

# Hostessing has it's Rewards....



**10% Off  
for Every  
Girlfriend that  
joins you up to  
50% Off!!!  
NO LIMITS!**



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Class Date \_\_\_\_\_

Class Time \_\_\_\_\_

Hostess Name \_\_\_\_\_ Telephone Number \_\_\_\_\_

Address \_\_\_\_\_

Directions \_\_\_\_\_

- Book Skincare Class \_\_\_\_\_
- Review "Hostess Packet" with Hostess \_\_\_\_\_
- Preliminary Coaching \_\_\_\_\_
- Send Reminder postcardCard \_\_\_\_\_
- Telephone Coaching \_\_\_\_\_
- Call or Email for Guest List \_\_\_\_\_
- Pre-Profile Guests \_\_\_\_\_
- Hold Class \_\_\_\_\_
- Send Thank You notes to \_\_\_\_\_

**Hostess Packet-**  
 3 Beauty Books, 1 Look Book  
 Outside Order Sheets  
 Sales tickets  
 Hostess Incentive Flier

**Follow Up-**  
 2 Days \_\_\_\_\_  
 2 Weeks \_\_\_\_\_  
 2 Months \_\_\_\_\_

Hostess & Guests

Guest List

| Name | Address | Phone # | Pre-Profiled |
|------|---------|---------|--------------|
| 1.   |         |         |              |
| 2.   |         |         |              |
| 3.   |         |         |              |
| 4.   |         |         |              |
| 5.   |         |         |              |
| 6.   |         |         |              |
| 7.   |         |         |              |
| 8.   |         |         |              |

Referrals Unable To Attend

| Name | Address | Phone # | Pre-Profiled |
|------|---------|---------|--------------|
| 1.   |         |         |              |
| 2.   |         |         |              |
| 3.   |         |         |              |
| 4.   |         |         |              |
| 5.   |         |         |              |

Hostess Credit \_\_\_\_\_ Coupon Used (if any) \_\_\_\_\_

DYK Score \_\_\_\_\_ Prospect Packet \_\_\_\_\_ Follow Up Date \_\_\_\_\_

Notes / Comments: \_\_\_\_\_

# The Guest List

**Let your Hostess know that YOU are going to take care of everything!  
She is going to have the best time! Her friends are going to have the best time!  
The only thing you need her help with is getting her guest list so that you can be  
Prepared and know what kind of skin is coming to her party!**

**You will do everything else.**

**Also, ask her to give her girlfriends a heads up that you will be calling  
Or emailing them to ask just a couple of quick questions and they  
Won't be on the phone for more than 2 minutes, but that you really need them  
To take your call or answer the email.**

**Everything else is covered and be sure to remind your Hostess what's  
In it for her!**

This is the email I send to my personal Hostesses to get her guest list. You can use it too! I save it in my drafts and just change the names, dates, times, etc.

*Hello fabulous!*

*I am SO! excited about your Mary Kay Skincare Class on ([Tuesday July 24th@ 6pm.](#))*

*All I need you to do in partnering with me for your Skincare Class is to email me your guest list. That saves me tons of prep time at your Party. I can come prepared with skincare for all and pre-dispense it into their trays.*

*I will need to call/or email everyone by (**Monday**) to ask them 3 specific questions about their skin, that's it. So when you invite them, let them know that I will be calling/or emailing them (**Monday**) to ask them 3 quick questions; their shade, skin type, etc and I will have everything ready & prepared for them when they arrive + goodies. This will ensure you have a **FABULOUS Party!***

Guest List:

*If you have already asked them the 3 questions, you can just email me their name and their answers or you can email me your guest's name & phone number or email address so I can call or email and ask them 3 questions a few days before your Party.*

***OH MY GOSH!!!! (Paula,) we are going to have a BLAST! All the age-fighting skincare, they will love it, prizes, drawing & fun!***

*Tonya  
603-545-9232*

# Pre-Profiling her Guest List

When your hostess gives you her guest list, some of them will  
Prefer a phone call. Use this dialogue below  
To pre-profile her guests.

