

How Do You Get Started?

1. **Submit your Consultant Beauty Agreement.**
2. **Purchase your starter kit equipment for \$100 plus tax and shipping.**
3. **Start your training.**

Independent Beauty Consultant
website: www.marykay.com/

**Dare
to
Learn**



*Information about the
Business Possibilities with
Mary Kay, Inc.*

FACTS ABOUT TODAY'S WOMAN

1. **One-half of all women in the work force have children at home.**
2. **Women still only make 76 cents to a man's dollar. ***
3. **The average woman with a college degree will only earn as much as a man with a high school diploma.**
4. **Only 2% of women will hold the top 20 positions in their careers.**
5. **Half of all working women are in low-paying jobs with no pension or insurance. ***
6. **Nine out of 10 women will be solely responsible for their finances at some point in their lives.**

* *Women & Money* Newspaper Article
By Pamela Yip, [Dallas Morning News](#)
(San Diego Union Tribune Sunday Dec. 3, 2000)

Dreams Do Come True!

Once upon a time, an attractive, ambitious woman went into a beautiful designer furniture store and said to the owner,

"Sir, I would like to work for you. I have researched your company and find it to be #1 in the industry with a reputation for excellent quality! I will work hard. I will do a GREAT job, telling others about your fine store, and in return I ask for the following"

- *When I tell people about your premier products and service, I'm sure some will want to purchase. For everything I sell, I want to earn **50% commission**.*
- *I know that I can get others to sell for you, too, and for doing this and help build **your** business, I want to be paid a commission on all they sell . . . say **4% up to 13% each month**; yet I want them to also make 50% and **receive all the same benefits** that I do.*
- *I want to work **my own hours**, schedule my own vacations, and my family will always come first.*
- *I will also need a **FREE new car**; such as a Pontiac VIBE, or G6, but preferably a CADILLAC with plush interior and all the extras.*
- *When I do really well, I want to **receive recognition and bonuses**, not little meaningless things, like turkeys or hams . . . but **awards** like **up-to-\$5000 CASH** bonuses, **DIAMONDS**, and **LUXURY TRIPS!***
- *Lastly, I want to be able to **promote myself** to management entirely through my own efforts.
*That is what I would like . . . Can you do all this for me?"**

The owner was in shock! He roared with condescending laughter. Then he said, *"No, not one! Lady, you're living in a dream world! You can't find an opportunity like that anywhere!"*



**In Mary Kay, you can have all this and more.
You and your family deserve this kind of lifestyle!**

WHY DO PEOPLE CHOOSE MARY KAY AS A BUSINESS?

1. To make new friends
2. To gain self-confidence
3. To be self-employed
4. To earn extra income
5. To develop new skills
6. To learn to set goals
7. To help others
8. For the flexible hours
9. For the prizes and recognition
10. For the personal growth
11. For the tax benefits
12. To advance at your own pace
13. No ceiling on your income
14. To get products at a big discount
15. To earn the use of a FREE Car
16. To be able to put priorities in order – God 1st, Family 2nd, Work 3rd
17. To work for a Company that practices the Golden Rule



FACTS ABOUT MARY KAY, INC



1. **Mary Kay is the #1 best-selling brand of facial skin care and color cosmetics in the U.S. since 1993!**
(Based on Independent Market Surveys)
2. **Mary Kay's Marketing Plan is taught at many universities as one of the ideal ways to run a business.**
3. **Mary Kay is listed as one of the Top 10 Best Companies for Women to work for!**
4. **Mary Kay boasts of more female millionaires than any other company!**
5. **Mary Kay was the first cosmetic company to declare a moratorium on animal testing!!**
6. **Our part-time consultants (4-6 hours a week) can earn \$300-\$400 a week.**
7. **Over 100,000 Pink Cadillacs, and Mary Kay career cars have been awarded to women just like you!**
8. **There are over 1 Million Beauty Consultants and Directors in over 35 countries.**

Which of these appeal to you?

IMPORTANT FACTS TO CONSIDER

NO QUOTAS

You do not have to sell a certain amount or hold a certain number of classes or facials to be a Consultant.

NO TERRITORIES

You can recruit and sell anywhere in the U.S., including Guam, Puerto Rico and the Virgin Islands.

QUALITY TRAINING

Training is on-going, held weekly at our Success Meetings. In addition, there are workshops, Career Conference and Seminar that you may attend.



TAX BENEFITS – These are some of the items you may deduct. This list is not complete. As always, we recommend that you check with a tax expert.

1. Automobile costs
2. Telephone costs
3. Office supplies
4. Child care
5. Business related entertainment
6. Portion of rent/mortgage for an office
7. Portion of utilities for that office

THE MANAGEMENT CONSULTANT (Director) works 25-40 hours a week (also by choice), holds classes and facials and services her customers. She may also conduct training classes, workshops and/or meetings for her unit members and others. She usually orders monthly from the Company to replace the product she has sold. She wears a specially designed suit. She is driving FREE! She is in a prestige position that people recognize and admire. She runs her own business, on her own terms. She is one of the highest paid women in the world!

