

*Welcome to Mary Kay*





# Reach for The Stars!

Temi Odeyale, Your Nation Sales Director

Dear New Consultant,  
Congratulations on your decision to become a Mary Kay Beauty Consultant. More women have earned over One Million Dollars in Mary Kay than with any other company in the world. At this time, as with most new consultants, you're probably a little scared or have butterflies in your stomach. This is natural! Remember, you have everything to gain and nothing to lose in Mary Kay. You owe it to yourself to give this business a try. It has worked for so many people and it can work for you, too!

You'll be contacted soon about attending your New Consultant Education classes. We will teach you everything you need to know! Feel free to call me or my office at any time if you have questions .

My mobile number is (347) 432-9945  
My office line is (424) 206-1801.  
Please leave a message if we do not answer.

You will want to begin making a list of possible contacts to start your business. I have enclosed a sheet for you to start making your list. If you do not know many people, just write who you do know. You might not know names, but you may be able to list her as "the lady at the grocery store." Just list as many as you can! When your starter kit arrives, go ahead and start listening to the education CD's, read the literature, and play with all the goodies in it! I am believing in YOUR success!  
Temi

## INFORMATION YOU SHOULD KNOW

**Unit Name:** Magnificent Eagles

**Your National Sales Director:**

Temi Odeyale

178 Sunset Ave

Old Bridge, NJ 08857

**Mobile:** (347) 432-9945

**Email:** m.eaglesarea@gmail.com

**Area Website:** www.temiodeyale.unitwise.com

## IMPORTANT PHONE CALLS:

**Area Wide Call**

Every Monday Night at 9:00pm EST

**Log in via**

**<https://zoom.us/j/732-251-4004>**

**OR - Dial: +1 646 558 8656**

**Meeting ID: 732 251 4004**

It is important to have a goal. You simply can't get there if you don't know where you are going! Begin to build in your mind a dream. Then write it down and make your goal realistic . Aim high enough that you will have to stretch your ability and your potential to reach it

Mary Kay Ash





# BEAT THE BOX!

**Work on this checklist while you are waiting for your starter kit to arrive.**

## Welcome

☐ **Tell me about yourself**

I can't wait to get to know you personally! Please fill out the "Getting To Know You" page and turn it into me.

☐ **Send a picture of yourself and a picture of your family**

Email it to my office right away.

This will be used in my unit correspondence and for recognition

☐ **Purchase a 3-5 Section Spiral Notebook**

This will become your best friend as you start your business!

☐ **Create your Contact List**

This is a list of 100+ people you know.

(Who would you invite to a big wedding? 300 invitations is an average number for church wedding) Don't prejudge. You will invite these women to be your first practice faces for your Power Start.

☐ **Establish primary forms of Mary Kay Communication**

☐ Email Address—send me an email to ensure I have you on my distribution lists.

☐ Friend me on Facebook.

☐ Voxer - You may want to Download the free Voxer app on your mobile device.

☐ **Write down your odometer reading from your car (s) and the date.**

You will also want to keep track of your mileage to and from Mary Kay appointments or business errands.

☐ **Attend your success meeting**

Attend your local success meeting for special recognition. Bring a friend with you to take pictures! If you are not local to me, please contact me so that I can connect you with a local director. There will also be opportunities for new consultant training.

☐ **Check out the Mary Kay InTouch® Web site at [www.marykayintouch.com](http://www.marykayintouch.com) to register for the following limited-time offers (Found in the GETTING STARTED box)**

☐ Sign up for your Mary Kay Personal Website.

☐ **FREE OFFER**....over \$800 in FREE Mary Kay Products available with your first inventory order.

☐ **MK CONNECTIONS: FREE OFFER**...when you order your Mary Kay Business Essentials Kit from MK Connections (Business Cards, Products Labels, etc.).

☐ Creating a Buzz about your business - announce your business with a free e-card.

☐ **Begin the 7 Day Wonder Challenge (see attached sheet within the packet)**





# *Who should be on my Contact List?*

**In addition to the obvious — your immediate family, in-laws, cousins, neighbors, friends and work associates, what about the person.....**

- from your old job?
- from school or college?
- you know from your favorite sport or hobby?
- from your child's activity?
- from your church?
- from community activities?
- from whom you rent?
- to whom you sold a house?
- that you met through your husband/significant other?
- who checks you out at the grocery?
- who helps you at the cleaners?
- that you met on vacation?
- who checked you in at your last hotel?
- who gives your child lessons?
- who cuts your hair?
- who fills your prescription?
- who leads the PTA?
- Girl/Boy Scouts?
- who works the desk at the health club?
- who booked your last vacation?
- who sells baskets? candles?
- who bought a house last on your street?
- who is your bank teller?
- who is your florist?
- who was your nurse at the office/hospital?
- who was your maid of honor?
- who is your cleaning lady?
- who you met in the grocery/bank line?
- who was the bride you saw in the newspaper?
- who is your child's/your friend's child's teacher?
- who is the secretary at your work/school?
- who sells you your clothes?
- who sells you your shoes?
- who sold you your glasses?
- who is the wait staff at your favorite restaurant?
- who you met at your last business luncheon?
- who helped you at the last jewelry store you were in?
- who helped with your last decorating purchases?
- the last salesperson to give great service?
- who did I miss?





