

Dear New Consultant:

Congratulations on your decision to become a Mary Kay Beauty Consultant. More women have earned over One Million Dollars in Mary Kay than with any other company in the world. At this time, as with most new consultants, you're probably a little scared or have butterflies in your stomach. This is natural! Remember, you have everything to gain and nothing to lose in Mary Kay. You owe it to yourself to give this business a try. It has worked for so many people and it can work for you, too!

You'll be contacted soon about attending your New Consultant Education classes. We will teach you everything you need to know! Feel free to call me at any time if you have questions. My office number is (919) 288-1044, you can also reach me on my cell (919) 738-3225. If I am not available, please leave a message.

Please call our pre-recorded Business Planning Session within the next 24 hours at (641) 715-3800, Access Code 29 10 99 , press 2. Our National Sales Director Donna Meixsell will be sharing the options available to you in starting your business with inventory. Then call me with the password at (919) 288-1044. For doing this within 24 hours, you'll receive your first Mary Kay prize! Isn't it exciting to be rewarded for your efforts? This will be the first of many prizes you'll receive in Mary Kay!

The next prize you can win is when you listen to all four of our New Consultant Training Sessions. Then call my office with the passwords at (919) 288-1044. This training gives you vital information on starting your business and is available to you immediately. Another tool available to you is my website, when you visit www.mitchellunit.com everything is at the tip of your fingers.

You will want to begin making a list of possible contacts to start your business. I have enclosed a sheet for you to start making your list. If you do not know many people, just write who you do know. You might not know names, but you may be able to list her as "the lady at the grocery store." Just list as many as you can! When your starter kit arrives, go ahead and start listening to the education CD's, read the literature, and play with all the goodies in it!

I am believing in YOUR success!

Sincerely,
Ellen Mitchell
Senior Sales Director
Mary Kay Cosmetics



Who Do You Know?

Make a list of your potential customers!

These are the people you will ask first!

<u>Name</u>	<u>Phone#</u>	<u>Name</u>	<u>Phone #</u>
1. _____	_____	26. _____	_____
2. _____	_____	27. _____	_____
3. _____	_____	28. _____	_____
4. _____	_____	28. _____	_____
5. _____	_____	30. _____	_____
6. _____	_____	31. _____	_____
7. _____	_____	32. _____	_____
8. _____	_____	33. _____	_____
9. _____	_____	34. _____	_____
10. _____	_____	35. _____	_____
11. _____	_____	36. _____	_____
12. _____	_____	37. _____	_____
13. _____	_____	38. _____	_____
14. _____	_____	39. _____	_____
15. _____	_____	40. _____	_____
16. _____	_____	41. _____	_____
17. _____	_____	42. _____	_____
18. _____	_____	43. _____	_____
19. _____	_____	44. _____	_____
20. _____	_____	45. _____	_____
21. _____	_____	46. _____	_____
22. _____	_____	47. _____	_____
23. _____	_____	48. _____	_____
24. _____	_____	49. _____	_____
25. _____	_____	50. _____	_____

New Consultant Booking Script

Hi _____. This is _____! Do you have a quick minute? Great! I'm so excited! I've just joined Mary Kay Cosmetics and as part of my training, I need to get your opinion of our products after a quick free facial. My director told me to invite "quality" women, and I couldn't help but think of you. Now, we can do the facial alone or you can invite some friends and get a hundred dollars in FREE MARY KAY PRODUCTS of your choice. So which sounds better to you, just me and you, or with friends to get the hundred dollars? Great! I need to have my training finished by, _____ so what looks good for you between now and then?

Why Attend Success Events?



**OUR SUCCESS EVENTS ARE HELD:
The Cadillac Connection Training Center
506 N. Spence Ave. Suite A
Goldsboro, NC 27534**

If you are not local, we have a GREAT adoptee program. We'll find you a local meeting to attend.

