

Consider the Possibilities

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Below are some of the reasons why people choose to be a part of Mary Kay.

Circle those that appeal to you.

- ✓ Make new friends
- ✓ Gain self confidence
- ✓ Run my own business
- ✓ Earn extra income
- ✓ Have control over my income
- ✓ The opportunity for advancement
- ✓ Flexible hours
- ✓ Personal growth
- ✓ Develop new skills
- ✓ Family priorities

With Mary Kay there are NO QUOTAS and NO TERRITORIES!!!

Your Mary Kay business is virtually RISK FREE.

Mary Kay Cosmetics, Inc. has a *90% Buy-Back Guarantee!* If for some unforeseen reason you decide you must terminate your association with the company you can return any new and unused Section I products within one year of purchase and be reimbursed 90% of the cost of the merchandise.

Tax Benefits

1. Automobile Costs
2. House Payment or Rent
3. Utilities
4. Telephone
5. Entertainment
6. Business Travel
7. Child Care
8. Business & Office Supplies

Your investment is \$100 for the Starter Kit plus tax and shipping. This includes over \$400 in retail product, consultant training materials, sample products and sales tools.

GETTING STARTED WITH MARY KAY:

1. Submit a signed Beauty Consultant Agreement with your payment, payable to Mary Kay Cosmetics.
2. Attend a training class, observe individual appointments or group events.
3. Schedule your Business Debut.
4. Begin booking and holding appointments for your Power Start!

Tools Available to Consultants

- | | |
|--------------------------------|-----------------------------|
| Quality On-Going Training | Company Promotions & Prizes |
| The Preferred Customer Program | Weekly Meetings & Seminars |
| Personal Website | Team Support |

- ❖ **You are a busy person.**
Busy people are usually the most successful because they are time managers. You know how to prioritize your time. You may not have 10 hours, but you can find 10 minutes three times a day!
- ❖ **You are not the “sales” type.**
This business is about building relationships, providing quality products and offering valuable services. Mary Kay teaches you to be informative, not pushy. Mary Kay consultants are more like teachers than sales people.
- ❖ **Family is a priority.**
Independent Beauty Consultants are motivated by the needs of their families and see their families not as excuses, but as reasons to be successful!
- ❖ **You don't have money to spare.**
If you have more month than money, you are like most consultants starting out. The beauty of Mary Kay is that it only costs \$100 plus tax and shipping for the Starter Kit which equips you to start building your business right away.
- ❖ **You don't want to build a business on friends and family alone.**
Friends and family have two questions: “What's my discount?” and “What can I get for free?” Mary Kay provides the education and tools to build clientele who want the products and personal service you have to offer.
- ❖ **You are an action taker, not a day dreamer.**
Successful women take advantage of opportunity. They know that the only way to change their futures is to act in the present. There is never a “perfect” time to begin something new!

The Mary Kay Opportunity For a Full Circle Successful Career

PRODUCT MARKETING

The first avenue of income is selling product. You can market products in several ways:

- **On the Face:** Skin care classes and facials where customers try before they buy.
- **On the Go:** Quick, 15-minute show, tell and sell appointments.
- **Online:** Your own *Mary Kay Personal Web Site* is an easy way for customers to shop and place orders 24 hours a day, 7 days a week!
- **On Paper:** Sales from promotional brochures and preferred customer mailings.
- **On With the Show:** Group-selling appointments like collection previews, open houses or spa nights.

TEAM BUILDING

Don't keep it to yourself! Consultants share this wonderful career opportunity and help other people fulfill their dreams. As a "thank you" from the company Mary Kay, Inc. will pay you commission based on your team members' wholesale orders as you begin moving up the career path.

LEADERSHIP

Promote yourself along the career path to Independent Sales Director and take advantage of unlimited earning potential. As your team grows, so does the opportunity to earn greater commission, bonuses, the use of a free car, and prizes such as diamond jewelry and European vacations.

***"Surviving is important. Thriving is elegant" – Maya Angelou
Which do you choose?***