the mary kay party
and marketing booklet
Mary Kay Products are . . .

- Recognized with the Good Housekeeping Seal of Approval
- 100% customer guaranteed
- Try before you buy
- Made in the U.S.A. by Mary Kay Inc.
- Consumable
- Recession proof
- No testing on animals
- High quality research
- Top 10 global company along with Apple, Google
Classes / Parties - 50% with 3+ attending

A $300 party gives you $150 in profit
A $500 party gives you $250 in profit
in about 2 - 3 hours

Facials - 50% with 1 - 2 attending

A $100 facial gives you $50 in profit
in about 1 hour

Reorders - 50%

- At On-the-Go appointments
- Online through your website or e-mail
- By phone call or text

What we do . . .

- We teach Skin Care and Color Cosmetics
- Use a try before you buy approach
- Provide on the spot delivery

A Question Many Ask: How Much Money Can I Make?
You are your own boss.

We teach you to work Mary Kay into your current lifestyle.
As a new Mary Kay Independent Beauty Consultant, the fun is just beginning and so are the rewards that come with building a strong customer base and maintaining consistent retail sales. So keep an eye on your future orders for helpful business-building materials and information on rewarding programs like these.

**Star Consultant**

- Get fabulous prizes like jewelry, accessories and electronics every quarter that you achieve Star Consultant status through consistent retail sales.
- Earn the prestigious Ladder of Success pin that signifies your success.
- Receive customer referrals from the Consultant Locator as a Star Consultant with a Mary Kay® Personal Web Site.
As a New Consultant, you will complete orientation and learn how to:

- Get started
- Conduct Skin Care Classes
- Explain and choose Skin Care and Color Products
- Manage a business and money
- Advance in a Mary Kay career
- Get appointments

**Example:**

Hold a Skin Care Class with 3 - 5 people

Question: Where will I get the people?

**Client 1: Purchased a Basic Skin Care set**

THEN: set up a 2nd appointment

**Client 3: Purchased a Basic Skin Care set**

THEN: set up a 2nd appointment

**A Question Many Ask:** How will I learn the business?
### Director in Qualification (DIQ)

**Requirements**
- $18,000 cumulative wholesale unit production in one to four months
- At least $4,000 per month wholesale unit production
- 24 active unit members (includes the DIQ) at least 5 of the DIQ’s personal team members must be qualified

**Compensation**
- 9% or 13% commission earned from personal team production
- Eligible to become a Sales Director
- Unit commission and Unit bonuses
- Eligible to wear the Director Suit

### Team Leader

**Requirements**
- 5 - 7 active personal team members
- You must be an active Consultant

**Compensation**
- 9% or 13% commission earned from personal team production

### Star Team Builder

**Requirements**
- 3 - 4 active personal team members
- You must be an active Consultant

**Compensation**
- 4% commission earned from personal team production
- Team building bonus

### Future Sales Director

**Requirements**
- 8+ active personal team members
- You must be an active Consultant

**Compensation**
- 9% or 13% commission earned from personal team production
- Team building bonus

### Senior Consultant

**Requirements**
- 1 - 2 active personal team members
- You must be an active Consultant

**Compensation**
- 4% commission earned from personal team production

### Career Car

**Requirements**
- 16+ active personal team members
- $23,000 cumulative team wholesale production
- You must be an active Consultant

**Compensation**
- 9% or 13% commission earned from personal team production
- Earn the use of a MK Career Car or $425 per month
Cadillac Career Car
Choose from either:
Cadillac SRX Luxury, or cash compensation up to $900 per month

Premier Plus
Choose from either:
BMW 320i, Chevy Equinox 1LT or cash compensation up to $500 per month

Premier Club
Choose from either:
Chevy Equinox 1LT, Ford Fusion or cash compensation up to $500 per month

Grand Achiever
Choose from either:
Chevy Cruze 1LT or cash compensation of $425 per month
As a self employed Mary Kay Consultant, you could be entitled to tax deductions . . .

- car expenses such as mileage
- telephone
- supplies
- gifts and demonstration items
- postage
- office in the home
- Mary Kay related travel

No Risk Inventory

- 90% inventory buy back for Consultants
- 100% satisfaction guarantee for customers
In 1963, Mary Kay Ash began her company with a dream to help women.

- Unique business philosophy of God, Family & Career
- Golden Rule Management
- Positive Environment & Attitude

Today more than 50 years later, Mary Kay Inc. . .

