



DISCOVER

WHAT
YOU

Love

MARY KAY



Today, we will do 5 things:

- You will tell me about you
- I'll tell you about me
- I'll tell you about Mary Kay the company
- I'll answer any questions you have
- Finally, I'll ask you if this sounds like something you'd like to try!



Getting to
know **YOU**



Tell me a little about you.

What do you love the most about your life/job?

What would you most like to change about your life/job?

If money and time were not an issue, how would you like to be living a year from now?

Tell me about a time in your life where you felt successful.

Do you have freedom and flexibility right now in your life?

Are you paid what you are worth?

If you keep doing what you are doing,
will you be happy where you are 5 years from now?

My MK Life! 

Getting to know Mary Kay Cosmetics

Mary Kay Ash built the company on the Golden Rule and the priorities of God First, Family Second, Career Third.



MARY KAY®

MORE THAN
1,400
PATENTS

Mary Kay holds for products, technologies and packaging designs

One Woman Can
LIFT OTHERS UP
ALONG THE WAY.

MARY KAY®

MARY KAY®

Mary Kay has donated millions of dollars to help change the lives of women and children around the world.

BUILT BY A
WOMAN

FOR
WOMEN

MARY KAY

♥ OUR BRAND MANIFESTO ♥

We are a brand with a **purpose**.

Built by a woman for women.

Opportunity is what we create.

Beauty is what we sell.

And **hope** is what we give back.

We believe in the **empowerment** of women.

Everything we do is with a desire to help them feel **beautiful** inside and out.

And create personal **relationships** like no other brand can.

MARY KAY

Mary Kay Ash founded the company in Dallas, Texas

1963

V♥LUES

The Golden Rule
Make Me Feel Important
The Go-Give™ Spirit
Balanced Priorities

Over
160,000

Independent sales force members worldwide who have earned the use of a Mary Kay Career Car

MARY KAY®

Zero landfill site status at Mary Kay's Global Manufacturing Facility

1 MILLION TREES PLANTED AROUND THE WORLD

GIFTS THAT WOMEN FIND FROM THE MARY KAY OPPORTUNITY

PERSONAL &
PROFESSIONAL
GROWTH
VALUED



FINANCIAL
SECURITY



MENTORSHIP



POSITIVE
FEMALE
FRIENDSHIPS



POSITIVITY
COMMUNITY/
TRIBE



OWN MY
OWN
BUSINESS



USE MY
PERSONAL
STRENGTHS



MULTIPLE
STREAMS
OF INCOME



COMPANY
WITH GLOBAL
RESPONSIBILITY



AN
ENVIRONMENT
EMPOWERING
WOMEN



HELP MAKE
A CHANGE
IN MY
COMMUNITY



WHICH OF THESE APPEAL TO YOU?



Avenues of **Income**



- **MAKEOVERS**

50% Profit on every product you sell.

The highest direct sales commission in the U.S.

A Mary Kay Party, on average...

- Includes 4-5 guests
- Usually has \$300 - \$400 in sales
- Takes about 2 hours of your time

If a party takes 2 hours, how many would you hold a week? _____

Multiply that number by \$300 (# of parties held x \$300 in sales = _____ in retail sales)

50% of your sales is your profit, so you would earn \$ _____ in profit for that week.

What would you spend your profit on? _____

- **REORDERS**

50% Profit. Our products are consumable, meaning our customers use up their Cleanser, Moisturizer, Mascara, and Lip Gloss because they use them every day. Our reorder sales greatly increase our profit potential.

Example: If you work 50 weeks a year and add 2 customers per week who order \$100 retail per year, that is 100 customers x \$100 in reorders. Your potential sales from reorders for 100 customers in a year is \$10,000 resulting in \$5000 in profit per year from your reorders.

- **TEAM BUILDING**

Mary Kay pays additional team building commissions based on your team members' wholesale orders to the company. These commissions are paid directly from Mary Kay's profits. Consultants can earn between 4 -13% on their personal team members every month.

- **CAR PROGRAM**

All consultants and Sales Directors are eligible to earn the use of a Mary Kay car. Mary Kay pays tags, registration, tax and up to 85% of your insurance. You are eligible to earn a new car every 2 years.

- **LEADERSHIP**

Every consultant has an opportunity to promote herself to the position of Independent Sales Director. Mary Kay pays Sales Directors increased commissions due to their leadership and coaching. They earn 4 -13% on their personal team members plus an additional 9%, 13%, or 23% on their entire unit of consultants, as well as numerous cash and monthly bonuses.



Advantages:

- No Quotas
- No Territories
- Flexible Hours
- Personal Growth
- Unlimited Earning Potential
- Advance at Your Own Pace
- Tax Deductions
- Numerous Educational Opportunities

What it takes to Get Started

- Starter Kit is \$100 plus tax and shipping (includes over \$400 in retail products and supplies)
- Inventory optional but recommended
- 90% Buy Back Guarantee



START SOMETHING Beautiful

YOUR STARTER KIT

\$406 OF FULL SIZE PRODUCTS!



ONLY \$100

PLUS APPLICABLE TAX & SHIPPING

BIG REWARDS

small investment



RETAIL-SIZED PRODUCTS & SAMPLES

- TimeWise® 3D™ 4-in-1 Cleanser (Normal/Dry)
- TimeWise® 3D™ 4-in-1 (Combination/Oily)
- TimeWise® 3D™ Day Cream Sunscreen Broad Spectrum SPF 30* (Normal/Dry)
- TimeWise® 3D™ Day Cream Sunscreen Broad Spectrum SPF 30* (Combination/Oily)
- TimeWise® 3D™ Night Cream (Normal/Dry)
- TimeWise® 3D™ Night Cream (Combination/Oily)
- TimeWise® 3D™ Eye Cream
- Mary Kay® Oil-Free Eye Makeup Remover
- Mary Kay® CC Cream SPF 15* in Very Light
- Mary Kay® CC Cream SPF 15* in Light-to-Medium
- Mary Kay® CC Cream SPF 15* in Medium-to-Deep
- Mary Kay® CC Cream SPF 15* in Deep
- Mary Kay® CC Cream SPF 15* in Very Deep
- Satin Hands® Pampering Set in White Tea & Citrus
- Mary Kay® Ultimate Mascara™ in Black
- Mary Kay® Translucent Loose Powder
- Blue Eyes Look Cards (10)
- Hazel/Green Look Cards (10)
- Brown Eyes Look Cards (10)

LITERATURE & EDUCATIONAL ITEMS

- Welcome Card
- Starter Kit Bag
- Date Book
- Skin Care Party Flip Chart Pages With Binder
- Laminated Place Cards (4)
- Laminated Satin Hands® Pampering Set Instructions for Use Card (1)
- Laminated Place Mats (4)
- Sales Tickets (30)
- Customer Profiles (30)
- Start Something Beautiful® Pampering Magazine
- Start Something Beautiful® DVD
- Miracles Happen Book
- Ready, Set, Sell! Inventory Options for New Independent Beauty Consultants Brochure
- Steps to Success Brochure
- The Look Catalog (10)

TOOLS

- Starter Kit Bag
- Face Cases (4)
- Disposable Trays (30)
- Disposable Facial Cloths (30)
- Dry Erase Markers (4)
- Disposable Mascara Sample Wands (30)
- Disposable Sponge-Tip Applicators (30)



In Closing...

1. What impressed you the most about everything you've heard?
2. What qualities do you have that would make you shine as a consultant?
3. In your wildest dreams, if you were to become a Mary Kay Beauty Consultant, what would be the biggest benefit for you?
4. On a scale of 1 to 4, what is your interest level in having your own Mary Kay business?