Make every effort to pre-profile  
Every single guest on your hostesses guest list.

*Bookings Get the Appointment but Coaching/Pre-profiling KEEPS it!*



LearnMK,  
Achieve,  
Succeed™

PRE-PROFILING TO  
SUCCESS!



WITH  
THE  
PERFECT  
FORMULA~

**“HI \_(guest), THIS IS \_\_\_\_\_  
WITH Mary Kay and your hostess has told  
me all about you! I have a couple of quick  
questions, do you have a minute? GREAT!  
Tell me (guest) Are you Ivory, Beige or  
Bronze? GREAT!  
1. Are you Dry, Normal, Combination or  
Blemish Prone?  
2. Tell me (Guest), if there was 1 thing you  
could change about your skin that I can  
help you with, what would it be? GREAT!  
3. I am SO excited to meet you at  
(Hostess) class on \_\_\_\_\_. I will be  
looking for you. One last thing, You know  
(hostess) is going to receive a SPECIAL gift  
from me, **NOT** based upon what you  
purchase at the class but based upon your  
attendance! I'll see you on \_\_\_\_\_.**

# Pre-profiling Email for guest

This is the email I send to my hostesses guests' who she provides me with an email address for instead of a phone number. I save it in my drafts and just change the names, dates, times, etc.

Hi \_\_\_\_\_ ,

I am the Mary Kay beauty consultant that will be doing Beverly's Mary Kay party this Saturday and I am looking forward to meeting you. If you can help me with a few questions about your skin, I greatly appreciate it. Knowing these few answers helps me be prepared with exactly the right skincare for you at Beverly's party. I promise this just takes a couple minutes and it ensures that Bev will have a great party! Here's what I need to ask;

Does your skin tend to be:

1. Dry
2. Normal
3. Combination
4. Oily/Acne prone

Would you describe your skin tone as:

1. Ivory
2. Beige
3. Olive
4. Bronze

If there was 1 thing you could change about your skin or have concerns with, it would be:

1. Blemishes
2. Dark circles
3. sun/age spots
4. fine lines & wrinkles
5. uneven skin tone
6. \_\_\_\_\_

You can simply hit reply and type: *I am Dry skin, Ivory tone and wish I could hide dark circles or puffiness* and that is very helpful.

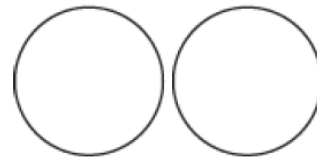
We are going to have a great time Saturday. I look forward to introducing you to the new! Mary Kay. I'll have a tray all set up for you with your name in front of it. Beverly is so excited about this skincare class and earning her Hostess gifts!! Thanks so much for your help and we'll see you Saturday.

Tonya Sorrell  
Independent Sales Director  
603-545-9232  
[www.marykay.com/tonyasorrell](http://www.marykay.com/tonyasorrell)



