

# Mary Kay Ash



On September 13, 1963, Mary Kay Ash created a company to Enrich Women's Lives.

From financial security to personal fulfillment and family balance, her vision offered women an unparalleled business opportunity—free of glass ceilings and corporate downsizing—where women from all walks of life could achieve their dreams

We have grown from 9 beauty consultants in Dallas, TX to 2 million worldwide in over 30 countries.

We are based on one simple principle:  
The Golden Rule..

MARY KAY®

the **starter** kit.

It's everything you need to start your Mary Kay business. Full size product, samplers, demonstrators, literature – all in a sleek black tote!



**product**

- TimeWise® Trial Miracle Set™ (Normal-to-Dry), 1
- TimeWise® Trial Miracle Set™ (Combination-to-Oily), 1
- Mary Kay® Oil-Free Eye Makeup Remover, 1
- Mary Kay® Ultimate Mascara™ in Black, 1
- Fragrance-Free Satin Hands® Pampering Set, 1
- Mary Kay® Medium-Coverage Foundation, 3
- Mary Kay® Mineral Powder Foundation, 3
- Mary Kay® Mineral Foundation Brush, 6
- Mary Kay® Color Card, 5 pks./5
- Foundation Shade Selector Tool, 1

**business tools**

- Start Earning Now Magazine, 1
- The Look, 20
- Customer Profile, 50
- Sales Ticket, 50
- Flip Chart, 1
- Consultant Guide, 1
- Your Next Step to Success Literature Pack, 1 (Includes Assorted Literature)
- Starter Kit Bag, 1

- Sponge Tip Applicator, 2 pks./15
- Mascara Brush, 1 pk./15
- Quick-Zip Bag, 4
- Face Case with Mirror, 6
- Mixing Tray, 1 pk./30
- Disposable Facial Cloths, 1 pk./30

Where we all start...

\$150 + Tax & Shipping = \$166.50

Contains over \$400 in retail products

Entire kit worth over \$540

# My Story...

I started Mary Kay on:

Before Mary Kay I:

I decided to try Mary Kay as a business because:

I love Mary Kay because:

# 5 Avenues of Income:

## 1. SELLING THE PRODUCT

- a. Earn 50% commission
- b. Average skin care class sales for new consultants \$250  
Average skin care class time is 1.5 hours ( $250/1.5 = \$80/\text{hour}$ )

## 2. REORDER BUSINESS

Average skin care customer orders \$400/year

## 3. DOVETAILING

Give booking to another consultant and still earn 15% of their sales

## 4. MIDDLE MANAGEMENT

- a. Red Jacket – earns an additional 4, 8 or 12% cheque

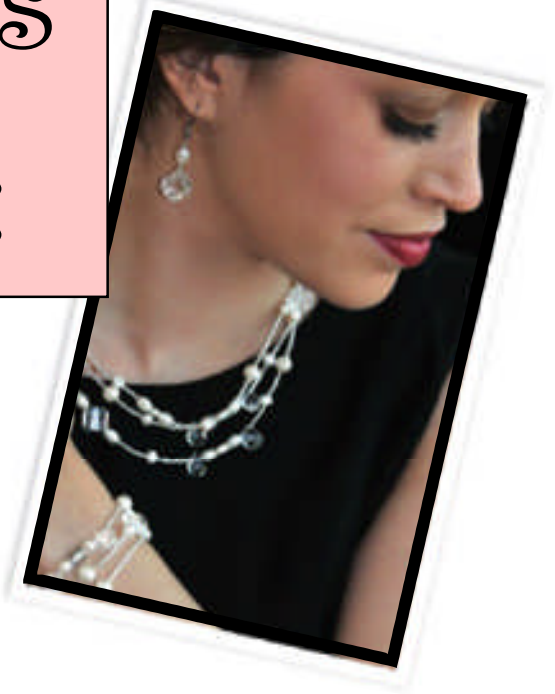
Can earn free car at this level

## 5. DIRECTORSHIP

- a. Coaches and mentors others to achieve their goals
- b. Quadruples their average pay as a consultant