TOP 10 REASONS TO ATTEND SUCCESS EVENTS

To inspire and be inspired by others.
Recognition of your achievements.
Recognition & support from others like you.
Receive special training to aid your business.
New ideas for booking, selling, parties, etc.
To develop your own leadership qualities through sharing.
To experience the TEAM SPIRIT from having a goal to reach.
Company news and information on new products and quarterly contests/promotions.
To introduce prospects to Mary Kay (a great team building tool!).
Be a productive part of your Unit by being active, sharing ideas and offering support.

Miss 1 week = You're sick
Miss 2 weeks = You're dying
Miss 3 weeks = Send flowers for the demise of your business

Have you missed someone at a Unit meeting lately? Why not give her a call today and encourage her to join you at our very next Success Event!

Wherever you live, there is a meeting for you almost every week! It is a proven fact that those consultants who SHOW UP, GO UP!

In fact, I truly believe that my personal success as I advanced to directorship came from NEVER MISSING A MEETING!

WHAT DOES YOUR EMPTY SEAT AT SUCCESS EVENTS SAY?

To Yourself and your family: This is only a hobby. (Hobbies do not make money). I really don't want to make money. My MK is only social. My business is not important and not a priority.

To Your Customers: You are not important enough for me to keep informed. I do not plan to increase my knowledge. You don't deserve the best service I can give. Your needs are not important to me.

To Your Sister Consultants: I don't need your encouragement and inspiration, and I assume you don't need mine. (Remember...if you had a great week, we need YOU...if you had a challenging week, you need US!)

To a Guest: The things your consultant told you about this opportunity are not really true. This is not a "Real Business". If it were truly a good deal, wouldn't there be more people here?

To Your Director: Your help is not needed. You don't need to take time with me on the phone because it isn't fair to those who make an effort to attend meetings consistently, support Unit functions, and truly strive to make this business a success. Special classes, recruiting help, special promotions and contests are not important to me.

A Brand New Look for a Brand New
Mary Kay Beauty Consultant!



Because you are a new Beauty Consultant, Mary Kay wants to help you kick start your business by giving you s new look! Receive your Custom Look Set customized just for YOU!

Here's what you'll receive:

- Mary Kay Mini Compact
- 3 Mineral Eye Colors
- 1 Mineral Cheek Color
- Cheek Brush Applicator
- Eye Applicator
- 1 Mascara
- 1 Eyeliner
- 1 Lip Liner
- 1 Nourishine Lip Gloss
- 1 Crème Lip Stick

Your Agreement was submitted on:

You have until _____
to place your first order, and get your
Custom Look Set for **FREE!!!**

Total Value: \$117.50!!!

To receive your Custom Look Set for **FREE**, simply go to **marykayintouch.com** and register as a Consultant using your new Consultant number. You will be asked a few questions about your hair color, skin tone, and facial features. You will then see the colors that a professional Makeup Artist has chosen that matches your features and you will be shown tips on applying the colors. When you place your first order of *\$600 wholesale or more within your first 15 days*, you will receive your entire look FREE! This is in addition to the FREE product that you will already receive as a New Consultant when you place your first order!! Make sure you go through the "Ready, Set, Sell" brochure immediately, so that we can discuss your inventory and all the FREE product that is available to you as a **Brand New Mary Kay Beauty Consultant** on your very first order. Remember, you only have 15 days... so don't procrastinate and lose out on your complete Custom Look Set!

I'm so excited about seeing you in your New Look!

Smart Investing: In 2013 and Beyond

Let's say that you and your spouse had \$4,800 to invest. You are a Mary Kay Beauty Consultant and invest your half (\$2,400) into inventory, and your spouse invests the other half into a money market CD, which allows you to get your money with 90 day notice currently earning 4% interest.