# Mary Kay 100 Names Contact List

Make a list of every person you know that has skin. They can give their opinion and allow you to practice on them. Write everyone down then go back and circle the top 30 you love and like to be around. Please list name and phone number in box.

1.	2.	3.	4.
5.	6.	7.	8.
9.	10.	11.	12.
13.	14.	15.	16.
17.	18.	19.	20.
21.	22.	23.	24.
25.	26.	27.	28.
29.	30.	31.	32.
33.	34.	35.	36.
37.	38.	39.	40.
41.	42.	43.	44.
45.	46.	47.	48.
49.	50.	51.	52.
53.	54.	55.	56.
57.	58.	59.	60.
61.	62.	63.	64.
65.	66.	67.	68.
69.	70.	71.	72.
73.	74.	75.	76.
77.	78.	79.	80.
81.	82.	83.	84.
85.	86.	87.	88.
89.	90.	91.	92.
93.	94.	95.	96.
97.	98.	99.	100.



# Dress to Achieve Success

Mary Kay Ash knew you only have one chance to make a great first impression. It was her request that we always maintain a professional yet feminine image; which includes wearing **ONLY** Mary Kay products and wearing a skirted outfit to all appointments.



## MARY KAY CONSULTANT

Dress or skirted business suit, black or neutral hose and heels or pumps with Mary Kay logo pin.



## SENIOR CONSULTANT (1-2 active team members)

Same attire as MK Consultant with Senior Consultant enhancer.



## STAR TEAM BUILDER (3-4 active team members)

Black skirt, white blouse, choice of three Red Jacket styles with MK Star Team Builder enhancer, black or neutral hose and heels.



## TEAM LEADER (5-7 active team members)

Same attire as Star Team Builder except Team Leader enhancer is worn.



## FUTURE SALES DIRECTOR (8+ active team members)

Same attire as Star Team Builder except Future Sales Director enhancer and scarf are worn.



## DIQ OR DIRECTOR IN QUALIFICATION

Same attire as Star Team Builder except black blouse and DIQ pin are worn.

## What are your Mary Kay pins saying about you?

Your Mary Kay pins are a representation of your incredible accomplishments in your business and should be worn with pride. However, be careful not to overdo it. Too many pins adorning your lapel can look cluttered and distasteful. A good guideline is no more than three pins including your Mary Kay Logo Pin. Your Power Start Plus Pin are always great choices.



## Perfect Start

Facial 15 customers in 15 days.  
Earn a Platinum-toned charm



## Power Start

Facial 30 customers in 30 days.  
Earn a Platinum-toned charm with crystals.



## Power Start Plus

Facial 30 customers in 30 days.  
**AND**  
Share the opportunity with 6 people.  
Earn a PSP Charm



# Perfect Start \* Power Start \* Power Start Plus Charms

## Win your Pearls of Sharing Set All in One Tracking Sheet

Use this sheet to chart your progress! Pick a start date—fill in the date and initials of each face you share our wonderful Mary Kay products with over the next 30 days. Earn your Perfect Start charm with 15 faces \* Power Start Charm with 30 faces and share the Mary Kay opportunity with 6 of your 30 faces and earn your Power Plus Start Charm.

Share product with 15 faces in two weeks to earn your **PERFECT START** Charm!



1.	2.	3.	4.	5.
6.	7.	8.	9.	10.
11.	12.	13.	14.	15.

Share product with 30 faces in two weeks to earn your **POWER START** Charm!



16.	17.	18.	19.	20.
21.	22.	23.	24.	25.
26.	27.	28.	29.	30.

Share the Mary Kay opportunity\* with 3 people and earn your Pearl Earrings.

Share the Mary Kay opportunity\* with 6 people and earn your Pearl Bracelet.

Share the Mary Kay opportunity\* with 6 of the 30 faces in 30 days for your POWER START PLUS Charm!



1.	2.	3.
4.	5.	6.

Become a **Senior Consultant** by adding 1 new *Qualified Independent Beauty Consultant* to your team and earn your Pearls of Sharing Necklace!

I am proud to announce my first new team member is: \_\_\_\_\_



Once completed please send a copy to your Director.

Your Name: \_\_\_\_\_

Start Date: \_\_\_\_\_

End Date: \_\_\_\_\_

\* Share with Ponder Pink Sheets or with Interview Sheet in book. Copies must be turned in with a copy of this sheet to earn prize.



# TRAINING. *Center*



## *Preparing your Home Office*

- ☐ **Create a separate workspace for your business.** This could be a separate room or a corner of a room in your home. THIS IS VERY IMPORTANT. A neat and organized workspace contributes greatly to a happy and healthy business owner.
- ☐ **Check Exclusive Savings on [www.marykayintouch.com](http://www.marykayintouch.com)** for discount programs with cell phone providers. (under the Ordering tab)
- ☐ **Open a separate FREE (non-business) checking account** to be used exclusively for your Mary Kay business. Request a debit card to be associated with this account.
- ☐ **Sign up for ProPay to allow processing for credit card payments.** Go to InTouch, then Ordering and then click the link for ProPay.
- ☐ **Change your voicemail** to a professional “Mary Kay” message.



