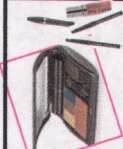

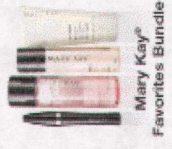
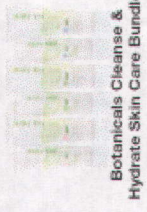





Ready, Set, Sell!

Start a Business, stock your Business							Free Bundles	
Wholesale (Your Cost)	Discount	Retail Value (You Sell)	Free Bundles	Biz Builders Bucks	 Place your order w/in 15 days of joining!	Total Retail	Total Investment Including tax	Receive Timewise skin care bundle plus any other bundles of your choice:  TimeWise® Skin Care Bundle  Mary Kay® Favorites Bundle  Botanicals Cleanse & Hydrate Skin Care Bundle  Botanicals Freshen & Mask Skin Care Bundle  Mary Kay® Color Bundle
Order of Excellence \$4,800 Pearl Star	50%	\$9,600 50 faces	6 bundles Up to \$620 value	\$125	Up to \$10,313	\$5700 *\$200-24 months or 2 classes /mo 10%	With all inventory orders you will also receive one roll-up bag and 2 face cases 	
Career \$3,600 Emerald Star	50%	\$7,200 40 faces	6 bundles Up to \$620 value	\$125	Up to \$7,933	\$4400 *\$175-24 months or 2 classes/mo 10%		
Professional \$3,000 Diamond Star	50%	\$6,000 35 faces Power start	5 bundles Up to \$525 value	\$100	Up to \$6,638	\$3600 *\$150-24 months or 1-2 classes/mo 10%		
Premium \$2,400 Ruby Star	50%	\$4,800 25 faces	4 bundles Up to \$430 value	\$80	Up to \$5,343	\$3000 *\$125-24 months or 1-2 classes/mo 10%		
Superior \$1,800 Sapphire Star	50%	\$3,600 18 faces Perfect start	3 bundles Up to \$335 value	\$50	Up to \$4,048	\$2400 *\$100-24 months or 1 class/mo 10%		
Enhanced \$1,200	50%	\$2,400 10 faces	2 bundles Up to \$210 value	\$35	Up to \$2,723	\$1600 *\$75 for 18 months or 1 class/mo 10%		
Basic \$600	50%	\$1,200 6 faces	1 bundles Up to \$115 value	\$15	Up to \$1,427	\$850 *\$50 for 12 months Or 1 class/ mo 10%		

Inventory Worksheet

Before reviewing the ordering options featured in this brochure, you may want to complete this inventory worksheet with your Independent Sales Director or recruiter. The worksheet is designed to assist you in determining your ideal inventory investment.

1. What are your Mary Kay goals? Check the answers that best apply to you:

Desired Monthly Earnings

- | | |
|---|------------|
| <input type="checkbox"/> \$1,200+ | = 4 points |
| <input type="checkbox"/> \$800 to \$1,199 | = 3 points |
| <input type="checkbox"/> \$400 to \$799 | = 2 points |
| <input type="checkbox"/> \$100 to \$399 | = 1 point |

Selling Appointments

- | | |
|--|------------|
| <input type="checkbox"/> 3 or more appointments per week | = 4 points |
| <input type="checkbox"/> 1 to 2 appointments per week | = 3 points |
| <input type="checkbox"/> 2 to 3 appointments per month | = 2 points |
| <input type="checkbox"/> 1 appointment per month | = 1 point |

Success Meetings

- | | |
|--|------------|
| <input type="checkbox"/> I am committed to attending success meetings each week. | = 3 points |
| <input type="checkbox"/> I plan to attend success meetings twice a month. | = 2 points |
| <input type="checkbox"/> I plan to attend success meetings when they fit into my schedule. | = 1 point |

Goals (check all that apply)

- | | |
|---|------------|
| <input type="checkbox"/> I would like to earn the use of a Mary Kay Career Car. | = 2 points |
| <input type="checkbox"/> I would like to become an Independent Sales Director. | = 2 points |
| <input type="checkbox"/> I would like to replace my full-time income. | = 2 points |
| <input type="checkbox"/> I would like to build a solid base of customers. | = 1 point |
| <input type="checkbox"/> I would like to have a little extra spending cash. | = 1 point |

2. Calculate your points to see the suggested inventory category for you.*

13 points or more: \$3,600 wholesale category
12 points: \$3,000 wholesale category
11 points: \$2,400 wholesale category
8 to 10 points: \$1,800 wholesale category
5 to 7 points: \$1,200 wholesale category
1 to 4 points: \$600 wholesale category

3. Would you like for your Independent Sales Director or recruiter to provide examples of funding options that have been used by others for purchasing Mary Kay® inventory? Yes No

Name: _____

*The Ready Set Sell brochure provides a visual representation of the approximate volume and quantity of items in each category and for the bonuses available based on your initial order. The Company periodically updates product packaging. Therefore, the product you receive may be packaged differently than shown in this brochure. You are not required to place an order to become a Mary Kay Independent Beauty Consultant.

