

FESD KIM MESSMER from Jasper, IN used to be one of my Adopted Consultants. She was so shy, you had to remind yourself she was there. She has grown and blossomed into one of the best trained Leaders in all of Mary Kay. I am so proud of how she Leads others through her own Personal Power.

This chart appeared in her monthly Unit Newsletter which she shares with me. It is **POWERFUL!** Check it out! What Monthly Profit **DO YOU WANT** for Yourself and Your Family? This is broken down by Faces and Hours working with Faces. It **IS** that SIMPLE!

What it does not show is this ... using the desired \$3,200/month profit example below ... 80 faces/mo. = 20 faces/wk. divided by 5 faces at a class = 4 classes a week.

80 faces/mo. ... figuring that ½ would become skin care customers = 40 NEW Skin Care Customers/mo. X 12 mos. = 480 NEW Skin Care Customers in a year

480 Skin Care Customers in a year **REORDERING** an average of \$200 a year would = \$96,000 in **JUST** Reorders in the second yr. = \$48,000 profit!

This little Mary Kay “think” that we are “part of” doesn’t seem like much until we “do” it consistently on purpose rather than by accident and then, “suddenly” we have a Big Time Business with Big Time Profits still from our homes around our families and, I don’t know about you, but ... I think that’s a pretty cool deal!

Our daughter, Lisa Hansen, was just reading an article last night about a new Cosmetic Boutique that is taking off around the country where they have just 1,000 sq. ft. and find a low trafficked area where (target market is women 26-50; PRIME market is age 38, married w/kids ... what is yours?) moms will walk by it on their way to the park with the kids or to get a cup of coffee. They focus on getting to know their clients by name, offering instruction and a “few” really good products rather than a confusing, maximum number of products ... like women get “in their face” when they go into a mall or a retail giant. They want to share “how to’s” and tips and CUSTOMER SERVICE☺ Sound familiar? That’s what Mary Kay started 45 years ago that we can “choose” to nourish and grow today IF we will just ASK and SHARE what we have with others.

Thank you KIM MESSMER for this reminder and for stimulating this thought process for us TODAY ☺

Love & belief,

Judy



What Monthly Profit Are You & Your Family Looking For?



<u>Monthly Retail Sales</u>	<u>Monthly Profit—40%</u>	<u>Amount Reinvested—60%</u>	<u># of Faces/Hours</u>
\$400.00	\$160.00	\$240.00	4
\$600.00	\$240.00	\$360.00	6
\$800.00	\$320.00	\$480.00	8
\$1000.00	\$400.00	\$600.00	10
\$1200.00	\$480.00	\$720.00	12
\$1400.00	\$560.00	\$840.00	14
\$1600.00	\$640.00	\$960.00	16
\$1800.00	\$720.00	\$1080.00	18
\$2000.00	\$800.00	\$1200.00	20
\$2400.00	\$960.00	\$1440.00	24
\$2800.00	\$1120.00	\$1680.00	28
\$3200.00	\$1280.00	\$1920.00	32
\$3600.00	\$1440.00	\$2160.00	36
\$4000.00	\$1600.00	\$2400.00	40
\$5000.00	\$2000.00	\$3000.00	50
\$6000.00	\$2400.00	\$3600.00	60
\$8000.00	\$3200.00	\$4800.00	80—20 hrs. per week!

1 hour in the field with people or 1 New Face = \$100 Retail Sales