Bank Investment \$2,400 Investment + \$96 Interest \$2,496 Total Return	Mary Kay Inventory \$2,400 Products + \$100 Profit \$2,500 Total Return
--	--

Take \$2,400 Invest into MM CD for 1 year	Take \$2,400 Invest into Mary Kay Product for 1 year
WHICH IS THE BETTER INVESTMENT?	
Let's pretend this stayed in MM CD for 1 year.	Let's pretend that you never put out a facial box, never went to a success meeting, never passed out a beauty book, never told anyone at work, never told anyone you were in Mary Kay, not even your mother! For 364 days you just started at your inventory, labeled it, dusted it, and rearranged it. However, on the 365 th day you held a show and easily sold \$200 over the dining room table!
WHICH INVESTMENT YIELDED A GREATER RETURN?	

Despite the fact that you sold \$0 for an entire year until New Year's Eve, the return is the same. What if you had facialed your neighbor, coworker and some of her friends, or your child's teacher? For every \$200 show you would double your return compared to the Money Market account. **IS YOUR MONEY WORKING FOR YOU?** Even if you had to borrow the \$2,400 at 18% and did not make a single payment all year, it would only take four \$200 shows to overcome the interest cost. That is less than one show every three months.

Why Be a Minimum Thinker?

"What you can expect from your classes and reorder business after 1 year"

At each beauty class there ranges 3-6 people. The average is 4 people. The average sales are \$175.00 per class. We retain 85% of our customers. The average reorder per customer is \$125.00.

5 CLASSES PER WEEK

425 Customers end of first year

Profit from classes \$21,875.00 (\$1,820/mo.)

Profit from reorders **\$26,562.00** (\$2,213/mo.)

\$48,437.00 per year

4 CLASSES PER WEEK

340 Customers end of first year

Profit from classes \$17,500.00 (\$1,456/mo.)

Profit from reorders **\$15,936.00** (\$1,768/mo.)

\$38,748.00 per year

3 CLASSES PER WEEK

255 Customers end of first year

Profit from classes \$15,936.00 (\$1,092/mo.)

Profit from reorders **\$13,125.00** (\$1,326/mo.)

\$29,061.00 per year

2 CLASSES PER WEEK

170 Customers end of first year

Profit from classes \$10,625.00 (\$728/mo.)

Profit from reorders **\$ 8,750.00** (\$885/mo.)

\$19,375.00 per year

1 CLASS PER WEEK

85 Customers end of first year

Profit from classes \$5,312.00 (\$364/mo.)

Profit from reorders **\$4,374.00** (\$442/mo.)

\$9,687.00 per year

ALL THINGS CONSIDERED, YOUR BEST INVESTMENT IS IN YOUR BUSINESS!

Mary Kay®

Enriching Women's Lives

New Consultant Ordering Chart

Wholesale	Discount	New Consultant Bonus Order must be placed with 15 Days of Agreement	Ready Set Sell Bonus New Consultants ONLY!	Total Value Free	Total Investment Including state sales tax. *Example of monthly Payment. (If borrowing @ 13%)
EXCELLENCE— Pearl Star \$4,800	50%	Signature look Gift—Created just For you! \$113.50 Value	\$646.00 FREE!!!	\$759.50	\$5,600 *\$199—30 months or 17 lipsticks sold per month
SUCCESS— Emerald Star \$4,200	50%	Signature look Gift—Created just For you! \$113.50 Value	\$646.00 FREE!!!	\$759.50	\$4,995 *\$190—30 months or 16 lipsticks sold per month
CAREER— Emerald Star \$3,600	50%	Signature look Gift—Created just For you! \$113.50 Value	\$646.00 FREE!!!	\$759.50	\$4,300 *\$180—26 months or 15 lipsticks sold per month
PROFESSIONAL— Diamond Star \$3,000	50%	Signature look Gift—Created just For you! \$113.50 Value	\$561.00 FREE!!!	\$674.50	\$3,600 *\$171—24 months or 14 lipsticks sold per month
PREMIUM— Ruby Star \$2,400	50%	Signature look Gift—Created just For you! \$113.50 Value	\$447.00 FREE!!!	\$560.50	\$2,900 *\$150—22 months or 12 lipsticks sold per month
SUPERIOR— Sapphire Star \$1,800	50%	Signature look Gift—Created just For you! \$113.50 Value	\$362.00 FREE!!!	\$475.50	\$2,200 *\$122—20 months or 10 lipsticks sold per month
ENHANCED \$1,200	50%	Signature look Gift—Created just For you! \$113.50 Value	\$217.00 FREE!!!	\$330.50	\$1,500 *\$92—18 months or 8 lipsticks sold per month
BASIC \$600	50%	Signature look Gift—Created just For you! \$113.50 Value	\$114.00 FREE!!!	\$227.50	\$800 *\$71—12 Months
\$400	50%	No Signature Look Gift	No FREE Bonus	N/A	\$470
\$200	50%	No Signature Look Gift	No FREE Bonus	N/A	\$240

