

## THE MOST POPULAR MARY KAY SETS SUMMER 2014

### I LVVE MY MARY KAY.









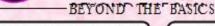


















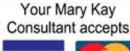




















# MARKETING PLAN THE BASICS OF A MARY KAY BUSINESS

#### 3 FORMS OF INCOME

#### SALES

50% Commission 50% at Parties 50% on Re-orders 50% On-line 50% Catalog or On-the-Go

#### CAREER CAR PROGRAM

Drive a Career Car with car insurance or Choose Cash Compensation

#### **BUILD A TEAM**

Receive 4 - 36% Commission Receive "Love Checks" Leadership Position



Chevy Cruze \$375/mo Chevy Equinox, Toyota Camry or Ford Mustang \$500/mo Pink Cadillac CTS or SRX \$900/mo

#### WHAT ARE ALL THE PERKS?

#### FINANCES

- Average Part-Time Consultant can generate \$5K \$25K annually (refer to chart on the right)
  - Average Full-Time Director can generate \$5K \$25K monthly
    - Average N.S.D. is an official Mary Kay Millionaire
  - · Family Security Program provides after-retirement income for N.S.D.'s
- Tax Deductions can include phone, auto expenses, office & business supplies, entertainment, travel, etc...
  - Tax laws benefit business owners (i.e. General Electric 2010 Tax Bill was \$0!!!)

#### **FUN \* FRIENDS \* FRIVOLOUS**

- Diamonds are frivolous
- · 5-Star all-expense paid luxury trips are frivolous
- Travel is Fun Quarterly Mary Kay Events
- Friends are Fun especially when there are no Drama Mama's
- . No quotas & no territories allow you to focus on relationship building
  - · Be a part of a team and love creating the win

#### FREEDOM \* FLEXIBILITY

- · Enjoy flexible working hours
- · Enjoy the freedom of being your own boss
- · Transform your life and reach your dreams
- · Increase your influence & financial situation
  - · Write your own pay-check
  - · Not compromising your values

#### **FOUNDATIONAL GROWTH**

- God 1st, Family 2nd, Career 3rd
- · Enriching Women's Lives Our Company Motto
- · Living by the Golden Rule Treat others the way you want to be treated
  - Becoming the best version of yourself
  - Having a positive impact on other women
  - · You know God created you for something more.

If you had 10x's more self-confidence in yourself, would your life be different?

#### WHAT CAN YOU PROJECT FROM YOUR SALES IN 1 YEAR?

- · The average Show has 4 guest, with a \$50 order
  - . The average Show is \$200
- The average customer re-orders \$200 annually
  - We love residual income

#### Part-Time Consultants Hold 1 - 3 Shows per Week

1 Show per week (2 hours)
\$200 x 1 - \$200 weekly sales
\$200 x 50 weeks = \$10,000 annual retail sales
85 customers x \$200 = \$17,000 annual reorders
\$27,000 total annual sales
\$13,500 profit

2 Shows per week (4-6 hours) \$200 x 2 - \$400 weekly sales \$400 x 50 weeks = \$20,000 annual retail sales 170 customers x \$200 = \$34,000 annual reorders \$54,000 total annual sales \$27,000 profit

3 Shows per week (6-8 hours) \$200 x 3 - \$600 weekly sales \$600 x 50 weeks = \$30,000 annual retail sales 255 customers x \$200 = \$51,000 annual reorders \$81,000 total annual sales \$40,500 profit

#### Full-Time Consultants Hold 4+ Shows per Week

4 Shows per week (10-15 hours) \$200 x 4 - \$800 weekly sales \$800 x 50 weeks = \$40,000 annual retail sales 340 customers x \$200 = \$68,000 annual reorders \$108,000 total annual sales \$54,000 profit

5 Shows per week (15 - 20 hours) \$200 x 5 - \$1,000 weekly sales \$1,000 x 50 weeks = \$50,000 annual retail sales 425 customers x \$200 = \$85,000 annual reorders \$135,000 total annual sales \$67,500 profit

TAKE THE NEXT STEP TO YOUR HAPPY FUTURE!