

# What's Your Why?

*Find out inside!*



**10 Reasons this may be the perfect opportunity for you!**



# #1 The Products Sell Themselves

10 Reasons this may be the perfect opportunity for you:

#1 Products Sell Themselves

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## **FUN FACT:**

The Mary Kay<sup>®</sup> Compact is the most customizable, refillable compact ever created by Mary Kay with over 18 million possible color combinations.



## **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





## #2 Earn Extra Money

10 Reasons this may be the perfect opportunity for you:

#1 Products Sell Themselves

#2 Earn Extra Money

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### **FUN FACT:**

The Mary Kay® product line includes more than 200 premium products in five categories: facial skin care, color cosmetics, body care, sun protection and fragrance.

**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 Flexibility

10 Reasons this may be the perfect opportunity for you:

#1 Products Sell Themselves

#2 Earn Extra Money

#3 Flexibility

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**FUN FACT:**

On Sept. 13, 1963, Mary Kay, her son Richard Rogers and nine Beauty Consultants opened Beauty by Mary Kay from a 500-square-foot storefront in Dallas.



**You are your own boss.  
We teach you to work Mary  
Kay into your current  
lifestyle.**

**Your weekly plan and estimated earnings**

	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:  
*God First - Family Second - Career Third***

# Classes	# Hours	Average Sales	Profit
1	2.5	\$150	\$75
2	5	\$300	\$150
3	7.5	\$450	\$225
4	10	\$600	\$300
5	12.5	\$750	\$375
6	15	\$900	\$450
7	17.5	\$1050	\$525
8	20	\$1200	\$600
9	22.5	\$1350	\$675
10	25	\$1500	\$750
11	25.5	\$1650	\$825
12	28	\$1800	\$900





## #4 Low Starting Cost

**10 Reasons** this may be the perfect opportunity for you:

#1 Products Sell Themselves

#2 Earn Extra Money

#3 Flexibility

#4 Low Starting Costs

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### ***FUN FACT:***

More than 600 women worldwide have become Independent National Sales Directors, the highest pinnacle of a Mary Kay business.



# Over \$250 Value for \$75!

## \$75 Could Change Your Life!

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 to 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!

The image shows a scan of a 'MARY KAY Independent Beauty Consultant Agreement' form. The form is filled out with handwritten information, including a name, address, and phone number. The Mary Kay logo is visible on the right side of the form.

**Above Details Your Beauty Consultant Agreement, which You Can Fill Out Online or on Paper!**



# #5 Learning is Easy

10 Reasons this may be the perfect opportunity for you:

#1 Products Sell Themselves

#2 Earn Extra Money

#3 Flexibility

#4 Low Starting Cost

#5 Learning is Easy

#6

#7

#8

#9

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## **FUN FACT:**

Approximately 42,000 women are currently Mary Kay Independent Sales Directors worldwide.

**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:  
THEN: Setup 2nd Appointment

Client 3: Bought a Basic  
THEN: Setup 2nd Appointment





# #6 BIG Benefits

**10 Reasons** this may be the perfect opportunity for you:

- #1 Products Sell Themselves
- #2 Earn Extra Money
- #3 Flexibility
- #4 Low Starting Cost
- #5 Learning is Easy
- #6 **BIG Benefits**
- #7
- #8
- #9
- #10

### **FUN FACT:**

The MK Foundation has awarded \$28 million to shelters and programs addressing domestic violence and nearly \$16 million to find a cure for cancers affecting women in the United States.

### 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 at least
- \$600 in cumulative whls. production during qualification.

#### Compensation

- Eligible to become Director
- Unit Commission and Unit bonuses
- Eligible to wear the Director Suit



### FUTURE DIRECTOR

#### Requirements

- 8+ active personal team mbrs
- You must be active

#### Compensation

- 8%-12% personal team commis.
- Team-building bonus



### CAREER CAR

#### Requirements

- 14+ active personal team mbrs
- \$20,000 in one to four months
- You must be active

#### Compensation

- 8%-12% personal team commis.
- Team-building bonus
- Career Car or \$500 per month



### TEAM LEADER

#### Requirements

- 5 - 7 active personal team mbrs
- You must be active

#### Compensation

- 8%-12% personal team com.
- Team-building bonus



### STAR TEAM BUILDER

#### Requirements

- 3 - 4 active personal team mbrs
- You must be active

#### Compensation

- 4% personal team commis.