## *When Your Starter Kit Arrives*

- ☐ **Keep your Starter Kit Box.** It will make a great presentation one day when you tell audiences all over the world “What you found inside your Starter Kit Box”.
- ☐ **Double check Starter Kit contents list.**
- ☐ **Review the Start Something Beautiful Magazine** found in your Starter Kit!  
This is your Consultant Guide!
- ☐ **Put the dates of all MK trainings and Success Meetings in your Mary Kay Datebook** for the next 3 months.
- ☐ **Read a chapter a day from Mary Kay’s Autobiography.** (*Came as a free gift with your starter kit.*)
- ☐ **There is wonderful education** you can take advantage of in your Mary Kay Intouch. You will find these recourses under **Education**. Get your beautiful future started in **New Consultant Tools** option with information on your Starter Kit, **New Independent Beauty Consultant** option will help you unpack your Starter Kit with a Pro. You can learn **Consultant Education** and **How To Build Your Team**, You will also be able to attend the **MKUniversity** right on your phone, tablet or desktop computer!
- ☐ **Click on [Mary Kay University](http://Mary Kay University)** (MKU) to access a fun and educational site that is designed to guide an Independent Beauty Consultant through her Mary Kay Journey. MKU, with the voice and presence of Mary Kay herself, will lead you every step of the way as you move along your Mary Kay Career Path.





## Scheduling Your First Appointments

- ☐ Take the **Book 10 Challenge!**

Share this script with friends/family to schedule your first 10 Skin Care Beauty Appointments.

**(Keep asking until you get 10 on the date book!!!)**

**On Average you may need to ask 30 people to get 10 yes's.)**

Suggested script:

*"I'm so excited about a decision I've made to start a business with Mary Kay Cosmetics. My first challenge is to practice by doing 10 Beauty Appointments in the next 30 days. Could you help me by being my model? It just takes about 30 minutes to sample our skin care. No obligation to purchase just help me get the practice." If you can invite 3-4 friends to sample with you, I can give you free product just for helping me get started."*

~ OR ~

- ☐ **Schedule your Business Debut Party.**

We will kick off your business with a Grand Opening! This option is best if you have decided to start with product on your shelves. You will invite your friends and family to this event to learn more about Mary Kay and why you started your business. At this event, we will help you schedule your first appointments and make your first sales. I will send you the checklist for this event in a separate email once the date has been set.



## After Your Inventory Arrives

- ☐ **Label your inventory with your product labels, esp. skin care and skin supplements.**  
(Order the labels with the business kit from MK Connections.) I do NOT recommend putting labels on products that would be defaced by a label such as lipstick tubes, most color cosmetics and fragrances.
- ☐ **Use your name and address stamp to stamp all Look Books, Beauty Books and team building materials.**
- ☐ **Organize and store inventory** both on office shelving and in carriers that you are taking to your appointments. Product can safely be carried in car trunk except in times of extreme heat or cold.
  - ☐ If you have extra funds, consider purchasing inventory cases from MK Connections.
  - ☐ A fishing tackle box from Bass Pro, Wal-Mart or other fishing supply store is perfect for eye shadows, blushes, etc. Also good for samples. Take your product items with you to store to check fitting.
- ☐ **Discuss with your recruiter or Director** how much of each item to take to your appointments.

### Need More Info?

#### Look in your *Start Something Beautiful* Magazine

The Start Something Beautiful Magazine contains all the information a new Independent Beauty Consultant needs to get her Mary Kay business started. Inside you'll find information on how to book your first party, coach your first hostess, explore technology and digital tools that can help you build your business PLUS you'll enjoy inspirational stories and tips from some of the top leaders within the Mary Kay independent sales force.





## *How Do You Want to Run Your Business*

We always recommend that you determine what activity level you intend to pursue in your Mary Kay business and then, if appropriate for your personal circumstances, invest in a level of inventory that supports that activity.

Regardless of the reasoning behind your decision to become a Mary Kay Beauty Consultant, you'll want to take a very logical, rational approach in making your inventory decision as your time management; immediate profit and cash flow depend on it.

Let's look at the benefits of keeping product on hand:

- **It's Risk Free** - Mary Kay Inc. gives you a 90% buy back guarantee on all products within your first year.
- **Higher Sales** - Women are impulse buyers and want their products as soon as they try them. Your sales will be 80% higher if you can give product immediately to your customers.
- **Fewer Returns** - Women do not usually change their mind once they have the product in their hands. If they have to wait for product, they can change their mind about their order due to money stress or husband, etc.
- **Confidence** - You are more likely to actively work your business if you have product on your shelf. You will feel like a professional and have more confidence in your sales ability.
- **Motivation** - Your inventory will motivate you to do your business when you lack self-motivation. Product sitting on your shelf will get you out there selling! It's instant cash!
- **Profit** - You will see a profit quicker from carrying inventory. If you have to place orders, it takes longer to see profit.
- **Higher Reorders and Less Customer Drop-off** - If you are able to immediately service your customers once they run out, they will learn to depend on you. If you have to place an order to the company, they may look for another consultant who carries inventory or shop at the department store.
- **Less Frustration** - The consultants who do not carry inventory tend to get frustrated with their business and sometimes to the point of quitting. Not carrying inventory is one of the most common reasons for consultant dropout.
- **Small Investment** - It's a small one-time investment compared to other businesses and you show a profit right away. Plus, your loan is tax deductible!







