

## 6 Qualities of a Successful Beauty Consultant

1. **TOO BUSY:** "Busy people get more done!" They are better time managers and know how to prioritize their time. Mary Kay provides full-time pay for part-time hours!
2. **MONEY-MOTIVATED:** Whether you want to reduce debt, have more free time, are saving for the future, or want to contribute to society; you are your own boss in Mary Kay!
3. **NOT THE "Sales Type:"** Due to our consumable product line, not being pushy is a benefit to insure a strong re-order business. The best Beauty Consultant likes to work with people.
4. **DON'T KNOW A LOT OF PEOPLE:** We offer *free*, comprehensive, consultant training which can help you build your business outside of family and friends.
5. **FAMILY-ORIENTED:** Women are known to do much more for their family than for themselves. Mary Kay offers the freedom and flexibility to have more time for your family. Our priorities are faith, family, and then career.
6. **DECISION-MAKER:** "You'll never know unless you try."

Mary Kay provides us with dialogs and scripts. \$100 investment includes your business starter kit and immediate consultant benefits including product discounts and training materials. "You're in business for yourself, not by yourself."

*\$100 may not change your standard of living, but it may change your life."*

### **OTHER BENEFITS:**

- No Risk – 90% Buy-back Guarantee
- No Quotas/No Glass Ceilings
- Prizes weekly, monthly and quarterly
- No Territories!

### **TAX BENEFITS**

As a self-employed, independent contractor, there are tremendous tax benefits in your Mary Kay career.

While your Director will go over them many times in the course of a year, the company suggests that you consult a tax specialist concerning specific business expenses which may be deductible.

**WISE  
WOMEN  
make  
WISE  
CHOICES ...**

*Considering that over 50% of all online activity is done by women, Mary Kay is award-winning in the area of online ordering and information for customers and consultants.*

**Visit us at [www.marykay.com](http://www.marykay.com)**

MARY KAY®

Introduces ....

## The Summer Pilot Program



## Mary Kay Facts

- Mary Kay Cosmetics is the best-selling brand in the combined categories of facial skin care and color cosmetics in the US.
- Mary Kay Inc. is one of the largest direct sellers of skin care and color cosmetics in the world ~ \$2.2 billion wholesale in 2005 and international presence in 30 markets.
- Mary Kay develops, tests, manufactures and packages most of its own products and does not conduct animal testing.
- Nearly 500 women worldwide have attained the position of National Sales Director, over 200 have earned more than \$1 million in commissions.
- More than 31,000 women across the world have reached the rank of Director.
- Mary Kay awards more than \$50 million annually in incentive awards.
- *Forbes Greatest Business Stories of All Time* (1996) included Mary Kay Inc. as one of 20 company profiles, Mary Kay Ash is the only woman included.
- Mary Kay Inc. is a member of the Direct Selling Association and has been awarded prestigious DSA awards in recent years.
- Mary Kay Ash has been recognized as the most influential woman in business during the 20th century by Lifetime Television Online.
- It is a dual marketing program. It is not a pyramid or multi-level marketing plan. All orders for product are placed directly through Mary Kay, Inc. All commissions come directly from Mary Kay, Inc.
- Unlike companies with 9 to 5 hours, overtime and glass ceilings, Mary Kay allows you to always prioritize faith, family, and career.

## Summer Pilot Program

Try being a Consultant for a month or two,  
earn \$500 or more,  
And see how you like it!  
If you love it, keep going!  
If not, become a client again,  
or reorder for personal use  
and buy your Mary Kay wholesale!

How to get started:

1. Order your starter kit for \$100 plus tax and shipping and you will receive *full size* product valued at over \$300 plus samples, books and everything you will need for your Summer Pilot Program.
2. Order a basic inventory order for \$600 plus tax.
3. Book a "Ribbon Cutting Ceremony" with me and invite your family and friends. We will sell \$300-\$600 and book 5 or 6 appointments.
4. I will help you with the first appointment and we will sell \$100-\$400.
5. You hold the other 5 appointments, selling out of your own inventory. If you are enjoying your experience, and having loads of fun ~ we'll keep on! If not, enjoy the profits and become my special client again!

Ordering \$600 wholesale is a guaranteed  
\$1200, which is a GREAT value!  
And what's most exciting is the  
ADDITIONAL free product bonuses the  
company gives you with this investment!  
The Signature Look, valued at \$102, the first  
order bonus valued at over \$100, PLUS  
special monthly bonus products makes your  
initial investment worth OVER \$1400!!

**What a great time to give  
Mary Kay a try!**

## Avenues of Income

### 1. Skin Care Classes & Facials

50% profit. The highest direct sales commission in the United States.

- An average class is approximately \$200
- Attendance ranges from 3 to 6 people
- An appointment is approximately 1.5 hours

### 2. Reorders

50% profit. Our product is consumable, so reorders become a large part of our income. An average customer using the Skin Care plus a few glamour items will reorder approximately \$300 within a year.

### 3. Internet Orders

50% of Mary Kay customers shop online. A consultant is eligible to purchase her own business website (completely maintained by Mary Kay, Inc.) which will not only allow her customers to shop online but any new customer inquiries will be referred to the registered consultant by zip code.

### 4. Team Building

Sharing the Mary Kay opportunity has always been considered a privilege. Through personally selecting her team members, a consultant is able to develop her leadership and management skills, while earning commissions.

### 5. Future Director/Grand Achiever

With consistent outstanding performance in sales and team building, you and your team of consultants may earn the use of a new Pontiac Vibe every two years. 85% of the insurance paid and licensing fees paid. List Price \$18,000. If desired, a consultant may choose the \$375 per month cash compensation.