

This Marketing Plan will share the basics of a Mary Kay business.

Thanks in advance for your valued opinion of our business.

There are 3 Forms of Income:

1. Sales from shows, facials and reorders – **50% commission** - one of the highest direct sales commission paid. Our product is consumable, like milk or bread, so reorders are a large part of our income.
2. Team Building - Beginning with your 1st team member – 4% commission
Five or more team members – 9% or 13% commission.
3. Career Car Program – Drive a Career Car or choose the Cash Compensation
 - Chevy Malibu or \$375/mo.
 - Chevy Equinox/Toyota Camry or \$500/mo.
 - Cadillac or \$900/mo.



Why own a business?

- **The American Dream** is to be your own boss and set your own hours
- **Tax Deductions** – with tax write offs you can lower your income taxes

Tax Benefits and Deductions

- **Automobile costs** - mileage for business related-travel
- **Telephone** – your cell phone can be your main business line
- **Entertainment and travel** – when primarily for your Mary Kay business
- **Show supplies** – washcloths, cotton balls, tablecloths, beauty showcase, etc.
- **Office supplies** - printing, postage, paper, pens, etc.

What are the advantages of having a MK Business?

- **No sales quotas or territories** – Take your business anywhere in the U.S.
- **Full training program** - Education, Motivation & Inspiration taught by Top Directors weekly
- **Earn Rewards** - Diamonds, other jewelry, luggage, trips to exotic places
- **Website Business for only \$25 for the year** – No hidden fee or monthly maintenance fees
- **Family Security Program** - as a National Sales Director you can retire at age 65 with a pension
- **Residual Income** - on sales (consumable product) & team building
- **Live On Your Terms** – Freedom & Flexibility, set your own pace based on your schedule
- **Opportunity to Share** – Great leading brand products that everyone will love.
- **Achieve Success** – Enjoy opportunities to reach your goals.
- **Enrich Lives** – Sharing the opportunity with other women to help them reach their goals.

What does it cost to start a MK Business?

- **\$100 beauty showcase** (a \$350 retail value) plus local tax and shipping
- **Inventory** – optional, but highly recommended
- **90% buy back guarantee from the company**

Our Company Philosophies

Mary Kay Philosophy

God first, family second, and career third.



What Can You Project From Your Sales In 1 Year?

- At each Show, the number of guests ranges from 3-6 with an average of 4
- On average a customer will spend \$50, with an average of \$175 per Show
- The average reorder per customer each year is \$157

5 Shows per week (15 – 20 hours)

$\$175 \times 5 = \875 weekly sales
 $\$875 \times 50$ weeks = \$43,750 annual retail sales
425 customers x \$157 per year = \$66,725 annual reorders
\$110,475 total annual sales
\$55,237 profit

4 Shows per week (10 – 15 Hours)

$\$175 \times 4 = \700 weekly sales
 $\$700 \times 50$ weeks = \$35,000 annual retail sales
340 customers x \$157 per year = \$53,380 annual reorders
\$88,380 total annual sales
\$44,190 profit

3 Shows per week (6 - 8 hours)

$\$175 \times 3 = \525 weekly sales
 $\$525 \times 50$ weeks = \$26,250 annual retail sales
255 customers x \$157 per year = \$40,035 annual reorders
\$66,285 total annual sales
\$33,142 profit

2 Shows per week (4 - 6 Hours)

$\$175 \times 2 = \350 weekly sales
 $\$350 \times 50$ weeks = \$14,500 annual retail sales
170 customers x \$157 per year = \$26,690 annual reorders
\$44,190 total annual sales
\$22,095 profit

1 Show per week (2 hours)

$\$175 \times 1 = \175 weekly sales
 $\$175 \times 50$ weeks = \$8,750 annual retail sales
85 customers x \$157 per year = \$13,345 annual reorders
\$22,095 total annual sales
\$11,047 profit

Take the next step to your happy future!