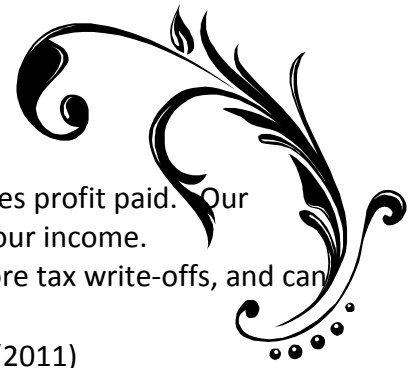


# Mary Kay Cosmetics' Marketing Plan



## There are 4 Avenues of Income:

1. **Sales** from shows, facials, and reorders – 50% profit – the highest direct sales profit paid. Our product is consumable, like milk and bread, so reorders are a large part of our income.
2. **Tax Benefits & Deductions** from owning your own business, you'll have more tax write-offs, and can lower your income taxes:
  - Automobile mileage – 51 cents per mile for business-related travel (2011)
  - Household utilities & services, cell phone bill
  - Entertainment & travel – when primarily for your Mary Kay business
  - Show supplies – washcloths, cotton balls, tablecloths, etc.
  - Office supplies – printing, postage, paper, pens, equipment, office furniture, etc.
  - Personal use for “demonstrating the products” & Gift-Giving!!!

*2005 before MK \$3,813; 2006 ½ year \$5,149; 2007 \$8,531 part-time; 2008 \$13,234 ½ year part-time/full-time; then as full-time director 2009 \$12,682; 2010 \$9,399; 2011 \$11,129. – Increases over time due to husband's salary and tithing more to the church, in addition to Mary Kay business growth; i.e., not solely due to MK biz.*

3. **Team Building** – Beginning with your first team member – 4% commission  
5 or more team members – 9% or 13% commission
4. **Career Car Program** – Drive a Career Car or choose the Cash Compensation
  - Chevy Cruze or \$375/month for 2 years = \$4,500/year
  - Toyota Camry or Chevy Equinox or \$500/month for 2 years = \$6,000/year
  - Cadillac or \$900/month for 2 years = \$10,800/year

*Insurance \$22 me/\$145 company; ad valorem \$296; no sets of tires or tune-ups.= \$8,036 I SAVE/YEAR*

## Why Own a Business?

Its **The American Dream** is to be your own boss and set your own hours.

## What are Some Other Advantages of Having a MK Business?

- **No sales quotas or territories** – Take your business anywhere in the U.S.
- **Full training program** – Education, Motivation, and Inspiration taught by directors weekly
- **Earn Rewards** – diamonds and other jewelry, luggage, trips to exotic places
- **Website Business** only \$25 for the first year – no hidden fee or monthly maintenance fees
- **Residual Income** – on sales (consumable product) and team building
- **Live On Your Terms** – freedom and flexibility, set you own pace based on your schedule
- **Opportunity to Share** – great leading brand products that everyone will love
- **Enrich Lives** – Sharing the opportunity with other women to help them reach their goals
- **Achieve Success** – Enjoy opportunities to reach your goals
- **Personal Growth** - This is the best personal improvement program around!

## What does it Cost to Start a MK Business?

- **\$100 starter kit** (a \$410 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 1<sup>st</sup>, family 2<sup>nd</sup>, and career 3<sup>rd</sup>

**Golden Rule** ~ “Do unto others as you would have them do unto you.”

**Giving to Charities** ~ Helping end domestic violence ~ Finding cures for cancers that affect women

***I would love to help you get started!***

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## 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 woman 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)**

$\$175 \times 5 = \$875$  weekly sales  
 $\$875 \times 50$  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)**

$\$175 \times 4 = \$700$  weekly sales  
 $\$700 \times 50$  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)**

$\$175 \times 3 = \$525$  weekly sales  
 $\$525 \times 50$  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)**

$\$175 \times 2 = \$350$  weekly sales  
 $\$350 \times 50$  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)**

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