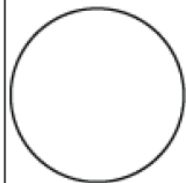
# MARY KAY

Applicators and Brushes

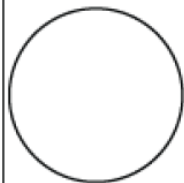


Concealer

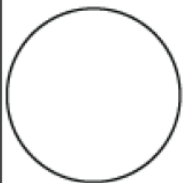
Foundation



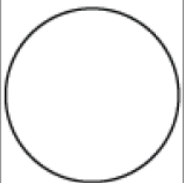
Cleanser



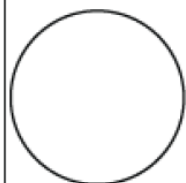
Microdermabrasion  
Step 1



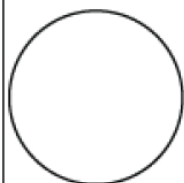
Microdermabrasion  
Step 2



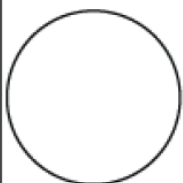
Day Solution



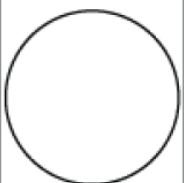
Night Solution



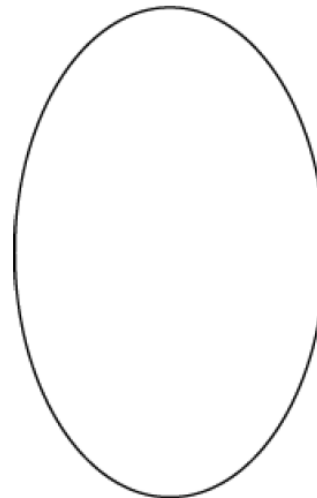
Moisturizer



Eye Cream



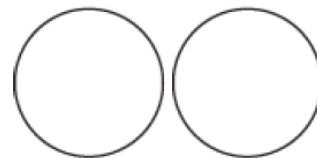
Foundation  
Primer



Foundation

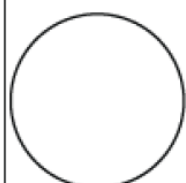
# MARY KAY

Applicators and Brushes

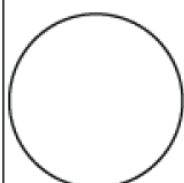


Concealer

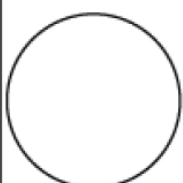
Foundation



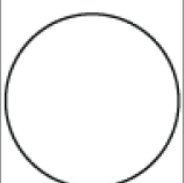
Cleanser



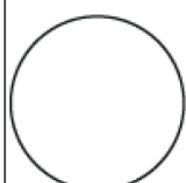
Microdermabrasion  
Step 1



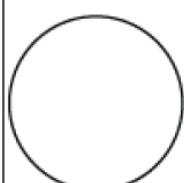
Microdermabrasion  
Step 2



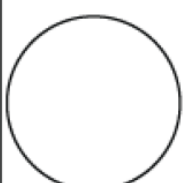
Day Solution



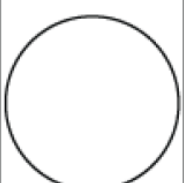
Night Solution



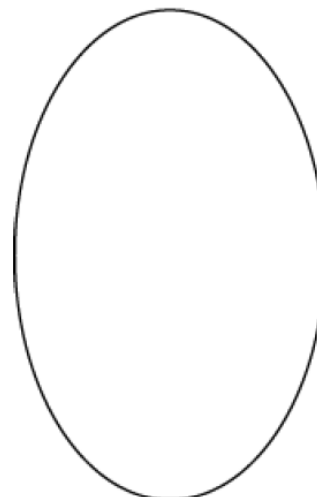
Moisturizer



Eye Cream



Foundation  
Primer



Foundation

# Mary Kay Collectors

## Ultimate Miracle Set Age-Fighting

- Pocket 1 \$40.00**  
TimeWise Age-fighting 3-in-1 Cleanser & TimeWise Age-fighting Moisturizer
- Pocket 2 \$60.00**  
TimeWise Day Solution W/ Spf25  
TimeWise Night Solution W/  
Antioxidants & Nutrabeads
- Pocket 3 \$85.00**  
TimeWise Microdermabrasion Set, Refine & Replenish  
TimeWise Firming Eye Cream
- Pocket 4 \$46.00**  
TimeWise Age-fighting liquid foundation,  
Foundation Primer & Foundation Brush
- Your Choice \$44.00**  
OR  
Mineral Powder Foundation,  
Foundation Primer & Mineral Brush
- \$261.00 Ultimate Rollup**  
for **\$199.00 Special!!!!**  
**\$62.00 FREE + Bag!!!!**



## Powerhouse Skincare

### TimeWise Miracle Set



The Miracle set is the age-fighting skincare collection proven to deliver dramatic results for soft, beautiful, younger looking skin.

