

Benefits of a Mary Kay Personal Web Site (PWS)



- ♥ **It's Professional.** Shows that you are operating like a business, and are serious about growing your business.

- ♥ **It's Convenient.** Your customers can shop 24/7, experience faster checkouts, and be made aware if you choose to offer free shipping, which further enhances your outstanding one-on-one personal service. When they order via your web site it automatically creates an invoice and notifies you via e-mail. They can even pay on-line via credit/debit card if you are set up with ProPay.

- ♥ **And it comes with Perks!**
 - Beaut-e-News electronic newsletter, product order reminders, and the ability for your customers to share with their friends help spread the news about your Mary Kay business.
 - It offers free samples to your customers, and encourages them to host a party. Fun for all and a boost for your business!
 - It allows you to offer gifts-with-purchase in addition to sharing company promotions, so your online store can increase your average retail sale.
 - Virtual makeovers, personal beauty profiles, and eCatalogs keep customers browsing and shopping in your online store longer and more often.

It's \$50/year and worth every penny! And it's only \$25 for new consultants on their first year. The possibilities are virtually endless, so go to www.marykayintouch.com with your consultant number and password to get started: Business Tools tab / Personal Web Site Manager.