### SENIOR CONSULTANT

#### Requirements

- 1 - 2 active personal team mbrs
- You must be active

#### Compensation

- 4% personal team commis.



### All Consultants Avenues of Income

- ★ Product sales and reorders

### Rewards



- ★ Mary Kay® pin
- ★ Applause® magazine
- ★ Eligible to attend Seminar and Career Conference
- ★ Eligible to qualify for quarterly Star Consultant recognition and prizes

**Ask your Consultant to see the latest edition of the Applause to see the money being made!!!**



# #7 Prizes, Recognition and Career Cars

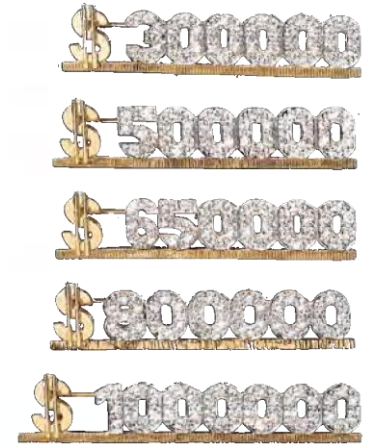
10 Reasons this may be the perfect opportunity for you:

- #1 Products Sell Themselves
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- #6 BIG Benefits
- #7 Prizes & Recognition
- #8
- #9
- #10

**FUN FACT:** Mary Kay Inc. introduced the famous pink Cadillac in 1969. Today, the global Mary Kay Career Car program also includes Toyota, Mercedes, BMW and Ford models.



No quotas, just incentives



Mary Kay offers one of the most generous rewards and recognition programs





# #8 Tax Advantages/Inventory

10 Reasons this may be the perfect opportunity for you:

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- #4 Low Starting Cost
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- #7 Prizes & Recognition
- #8 Tax Advantages
- #9
- #10

## **FUN FACT:**

Mary Kay® products are sold in more than 35 global markets.

**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**



## #9 The Best Part - Mary Kay Ash

**10 Reasons** this may be the perfect opportunity for you:

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- #6 BIG Benefits
- #7 Prizes & Recognition
- #8 Tax Advantages
- #9 The Woman
- #10

### **FUN FACT:**

In a study conducted in 2003 by Baylor University, Mary Kay Ash was named the greatest female entrepreneur in American history.



## Mary Kay Ash

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—Almost 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

**It was Mary Kay's ardent desire that women would realize and use their God-given talents. She often said...**

**"If today one woman realizes how great she is, then it's a great day!"**





# #10 Personal Growth

10 Reasons this may be the perfect opportunity for you:

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- #5 Learning is Easy
- #6 BIG Benefits
- #7 Prizes & Recognition
- #8 Tax Advantages
- #9 The Woman
- #10 Personal Growth

## ***FUN FACT:***

Mary Kay Ash wanted to enrich women's lives by providing an unparalleled business opportunity that allowed women to achieve their dreams while keeping life's priorities in order.

- **Self-confidence**
- **Challenge and purpose**
- **Development of new skills**
- **Positive non-risk environment**
- **Encouragement**
- **Satisfaction from helping others**
- **New friends**
- **Maintain and improve appearance**



