

Tax-Deductible Expenses of Operating a Mary Kay Business

- ? Credit card discount (hostess credit if money)
- ? Inventory (purchase of products - section 1)
- ? Demo products (section 2)
- ? Sales aids (section 3)
- ? Products for class (Qtips, cotton balls)
- ? Insurance for products only - \$30 from Mary Kay (It is a must)
- ? Telephone (long distance calls. calls waiting and forward, second line, message centre)
- ? Office supplies (stamps and postage. pens, paper, computer supplies etc.)
- ? Advertising (business cards, photo etc.)
- ? Promotions (products given away from section one and hostess gift)
- ? Products for sales (basket, ribbons etc.)
- ? Professional fees (accounting)
- ? Restaurant (50%)
- ? Entertainment (birthday cards, gifts)
- ? Interest/bank & credit card charges
- ? Clothing only for red jacket and directors
- ? Convention (maximum 2 per year) all receipts in same envelope
- ? Automobile (gas, maintenance, repairs, parking, insurance, plates/permit, short term rental, lease payments, interest on loan)
- ? Traveling other than automobile and accommodation (hotel)
- ? Training (Monday nights and career conference)
- ? Maintenance and repairs (dry cleaning, etc.)
- ? Rent for Directors and red jacket
- ? Depreciation as per schedule
- ? Office used in home: - mortgage interest, hydro, heat, insurance, taxes, insurance, water, maintenance and repairs only at a % (based on the total area of business usage of the home.)

Suggestive Booking Approach - "I'd love to have you as a model for my portfolio.."

Here are 87 sources of potential bookings for your business

- * Referrals - offer a gift at a class for referrals
- * \$1 in product credit/customers
- * Welcome newcomers - town
- * Welcome newcomers - church
- * Sororities - contact college sororities
- * Fraternities - contact college fraternities
- * Brides - bridal shows, contact listings in newspaper
- * Graduates -schools, back to school
- * Warm Chatter - errands, clothes shopping, dry cleaners, grocery store
- * Lip on card - place demo lip color on your business card
- * Portfolio - before and after pictures
- * Shampoo shows
- * Hot lip parties - model class at meeting
- * Glamour shows - introduce new spring and fall colors
- * Scavenger hunt
- * Farm system
- * Opinion on product - ask to get opinion of our products
- * Offices - employees - professional image seminars
- * Restaurant
- * Health clubs
- * Weight loss clinics
- * Card in apartment building - facial box or card on bulletin board
- * Retirement plazas
- * Mother/daughter - mother/daughter before & after pictures
- * Kid's teachers
- * Holiday glamour - wing special~ holiday looks
- * Skin care class
- * Ad - newspaper
- * Facial box - be sure to give manager or owner a facial
- * Season's Best - one product highlighted
- * Birthday parties for customers
- * Facials with eye look cards - or warm chattering with the eye look cards with eye colors attached
- * Colorlogic - using Colorlogic wheel to book second facials
- * Fairs-booths
- * Networking - referral cards
- * Civic groups - theater, ice rinks - business card or professional image seminars
- * New mothers - hospitals
- * Promotions - monthly basis
- * Hobbies - softball, ceramics
- * Neighborhood - Hello neighbor door hangers, library criss-cross directory listing
- * Pool party - summer looks around a child's pool
- * Businesses - employees - professional image seminar
- * Husband acquaintances
- * Cards with husbands - when husband goes out for lunch, he leaves your business card with his tip
- * Gift giving service
- * Open house - send invitations, make appointments
- * Open house for men - during holiday season
- * Reorders - discounts
- * Colleges - dorms
- * High Schools - clubs, business clubs
- * Modeling agencies
- * Hairdressers - facial boxes
- * Doctor's office
- * Dentist office
- * Country Clubs - program for women's clubs that meet there, or program for the women who are member
- * Laundromats - put facial box, business cards or brochures with name
- * Anniversaries - offer a makeover before dinner
- * Husband's birthday
- * Gift shows - Christmas, Valentine's Day, Mother's Day, Father's Day
- * Sun care shows - Skin Wellness program with slides and commentary
- * Cold weather shows - time to reprofile for winter
- * Day care centers
- * Lunchtime facials
- * Hostess contests
- * Phone-a-thons
- * Director Support Enroll your customers to receive mailings with up-to-date product information
- * Paper clip on profile - 6 month facial, nail care, body care, foot clinic, new colors
- * Call profiles - no show at classes
- * Mechanics - gifts for wives, girlfriends, etc.
- * Realtors
- * Speaking groups - toast masters
- * Town social - Chamber of Commerce
- * Satin Hands
- * Show and sell baskets
- * Glamour glitz
- * A gift for you
- * Model of the month - before & after pictures taken with own camera (one chosen to receive a gift)
- * Penny shows - penny on back of business card receives one glamour item for a penny
- * Fragrance clinic - show the layering of fragrances
- * Brush clinic-how to use brushes
- * Inside Beauty - pick one look out of book and promote it for one month
- * Eye clinic - Do eye looks on half of face only
- * Glamour clinic - for women who wear glasses
- * Oily skin clinic - teach the how to for oily skin customers, skin supplements
- * Dry skin clinic - teach the how to for dry skin customers, skin supplements
- * Open your mouth -just ASK!

The minute you settle for less than you deserve, you get even less than you settled for. Maureen Dowd