**11 age-fighting  
Benefits!!**

**\$90.00**

### TimeWise Basic

- TimeWise Age-fighting  
3-in-1 Cleanser &  
TimeWise Age-fighting  
Moisturizer & Your  
Choice of Foundation
- With TW Age-fighting  
Liquid Foundation **\$60.00**
- With Mineral Powder  
Foundation **\$58.00**



**VISA, MC, DISCOVER, AMEX**  
Checks and

Cash.  
Make checks  
payable to:



## INDIVIDUAL CLOSE

For their individual consultation have them bring to you their Close Sheet, Profile and **THEIR Roll-Up BAG!!**

### 3 Closing Questions

1. Did you have a good time tonight?
2. How does your skin feel? (I take my hand and touch my skin and ask how does it feel?)
3. What did you fall in love with today that you can't stand to go home without? (have her open her Roll-up across her lap). What sets would you like to go with today?

### 3 Pieces of Paper

1. **Sales Ticket**— Fill it out
2. **Your Date Book**

“Is there any reason why you wouldn't want to share your mineral makeover with a couple of friends to get their opinion of your new look!? I think we would have a blast!” she says... sure.... Follow up with—

“ You can earn 10% off your compact for every person who joins you up to 50%! You'll be the only one getting customized color! They'll just be doing skincare, like you did today.” Book the date & time and then give her your Hostess Packet and start your Hostess Tracker Sheet.

She answers ... I don't have any friends or I don't have the time.

No problem. I offer follow up facials on Monday evenings at our training center for Glamour Makeovers. She answers ... Do I have to have a glamour makeover?

You smile and say “No you don't have to, but our products are guaranteed and we really recommend a follow up facial and makeover so I can get back together with you and make sure you're totally satisfied or change products with you if you're not.

### **3. Prospect Packet**

\*\*\* Check her *Did You Know* last, if she was a '3' or above, give her a Prospect Packet in her bag.

“ \_\_\_\_\_, I see that you were a '\_\_\_' on the Did You Know! This or may not be an opportunity that you would ever consider but I have a challenge to share a little bit about what we do in Mary Kay and I would really value your opinion. Is there any reason why I couldn't send you home with a little information and follow-up in a day or two and simply get your opinion? It will count for me in my challenge? Great! Thank you!!

#1 CALL ME IMMEDIATELY after your appointment. #2, Plan to follow up with her in 24 hours, NO LATER than 48 hours.

### **If she doesn't buy the skin care...**

If you had the TimeWise set for little or no cost, would you use it? I have a really neat way for you to get it and I would love to tell you about it with your permission. Tell her about Hostess Credit.



# at-a-glance

Mary Kay's mission is to enrich women's lives.™

## Mary Kay: The Woman

After retiring from a successful 25-year career in direct sales, Mary Kay Ash wanted to enrich women's lives by providing an unparalleled business opportunity that allowed women to achieve their dreams while keeping life's priorities in order.

On Sept. 13, 1963, Mary Kay, her son Richard Rogers and nine Independent Beauty Consultants opened Beauty by Mary Kay from a 500-square-foot storefront in Dallas.

Mary Kay built her Company upon the Golden Rule and the priorities of God first, family second and career third.

Mary Kay Ash was Chairman Emeritus when she passed away on Nov. 22, 2001.

In a study conducted in 2003 by Baylor University, Mary Kay Ash was named the greatest female entrepreneur in American history.

It was Mary Kay's ardent desire that women would realize and use their God-given talents. She often said, "If today one woman realizes how great she is, then it's a great day!"

## Mary Kay: The Company

Mary Kay is one of the largest direct sellers of skin care and color cosmetics in the world.

Richard Rogers, Mary Kay Ash's son, is Executive Chairman, and David Holl is President and CEO.

Mary Kay opened its first international subsidiary in Australia in 1971 and its most recent in India in 2007, Singapore in 2009 and Armenia in 2010. Today, Mary Kay has a strong presence in more than 35 markets throughout Europe, Asia Pacific and the Americas.

The largest markets are China, Mexico, Russia and the United States.

Mary Kay Inc. introduced the famous pink Cadillac to the U.S. independent sales force in 1969. Today, the global Mary Kay Career Car program also includes Toyota, Mercedes, BMW and Ford models.

The Mary Kay® world headquarters is located in Addison, Texas.