# Great ways to help start your Store

**1. Credit Card Loan** ~ Most new consultants put their initial inventory order on a credit card, realizing they are not going into debt, but instead investing for a 50% return. Visa, MasterCard, and Discover all have ways to borrow money. Mary Kay Cosmetics will accept Visa, MasterCard and Discover for inventory purchases. You must be sure to have enough available credit on the card to cover your purchase. It is simple to find this out by calling the bank issuing your credit card and asking what the credit balance is. I recommend you use a separate bank card for your Mary Kay business, if one is available. Remember if you finance your business using a credit card your interest is TAX Deductable. Remember there is also a 90% buy back guarantee for your first year. There is low risk in starting your business the best way you can!

## **CREDIT CARD RESOURCES**

**MK Rewards Visa Credit Card**—Get instant credit visit [www.marykayintouch.com](http://www.marykayintouch.com) to apply.

**US Bank** 1 800 USBANKS Option 3 new accounts

**Capital One** 1 800 830 7521 say apply for a new account (Quick approval)

**Citi Advantage Air Miles Master Card** [www.citibank.com](http://www.citibank.com)

**Www.eyeoncredit.com**— for people with bad credit.

**Www.ecreditcards.com** Find the card that is right for you

**2. Conventional Loan/ Credit Union** ~ This type of loan from a bank will help you establish credit in your own name. If you are married, be sure to get the loan in your name. They prefer loaning larger amounts usually \$2,500 - \$3,000 minimum. The rates are usually reasonable and there is usually no pre-payment penalty, should you decide to pay the loan off quickly.

Kinecta Credit Union California Francis 310-647-9007 ( must sign up for an account before loan application)

Wells Fargo Credit Manager Courtney Williams 925-706-1495

**3. PASSBOOK LOAN** ~ You borrow against the money you have in a saving account.

**4. Life Insurance Loan** ~ You can borrow against your life insurance usually at a very low rate of interest.

**5. Family Loan/ Loved One Investor** ~ many times there are members of your family willing to help you start your career. It is recommended that the arrangement be made on a loan basis where you pay the money back monthly installations. Better to do this as a secured loan through the bank. To help boost your credit report. If you do not have a lengthy credit history or have not been employed long enough, having a cosigner may help. A parent, relative or close friend.

**6. Hidden Treasures** ~ “Pawn” something that you have that is valuable that you are not using.

**7. Secured Loan** ~ You can use your automobile, your home, stocks, bonds, certificates of deposit as collateral. Along with banks, financial institutions offer this type of loan.

**8. Borrow against another person's savings** ~ Ask someone to put a portion of their savings into certificate of deposit, then you can borrow against that money. Their money is safe and secure ~ while it helps you get your business started.

**9. Have a garage sale** ~ Other people will pay good money for items you sell. The good news is that you'll be able to make \$2 for each \$1 you invest into your Mary Kay business.

**10. Get your Hustle on** ~ Take on the 100 items challenge and sell 100 items to friends, family, acquaintances. (100 items with a average of \$15 per item = \$1500) Use your sweat equity as a last resource to finance your business.



# FREE *Welcome Gift!*

Place a \$600 or more wholesale Section 1 order in the first 15 days\*\*\* of starting your business, and get this gorgeous color look worth \$132.50 suggested retail. Visit *Mary Kay InTouch®* to place your order, get your **FREE color look** and see more offers just for you!

**HURRY!**

*THIS BEAUTY IS ONLY  
AVAILABLE FOR A  
LIMITED TIME!*



\*\*\*A minimum wholesale Section 1 order of \$600 or above must be received and accepted by the Company within 15 calendar days of when the Independent Beauty Consultant Agreement is received and accepted by the Company. Sales tax is required on the actual suggested retail value of the gift. Suggested retail values can be found on the *Mary Kay InTouch®* website. The Company reserves the right to change or update products, packaging and programs. Please go to the *Mary Kay InTouch®* website for the most up-to-date information.



# Getting to know you.

*I want to work with you as effectively as possible, please take a few minutes to fill out the enclosed questionnaire, mail, email or text a picture of it back to me. Answer sincerely and honestly. Your answers will be confidential.*

Name: \_\_\_\_\_ Recruiter \_\_\_\_\_

Home Phone # \_\_\_\_\_ Work Phone # \_\_\_\_\_ Cell # \_\_\_\_\_

Complete Address \_\_\_\_\_

Email Address: \_\_\_\_\_ Birthday: \_\_\_\_\_

Spouses' first name \_\_\_\_\_ Children's names & ages \_\_\_\_\_

- 1) The thing that attracted me most to a Mary Kay career is: \_\_\_\_\_
- 2) I'd like to earn \$ \_\_\_\_\_ weekly. I want to introduce MK products to \_\_\_\_\_ women each week.
- 3) I am willing to put \_\_\_\_\_ hours into my Mary Kay business each week to attain this goal.
- 4) I am interested in moving up to a leadership position: Car Driver \_\_\_\_\_ Director \_\_\_\_\_  
Definitely \_\_\_\_\_ Curious \_\_\_\_\_ Not Interested \_\_\_\_\_
- 5) My wildest Mary Kay vision is \_\_\_\_\_
- 6) My immediate goals and desires are \_\_\_\_\_
- 7) I feel the greatest challenge in attaining this goal will be: \_\_\_\_\_
- 8) I would like to add \_\_\_\_\_ new Business Associates to my team every month.
- 9) I would like to purchase for MYSELF with my first three months profit (low figure \$675.00!!!):  
\_\_\_\_\_