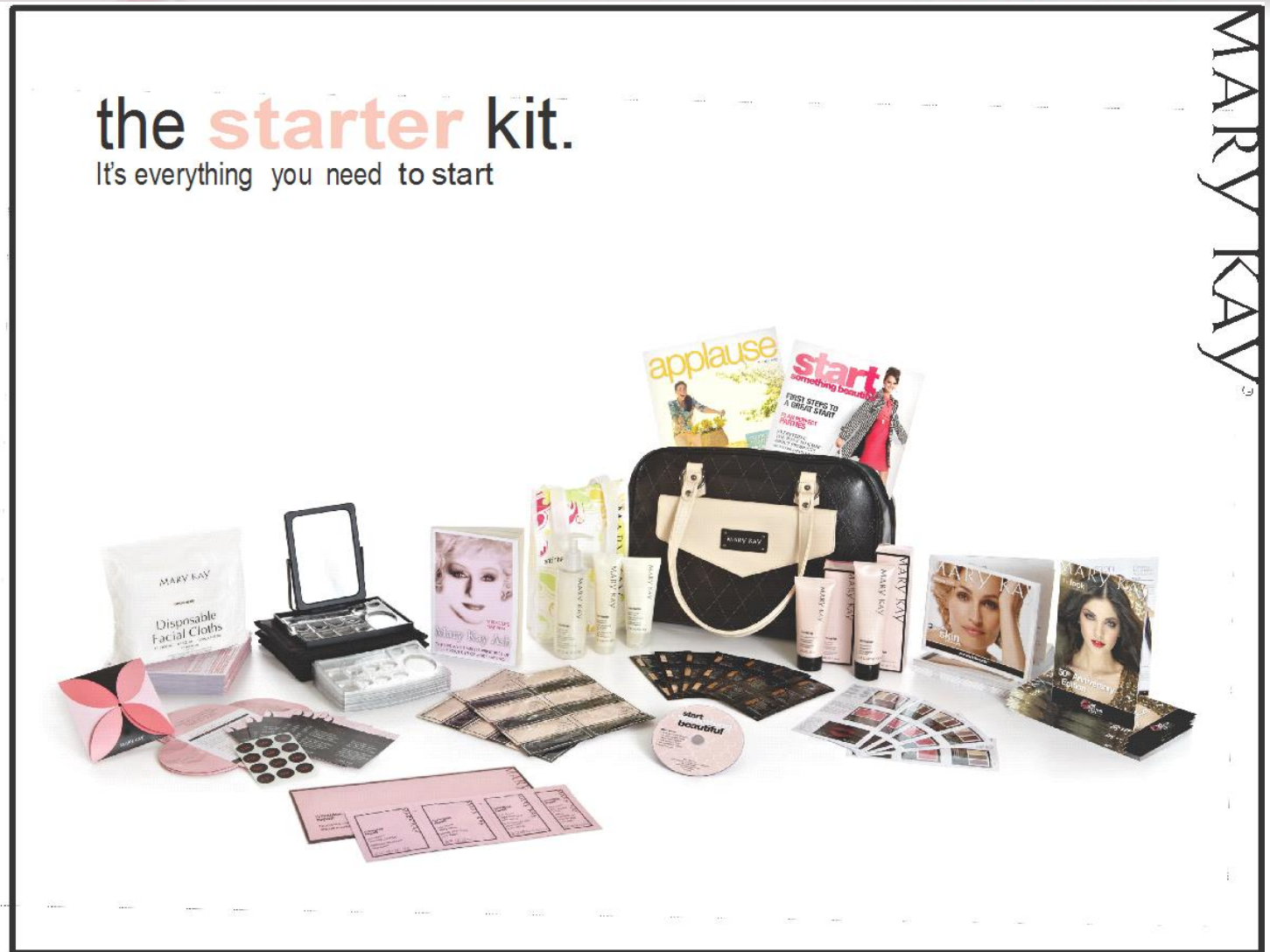
# Your Starter Kit

**10 Reasons** this may be the perfect opportunity for you:

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- #5 Learning is Easy
- #6 BIG Benefits
- #7 Prizes & Recognition
- #8 Tax Advantages
- #9 The Woman
- #10 Personal Growth

## **FUN FACT:**

Mary Kay is one of the largest direct sellers of skin care and color cosmetics in the world.



## **A Special Note:**

*\$75 may not change your financial situation, but it could change or make a difference in your life. 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 \$75 decision with nothing to lose and everything to gain!*





# Get Started Today

10 Reasons this may be the perfect opportunity for you:

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- #9 The Woman
- #10 Personal Growth

## ***FUN FACT:***

Mary Kay built her Company upon the Golden Rule and the priorities of God first, family second and career third.

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

- Say "YES!"
- Order your Starter Kit for \$75 (\$250 value)
- Attend Local Training
- Observe Live Skin Care Classes
- Receive your Starter Kit within a Week
- Make a list of your *First Practice Appointments*

