STAR TEAM BUILDER

Requirements

- ♥ 3 - 4 active personal team members
- ♥ You must be active

Compensation

- ♥ 4%, 6% or 8% personal team com.
- ♥ Team-building bonus



SENIOR CONSULTANT

Requirements

- ♥ 1 - 2 active personal team members
- ♥ You must be active

Compensation

- ♥ 4% personal team commission
- ♥ Team-building bonus



National Sales Director

Earn \$250,000 to \$1,000,000 yearly

Director

Earn \$50,000 - \$250,000 in commissions yearly

DIQ

Requirements

- ♥ \$13,500 cumulative wholesale unit production in 1 to 3 months.
- ♥ At least \$4,000 per month wholesale unit production.
- ♥ 8+ active personal team members
- ♥ Build to 24 active unit members (includes the DIQ).

Compensation

- ♥ Eligible to become Director
- ♥ Unit commission and unit bonuses
- ♥ Eligible to wear the Director suit



ELITE TEAM BUILDER

Requirements

- ♥ 8+ active personal team members
- ♥ You must be active

Compensation

- ♥ 9% or 13% personal team commission
- ♥ Team-building bonus



CAREER CAR

Requirements

- ♥ 16+ active personal team members
- ♥ \$23,000 in 1 to 4 months
- ♥ You must be active

Compensation

- ♥ 9% or 13% personal team commission
- ♥ Team-building bonus
- ♥ Career Car or \$425 per month



ASK ME FOR
THE LATEST
OF APPLAUSE
TO SEE THE
INCOME
CURRENTLY
BEING MADE
IN
MARY KAY!!!!

7

Prizes, Awards & Recognition

No quotas, just incentives!



\$4,250

Cash Prize



**SEMINAR
IS OUR
ANNUAL
AWARDS EVENT
HELD IN
DALLAS, TEXAS**



7

More Rewards - Career Cars



CADILLAC ESCALADE LUXURY (NSD)
CADILLAC®



CADILLAC XT6
CADILLAC® PLUS PROMOTION



CHEVY® TRAVERSE® 1LT
PREMIER PLUS PROMOTION



CADILLAC XT5 PREMIUM LUXURY (ISD)
CADILLAC®



COLORADO LT CREW CAB
PREMIER PLUS PROMOTION



CAMARO LT COUPE
PREMIER PLUS PROMOTION



CHEVY MALIBU LS
GRAND ACHIEVER



CHEVY EQUINOX 1LT
PREMIER CLUB

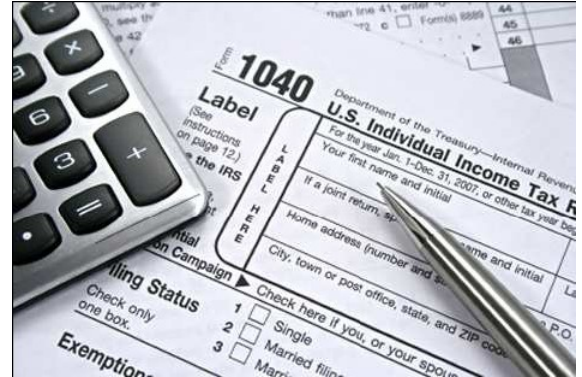
ACCELERATE
YOUR SUCCESS

8

Tax Benefits

As a self-employed Mary Kay consultant you could be entitled to tax deductions...

- ♥ Car Expenses-Mileage
- ♥ Telephone
- ♥ Supplies
- ♥ Postage
- ♥ Office in Home
- ♥ Mary Kay Related Travel



No Risk Product on the Shelf

**100 % Satisfaction
Guarantee
for your Customers**



9

The Very Best Part...



Is the Person...Mary Kay Ash

Founded in 1963,
Mary Kay Ash
began her company
with a dream
to help women.

BUILT BY A

WOMAN



FOR

WOMEN

- ♥ Unique Business Philosophy of Faith, Family, Career
- ♥ Golden Rule Management
- ♥ Go-Give Philosophy - Help enough other people get what they want, you'll get what you want
- ♥ Positive Environment

Today - 50+ Years Later, Mary Kay Inc....

- ♥ Is a global leader and one of the largest direct sellers of skin care and color cosmetics
- ♥ Over 3.5 million independent sales force members in nearly 40 global markets
- ♥ Over 4 Billion in Wholesale worldwide
- ♥ Has only 10-12% of the available market - no saturation



10

Personal Growth

Why **Mary Kay**?

It's about so much more than makeup.



- ♥ Self Confidence
- ♥ Self Esteem
- ♥ Challenge and purpose
- ♥ Development of new skills
- ♥ Positive no-risk environment
- ♥ Encouragement
- ♥ Satisfaction from helping others
- ♥ Supportive community



MK Circles the Globe

Our arms stretch around the globe
changing women's lives...



