

OPPORTUNITY BY



Mary Kay Cosmetics was begun with the idea of giving women an opportunity to do anything in this world they were smart enough to do because I felt that women were very smart. But in the early '60s this opportunity was not available simply because she was in the wrong body. My objective was to give women the opportunity that I felt I had been denied, and so our marketing strategy was built around the premise of giving women an open-end opportunity.

MARY KAY



MARY KAY

IMAGINE

*IMAGINE that you said YES to the
Mary Kay Opportunity.....*

1. What need might this opportunity fill in your life right now?
2. How would an extra \$100, \$500, or \$5000 per month make a difference for you?
3. What would you do with the income earned from Mary Kay? (DREAM BIG! Money doesn't buy happiness, but it does buy CHOICES!)
4. What about Mary Kay sparked your interest?
5. What qualities do you have that would make you shine as a consultant?
6. Why might NOW be the BEST time to bring more money, flexibility, girlfriends , positive thinking and FUN into your life?

Bringing Beauty
into
10000
Lives♥

Our mission
is to Enrich
Women's
Lives!

*Logee
Lyndee*

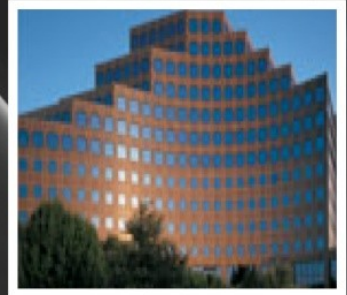


If I had only 5 minutes to answer your
biggest questions about the
Mary Kay Business Opportunity,
what would they be?

MARY KAY

DID YOU KNOW.....?

- Founded in 1963 by Mary Kay Ash after retiring from a successful 25-year career in direct sales.
- Over 2 Million Independent Sales Force members in 35 global markets worldwide.
- The Mary Kay Foundation has awarded \$25 million to shelters and programs addressing domestic violence and nearly \$15 million to find a cure for cancers affecting women in the U.S.
- Mary Kay awards millions of dollars every year in cash, prizes, DIAMONDS and FREE CARS at several different levels, including the coveted PINK CADILLAC.
- More than 300 Mary Kay Independent National Sales Directors in the U.S. have earned more than \$1 Million in commissions.



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MY STORY

I don't use any skin care or make-up! How can I be a BEAUTY consultant?

I already work a zillion hours a week at my full time job and have a very BUSY life! How will I have the time?

I have a college degree! I would never be caught DEAD out peddling little pink jars!

I don't know enough people!
I'm not the "Sales Type"!

Maybe I should wait till later when I have kids, I'm more established, after the Holidays, after the kids get out of school, when I have more time, more money.....

What if I give this a try and I'm not good at it? What if I don't sell anything?



SHARE

TO EARN



Women spend 7 billion annually on cosmetics and beauty products!!

SHARE THE PRODUCT!

Purchase the products directly from the company at wholesale (50% off the retail price), then sell at the retail price ! Earn 50% of everything you sell!

- Skin Care/Color Parties—\$300-\$500, 3-6 women
- Facials—\$100-\$300, 1-2 women
- Repeat Business—reorder Miracle Set + 4 x year
- Web Business! Skype Makeovers! On the Go!

Products backed by a 100% satisfaction guarantee!

SHARE THE OPPORTUNITY!

Build a winning TEAM and move up the Career Path!

- Sr. Consultant—1-2* Team Members
- Star Team Builder—3-4* Team Members
- Team Leader—5-7* Team Members
- Future Director—8+* Team Members
- DIQ—10+* Team Members
- Grand Achiever—14+* team members

Earn the use of a Career Car plus % insurance!

4%-9%-13% Commissions paid by the company as long as you are ACTIVE!

*team members must be ACTIVE to receive commissions



The RED JACKET symbolizes your success in Team Building! Earn additional \$50 bonuses!

SHARE THE VISION!

