THE BUSINESS POWER PLAN

Regardless of the reasoning behind your decision to become a Mary Kay Consultant, you’ll want to take a very logical, rational approach in making your inventory decision as your time management, immediate profit, and cash flow depends on it!!! Now follow the next 5 steps to make your best business decision!!!

STEP 1 - Who Do You Know
Make a comprehensive list of 30 facial/skin care class hostess prospects. No need to prejudge her response. The only requirement - she must have skin! Family, friend, work associate, acquaintance, neighbor. (also put an * by every name you think would be great in this business - your first team members!)

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STEP 2 - It’s Your Time, Invest It Wisely

I. The Skin Care Class
   - $200 average sales (very conservative)
   - 3-6 people attending
   - Takes 2-3 hours

II. The Facial
   - $75 average sale
   - 1-2 people attending
   - Takes 45 minutes to an hour

<table>
<thead>
<tr>
<th>By Holding Weekly...</th>
<th>Gross Profit Weekly</th>
<th>Gross Profit Monthly</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 SCC &amp; 1 Facial</td>
<td>$137.50</td>
<td>$550.00</td>
</tr>
<tr>
<td>2 SCC &amp; 1 Facial</td>
<td>$237.50</td>
<td>$950.00</td>
</tr>
<tr>
<td>3 SCC &amp; 2 Facial</td>
<td>$375.00</td>
<td>$1,500.00</td>
</tr>
<tr>
<td>3 SCC &amp; 3 Facial</td>
<td>$412.50</td>
<td>$1,650.00</td>
</tr>
</tbody>
</table>

This is an exciting Gross Profit!
STEP 3 – How Many Faces

To determine the amount of product you’ll want to consider having on your shelf, let’s take a look at the number of faces you’ll be working with. With your current schedule, if a class takes 2-3 hours and a Facial takes 45 minutes to an hour, how many are you willing to fit into your week?

\[
\begin{align*}
\text{# of Classes Weekly} & \quad X \quad 4 \quad \text{Faces per Class} = \quad \text{Faces} \\
\text{# of Facials Weekly} & \quad X \quad 1 \quad \text{Face per Facial} \quad = \quad \text{Faces} \\
\text{Faces Weekly} & \quad \text{Faces}
\end{align*}
\]

Now determine how many faces you will be putting the product on MONTHLY.

\[
\text{Total Faces Weekly} \quad X \quad 4 \quad \text{Weeks} = \quad \text{Faces Monthly!!!}
\]

STEP 4 – How Much Inventory Do I Need

Refer to the New Consultant Optional Order Form. Go through each package highlighting the # of faces each will cover. (With Product on Shelf, Time Management is EFFICIENT and CASH FLOW is IMMEDIATE!!!) Based on my projected # of Faces Monthly, I will need to invest in the...

--- Career (3,600) --- Premium (2,400) --- Enhanced (1,200)
--- Professional (3,000) --- Superior (1,800) --- Basic (600)

Doesn’t It Make Sense to be “ON PROFIT”?

STEP 5 – Let’s Make It Happen!

Refer to your Orientation Cassette tape for investor options credit card, bank loan, personal family/friend loan, etc.)

Confirm:
- Business Debut, Date ________________________
- Perfect/Power Start, Goal & Dates ________________________
- Pearl Enhancer, Prospects ________________________

“Start writing your own success story today. Set your goals and hang onto them until they are a reality. You’ve got to believe it before you will ever see it. Whatever the mind can perceive and believe, you can achieve!”

Mary Kay Ash