

# SIMPLE FACTS FOR A SIMPLE BUSINESS

**MARY KAY** is the #1 skin care and cosmetics company in America since 1993 (*latest industry sales data*)!! Our company began in 1963 in Dallas, Texas and is now worldwide with over ONE MILLION consultants in 37 countries!

**MARY KAY is not a pyramid or multi-level marketing plan.** More women earn \$100,000/year in Mary Kay than any other company in the world.! 74% of the work force are women and they all have skin and need to care for it!! Mary Kay consultants are trained skin care specialists who teach. Today's woman spends, on average, in excess of \$700/year on skin care and cosmetics for herself and her family . . . . It's irrelevant where! Skin Care is the fastest growing segment of the cosmetics industry. **Why NOT from you?!**

## Avenues of Income for the Mary Kay Beauty Consultant:



### ● PAY YOURSELF 50% OF ALL SALES!

- Private Consultations (1 or 2 people)
- Skin care class or “pamper sessions” (3 to 6 people)  
(Example: 3 appointments x \$300 = \$900. Your 50% = \$450 for 4-6 hrs work!)
- Reorders (refills): **MARY KAY** is a consumable product.  
Customer Service is by phone at home. You will retain 85% consumer loyalty.  
This is your “guaranteed” income.

**Preferred Customer Program**, a professional mailing program – delivers to your clients every 2 ½ months – keeps them informed and tied to you. & offers a **Gift with purchase** as incentive to call you.

### ● BUILDING FOR YOUR FUTURE



#### ➤ Mary Kay's CAR Program

*Win a car in one month!*

12 sponsored team members and a combined team sales quota.

Go at your own pace up to 4 months or do it all in one month! Mary Kay also pays your tax, license and 85% of your insurance! You will earn commissions each month **paid from Mary Kay profits** [we don't make money off our people]. Sharing your job is rewarding financially, but also fulfilling when you help another establish a successful business to reach her own goals.

#### ➤ Mary Kay's leadership program

**DIRECTORSHIP:** You will earn commissions on the performance of a whole “group” (Unit) of consultants - minimum number in a Unit is 30 - with monthly bonuses ranging from \$500 to \$5000 depending on the production levels of the Unit. Average income for first-year Directors is about \$36,000, **in addition** to her personal sales, team commissions, and free car.

#### ➤ TAX ADVANTAGES:

When you have a home-based business you can write off many items you already pay for – like childcare, portion of your house payment, insurance, utilities, phone, car, etc. Reduces your taxable income – YOU keep more of your money! **90% buy-back . . . No risk!!**

### STEPS TO GET STARTED:

- ❖ Make a guest list for your Business Debut!
- ❖ Send in application and \$100 + tax for your starter teaching equipment!
- ❖ Order business cards & website and attend training (getting started) class
- ❖ Decide whether you want to carry a “store” . . . products on hand. **YOU ARE ON YOUR WAY!!**