

What Women Want Marketing Survey

WHY DO WOMEN START A MARY KAY BUSINESS:

1. MONEY: 50% Commission on the Products + Team Building Commissions. Highest Direct Sales Commission in the US!
2. RECOGNITION: MK Believes in praising women to success! Your achievements will be recognized and applauded! Whether with prizes or praise, it's great to be appreciated!
3. SELF CONFIDENCE & PERSONAL GROWTH: Build confidence in a positive environment with a support system that encourages you!
4. CAR: Earn a free Chevy Malibu in less than a year working your business 10 hours a week! Directors can earn a Chevy Equinox, Toyota Camry, or the prestigious Pink Cadillac. Mary Kay covers tax, title, tags, and 85% of insurance.
5. ADVANTAGES: Flexibility, advance/promote yourself at your own pace. Plus awesome tax advantages!
6. BELIEFS: Priorities of God first, Family second, and Career third.

HOW DO I GET STARTED?

- The MK Starter kit is \$100 (plus tax and shipping). It includes over \$300 in retail products and over \$200 in business aids. It includes everything you need to begin training and holding appointments.
- We have the opportunity and privilege of being able to carry inventory. It is not required but recommended. If for some reason you decide Mary Kay is not for you, Mary Kay provides a 90% buy-back guarantee which protects the integrity of the Company and retains you as a happy customer!

NAME: _____ PHONE #: _____

1. What would you like more of in life right now (circle)...

Fun & Girlfriend Time Money & Perks Flexibility Making a Difference to Someone Else

2. From everything you've heard today about the MK Opportunity, what is the most appealing: _____

3. If you were to try MK, what is a personal strength that would help you be successful? _____

4. If you knew you couldn't fail, would you give it a try? YES or NO

5. On a scale of 1-10 (1 being never, ever! 10 being sign me up today), where are you? ____

6. What would it take to get you to a 10? _____

7. Do you have any ?s: _____

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