

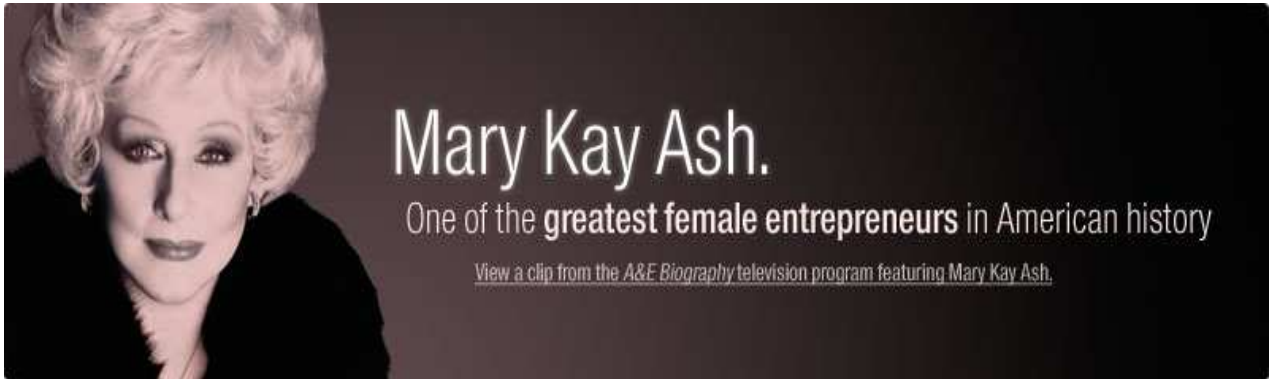
Mary Kay

Create your own success story.



M.O.N.A

MOST • OUTRAGEOUS • NATIONAL • AREA



**Charming. Spirited. A one-of-a-kind success story.** Over the years, there have been many successful business leaders but none as unique as Mary Kay Ash, Founder of Mary Kay Inc. Her accomplishments left an unforgettable mark on American business and opened the door for women around the world to experience success on their own terms.

## *“You can do it!”*

These words embody the very spirit of Mary Kay Ash and the Company **she created**. It's the spirit she learned as a child growing up in Hot Wells, Texas. When facing new and daunting tasks, her mother encouraged her with, “You can do it, Mary Kay. You can do it.” Mary Kay Ash did more than embrace this empowering spirit – she passed it on through a remarkable company that would inspire millions in generations to come.

That company story didn't begin until Mary Kay Ash faced a situation all too familiar to women. After 25 years in the direct selling business, Mary Kay Ash resigned her position as a national training director when yet another man she had trained was promoted above her – at twice her salary. Her response was visionary. At first, she started writing a book that would help women gain the opportunities she had been denied. But soon she realized she was creating a plan that would do much more than give advice. It formed the foundation for a new opportunity where women could develop their talents and achieve unlimited success.

*“I envisioned a company in which any woman could become just as successful as she wanted to be. The doors would be wide open to opportunity for women who were willing to pay the price and had the courage to dream.”*

So in 1963, with her past experience, her plan and \$5,000 in **savings**, Mary Kay Ash enlisted the help of her 20-year-old son, Richard, and created Beauty by Mary Kay. It was a first – a company dedicated to making life more beautiful for women. It was founded not on the competitive rule but on the Golden Rule – on praising people to success – and on the principle of placing faith first, family second and career third. It was a company, as Mary Kay Ash often said, “with heart.”

*“The success [of Mary Kay Inc.] is much, much deeper than just dollars and cents and buildings and assets. The real success of our Company is measured to me in the lives that have been touched and given hope.”*

Today her vision, her courage and her unwavering spirit continue to **bring women the opportunity to achieve their potential and bring their dreams to life**. With 1.7 million Independent Beauty Consultants in more than 30 markets worldwide, Mary Kay carries on the legacy of Mary Kay Ash – inspiring, enriching and empowering women to do great things.

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# *Money & Income Potential*

Place your accomplishment sheet here.

Could you get excited about earning approximately  
\$50- \$75 per hour as a new consultant.

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# Career Opportunities

## 6 Avenues of Income

### ◆ Skin Care Classes

50% - One of the highest direct sales commission paid in the United States.  
An average class may gross approximately \$250.  
Attendance ranges from 3-5 people.  
A skin care class is approximately 2 hours.  
Average income per hour less Hostess Credit is \$75 per hour.

### ◆ Reorders

50% - Our product is consumable like sugar or bread so reorders become a large part of our income.  
An average customer using the Miracle Set plus a few color items will reorder approximately \$400.00 a year.

### ◆ Dovetails

15% - When unable to teach a class, another consultant will hold it and pay this dovetail fee to the consultant who actually booked the class.  
This area of income allows us to put our families before the business and also gives us the opportunity to double book.