## Mary Kay: The Products

The Mary Kay® product line includes more than 200 premium products in five categories: facial skin care, color cosmetics, body care, sun protection and fragrance.

Mary Kay® products are sold in more than 35 global markets.

Mary Kay develops, tests, manufactures and packages the majority of its own products at its state-of-the-art facilities in Dallas and China.

The Mary Kay® Compact is the most customizable, refillable compact ever created by Mary Kay with over 18 million possible color combinations.

Mary Kay Inc. stands behind its products sold by Mary Kay Independent Beauty Consultants. If for any reason you are not completely satisfied with any Mary Kay® product, it will be replaced without charge, exchanged or the full purchase price refunded following its return to your authorized Mary Kay Independent Beauty Consultant or, if she is no longer active, to the Company with proof of purchase.

## Mary Kay: The Opportunity

Starting a Mary Kay independent business is affordable. The price of the Starter Kit and educational materials varies by market.

The Mary Kay global independent sales force exceeds 2.4 million people.

More than 600 women worldwide have become Independent National Sales Directors, the highest pinnacle of a Mary Kay business.

Approximately 42,000 women are currently Mary Kay Independent Sales Directors worldwide.



The  
Mary Kay  
website address is  
[marykay.com](http://marykay.com).

## Mary Kay: The Heart

Mary Kay's largest global cause marketing initiative is its *Beauty That Counts*® campaign. Through this campaign, Mary Kay has donated millions of dollars from the world-wide sale of *Beauty That Counts*® products to causes that change the lives of women and children around the world.

The Mary Kay Foundation<sup>SM</sup> has awarded \$28 million to shelters and programs addressing domestic violence and nearly \$16 million to find a cure for cancers affecting women in the United States.

As a part of its Pink Doing Green® initiative, Mary Kay Inc. planted 200,000 trees in the Bitterroot National Forest in Montana in conjunction with the Arbor Day Foundation and the United States Forest Service.

## Mary Kay: The Facts

Mary Kay offers a variety of digital tools for members of the independent sales force including personal e-commerce sites for Independent Beauty Consultants, online virtual makeovers and e-catalogs for their customers, business management tools for mobile devices and social media messaging. These digital tools help Independent Beauty Consultants broaden their outreach, strengthen their customer network and increase awareness about their businesses.

Mary Kay Inc. was awarded the "Do Good" stamp by the *Ladies' Home Journal* in 2009. The "Do Good" stamp was created by the magazine to recognize companies that contribute to making the world a better place. Mary Kay was specifically honored for its combined efforts to keep women and girls safe against domestic violence.

More than 300 Independent National Sales Directors in the United States have earned more than \$1 million in commissions.

Case studies on the Mary Kay business model have been shared at the collegiate level at several prestigious universities. Professors and college textbook writers have contacted Mary Kay Inc. to learn more about Mary Kay Ash and the Company she founded.

Mary Kay Inc. appears on *Forbes'* 2002 list of the largest private companies in the United States. In 1995, criteria for the *Fortune 500* list was changed, and now the list includes only companies that make their financial information available to the general public. As a private company, Mary Kay does not release such information and, consequently, does not appear on the list.

Mary Kay Inc. develops, tests, manufactures and packages the majority of its own products at its state-of-the-art facilities in Dallas and China. All Mary Kay® skin care and cosmetics products are scientifically formulated and packaged using the latest technology. Mary Kay® products are priced competitively to compete with other prestige brands.

Mary Kay Inc. and The Mary Kay Foundation<sup>SM</sup> built Nature Explore Classrooms at domestic violence shelters across the country — the first of their kind to be built at women's shelters. The Nature Explore Classrooms are outdoor learning spaces designed to allow the powers of nature to help children learn, play and heal from abuse.