10) Please share with me a little about yourself, your past work experience, and your family! You may want to write on the back of this page. Thank You!!  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

11) Please list your five (5) greatest strengths and weaknesses:

<u>Strengths:</u>	<u>Weaknesses:</u>
_____	_____
_____	_____
_____	_____
_____	_____

12) How can your Recruiter/Director help you to attain this goal?  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_







# 30 Faces IN 30 Days



Name:  
Amount:  
Shared Opportunity:  
Yes No



Name:  
Amount:  
Shared Opportunity:  
Yes No



Name:  
Amount:  
Shared Opportunity:  
Yes No



Name:  
Amount:  
Shared Opportunity:  
Yes No



Name:  
Amount:  
Shared Opportunity:  
Yes No



Name:  
Amount:  
Shared Opportunity:  
Yes No



Name:  
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Shared Opportunity:  
Yes No



Name:  
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Shared Opportunity:  
Yes No



Name:  
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Yes No



Name:  
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Yes No



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Yes No



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Yes No



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Shared Opportunity:  
Yes No



Name:  
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Shared Opportunity:  
Yes No



Name:  
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Shared Opportunity:  
Yes No



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Shared Opportunity:  
Yes No



Name:  
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Shared Opportunity:  
Yes No



Name:  
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Shared Opportunity:  
Yes No



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Shared Opportunity:  
Yes No



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Yes No



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Yes No



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Yes No



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Yes No



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Yes No



Name:  
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Shared Opportunity:  
Yes No



Name:  
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Shared Opportunity:  
Yes No



Name:  
Amount:  
Shared Opportunity:  
Yes No



Name:  
Amount:  
Shared Opportunity:  
Yes No



Name:  
Amount:  
Shared Opportunity:  
Yes No



Name:  
Amount:  
Shared Opportunity:  
Yes No



Consultant: \_\_\_\_\_ Date Completed: \_\_\_\_\_ Month Sales Total: \_\_\_\_\_



## *What you can expect from your classes and reorder business after one year!*

- At each Skin Care Class there ranges from 3-6 people with an average of 4
- The average sales are \$250 per class
- 50% or more buy Basic Skin Care
- We retain 85% of our customers
- The average minimum Time Wise Basic reorder per customer each year is \$200

5 classes per week = 500 customers at the end of your first year

Profits from Reorders \$40,000 (\$3,333/month)  
Profits from Classes \$20,000 (\$1,666/month)  
**\$60,000/Year**

4 classes per week = 400 customers at the end of your first year

Profits from Reorders \$32,000 (\$2,666/month)  
Profits from Classes \$16,000 (\$1,333/month)  
**\$48,000/Year**

3 classes per week = 300 customers at the end of your first year

Profits from Reorders \$24,000 (\$2,000/month)  
Profits from Classes \$12,000 (\$1,000/month)  
**\$36,000/Year**

2 classes per week = 200 customers at the end of your first year

Profits from Reorders \$16,000 (\$1,333/month)  
Profits from Classes \$ 8,000 (\$ 666/month)  
**\$24,000/Year**

1 classes per week = 100 customers at the end of your first year

Profits from Reorders \$ 8,000 (\$ 666/month)  
Profits from Classes \$ 4,000 (\$ 333/month)  
**\$12,000/Year**



**The above figures are based upon 50 weeks in a year.  
Class times average between 1.5 - 2.5 hours.  
The above figures are based upon a 40/60 split.**



# HOW TO APPLY FOR THE MK REWARDS<sup>SM</sup> VISA<sup>®</sup> CREDIT CARD



Follow these simple steps to get your MK Rewards<sup>SM</sup> Visa<sup>®</sup> Card.  
A few minutes is all it takes.

