

BENEFITS of a MARY KAY BUSINESS - Q&A

Many women, and some men, join Mary Kay for various reasons. Most because of the income potential and flexibility, yet others because they are tired of "glass ceilings" and the corporate philosophy that your job is more important than your family. These next few pages will give you some information about a home-based business with Mary Kay. Success in Mary Kay is not for the chosen few, but for those who choose...the choice is to not accept our life "as is" but to make a difference for ourselves and for our family.

Q. How much money can I really make with Mary Kay?

A. The possibility is as real and diverse as each woman. What you put into it, you will get out of it. The average Consultant earns \$25 per hour at her appointments. Then she can earn additional profits with her Clients' reorders...cosmetics are a consumable product. The average Client will reorder \$10-\$20 per month. In addition to product sales, monthly Commissions and Bonuses are paid by Mary Kay, Inc. for helping others become Consultants. The average Director earns \$45,000 per year and the average National Sales Director earns over \$200,000 per year, with the highest paid NSD having earned over \$950,000 in 1995.

Q. How much time will I need to put into my business?

A. Initially, you will invest a few more hours a week for training, but then again you can choose to spread out your training...it just depends on how fast you need to make money. Most women choose to add Mary Kay into their lifestyle. For example, delivering reorders at work or at a baseball game. Your hours will be determined by your goals...if you need to make \$400 per week, you will put in more hours than someone who only needs to make \$50.

Q. What are the advancement potentials?

A. The qualifications to advance are clearly defined and it is based on your own efforts, not someone else's opinion of your effort. The company car has been earned the first month in business and Directorship as quickly as 3 months.

Q. Where will I find my clients and isn't the market saturated since Mary Kay is the Best Selling Brand in the U.S.?

A. Mary Kay only reaches 10% of the U.S. Skin Care and Glamour market. Clients are everywhere...anyone who has skin and does not have a Mary Kay Consultant. Start with 5 people you know. Have them introduce you to at least two more each...now you have 10 more clients. If they refer you to at least 2 more...you now have 25 Clients, and so on and so on.

Q. Won't there be extra hassles in having a business, like taxes?

A. No, Mary Kay has taken care of all those hassles. Our sales taxes are pre-paid to the company when we purchase the products. We are Independent Contractors so the company does not file your income taxes, yet we have numerous deductions. Some Consultants use Mary Kay only for personal use and are therefore treated like a Client, not a Business Owner.

Q. What experience do I need to start a Mary Kay Business?

A. None, training is available based on where you live and how big your goals are. The Showcase has an incredible amount of literature to read, a video to watch and a cassette to listen to. In addition, a local Director is available weekly for training, motivation and support. Plus, there are company-sponsored Retreats, Conferences and Seminars available to all Consultants. Education is given on both how to run a successful business and how to teach other's to look and feel their best.

Q. Will I have a sales goal to meet and who will be my Manager?

A. There are no sales goals which is why some women join only to buy their own products at wholesale. There are no territories either. You are your own boss, yet have the support of a highly-respected company and sister Consultants. Directors are more like Mentors, not Managers, they earned their success and want you to be successful, too.

Q. How is Mary Kay different ethically from Corporate America?

A. Mary Kay Ashe founded this company on the principle of the Golden Rule - that the sales force should receive the bulk of the profits. And the Priorities of Faith first, Family second and then your Job/Business. Mary Kay began this company during the turbulent 60's when women wanted alternatives, yet she had the foresight that women would not give up their family as top priority.

A. The last question often asked, besides, "isn't this too good to be true?" is...

Q. What does it cost to get started?

A. The showcase is \$100 plus tax and S&H. It includes over \$400 worth of cosmetics, skin care testers, training info, and other items. That's it - that's all you have to buy to give it a try!! However, we will recommend business cards (\$29.95) and inventory/displays (varied in cost - based on your personal goals. Yet if you are only going to purchase your products for yourself and a few friends then all you need is the Showcase to have wholesale-purchasing power with the Company. You can buy it with cash, check or charge...or pre-sell \$300 retail and earn your Showcase FREE!

I hope this information has helped you understand a little more about why Mary Kay Ladies are always so cheerful. I would like you to consider these possibilities for yourself and decide if the choices you've made so far are going to help you achieve your DREAMS or are you just getting by until...? If Mary Kay is not for you at this time, please keep it in mind as our lives are always changing, then please pass this on to a friend. If you want to know more about how Mary Kay could specifically fit into your life, then call your Mary Kay Consultant today!