

Small Investment **BIG** REWARDS!

Only
\$100*
investment
(Starter Kit/Contents)

Full Size Retail
Product Included:

TimeWise® 3-in-1 Cleanser
Normal/Dry
TimeWise® Age Fighting
Moisturizer Normal/Dry
TimeWise® 3-in-1 Cleanser
Comb/Oily
TimeWise® Age Fighting
Moisturizer Comb/Oily
TimeWise® Day Solution SPF 35
TimeWise® Night Solution
Oil-Free Eye Make-Up Remover
Ultimate Mascara Black
Choice of Mary Kay Mineral
Powder Foundations or
TimeWise® Liquid Foundations

\$410
retail value!
(With TimeWise® Liquid Foundations)

Your Starter Kit also includes all
the items listed below!

Get Started:

Miracles Happen Book
"Start Something
Beautiful" DVD
Start Earning Now New
Consultant Magazine

Consultant Guide
Datebook
Ready Set Sell Inventory
Options Brochure
Team Building Brochures
Mk Connections® Generic
Business Cards & Special Offer Flyer
Organizer Caddy

Demonstration Materials:

4 Mirrors with Trays
Foundation Finder Tool
Disposable Trays
Disposable Facial Cloths
Disposable Mascara
Brushes
Disposable Sponge
Tip Applicators

Sampler Packettes:

Botanical Effects Skin Care
Timewise® Microdermabrasion
Fragrance Free Satin
Hands Pampering Set Packetts
Lip Gloss Strips

Class Materials:

10 Look Books
10 Hostess Brochures
25 Customer Profiles
10 Beauty Books
25 Sales Tickets

* Plus applicable tax and shipping

Consider your options...

1. I'm looking for 3 B's. Which is the best option for YOU?

BASIC CUSTOMER

(LOVE the PRODUCT...appreciate
EXCELLENT service...
willing to pay FULL price.)

BFF

(LOVE the product...LOVE a BARGAIN &
DISCOUNTS...willing to share me with
friends & family a couple times per year.)

BUSINESS PARTNERS

(50% OFF for the rest of your life...
unlimited income potential...
freedom & flexibility!)



2. Do you have what it takes to be my BUSINESS PARTNER?

When you have these 3, everything else can be taught! Are you teachable?

Honesty & integrity

Love for the product & people

Work ethic

3. After you purchase your Starter Kit, you have 3 options?

**Don't sell anything
& buy your product 50%**

**Sell to friends & family
to earn a little extra cash**

**Work it as a business.
Have more time & money to
spend on your priorities!**

Turn PINK into GREEN:



4 ways to WEALTH:

1. You were born into it
2. Marry into it
3. In sales
4. Own your own business

If the first 2 don't apply to you, then your only hope is 3 and 4!

SALES Pros: Unlimited income potential **Cons:** You have a boss, quotas, deadlines, pay high taxes

BUSINESS Pros: Be your own boss, tax advantages **Cons:** Overhead, theft, employee turnover, time consuming

With a Mary Kay business, you have all pros and no cons!!!

What makes a successful BUSINESS:



1. Excellent products with a great reputation
(100% satisfaction guarantee, Good Housekeeping Seal of Approval)
2. Consumable Product
3. Not seasonal
4. Excellent Customer Service

1 show per week	(Hobby 3hrs)
1. \$200 x 1	→
2. \$200 X 50 weeks	→
3. 3 customers x 50 weeks =	→
4. @85%=127 customers x \$308 per year = \$39,116 at 50% profit =	→ + Add total from Line 2

What are the averages:



- The average MARY KAY show has 3 people in attendance.
- Average sale per customer is \$77 (Basic Skin Care Set + Mascara)
- Average show is \$200-\$300 in sales.
- A Basic Set lasts about 2-3 months and at that time we should replace our mascara.
- We retain 85% of our customers. If they reorder 4 x's per year that's \$308 in sales.

*These are averages we have seen in our area. Individual results may vary.

*These figures have not been indorsed by Mary Kay Inc.

TOTAL from the left X's	Number of shows you can hold	Your potential PROFIT



MARY KAY asks us to PASS IT ON!!!

Women at your shows will fall into 1 of 3 categories.

BASIC CUSTOMERS, BFF'S (hostesses), Business Partners. One Consultant can only handle about 100 really good customers. So, your strategy becomes finding Business Partners at your shows—Hostesses and others who are really excited about the product. This is how you duplicate yourself! 1 out of 5 that you share with will get started.

Additional income from team building!

- 4% commission starting with your first team member.
- Increases to 9-13% when you build to a team of 5 or more and you can go ON-TARGET to earn a FREE Career Car with 5.
- Save your family on average about \$_____ per year! (your car payment x 12) Mary Kay will also pay your tags, tax, and most of your insurance.
- Bonuses: Earn \$50 team building bonuses for each personal Qualified team member starting with your 4th person and beyond.



Does this sound like something that would be a benefit to you? Would you enjoy using the product and purchasing them 1/2 price? Would making more money to pay for the extras and having more time to spend on your priorities be an answered prayer? So, which option would be the best for you?

BASIC CUSTOMER

BFF

BUSINESS PARTNER



TIME STUDY

We all are given 168 hours per week. What determines our effectiveness is how we use those precious hours.

Let's see how you are spending your time and very importantly, *is it taking you where you want to go?*

"Most people merely **SURVIVE** as opposed to **THRIVE** in their lives. They get caught up in the 'hamster wheel of **survival mode**.' This can be the thief of your DREAMS! The saddest thing that could happen to us at the end of our life is to look back in regret and wonder "What could have been if only...?" In most cases, having more TIME or MONEY would truly make a difference! We can show you how to have BOTH!"
-SSD Melissa A. Mays



How many hours per week do you spend on each:	Example:	
Sleep	56	
Personal time (getting ready, hair, makeup, etc.)	7	
Church	2	
Cleaning & shopping	10	
Family, social, me time	35	
Work	40	
Me time (exercising, prayer, quiet time, journaling, etc.)	7	
Other	*	
TOTAL	157	***
Subtract from 168 hours	11	

What do you like BEST about what you do now?

What would you change if you could?

What are your top priorities? What's most important to you?

What was it that you always said you'd love to do if you had more time or money?

One year from now, if time and money were no object, what would you want? DREAM BIG!!!

PINK Mary Kay training time

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