Any of these positions can be yours!

All you have to do is get started!

How do you do that?

One step at a time.

Why not start today?



Mary Kay, Inc. was founded upon two simple, yet profound philosophies:

The Golden Rule

“Do unto others

as you would have them do unto you,”
and the Priorities of putting God first,

Family second and Work third.



YOU CHOOSE WHERE YOU WANT TO BE!

Everyone starts the same way in Mary Kay – with a signed agreement and the Starter Kit. Where you end up is totally up to you! You decide what level you want to attain. In Mary Kay, one cannot “buy” a Directorship or any title.

THE HOBBY CONSULTANT works only a few hours a week by servicing family, friends, neighbors, and co-workers. She only wants to make a little money by investing a little time. She may also sponsor people into the Company.

THE PART-TIME CONSULTANT works 4-6 hours a week by conducting one or two classes or facials. She services her clients. She is able to work this career around her family and other obligations. She may eventually want to go full-time. She usually has a few recruits on her team.

THE FULL-TIME CONSULTANT works 10-15 hours a week and usually holds about 3 classes a week. She services her clients and orders consistently to replace the product that she sold. She is building a team and sponsors people into the Company consistently. Many times her goal is to drive a FREE CAR!

THE CAREER CONSULTANT (Future Director) works 20-25 hours a week and is working to move into management. She holds as many classes and facials as possible each week. She services her clients and is a Star Consultant. She is excited and highly motivated!!

BUY BACK GUARANTEE

If for some unforeseen reason, a Consultant must terminate association with the Company, she may return unused products and be reimbursed 90% of what she paid for that inventory (within 1 year of purchase).

RETIREMENT

Mary Kay offers a full paid retirement program to National Sales Directors, the first Direct Sales Company to do so. NSD's receive retirement incomes for 15 years. In case of death, these benefits go to her family. Retired NSDs also get to keep their Cadillac!!

INVESTMENT

Your Starter Kit is \$100 plus sales tax and shipping and is 100% tax deductible. It includes everything you need to teach a class or facial, except cotton balls and washcloths.

There is absolutely no reason not to give Mary Kay a try. The worst thing that could happen is that you decide Mary Kay is not for you. You could still have earned a profit, gained training in skin care and glamour, improved your self-esteem and personal relationship skills and have many tax benefits.

AREAS OF INCOME

BEAUTY CONSULTANT

You earn up to a 50% commission, the highest direct sales commission paid in the U.S. The *average* class will yield about \$250 in sales and takes about 2 hours. The *average* facial is \$85-\$100 and lasts about 1 hour. The *average* income for new consultants is around \$35-50 an hour.

REORDERS

You earn a 50% commission on all reorders! An average client using Skin Care & color will reorder around \$200-\$400 a year. If you have 100 clients who order \$200 each, this is \$20,000 in sales. At a 50% profit, you earn \$10,000. This does not include sales from classes or facials.

DOVETAIL

When you are unable to hold a scheduled class, another consultant can hold it in your place. She will pay you 15% of what she sells. This gives us the freedom to put our families first. It also allows us to double-book appointments. That way, you can earn 50% on your appointment and 15% on the dovetail, thus increasing your earnings to 65% for the *same time slot*.

PREFERRED CUSTOMER PROGRAM

This company mailing to your customers or potential customers is done quarterly. You can offer your customers a gift with purchase when they order \$40 or more – an incentive to call YOU. You simply turn in your names to the Company and they do the rest. Once the mailer is received, you have a reason to follow up to see what your customers want or need.

ONLINE

You can apply for a personal website (about \$50 a year). It is a standard design updated regularly by Mary Kay, but personalized to each consultant. Customers can then place orders and pay with credit card online. The Mary Kay online “community” also carries articles on beauty advice, fitness and other topics to enrich a woman’s life. www.marykay.com

RECRUITING

Recruiter commissions are paid directly from Company profits, and will continue to be paid as long as the recruiter and the recruit are active with the Company. Commissions are paid only on the recruiters’ performance. This encourages the recruiter to help her recruit to be as successful as possible. You will also earn a 4%, 9% or 13% commission on your team members’ production, plus bonuses!

CAR

Once you have 5 or more business associates on your team, you can enter qualification to earn the use of a Pontiac VIBE or G6! You have 1, 2, 3 or 4 months to grow your team to 12 active recruits plus production requirements. The Company pays all tag, tax and title fees. Insurance fee runs from \$3-\$53 a month, based on your driving record and the amount of time you have been in a Mary Kay car.

DIRECTORSHIP (leadership position)

As a Sales Director, you will receive up to 13% commissions on your entire Unit’s production plus monthly bonuses up to \$5,000 paid directly from the Company. Directors can earn the use of a Pink Cadillac or Saturn Vue or Aura, plus Top Director trips and many other rewards!