TEN WAYS TO PURCHASE INVENTORY

1. Conventional Loan – This type of loan from a bank will help you establish credit in your own name. If you are married, be sure to get the loan in your name. They prefer larger amounts, usually \$2,500 to \$3,000 minimum. The rates are usually reasonable and there is usually no pre-payment penalty, should you decide to pay your loan off quickly. Find a great local source that you build a relationship with and can send people to for application.
2. Passbook Loan – You borrow against the money you have in a savings account.
3. Life Insurance Loan – You can borrow against your life insurance usually at a very low rate of interest.
4. Credit Union Loans – If you are employed and have a Credit Union; or if married, your spouse might have a Credit Union at his place of employment. Credit Unions are traditionally a source of low interest loans.
5. Credit Card Loans – Visa, MasterCard, and American Express have ways to borrow money. Mary Kay Cosmetics will accept Visa/MC for inventory purchases. You must be sure to have enough available credit on the card to cover your purchase. It is simple to find this out by calling the bank issuing your card and asking what your credit balance is. We recommend that you use a separate bankcard for your Mark Kay business, if one is available.
6. Mary Kay Credit Card – This credit card is available to you on terms negotiated by Mary Kay Cosmetics. Apply online at
7. Family Loan – Many times there are members of your family willing to help you start your career. It is recommended that the arrangement be made on a loan basis where you pay this money back in monthly installments. Co-signers – If you do not have a lengthy credit history or have not been employed long enough, having a co-signer (parent, relative, close friend) may help you qualify.
8. Hidden Treasures – “Pawn” something that you have that is valuable that you are not using.
9. Secured Loan – You can use your automobile, your home, stocks and bonds, Certificates of Deposit, etc. as collateral. Along with banks, financial institutions such as Beneficial, Morris Plan, Avco, etc. offer a variety of loan packages.
10. Borrow against another person’s savings – Ask someone to put a portion of their savings into Certificates of Deposit, then you borrow against that. Their money is safe, guaranteed, and they’re still making interest.

FOR YOUR INFORMATION

Your National Area: Donna Meixsell
Seminar Affiliation: Ruby
Your Director: Ellen Mitchell
Your Recruiter: _____ (fill in your recruiter's name)

Business Planning Session: (641) 715-3800, Access Code 29 10 99
Press 2. Be sure to call this within 24 hours of receiving this packet!

Our Area Website: www.donnameixsell.com
The user name is *Power*. The password is *Start*.

Our Unit Website: www.mitchellunit.com

Unit Conference Call number: 1-712-775-7100 access code is 983032#

Weekly Conference Call held every Thursday night at 9:00 pm est.

Marketing Call: (English) To share the Mary Kay “pre-recorded” information about our company. (641) 715-3800, Access Code 29 10 99 Press 7 This is a great line for your potential team members to call and hear more about our marketing plan. After they've listened, there is a password for them to relay to you verifying that they have listened to the entire message.

***Spanish:** to share the Mary Kay “pre-recorded” information about our company. (641) 715-3800, Access Code 29 10 99 Press 8

Live Marketing Calls every Sunday and Wednesday night at 9:00 pm est.
Call 1-712-775-7100 Access Code: 983032#

New Consultant Education Wednesday nights 9:30 pm est.
Call 1-712-775-7100 Access Code: 983032#