YOU CANNOT OPEN A STORE WITH A CAN OF TOMATOES AND A 5 POUND BAG OF SUGAR

It's a known fact that you will sell more when you know you have enough inventory. When you are out of product, you are late getting it to your customers, which means they could go elsewhere to buy it. You may be reluctant to call and service your clients or book classes because you're afraid someone may want something you don't have.

Set yourself up for success by borrowing at a low interest rate to purchase inventory at a profit making level. Isn't it easier to shop at a Kroger Store than a 7/11?



If you're wondering if you really need an inventory of products for your business, keep in mind that when Mary Kay started this company, she tried to eliminate the problems she had encountered in other companies.

One major problem was trying to deliver merchandise after a two-week lapse of time. She found that invariably customers lost enthusiasm, and in many cases they completely cancelled the order, diminishing the hostess gift and casting a veil of gloom over the entire process. She remedied this situation by establishing delivery the day of the class, realizing that women are particularly anxious to begin using their cosmetics immediately.

One of the greatest merchandising techniques that has put the Mary Kay Beauty Consultant where she is today is immediate product availability, so it is very important that you have an adequate supply of Mary Kay products at your classes, to deliver on-the-spot.

At the skin care class, your guests have a chance to try the product and fall in love with it. They are happy and excited about using it right away, while your instructions are fresh in their minds. Women also tend to be "impulse buyers," and will often purchase more when they know they can immediately take possession. With adequate inventory, you will:

1. Have a sales advantage. Many sales are missed because at the moment of the customer's greatest desire, the product is not available. Clients often "cool" when they have to wait.
2. Operate efficiently. A well-balanced inventory ready for delivery tremendously increases the day-to-day operating efficiency of your business.
3. Avoid extra trips to deliver products to each of the customers who ordered at the class, saving time, money and gasoline.
4. Book more classes, resulting in an increase in your overall profit. (It's hard to book a check-up facial if she won't be using the product for two more weeks.)
5. Establish your team members' confidence in you. If they know you have adequate inventory, they will follow your example. The results will be more confidence and enthusiasm, meaning greater success for them, too.

Remember: when an enthusiastic customer has to wait for a post-class delivery of the merchandise she has selected, her enthusiasm wanes, and she may have second thoughts. You can avoid much time and effort by making sure your customers receive their merchandise at the class, while they are "in the mood."

As National Sales Director Dalene White has said so many times, "You cannot open a store with a can of tomatoes and a five-pound bag of sugar." Likewise, you are operating at a decided disadvantage when you do not have enough products in your Mary Kay store to service your customers.

TEN WAYS TO PURCHASE INVENTORY

1. **Credit Card Loans** – Visa, Mastercard, Discover and MK Platinum Visa® Card
2. **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.
3. **Credit Union Loan** – 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. Processing your loan may take 2 to 3 weeks.
4. **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.
5. **Passbook Loan** – You borrow against the money you have in a savings account.
6. **Life Insurance Loan** – You can borrow against your life insurance usually at a very low rate of interest.
7. **Hidden Treasures** – “Pawn” something that you have that is valuable that you are not using.
8. **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.
9. **Borrow against another person’s savings** – Ask someone to put a portion of their savings into a Certificate of Deposit, then you borrow against that. Their money is safe, guaranteed, and they’re still accruing interest.
10. **Have a Garage Sale** – Other people will pay you good money for items you sell. The good news is that you’ll be able to make \$2 for each \$1 you put into Mary Kay!!

Sources to Finance Your Inventory:

0% Interest for 6 Months

MK Chase Visa [marykayintouch.com] click on 'ordering' and 'exclusive savings' and 'chase mk rewards visa'.