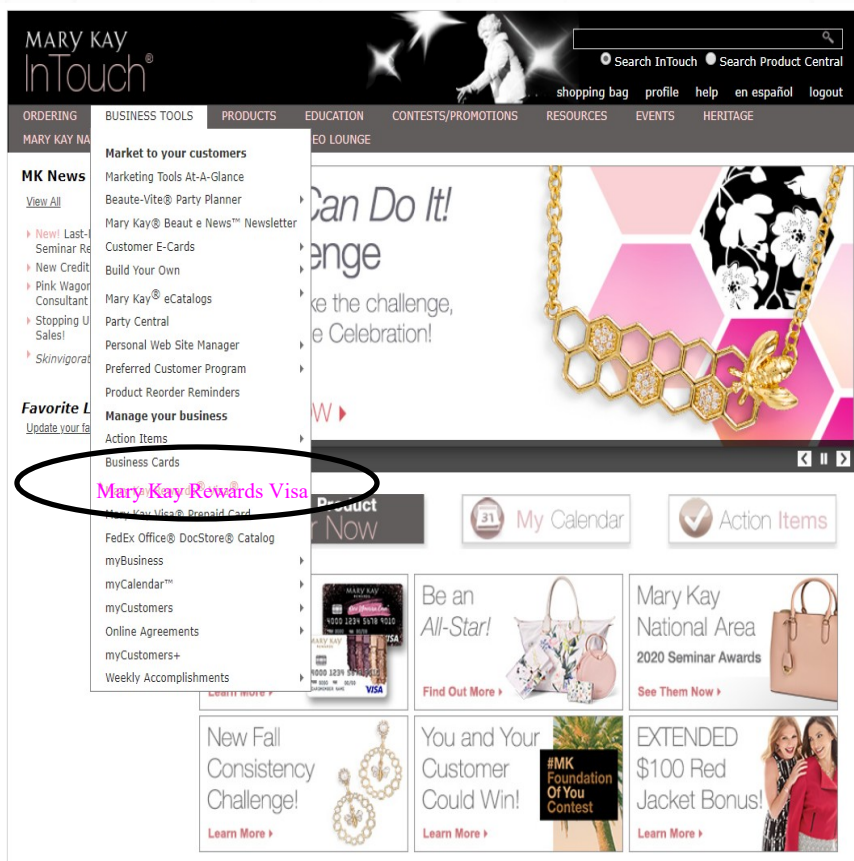
1. Log on to MaryKayIntouch.com

2. Under the Business Tool drop down, Select MK Rewards Visa

3. Click the “Apply Now” button and choose your card image

4. Complete the application steps, click the box for Terms and Conditions, and submit the application.

5. If you receive an instant approval, write down your account information so you can start using your MK Rewards Visa



Once you've been approved, your card will arrive with in 2 to 4 weeks.

**Please note:** if your receive a “Thank you for applying” message, a little more time is needed to review your application. Please be patient. You'll hear from us soon.



APPLY TODAY at [www.MaryKayIntouch.com](http://www.MaryKayIntouch.com)





Win your first prize with *Mary Kay* by being...

# A "7 - Day Wonder"

## *Special Mystery Gift*

*Complete these 2 activities and it's yours!!*

1. Simply sell 25 items from your Beauty Book or Look Book.
2. Using the sheets included in packet, share facts with 5 sharp women and report their opinions.  
You must fully read the "Avenues of Income" sheet to each person and ask them to completely fill out the "Have You Ever Pondered Pink" or the MK Interview Form.  
Then, return the 5 sheets and "7 Day Wonder" sheet to my office to claim your mystery gift.

OR: *Win This Gorgeous Sterling Silver Pink Ice Ring*



*Complete these 3 activities  
and it's yours!!*

1. Simply sell 25 items from your Beauty Book or Look Book.
2. Using the sheets included in your 7- day wonder, share the facts with 5 sharp women. You must fully read the "**Avenues of Income**" sheet to each person and ask them to completely fill out the "Have You Ever Pondered Pink" or the MK Interview Form.
3. Place your first order of \$ 600.00 or greater (Wholesale. Section 1) in the first 7 days from training !

**Activities must be completed within 7 days of your first orientation session to win. I believe you can do it!**

**Ring not shown actual size.**





# 7 DAY WONDER TRACKING SHEET

Name: \_\_\_\_\_ Director: \_\_\_\_\_

Date to Begin: \_\_\_\_\_ Date to earn my ring: \_\_\_\_\_

Name of Customer	Phone Number	Item Purchased	Cost	Tax	Amount Paid Cash, MC, Visa, Check, Discover
1.					
2.					
3.					
4.					
5.					
6.					
7.					
8.					
9.					
10.					
11.					
12.					
13.					
14.					
15.					
16.					
17.					
18.					
19.					
20.					
21.					
22.					
23.					
24..					
25.					
		TOTAL SALES			

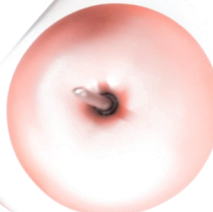
I DID IT! Send me my Pink Ice Ring Size: \_\_\_\_\_

Sorry, no 1/2 sizes



# Avenues of Income for Your Mary Kay Business

## 1. Skin Care Classes and Facials



**50%** One of the highest direct sales commission paid in the United States. The checks are made out to you and you order directly from the company so you don't have to wait for a check to come from Mary Kay. There are 4 ways to market our products:

### On the Face

Traditional way of showing Mary Kay products, designed for women who like to pamper others and build relationships. Networking Portfolios are also a great way to network your business and do some free advertising for other women.

### On the Go

10-15 minute product previews for super busy women, these can be done during lunch or right after work. This works well for women who really want to get started at a later date but don't want to miss out on any opportunities now.

### On Paper

Allowing others to sell product in exchange for free product bonuses. Great for busy women and women who don't know a lot of people. This is perfect for women whose schedules are full but their checkbooks are not!!

### Online

For a small fee per year you can have your own interactive website. This is perfect for women who want to work their Mary Kay businesses at a later date. We have fun an Internet hostess program so you can have your own dot.com company

## 2. Reorders

**50%** Our product is consumable, like sugar and bread, so reorders become a large part of our income. An average customer will reorder approximately \$300 within a year. The Preferred Customer Program and your own interactive Webpage will help keep you on track and follow up with your customers.

## 3. Dovetails

This is an avenue that allows you to sell an appointment to another consultant when a scheduling conflict arises. Mary Kay's priorities are Faith, Family and then Career.

You will receive **15%** from the sales for that appointment and it is the only time that money is exchanged between consultants.

## 4. Team Building

This is paid directly from the Company in the form of a commission check as long as the team member and the recruiter are active with the Company. It is never taken out of the new team member's pocket.

