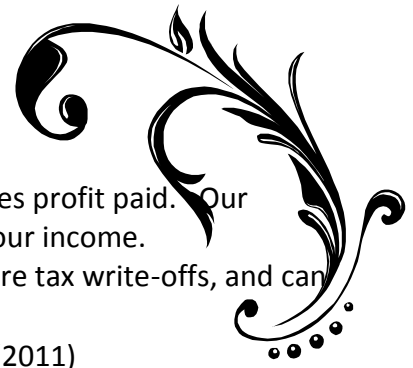


Mary Kay Cosmetics' Marketing Plan



There are 4 Avenues of Income:

1. **Sales** from shows, facials, and reorders – 50% profit – the highest direct sales profit paid. Our product is consumable, like milk and bread, so reorders are a large part of our income.
2. **Tax Benefits & Deductions** from owning your own business, you'll have more tax write-offs, and can lower your income taxes:
 - Automobile mileage – 51 cents per mile for business-related travel (2011)
 - Household utilities & services, cell phone bill
 - Entertainment & travel – when primarily for your Mary Kay business
 - Show supplies – washcloths, cotton balls, tablecloths, etc.
 - Office supplies – printing, postage, paper, pens, equipment, office furniture, etc.
 - Personal use for “demonstrating the products” & Gift-Giving!!!

2005 before MK \$3,813; 2006 ½ year \$5,149; 2007 \$8,531 part-time; 2008 \$13,234 ½ year part-time/full-time; then as full-time director 2009 \$12,682; 2010 \$9,399; 2011 \$11,129. – Increases over time due to husband's salary and tithing more to the church, in addition to Mary Kay business growth; i.e., not solely due to MK biz.

3. **Team Building** – Beginning with your first team member – 4% commission
5 or more team members – 9% or 13% commission
4. **Career Car Program** – Drive a Career Car or choose the Cash Compensation
 - Chevy Cruze or \$375/month for 2 years = \$4,500/year
 - Toyota Camry or Chevy Equinox or \$500/month for 2 years = \$6,000/year
 - Cadillac or \$900/month for 2 years = \$10,800/year

Insurance \$30 me & hubby full coverage/\$162 company; ad valorem \$296; no sets of tires or tune-ups.= \$8,240 SAVE/YEAR

Why Own a Business?

Its **The American Dream** is to be your own boss and set your own hours.

What are Some Other Advantages of Having a MK Business?

- **No sales quotas or territories** – Take your business anywhere in the U.S.
- **Full training program** – Education, Motivation, and Inspiration taught by directors weekly
- **Earn Rewards** – diamonds and other jewelry, luggage, trips to exotic places
- **Website Business** only \$25 for the first year – no hidden fee or monthly maintenance fees
- **Residual Income** – on sales (consumable product) and team building
- **Live On Your Terms** – freedom and flexibility, set you own pace based on your schedule
- **Opportunity to Share** – great leading brand products that everyone will love
- **Enrich Lives** – Sharing the opportunity with other women to help them reach their goals
- **Achieve Success** – Enjoy opportunities to reach your goals
- **Personal Growth** - This is the best personal improvement program around!

What does it Cost to Start a MK Business?

- **\$100 starter kit** (a \$410 retail value) **plus local tax and shipping**
- **Inventory** – optional, but highly recommended
- **90% buy-back guarantee** from the company

Our Company Philosophies

Mary Kay Philosophy ~ God 1st, family 2nd, and career 3rd

Golden Rule ~ “Do unto others as you would have them do unto you.”

Giving to Charities ~ Helping end domestic violence ~ Finding cures for cancers that affect women

I would love to help you get started!

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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 \times 5 = \875 weekly sales
 $\$875 \times 50 \text{ weeks} = \$43,750$ annual retail sales
 $425 \text{ customers} \times \$157 \text{ per year} = \$66,725$ annual reorders
 $\$110,475$ total annual sales
 $\$55,237$ profit

4 Shows per week (10-15 hours)

$\$175 \times 4 = \700 weekly sales
 $\$700 \times 50 \text{ weeks} = \$35,000$ annual retail sales
 $340 \text{ customers} \times \$157 \text{ per year} = \$53,380$ annual reorders
 $\$88,380$ total annual sales
 $\$44,190$ profit

3 Shows per week (6-8 hours)

$\$175 \times 3 = \525 weekly sales
 $\$525 \times 50 \text{ weeks} = \$26,250$ annual retail sales
 $255 \text{ customers} \times \$157 \text{ per year} = \$40,035$ annual reorders
 $\$66,285$ total annual sales
 $\$33,142$ profit

2 Shows per week (4-6 hours)

$\$175 \times 2 = \350 weekly sales
 $\$350 \times 50 \text{ weeks} = \$14,500$ annual retail sales
 $170 \text{ customers} \times \$157 \text{ per year} = \$26,690$ annual reorders
 $\$44,190$ total annual sales
 $\$22,095$ profit

1 Show per week (2 hours)

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