- Is a Top 5 Global Skin Care Brand by Euromonitor International
- Has 3.5 million beauty consultants in more than 35 markets around the world
personal growth

- Promotes self-confidence
- Provides challenge & purpose
- Develop new skills
- Work in a positive, non-risk environment
- Encourage others while being encouraged
- Gain satisfaction from helping others
- Make new friends
- Maintain and improve appearance
Literature and Education Materials
- “Start Something Beautiful” DVD
- Miracles Happen – Mary Kay Autobiography Book/
- Start Something
- Beautiful™ Magazine
- Datebook - Bilingual
- Ready, Set, Sell! New Consultant Inventory Options Brochure
- Beauty Books, pk./10 (includes 10 inserts and 1 Instructor's Guide)
- Sales Tickets, pk./25
- Customer Profiles, pk./25
- Steps to Success Career Path brochure
- MKConnections® Generic Business Cards and Special Offer Flyer
- The Look, pk./10

Tools
- Starter Kit Bag (includes Organizer Caddy)
- Mirror With Tray, 4
- Disposable Trays, pk./30
- Facial Cloths, pk./30

Samplers
- TimeWise Repair™ Volum-Firm™ Sampler Set, pk./1
- Deluxe Mini TimeWise® Microdermabrasion Plus Set
- White Tea & Citrus Satin Hands® Pampering Set Deluxe Mini
- Lip Gloss Samplers, 2 strips of 6 with applicator
- 3 Color Cards, pk./5
- Foundation Finder Tool (Bilingual)
- Disposable Mascara Brush Samplers, pk./15
- Disposable Sponge-Tip Applicators, pk./15

Mary Kay® Mineral Powder Foundation Bundles

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Mary Kay® TimeWise® Liquid Foundation Bundles

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Products
- TimeWise® 3-in-1 Cleanser - Normal/Dry
- TimeWise® 3-in-1 Cleanser - Combo/Oily
- TimeWise® Age-Fighting Moisturizer - Normal/Dry
- TimeWise® Age-Fighting Moisturizer - Combo/Oily
- TimeWise® Day Solution SPF 35*
- TimeWise® Night Solution
- Oil-Free Eye Makeup Remover
- Ultimate MascaraTM – Black
- Mineral Powder Foundation bundle (7 retail size shades + 6 brushes) OR TW Liquid Foundation bundle (12 tubes total: 6 shades in each Luminous & Matte formulas)

$100

Tools
- Starter Kit Bag (includes Organizer Caddy)
- Mirror With Tray, 4
- Disposable Trays, pk./30
- Facial Cloths, pk./30

Samplers
- TimeWise Repair™ Volum-Firm™ Sampler Set, pk./1
- Deluxe Mini TimeWise® Microdermabrasion Plus Set
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- Lip Gloss Samplers, 2 strips of 6 with applicator
- 3 Color Cards, pk./5
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- Mineral Powder Foundation bundle (7 retail size shades + 6 brushes) OR TW Liquid Foundation bundle (12 tubes total: 6 shades in each Luminous & Matte formulas)
We set up a store in our home

We buy at one price and sell for twice what we bought it for (50% profit)

We purchase products directly from Mary Kay Inc.

One wholesaler Mary Kay Inc. to One retailer Mary Kay Beauty Consultant
Here is how to get started today!

- Say “Yes!”
- Order your Starter Kit for $100 ($400 value)
- Attend local training
- Observe live Skin Care Classes
- Receive your Starter Kit within a week
- Make a list of your first practice faces
Inventory is optional and is not required, but is recommended to allow “on the spot delivery”

The purchase of a Starter Kit gives you inventory privileges:

- Customers buy 3 times more inventory when inventory is available
- Most Consultants choose to keep inventory on hand
- We teach you how and what to order
- Mary Kay Inc. offers 90% buy back protection on your inventory
Tell me about yourself... Where you live, work, family, that kind of thing...

What do you like MOST about what you are doing right now? (job, at home w/ kids, etc.)

What do you like LEAST about what you are doing right now?

What brings you joy?

Tell me about a time when you were most proud of yourself? What was it about the experience that you loved the most?

If money and time were not an issue, what dream would you like to come true a year from today?
What Did You Think?

So what parts of the business that we talked about today appeal to you most?

If you were ever going to consider Mary Kay, what concerns or questions would you have?

If I were to give you a scale from 1 to 10 (1 meaning ‘I would rather eat dirt & die than ever be a part of Mary Kay’ and 10 meaning ‘I would love to start today!’) where would you place yourself on that scale? No 5’s - I don’t know what that means! ______

Next Step _________________________

Guest to a meeting or event

Host a party

Watch a video about MK opportunity

Recruiting folder

Listen to recruiting hotline

Send E-link