

MARKETING PLAN

THE BASICS OF A MARY KAY BUSINESS

3 FORMS OF INCOME

SALES

- 50% Commission
- 50% at Parties
- 50% on Re-orders
- 50% On-line
- 50% Catalog or On-the-Go

CAREER CAR PROGRAM

- Drive a Career Car with car insurance or Choose Cash Compensation

BUILD A TEAM

- Receive 4 - 36% Commission
- Receive "Love Checks" Leadership Position



Chevy Cruze
\$375/mo

Chevy Equinox, Toyota Camry or Ford Mustang
\$500/mo

Pink Cadillac CTS or SRX
\$900/mo

WHAT ARE ALL THE PERKS?

FINANCES

- Average Part-Time Consultant can generate \$5K - \$25K annually (refer to chart on the right)
 - Average Full-Time Director can generate \$5K - \$25K monthly
 - Average N.S.D. is an official Mary Kay Millionaire
 - Family Security Program provides after-retirement income for N.S.D.'s
- Tax Deductions can include phone, auto expenses, office & business supplies, entertainment, travel, etc...
 - Tax laws benefit business owners - (i.e. General Electric 2010 Tax Bill was \$0!!!)

FUN * FRIENDS * FRIVOLOUS

- Diamonds are frivolous
- 5-Star all-expense paid luxury trips are frivolous
 - Travel is Fun - Quarterly Mary Kay Events
- Friends are Fun - especially when there are no Drama Mama's
- No quotas & no territories allow you to focus on relationship building
 - Be a part of a team and love creating the win

FREEDOM * FLEXIBILITY

- Enjoy flexible working hours
- Enjoy the freedom of being your own boss
- Transform your life and reach your dreams
- Increase your influence & financial situation
 - Write your own pay-check
 - Not compromising your values

FOUNDATIONAL GROWTH

- God 1st, Family 2nd, Career 3rd
- Enriching Women's Lives - Our Company Motto
- Living by the Golden Rule - Treat others the way you want to be treated
 - Becoming the best version of yourself
 - Having a positive impact on other women
- You know God created you for something more.

If you had 10x's more self-confidence in yourself, would your life be different?

WHAT CAN YOU PROJECT FROM YOUR SALES IN 1 YEAR?

- The average Show has 4 guest, with a \$50 order
- The average Show is \$200
- The average customer re-orders \$200 annually
- We love residual income

Part-Time Consultants Hold 1 - 3 Shows per Week

1 Show per week (2 hours)
 $\$200 \times 1 = \200 weekly sales
 $\$200 \times 50$ weeks = \$10,000 annual retail sales
 85 customers $\times \$200 = \$17,000$ annual reorders
 \$27,000 total annual sales
 \$13,500 profit

2 Shows per week (4-6 hours)
 $\$200 \times 2 = \400 weekly sales
 $\$400 \times 50$ weeks = \$20,000 annual retail sales
 170 customers $\times \$200 = \$34,000$ annual reorders
 \$54,000 total annual sales
 \$27,000 profit

3 Shows per week (6-8 hours)
 $\$200 \times 3 = \600 weekly sales
 $\$600 \times 50$ weeks = \$30,000 annual retail sales
 255 customers $\times \$200 = \$51,000$ annual reorders
 \$81,000 total annual sales
 \$40,500 profit

Full-Time Consultants Hold 4+ Shows per Week

4 Shows per week (10-15 hours)
 $\$200 \times 4 = \800 weekly sales
 $\$800 \times 50$ weeks = \$40,000 annual retail sales
 340 customers $\times \$200 = \$68,000$ annual reorders
 \$108,000 total annual sales
 \$54,000 profit

5 Shows per week (15 - 20 hours)
 $\$200 \times 5 = \$1,000$ weekly sales
 $\$1,000 \times 50$ weeks = \$50,000 annual retail sales
 425 customers $\times \$200 = \$85,000$ annual reorders
 \$135,000 total annual sales
 \$67,500 profit

TAKE THE NEXT STEP TO YOUR HAPPY FUTURE!

THANK YOU IN ADVANCE FOR YOUR TIME AND VALUED OPINION OF OUR BUSINESS.