### ◆ Recruiting

This is paid directly from the company in the form of a 4%, 9% or 13% commission check.  
This check will continue for as long as the recruit and the recruiter are active with the company.

### ◆ Car

You and your team can earn the use of a beautiful new car.

### ◆ Directorship

9-13% director's commission is paid to the unit director from the company based upon the unit's monthly wholesale production.  
In addition to the monthly commission check there are other bonuses available.

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What would you do with an additional \$27,000 a year?  
Working 9 months out of the year.

**3 Classes /week = 8 -10 hours per week**

\$250/class x3 classes =	\$750 weekly sales
\$750 x 40 weeks =	\$30,000 Annual retail sales
100 new Skin Care Customers	
100 re-orders x \$300/year =	+\$30,000 Annual Re-Orders
	\$60,000 Total Annual Sales

**\$27,600 Profit** (50% retail sales less hostess credit)

**2 Classes /week = 6 - 8 Hours per week**

\$250/class x 2 classes =	\$500 weekly sales
\$500 x 40 weeks =	\$20,000 Annual retail sales
75 new Skin Care customers	
75 reorders x \$300/year	+\$22,500 Annual Re-Orders
	\$42,500 Total Annual Sales

**\$17,200 Profit** (50% of retail sales less hostess credit)

**1 Class/week = 3 - 4 Hours per week**

\$250/class x1 class =	\$250 weekly sales
\$250 x 40 weeks =	\$10,000 annual retail sales
50 new Skin Care customers	
50 re-orders x \$300/year =	+\$15,000 annual re-orders
	\$25,000 total annual sales

**\$10,000 Profit** (50% of retail sales less hostess credit)

# Prizes & Recognition

Could you get excited about  
earning **PRIZES** every  
WEEK, MONTH, QUARTER &  
YEAR  
for the great job you do?

Paste a picture of the prizes that you have earned  
Or are earning from the Star Prize Brochure.

Isn't it interesting to learn that Harvard Business School  
conducted a study showing that more job satisfaction  
comes from recognition rather than money.  
In Mary Kay we praise women to success.

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# *Self Confidence & Personal Growth*

Can you get excited about a career that not only helps you build your income but also helps you build your self-esteem and self confidence at the same time?

Paste pictures of you and your Director or other consultants and/or postcards that you have received.

At your present job, does your employer promote self confidence and personal growth?

In Mary Kay we have a positive approach to becoming successful business women.

This is a company that encourages your personal AND your professional growth.

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# *Friends*

Past a picture of you and your Mary Kay friends.

Can you imagine having an endless  
**CIRCLE OF FRIENDS?**

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# Imagine earning the use of a New Car!



Chevy Malibu



Toyota Camry



Chevy Equinox

Mary Kay pays for:

- Taxes
- Licensing
- Registration
- Most of the Insurance

Portion of gas & oil changes  
are tax  
deductions.  
Cash compensation  
option available



Cadillac DTS



Cadillac CTS

# *Flexibility - Be Your Own Boss*

Could you get excited about  
Controlling your own schedule  
For the rest of your life?

Could you see the benefit in giving yourself a pay raise  
anytime YOU choose?!

Attach a picture of you and your family

Mary Kay's company philosophy is : God first  
Family second  
Career third

We operate by the **GOLDEN RULE** and the **GO-GIVE** spirit.

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# *Which one appeals to you most?*

- Money
- Tax Benefits
- Use of a New Car
- Prizes & Recognition
- Self Confidence & Personal Growth
- Friends
- Flexibility
- Quality Products & Extensive Ongoing Training
- Advancement at your own pace
- Be your own boss

Isn't it GREAT to know that with  
Mary Kay  
**You can have it all!**

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# Qualities of a **SUCCESSFUL** Consultant

1. They are **BUSY**.  
Because they know how to manage their time.
  2. They are willing to work.
  3. They are **NOT** necessarily the "Sales Type". This business is about building relationships, teaching skin care and offering a service.
  4. They have more **month** than money. They appreciate Mary Kay because it frees them from living paycheck to paycheck. Whether it's affording the little extra's or creating a whole different lifestyle.
  5. They do not know a lot of people.
  6. They are family oriented. They are motivated by the needs of their families and see them not as an excuse but as a reason to be successful.
  7. They are decision makers. They know a good thing when they see it.
  8. They are happy with their lives but are looking for something more. They want to make a difference in women's lives; whether it be their own life, or helping other women look and feel better.
  9. They are sincere and friendly.
  10. They have integrity.
  11. They desire advancement on a career path.
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# *How to get started*



- Order your Starter Kit for \$100 plus tax and shipping.
- Visa, MC, Discover, personal check and/or cash are accepted.
- Inventory discussion with your director.
- Start your contact list.
- Attend your educational classes.

You will never know unless you try!!

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