Mary Kay is a dual-marketing company NOT a pyramid or multi-level company.

**4%-8%** 1- 4 Active Team Members - Average \$100/Month

**9% - 13%** 5 Active Team Members - Average \$300-\$800/Month

## 5. Car Program

You can earn the free use of a beautiful new Car. The Company pays registration, taxes, car payment, and a portion of the insurance. You also have the option of taking a cash compensation in place of the car. You can take 1-4 months to earn your car.



## 6. Leadership Positions

**23%** This commission is paid to the Director from the Company based on the unit monthly wholesale production. You can qualify for **unlimited cash bonuses** each month.

This all comes in the form of a commission check from the Company, never from the Consultant's pocket. Directors can also qualify for pink cars and world-class trips.

Average first year Director Earnings are about \$35,000 per year and you can move into the National Sales Director position with an average income of \$200,000 and the Family Security Program and Pink Escalades!



# "Have You Ever Pondered Pink?" Survey

#1

Name \_\_\_\_\_

Phone # and best time to call \_\_\_\_\_

Your Consultant's Name \_\_\_\_\_

## Did You Know?

- \*Many women earn over \$100,000 in MK? Yes\_\_\_ No\_\_\_
- \*Over 100,000 women have earned the use of a Career Car since the program's inception? Yes\_\_\_ No\_\_\_
- \*Mary Kay does not conduct animal testing for its products and has signed the PETA Pledge? Yes\_\_\_ No\_\_\_

## A Few Questions...

- Yes\_\_\_ No\_\_\_ Have you ever thought about doing something on the side to make extra money?
- Yes\_\_\_ No\_\_\_ Do you have all the flexibility you want?
- Yes\_\_\_ No\_\_\_ Do you feel you have the career of a lifetime and are paid what you are worth?
- On a scale of 1-10, where is your current interest level in having your own Mary Kay business? \_\_\_\_\_

## Top Ten Reasons Most Women Begin Their Mary Kay Career ~ Which 5 Would Appeal

### The Most To You?

- \_\_\_ Flexibility ~ more personal/family time
- \_\_\_ Security ~ you keep what you build
- \_\_\_ No quotas or territories
- \_\_\_ No franchises or pyramids
- \_\_\_ Be your own boss and work from home
- \_\_\_ 50% Discount (profit) on all products
- \_\_\_ More money and financial security
- \_\_\_ Company philosophy ~ Faith, Family, Career
- \_\_\_ Prizes, recognition, and appreciation
- \_\_\_ Tax Deductions
- \_\_\_ Earn the use of a company car
- \_\_\_ Training and support
- \_\_\_ Career advancement at your own pace
- \_\_\_ Positive work environment

From time to time, my Director selects a small group of women from this survey to join us for coffee. If your profile is selected as one of the most outstanding would you meet with us? Yes\_\_\_ No\_\_\_ Thanks for your input!

# "Have You Ever Pondered Pink?" Survey

#2

Name \_\_\_\_\_

Phone # and best time to call \_\_\_\_\_

Your Consultant's Name \_\_\_\_\_

## Did You Know?

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## "Have You Ever Pondered Pink?" Survey

#3

Name \_\_\_\_\_

Phone # and best time to call \_\_\_\_\_

Your Consultant's Name \_\_\_\_\_

### Did You Know?

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### A Few Questions...

Yes\_\_\_ No\_\_\_ Have you ever thought about doing something on the side to make extra money?

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## "Have You Ever Pondered Pink?" Survey

#4

Name \_\_\_\_\_

Phone # and best time to call \_\_\_\_\_

Your Consultant's Name \_\_\_\_\_

### Did You Know?

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### A Few Questions...

Yes\_\_\_ No\_\_\_ Have you ever thought about doing something on the side to make extra money?

Yes\_\_\_ No\_\_\_ Do you have all the flexibility you want?

Yes\_\_\_ No\_\_\_ Do you feel you have the career of a lifetime and are paid what you are worth?

On a scale of 1-10, where is your current interest level in having your own Mary Kay business? \_\_\_\_\_

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## "Have You Ever Pondered Pink?" Survey

#5

Name \_\_\_\_\_

Phone # and best time to call \_\_\_\_\_

Your Consultant's Name \_\_\_\_\_

### Did You Know?

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### A Few Questions...

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- Yes\_\_\_ No\_\_\_ Do you have all the flexibility you want?
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- On a scale of 1-10, where is your current interest level in having your own Mary Kay business? \_\_\_\_\_

### Top Ten Reasons Most Women Begin Their Mary Kay Career ~ Which 5 Would Appeal

#### The Most To You?

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- \_\_\_ Security ~ you keep what you build
- \_\_\_ No quotas or territories
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- \_\_\_ Company philosophy ~ Faith, Family, Career
- \_\_\_ Prizes, recognition, and appreciation
- \_\_\_ Tax Deductions
- \_\_\_ Earn the use of a company car
- \_\_\_ Training and support
- \_\_\_ Career advancement at your own pace
- \_\_\_ Positive work environment

From time to time, my Director selects a small group of women from this survey to join us for coffee. If your profile is selected as one of the most outstanding would you meet with us? Yes\_\_\_ No\_\_\_ Thanks for your input!