## MARY KAY COSMETICS MARKETING PLAN

### AREAS OF INCOME

- 1. Classes and Facials—50%**  
This is the highest direct sales commission paid in the United States.
- 2. Reorders—50%**  
Our product is consumable, like milk or bread, so reorders are a large part of our income.
- 3. Dovetails—15%**  
This is basically a flexibility tool. When a Consultant isn't able to hold a skin care class, another Consultant will teach the class and pay the Consultant who booked it, a 15% dovetail fee.
- 4. Team Members—4%, 9% or 13%**  
Based on number of personal, active recruits
- 5. VIP Car Program**  
Qualified Consultants earn the use of a Gray Chevy Malibu + the company pays for more than 80% of the car's insurance.
- 6. Directorship**  
13% Commission + qualify for additional 10% team-building bonuses + use of a career car + annual Wellness Bonus + fabulous prizes & trips.

### TAX BENEFITS & DEDUCTIONS

- **Automobile costs .58 cents per mile for business travel**
- **Telephone—long distance business telephone calls—100% Deductible**
  - **AT&T and T-Mobile— 18% discount**
- **Entertainment & Travel—when primarily for your Mary Kay business**
- **Skin Care Class supplies—washcloths, cotton balls, tablecloths, beauty showcase, etc.**
- **Office supplies—printing, postage, paper, pens, etc.**
  - **Fedex/Kinkos— discount card**

### ADVANTAGES

- **Health Insurance available— low cost group plan**
- **No Territories**
- **Website Business for only \$25/year**
- **No Quotas**
- **Full training program— Weekly Success Meetings, Seminars, Quarterly Retreats, etc.**
- **Retirement Package for National Sales Directors**
- **Prizes—Jewelry, Trips, Cars, Luncheons, etc.**

### INVESTMENT REQUIRED

- **\$100 Beauty Showcase plus tax & shipping**
- **Product Inventory—optional, but highly recommended (90% Buy-Back Guarantee)**

### MARY KAY PHILOSOPHY

God first, Family second, Career third.

### GOLDEN RULE

"Do unto others as you would have them do unto you"

## WHAT CAN YOU EXPECT FROM YOUR CLASSES & REORDER BUSINESS AFTER ONE YEAR

- At each Skin Care Class, the number of guests ranges from 3-6 with an average of 3 people
- The average sales are \$175-\$300 per class
- We retain 85% of our customers
- The average reorder per customer each year is \$157-\$200

### 5 CLASSES PER WEEK: 15-20 HOURS

\$175 X 5 = \$875 Weekly Sales  
\$875 x 50 Weeks = \$43,750 annual retail sales  
425 Customers x \$157 per year = \$66,725 annual reorders  
\$110,475 total yr. sales = **\$55,237 annual profit (\$1062/wk)**

### 4 CLASSES PER WEEK: 10-15 HOURS

\$175 X 4 = \$700 Weekly Sales  
\$700 x 50 Weeks = \$35,000 annual retail sales  
340 Customers x \$157 per year = \$53,380 annual reorders  
\$88,380 total yr. sales = **\$44,190 annual profit (\$849/wk)**

### 3 CLASSES PER WEEK: 6-8 HOURS

\$175 X 3 = \$525 Weekly Sales  
\$525 x 50 Weeks = \$26,250 annual retail sales  
255 Customers x \$157 per year = \$40,035 annual reorders  
\$66,285 total yr. sales = **\$33,142 annual profit (\$637/wk)**

### 2 CLASSES PER WEEK: 4-6 HOURS

\$175 X 2 = \$350 Weekly Sales  
\$350 x 50 Weeks = \$14,500 annual retail sales  
170 Customers x \$157 per year = \$26,690 annual reorders  
\$44,190 total yr. sales = **\$22,095 annual profit (\$424/wk)**

### 1 CLASS PER WEEK: 2 HOURS

\$175 X 1 = \$175 Weekly Sales  
\$175 x 50 Weeks = \$8,750 annual retail sales  
85 Customers x \$157 per year = \$13,345 annual reorders  
\$22,095 total yr. sales = **\$11,047 annual profit (\$212/wk)**

## HOW DO I GET STARTED?

- 1. Submit a Beauty Consultant Agreement + \$100 for your Starter Kit**
- 2. Attend New Consultant Orientation**
- 3. Watch Skin Care Class Video & observe an actual class with a trained Consultant or Director**
- 4. HAVE FUN!!!**