Become an Independent Sales Director and earn commissions and bonuses based on your monthly unit production!

- Earn up to 36% of unit wholesale in monthly commissions and bonuses!
- Personal Team Building bonus \$100 for each new qualified team member!
- Unit Development Bonus of \$300-\$500!
- Star Consultant Bonus of \$300-\$500!
- Annual Wellness Bonus up to \$1800!

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pass
it on!SM
leadership | 12

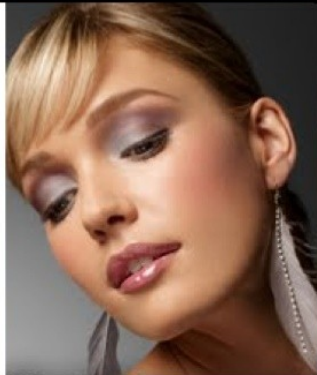
Have you seen our APPLAUSE Magazine?

pink changing lives

EXTRA PERKS!!

- ~Flexibility—Create your own schedule
- ~No quotas
- ~Priorities! God 1st, Family 2nd, Career 3rd
- ~Step by Step Education and Support
- ~Product Discount for your own purchases
- ~Self Esteem, Confidence, Personal Growth
- ~Operate business on the Golden Rule

- ~Recognition
- ~Prizes
- ~Awards
- ~Friendships
- ~Fun



- ~Be your own BOSS
- ~Advancement
- ~Drive free
- ~No Territories

- ~Tax Deductions
- ~Solid Marketing Plan
- ~Not pyramid or multi-level
- ~90% Buy-Back



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Qualities

of a Successful Consultant

Busy

Wouldn't you agree—busy women are busy by CHOICE! They are ambitious and willing to work for what they want. Busy women are already great time managers!

Not the "Sales Type"

Women love to BUY but they don't want to be SOLD. We are all about TEACHING SKIN CARE—educating the consumer so she can make her own best choice.

Need Additional Income

How much additional income would it take to make a difference in your household right now—\$200? 500? \$5000? ONE Skin Care party could bring your \$200 in profits—just ONE!

Don't know enough people

Do you know 5 women with SKIN? They all have their own "Inner Circle" - sister, sister-in-law, mother, mother-in-law, best friend, neighbor, and probably some co-workers! When 5 women introduce you to 5 women at a party, you now know 25. ...x 5 = 125!!

Desire for Change

...and are willing to WORK to make it happen! What changes are YOU wanting to make in YOUR life that will impact your family?

Decision Maker, Not Procrastinator

Any time you begin something new, you will experience "fear of failure" or "fear of success". It's NORMAL! You will never know until you step out in FAITH instead of pulling back in fear. A journey of 100 miles began with a SINGLE STEP.

Which ones describe YOU?

How might the Mary Kay Opportunity bring about needed change in your life?



MARY KAY

INVITATION

If you don't become a consultant, where do you see yourself a year from now?

If you were to become a consultant, what will be improved a year from now?

What other questions do you have?

What impressed you the most from what I just shared?

How would you rank your interest level?

1 2 3 4

1. Thanks for the info, I'd like to continue being your happy customer and refer others to you.
2. You've got my curiosity up— I'll take more home more information please and you can follow-up!
3. I have more questions— invite me to an upcoming event/I'd like to hostess a Mary Kay party!
4. What? It's only \$100 for all you get in the Starter Kit? *Sign me UP—I'm ready for some FUN and MONEY too!*

Is there any reason why we couldn't get your Starter Kit coming TODAY?

Ask me about our "Decision Maker" bonus!



Logee
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Step 1

Complete
Beauty Consultant
Agreement



Step 2

Submit
\$100
plus tax &
shipping
for Starter
Kit



Let's get your Future Started!

Step 3

Begin your
Consultant Training



Step 4

Start making money and
having FUN doing it!

Congratulations!!

*you'll never leave
where you are
until you decide
where you'd
rather be.*