## "Have You Ever Pondered Pink?" Survey

#6

Name \_\_\_\_\_

Phone # and best time to call \_\_\_\_\_

Your Consultant's Name \_\_\_\_\_

### Did You Know?

- \*Many women earn over \$100,000 in MK? Yes\_\_\_ No\_\_\_
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### A Few Questions...

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# MK Interview

Date \_\_\_\_\_ Consultant \_\_\_\_\_

Prospect's Name \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_

Home # \_\_\_\_\_ Work # \_\_\_\_\_

Cell # \_\_\_\_\_ Best Time to Call \_\_\_\_\_

Email Address \_\_\_\_\_

Consultant Comments:

## STEP 1: Our Agenda & You

1. I'll ask you to tell me a little about yourself so I can get to know you better.
2. I'll tell you a little about me and my Mary Kay journey.
3. I'll share some facts about our career.
4. I'll answer any questions you may have.
5. Because we've done the other 4, I'll ask you if you'd like to work with me.

Tell me about yourself (family, job, education, hobbies, etc.): \_\_\_\_\_

What do you like best about what you do? \_\_\_\_\_

What would you change, if anything? \_\_\_\_\_

What do you need most in your life right now? \_\_\_\_\_

Where would you like to see yourself 5 years from now? \_\_\_\_\_

## STEP 2: Me

Let me tell you a little about myself, and why I love what I do!

## STEP 3: The Facts

If I only had 5 minutes to share some facts with you about a Mary Kay career, what would you want to know?

### Marketing Plan Points

No Territories/No Quotas  
Golden Rule  
Flexibility/Be Your Own Boss  
Priorities: God, Family, Career  
Advance At Your Own Pace  
90% Buyback Guarantee  
Confidence and Self Esteem  
Recognition & Prizes  
Training  
\$100 Gets You Started!

### Income Possibilities

50% Gross Commission  
Facials (1-2 people): 1 hour, average \$100/\$50 profit  
Parties (3-6 people): 2 hours, average \$200/\$100 profit  
2 parties/week=\$400 retail/\$200 profit (4 hours)  
Monthly profit = \$800 x 12 = \$9600/year  
Reorders: Average \$300 per customer/year  
100 customers x \$150 profit =  
\$15,000 + \$16,000 = \$31,000 profit/year  
Other Sales: Web Page/On The Go/Silent Hostesses  
Team Building Commissions: \$200-\$2000/month  
Car Program: Car, 85% insurance, taxes, licensing  
(or \$375/month cash compensation)  
Tax Deductions: Home office, supplies, car, equipment  
Directorship: Avg. %50,000 commissions + sales + prizes

### Qualities We Look For In A Team Member:

1. Busy person
2. Doesn't know a lot of people
3. Is NOT the sales type
4. Has "more month than money"
5. Family oriented
6. Decision maker

## STEP 4: Your Questions

Hypothetically, if you were to consider doing this, what are your personal strengths and why would you be good? \_\_\_\_\_

With the proper training, do you feel that you could learn to do what I do? \_\_\_\_\_

Do you have any questions that I did not answer? \_\_\_\_\_

## STEP 5: The Close

Is there any reason why you wouldn't want to work with me? \_\_\_\_\_

(Consultants: Please copy this form and turn in to your director.)







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What do you like best about what you do? \_\_\_\_\_

What would you change, if anything? \_\_\_\_\_

What do you need most in your life right now? \_\_\_\_\_

Where would you like to see yourself 5 years from now? \_\_\_\_\_

## STEP 2: Me

Let me tell you a little about myself, and why I love what I do!

## STEP 3: The Facts

If I only had 5 minutes to share some facts with you about a Mary Kay career, what would you want to know?

### Marketing Plan Points

No Territories/No Quotas  
Golden Rule  
Flexibility/Be Your Own Boss  
Priorities: God, Family, Career  
Advance At Your Own Pace  
90% Buyback Guarantee  
Confidence and Self Esteem  
Recognition & Prizes  
Training  
\$100 Gets You Started!

### Income Possibilities

50% Gross Commission  
Facials (1-2 people): 1 hour, average \$100/\$50 profit  
Parties (3-6 people): 2 hours, average \$200/\$100 profit  
2 parties/week=\$400 retail/\$200 profit (4 hours)  
Monthly profit = \$800 x 12 = \$9600/year  
Reorders: Average \$300 per customer/year  
100 customers x \$150 profit =  
\$15,000 + \$16,000 = \$31,000 profit/year  
Other Sales: Web Page/On The Go/Silent Hostesses  
Team Building Commissions: \$200-\$2000/month  
Car Program: Car, 85% insurance, taxes, licensing  
(or \$375/month cash compensation)  
Tax Deductions: Home office, supplies, car, equipment  
Directorship: Avg. %50,000 commissions + sales + prizes

### Qualities We Look For In A Team Member:

1. Busy person
2. Doesn't know a lot of people
3. Is NOT the sales type
4. Has "more month than money"
5. Family oriented
6. Decision maker

## STEP 4: Your Questions

Hypothetically, if you were to consider doing this, what are your personal strengths and why would you be good? \_\_\_\_\_

With the proper training, do you feel that you could learn to do what I do? \_\_\_\_\_

Do you have any questions that I did not answer? \_\_\_\_\_

## STEP 5: The Close

Is there any reason why you wouldn't want to work with me? \_\_\_\_\_

(Consultants: Please copy this form and turn in to your director.)



