

This Marketing Plan will share the basics of a Mary Kay business. Thanks in advance for your valued opinion of our business.

There are 3 Forms of Income:

1. Sales from shows, facials and reorders – **50% commission** - one of the highest direct sales commission paid. Our product is consumable, like milk or bread, so reorders are a **large** part of our income.
2. Team Building - Beginning with your 1st team member – **49% commission**. Five or more team members – **9% or 13% commission**.
3. Career Car Program – Drive a Career Car or choose the Cash Compensation
 - Chevy Malibu or \$375/mo.
 - Chevy Equinox/Toyota Camry or \$500/mo.
 - Cadillac or \$900/mo.



Why own a business?

- The American Dream is to be your own boss and set your own hours
- Tax Deductions – with tax write offs you can lower your income taxes

Tax Benefits and Deductions

- Automobile costs - mileage for business related-travel
- Telephone – your cell phone can be your main business line
- Entertainment and travel – when primarily for your Mary Kay business
- Show supplies – washcloths, cotton balls, tablecloths, beauty showcase, etc.
- Office supplies - printing, postage, paper, pens, etc.

What are the advantages of having a MK Business?

- No sales quotas or territories – Take your business anywhere in the U.S.
- Full training program - Education, Motivation & Inspiration taught by Top Directors weekly
- Earn Rewards - Diamonds, other jewelry, luggage, trips to exotic places
- Website Business for only \$25 for the year – No hidden fee or monthly maintenance fees
- Family Security Program - as a National Sales Director you can retire at age 65 with a pension
- Residual Income - on sales (consumable product) & team building
- Live On Your Terms – Freedom & Flexibility, set your own pace based on your schedule
- Opportunity to Share – Great leading brand products that everyone will love.
- Achieve Success – Enjoy opportunities to reach your goals.
- Enrich Lives – Sharing the opportunity with other women to help them reach their goals.

What does it cost to start a MK Business?

- \$100 beauty showcase (a \$350 retail value) plus local tax and shipping
- Inventory – optional, but highly recommended
- 90% buy back guarantee from the company

Our Company Philosophies

Mary Kay Philosophy
God first, family second, and career third.



MARY KAY®
Americas
Best-Selling Brand

What Can You Project From Your Sales In 1 Year?

- At each Show, the number of guests ranges from 3-6 with an average of 4
- On average a customer will spend \$50, with an average of \$175 per Show
- The average reorder per customer each year is \$157

5 Shows per week (15 – 20 hours)

\$175 x 5 = \$875 weekly sales
\$875 x 50 weeks = \$43,750 annual retail sales
425 customers x \$157 per year = \$66,725 annual reorders
\$110, 475 total annual sales
\$55,237 profit

4 Shows per week (10 – 15 Hours)

\$175 x 4 = \$700 weekly sales
\$700 x 50 weeks = \$35,000 annual retail sales
340 customers x \$157 per year = \$53,380 annual reorders
\$88,380 total annual sales
\$44,190 profit

3 Shows per week (6 - 8 hours)

\$175 x 3 = \$525 weekly sales
\$525 x 50 weeks = \$26,250 annual retail sales
255 customers x \$157 per year = \$40,035 annual reorders
\$66,285 total annual sales
\$33,142 profit

2 Shows per week (4 - 6 Hours)

\$175 x 2 = \$350 weekly sales
\$350 x 50 weeks = \$14,500 annual retail sales
170 customers x \$157 per year = \$26,690 annual reorders
\$44,190 total annual sales
\$22,095 profit

1 Show per week (2 hours)

\$175 x 1 = \$175 weekly sales
\$175 x 50 weeks = \$8,750 annual retail sales
85 customers x \$157 per year = \$13,345 annual reorders
\$22,095 total annual sales
\$11,047 profit

Take the next step to your happy future!