

Mary Kay “Lipstick” Marketing

(Some of the reasons women choose Mary Kay as a career)



L _____
I _____
P _____
S _____
T _____
I _____
C _____
K _____

Which of the above appeals to you the most? _____

Your Name: _____ Phone #: _____

Your Independent Beauty Consultant is? _____

Your favorite lipstick or lip gloss is? _____

Why part of the *Lipstick Marketing* surprised you the most? _____

After spending time with us tonight and hearing the *Lipstick Marketing* what questions do you have? _____

How would you rate your interest level in starting your own Mary Kay Business;

1. _____ Yes, I want to be a part of this awesome Company and Unit!
2. _____ I may be interested but have more questions or need more information – can we meet to discuss?
3. _____ No thanks...I enjoy being a customer and paying full price for my products ☺

Make sure to turn this form in for the prize drawing!

Lipstick Marketing Information



L Love – We have the time to share love with our families and friends because Mary Kay encourages us to put our priorities in the order of faith, family, career. And we all LOVE our “jobs”!

I Independent – We are independent contractors and work for ourselves therefore we are our own boss and have all of the flexibility to work when it works best for us! We can also move up the career path at our own pace!

P Prizes and recognition – We receive prizes and recognition for our achievements as well as the personal FUN, girlfriends and a support system unlike no other!

S Self Esteem – Not only are we trained in the skills of our business but we have so much training that is “life skills” training. The training, mentoring and support we receive is endless and gives us a safe place to grow. The security, acceptance and support gives us such confidence and self-esteem, not to mention the encouragement to reach our goals and dreams!

T Tax Advantages – Because we are independent contractors we have all of the tax benefits of owning our own business!

I Inspiration and Motivation – We are praised to success and are trained, mentored and inspired by so many women. The most successful women in our Company want to share their wisdom, knowledge and ideas with us so we too can be successful!

C Cash – There is unlimited income potential with Mary Kay! You can earn what you think you’re worth and the sky is the limit. One of the best things is the only way you can truly be successful is to take others with you. You can work part-time to earn some extra cash, part-time to supplement an income or full time to replace an income or make as much money as you want! It’s not a “get rich quick” thing – you will get out of it what you are willing to put in!

K Keys – We can earn cars – as a consultant you can earn a Chevy Malibu, and Sales Directors can earn the use of a Chevy Equinox, Toyota Camry, Ford Mustang or, of course, the PINK Cadillac! There is also a cash compensation option and the Company pays a large portion of our insurance!