Here are just a few of the ways Mary Kay
impacts the world and changes lives for people
in the United States and around the globe:

Mary Kay Foundation ~



Since the Foundation began in 1996,
it has granted over **\$20 million** dollars
to doctors and research to find a cure.

Commitment to End Domestic Violence ~



The Mary Kay Foundation awards
\$3 million in shelter grants to
150 domestic violence shelters
nationwide each year.

The Mary Kay Foundation has
donated more than **\$50 million** to
domestic violence shelters
nationwide



MK Circles the Globe



Around the Globe ~



From donating funds to supporting computer literacy among underprivileged girls to building libraries for children in **Korea**, to **Ukraine's** commitment to breast cancer awareness and working with an anti-trafficking organizations in **Spain** our impact reaches around the **globe**!

Pink Doing Green ~



Mary Kay continuously seeks opportunities to improve our environmental performance and find ways to be even more sustainable and green by recycling, planting over 1 million trees, researching and implementing "greener" packaging, working to conserve energy, being aware of our carbon footprint and zero landfill status in all 5 of our US facilities are zero landfill status.!

MK Your Starter Kit



\$100 + tax and shipping
(\$400+ in Retail Product)

**The first step to starting
your own Mary Kay business
is getting your very own
Starter Kit.**

The Mary Kay® Starter Kit Bag is packed with:

- ♥ **Full size products for demonstration.**
- ♥ **Samples to share with your potential customers.**
- ♥ **Brochures and DVDs with easy-to use sales tips.**
- ♥ **Special offers for new Independent Consultants**
- ♥ **50% savings on your Mary Kay Personal Web Site.**
- ♥ **Online Access for support.**

OR

\$30 e-start
Limited time offer



MK Getting Started

\$100 Could Change Your Life!

A Special Note

\$100 may not change your financial situation, but it could change or make a difference in your life. As your 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.

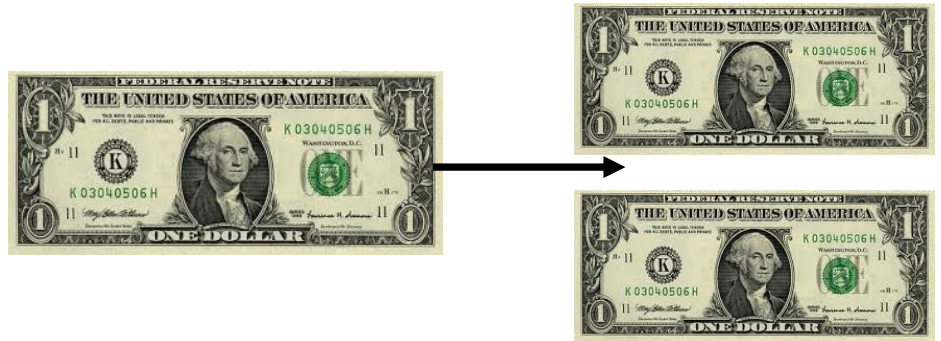
This is a \$100 decision with nothing to lose and everything to gain!

The Next Step:

- ♥ Fill out your agreement/order form.
- ♥ Order your Starter Kit ... \$100 + tax and shipping.
- ♥ Starter Kit includes \$400+ in product, plus \$200+ worth of essential business tools such as samples, catalogs and step by step education to build your business.
- ♥ Make a product-on-the-shelf decision. Having product on hand increases sales in addition to saving you time and money. However, there is not a product requirement. If you choose to have product available, the amount is up to you. You can have product or not. Product on your shelf is a "how to decision." If you get the "how to" before the "do I want to," it can be challenging.

MK How It Works

We buy at one price and
sell for double



We purchase products directly
from Mary Kay



~ One Wholesaler ~
Mary Kay, Inc.



~ One Retailer ~
YOU - MK Consultant

MK Do You Have Any Questions?

Questions For You:

- ♥ Out of everything I shared with you today, what was the most interesting or exciting about the Mary Kay business?
- ♥ If you don't start your Mary Kay business, where do you see yourself 1 year from now?
- ♥ If you do start your Mary Kay business, what will be improved 1 year from now?
- ♥ What qualities or assets do you have that would make you shine as a Mary Kay Consultant?
- ♥ If I show you how to do this, could you do it?
- ♥ If I could show you how to take \$100 and turn it into \$1,000 in 30 days, could you find \$100?
- ♥ What would be your reason for starting your own Mary Kay business?
- ♥ In your wildest dreams, if you decided to purchase your \$100+ Starter Kit, we taught you how to do what we do, and you're accepted by our company, what would you enjoy the most?
- ♥ On a scale of 1-4 (1 = never, 4 = why not give it a try)
- ♥ How would you like to handle it... credit/debit, check or cash?
(fill out agreement/order form info on your smart phone/tablet/computer)

Map it out . . .

Taking \$100 and turning 1 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**

Ask: "Is that enough?"