**Instant notification of approval. If it says 'notify you in 30 days' after you've applied, you've been denied.*

US Bank Visa call: (801) 773-4619

**Notification of approval within 24 hours*

Traditional Financing

Bank of America Credit Card [www.bankofamerica.com]

**notification of approval via e-mail within 24 hrs!*

Citi Advantage Air Miles Mastercard [www.citibank.com]

Milage Plus Air Miles Visa [www.firstusa.com]

Platinum Miles One Visa [www.apply2.capitolone.com]

Bankruptcy, Poor or No Credit?

Spring Leaf Financial [springleaffinancial.com or the Riverdale branch is at 4035a Riverdale Rd]

(801) 399-3336

**You can apply on the website, call the branch, or go in person.*

American General [www.americangeneral.com]

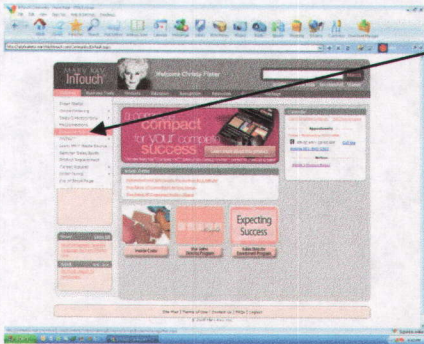
Beneficial [www.beneficial.com]

(800)-477-6000

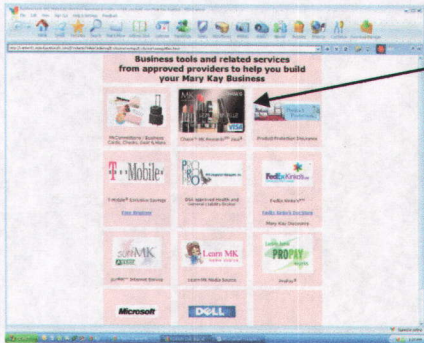
HOW TO APPLY FOR MK CHASE VISA CARD

Go online to www.marykayintouch.com. You will need your consultant # _____
*If this is your first time logging in, following the instructions to set up your email forwarding,
changing your password and creating your color look.*

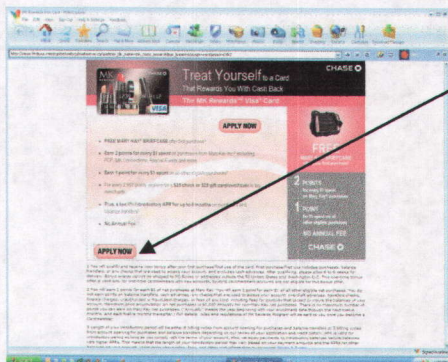
On the marykayintouch homepage click on **ORDERING** on top menu bar,
then click on **EXCLUSIVE SAVINGS** (as shown below)



The below window will pop up, click on Chase™ MK RewardsSM Visa® icon link



Click on the **APPLY NOW** link for the Chase™ MK RewardsSM Visa®
on the **BOTTOM LEFT** side of screen



Complete the online application. **If you have the instant approval, be sure to print that screen or write down the credit card# & expiration date to be able to place your order. If you leave this page it won't come back and you may lose your bonuses in the time it takes to send you the card!**

Call your Sales Director Carrie immediately after you apply and let her know the results & the inventory option you are choosing 801-913-6967.

My Inventory has arrived-- Now what??

This is such an exciting time!! You have a Mary Kay store!!

Before your Inventory Arrives:

- Choose a location in your home to unpack and store your inventory.

When your inventory arrives:

- Unpack only 1 box at a time
- Unpack box by opening from the bottom: the packing list is usually in the bottom of the box
- Save all packing slips - they are tax documents!
- Use the packing list to check off all items in the "quantity in this box" column
- Any products you take to use as demos or for your personal use, keep track of on a sales ticket for tax write off purposes. You'll want to have a Microdermabrasion Set, Satin Hands & Satin Lips, and Firming Eye Cream (other optional products: Foundation Primer & for Liquid Foundation choice a Matte Wear Ivory 7 & Beige 1) demos in your starter kit.
- Report any missing or damaged items to the Company--call the number on the bottom of the packing list! They will send replacements to you.

Ideas for Inventory Storage

- Rolling luggage-- This makes your inventory portable and allows for "on the spot" delivery of product! MK Connections has an insulated set.
- Bookshelves, Dressers
- Clear Totes
- Any other container or area in your home.

Think of other ways to make your inventory easily accessible and portable!!

What to do after your inventory is accounted for & put away? BOOK yourself solid so you can introduce EVERYONE to this amazing product!!

