

# 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.