

# Career Opportunity of a Lifetime

I would like you to consider this for a moment...

You are home and your husband tells you that someone from a professional employment agency has solicited him for an interview. In other words, a recruiter has called to offer him a new career opportunity.

It is a prestigious position as a consultant with a Fortune 500 company and is also listed among the Top 100 Best Companies to Work for in America. The company is internationally known and is now in 43 countries and growing. The company's business plan is being written up in national magazines and newspapers as a leader in sales and motivation. They do advertising in national magazines, sending all their referral business back into the sales force.

As a consultant, he would have an unlimited income potential. The company already has 300 self-made millionaires, more than any other company in the U.S. He will make 100% gross profit on his personal sales and will receive an additional commission on his team starting at 4% and going up to 26%. He can earn a free company car after only one month with the company, and other family members can drive it. It will be replaced every two years and includes free tax, title, license and insurance. The top managers in the company will train him, and he can go into management after one month with the company. He has the potential to earn an additional monthly bonus of \$500 to \$5,000. As a consultant, he will have access to medical insurance and once in management, will also have free life insurance.

He will receive prizes every three months from the company (based on his sales.) From beautiful jewelry for his wife, to phones, answering machines and furniture for the home. Annual prizes are awarded, like diamonds, rings, computers and cash bonuses. Top managers also earn luxury trips to top five star facilities all over the world.

Relocation and travel are optional, but he won't lose his territory if he does decide to relocate. He is also entitled to all the tax advantages of business owners.

There is an excellent Family Security Retirement Plan when he does retire, of course. One of the top managers just retired at \$65,000 per month for the next 15 years. The company is well known for its philosophy of keeping your priorities in order: faith, family and career. This contributes to the lack of burnout and the company being able to retain its top leaders and management.

If your husband was offered such a career opportunity and there was no risk, wouldn't you at least encourage him to try and see if he likes it? Of course you would!

The above is not imaginary. This is a reality. This is what Mary Kay Cosmetics is offering you. Don't you deserve to at least try it and experience all the benefits Mary Kay has to offer for you and your family? After all, how will you know if you never try?

***"Whatever you send into the lives of others, comes back into your own." Mary Kay Ash***

# THE VALUE OF DRIVING A FREE MARY KAY CAR!

## MONTHLY PAYMENT SAVINGS:

Chevy Cruz  $\$375 \times 48 \text{ months} = \$18,000 + \$3,200 \text{ approx Ins} = \$21,200$

Camry, Equinox,  
or BMW 320i  $\$500 \times 48 \text{ months} = \$24,000 + \$3,400 \text{ approx Ins} = \$27,400$

Cadillac CTS or SRX  $\$900 \times 48 \text{ months} = \$43,200 + \$3,600 \text{ approx Ins} = \$46,800$

THERE ARE OVER \$120,000,000 WORTH OF FREE CARS being driven by successful Mary Kay consultants and Directors today. Each of these thousands of women are saving thousands of dollars for themselves & their families!

## CHEVY CRUZ

This is what could be done with the savings!!!  
APPROX \$21,200 VALUE!!

1. College education for 2 years
2. Family vacations for several years
3. A **nice** own payment on a new home
4. A **nice** investment for retirement



## CAMRY OR EQUINOX



APPROX \$27,400 VALUE!!

1. College education for 3 years
2. Family vacation every year
3. A **big** down payment on a new home
4. A **big** investment for retirement

## PINK CADILLAC

APPROX \$46,800 VALUE!!

1. College education for 4 years
2. **GREAT** Family vacations every year
3. A **LARGE** down payment on your dream home
4. A **GREAT** investment for retirement



# DO YOU WANT A \$48,000 PER YEAR PART-TIME INCOME?



## 3 Classes Per Week 9—12 Hours Per Week

\$400 Class x 3 Classes = \$1,200 Weekly Sales  
\$1200 x 50 Weeks = \$60,000 Annual Retail Sales

300 New Basic Customers  
300 Reorders x \$120 Per Year = \$36,000 Annual Reorders  
\$96,000 Total Annual Sales =  
**\$48,000 Profit**

(This is very conservative...based on a \$10  
per month reorder)



## 2 Classes Per Week 6—8 Hours Per Week

\$400 Class x 2 Classes = \$800 Weekly Sales  
\$800 x 50 Weeks = \$40,000 Annual Retail Sales

200 New Basic Customers  
200 Reorders x \$120 Per Year = \$24,000 Annual Reorders  
\$64,000 Total Annual Sales =  
**\$32,000 Profit**

(This is very conservative...based on a \$10  
per month reorder)



## 1 Class Per Week 3—5 Hours Per Week

\$400 Class x 1 Classes = \$400 Weekly Sales  
\$400 x 50 Weeks = \$20,000 Annual Retail Sales

100 New Basic Customers  
100 Reorders x \$120 Per Year = \$12,000 Annual Reorders  
\$32,000 Total Annual Sales =  
**\$16,000 Profit**

(This is very conservative...based on a \$10  
per month reorder)

# MARY KAY COSMETICS MARKETING PLAN

## AVENUES OF INCOME

### 1. Classes and Facials—50% Profits

Sales at an average class with 4 women—\$300—\$400

Sales at a facial with 1 or 2 women—\$80—\$100

### 2. Reorders—50% Profit

Cosmetics are a consumable product. Our Customers use the product up and need to reorder it on a regular basis. Average reorders—\$300/year

### 3. Dovetail—15% of Class Profits from Sales

When a Consultant is unable to hold a skin care class, another Consultant will teach the class and pay the Consultant who booked the class 15% of the sales.