Can earn the prestigious Pink Cadillac at this level

# Princess Prizes & Recognition:

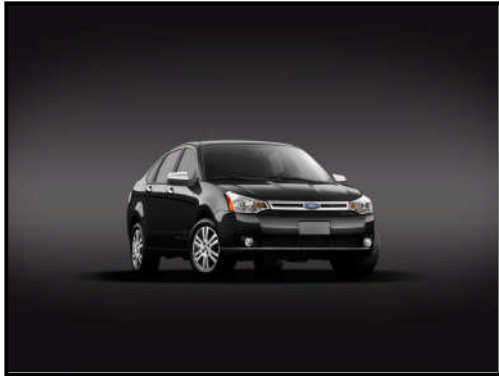


Mary Kay knew that women were often too practical to treat ourselves to luxurious treats like jewelry, expensive purses, travel, furniture and designer clothing. So on top of the money we earn she also rewarded us with fabulous prizes she called Princess Prizes.



...we earn prizes just for doing our jobs!!

# Career Cars



- Earn the use of a Career Car for 2 years
- You can qualify every 2 years to receive a New Vehicle
- You can upgrade to the next level of car at Anytime
- If you do not wish to take the car you can take Cash Compensation monthly for 2 years.

(For a Consultant Ford Focus you could choose \$500 / month instead for 2 years rather than the use of the car.)

# Flexibility:

Mary Kay believed in the philosophy of

Faith 1st  
Family 2nd  
Career 3rd

She said that when we lived our lives in this order everything worked.  
Women can achieve a Well-Balanced Life with our opportunity.

The ultimate testimony to how flexible our opportunity is that we have

NO Quota's and NO Territories.

# Tax Benefits



Keep more of the money  
you earn in your own  
pocket!

With a Home-Based Business you may be able make  
several tax deductions:

Mortgage Interest or Rent

Internet/Computer Expenses

Home Phone, Cell Phone and Long Distance

Postage and Shipping Costs

Banking fees and Interest on Business Investments (inventory)

Daycare/Sitter

Image items (i.e. hair, nails and some clothing)

Education and Training

Class Supplies

Travel Expenses

Car Expenses (Gas, Maintenance, Washing, Parking)

Home Renovations

...and possibly others!

# You Don't Need To Know A Lot Of People...



*Strangers are just  
friends we haven't  
met yet.*

We can teach you at least  
**87 different ways**  
to make booking contacts for  
your business.

The easiest one to begin with  
is a Facial Box.

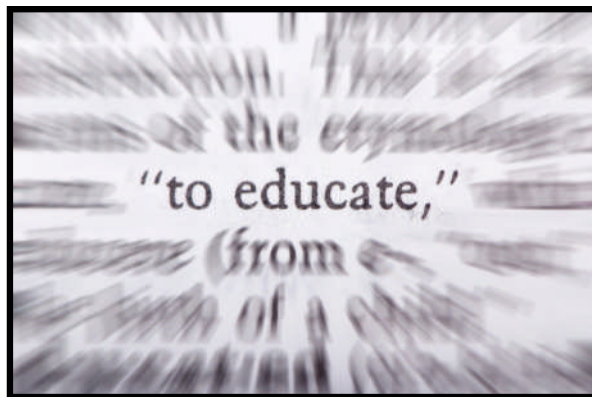
Another way to obtain  
appointments is to ask for  
referrals at your facials.

As long as you are willing to  
try we can help you build a  
Clientele.

# Training...

- Every new consultant will receive an orientation so your Director can help you create a business plan that matches with your goals and aspirations for your business.
- We have Training & Recognition every Monday evening
- We have Skin Care Class & Recruiting training every Wednesday evening.
- Conference calls also available on a regular basis
- Seminars and Conferences also available with Mary Kay Corporate several times throughout the year.

You are in business for yourself,  
but never by yourself!!



Our training is FUN TO ATTEND!!