### 4. Personal Recruiting

4% Commission for 1—4 Active Team Members

plus \$50 Team Building Bonus on 4th Qualified recruit onward

9% Commission for 5 Active Team Members

eligible to go on target for Grand Achiever Status

13% Commission when 5 or more Team Members place a min. \$200wh and you place a \$600wh order.

Commissions are paid directly from the Company to the Consultant. Money does not exchange hands between Consultants. An Active Team Member is one who places a minimum \$200 wholesale order every 3-4 months.

### 5. VIP Car Program — Eligible to qualify for Grand Achiever Status. Team

Career Car or cash compensation

Mary Kay Corporate pays for tags and about 85% of the insurance for Consultant & spouse.

### 6. Directorship— Up to 26% Commission & monthly bonuses

Paid on a bi-monthly basis to the Sales Director. This check is based on the Unit's wholesale production. Directors also may qualify for a Unit Volume Bonus from \$500—\$5000 or more each month.

Potential Unit Recruiting Bonus of \$500 per month, and/or \$100 for each personal Qualified recruit

## TAX BENEFITS AND DEDUCTIONS

### 1. Automotive costs—Deduct mileage for business related trips.

### 2. Telephone costs—Long-distance calls to customers and sales associates

### 3. Entertainment and Travel—A portion of your expenses may be deducted when conducting your Mary Kay business.

### 4. Skin Care Class supplies—Washcloths, cotton balls, starter kit, etc.

### 5. Office supplies—Copies, postage, pens, paper, business cards, etc.

## ADVANTAGES

### 1. No Territories—You can book, sell and recruit anywhere in the USA

### 2. No Quotas

### 3. Full Training—Daily, Weekly, Quarterly, and Yearly opportunities for training

### 4. Prizes—jewelry and many other items offered from the Company as well as your Director

### 5. Family Security Plan—(Retirement) for National Sales Directors

### 6. Set your own hours

## INVESTMENT REQUIRED

### 1. \$100 Starter Kit—Contains approximately \$306 of full size products and demo items, training materials, sales aids, etc.

### 2. Inventory—Optional, but highly recommended

### 3. 90% buy-back guarantee from the company on inventory



# ONLY \$100 to start your MK business

BECOME AN INDEPENDENT MARY KAY BEAUTY CONSULTANT

**Tools:**  
Starter Kit Bag  
(includes Organizer Caddy)  
Mirror with Tray, 4  
Disposable Trays, pk./30  
Facial Cloths, pk./30



**\$410** Retail Value



**Education Materials:**

- "Start Something Beautiful" DVD
- Miracles Happen Book
- "Start Earning Now" New Consultant Magazine
- Business and Product Basics (Consultants Guide)
- Datebook
- Ready, Set, Sell! New Consultant Inventory Options Brochure
- Beauty Books, pk./10
- Sales Tickets, pk./25
- Hostess Brochure
- Customer Profiles, pk./25
- Team Building Brochure
- MK Connections Generic Business Cards and Special Offer
- The Look, pk/10



## Mary Kay STARTER KIT!

**Full Size Retail Product Included:**

- TimeWise® 3-In-1 Cleanser (Normal/Dry)
- TimeWise® 3-In-1 Cleanser (Combination/Oily)
- TimeWise® Age-Fighting Moisturizer (Normal/Dry)
- TimeWise® Age-Fighting Moisturizer (Combination/Oily)
- TimeWise® Day Solution Sunscreen SPF 35\*
- TimeWise® Night Solution
- Oil-Free Eye Makeup Remover
- Mary Kay® Ultimate Mascara™ in Black

**Your choice of:**

- Mary Kay® Mineral Powder Foundation Bundle, 7 shades
- Mary Kay® Mineral Powder Brush, 6
- OR
- TimeWise® Luminous-Wear™ Liquid Foundation, 6 shades
- TimeWise® Matte-Wear Liquid Foundation, 6 shades

**Samplers:**

- Botanical Effects Cleanse - Formula 2 (Normal), pk/6
- Botanical Effects Moisturize - Formula 2 (Normal), pk/6
- Botanical Effects Freshen - Formula 2 (Normal), pk/6
- Botanical Effects Mask - Formula 2 (Normal), pk/6
- TimeWise® Microderm Set Samplers (6 pairs)
- Satin Hands® Pampering Set Samplers
- Lip Gloss Samplers, 2 strips of 6 w/ applicator
- Color Cards, 2 pks./5
- Foundation Finder Tool
- Disposable Mascara Brush Samplers, pk./15
- Disposable Sponge-Tip Applicators, pk./15

