

# Get Ready!

Become an Independent  
Mary Kay Beauty Consultant

**\$323**  
**retail value!**

## Products: Full Size Retail Products

TimeWise® 3-in-1 Cleanser (normal/dry)  
TimeWise® 3-in-1 Cleanser (comb./oily)  
TimeWise® Age-Fighting Moisturizer (normal/dry)  
TimeWise® Age-Fighting Moisturizer (comb/oily)  
TimeWise® Day Solution Sunscreen SPF 25  
TimeWise® Night Solution  
Mary Kay® Medium Coverage Foundation (11)  
(Ivory, Beige, Bronze)  
Oil-Free Eye Makeup Remover  
MK Signature® Ultimate Mascara™ in Black

## Tools:

Classic Look Cards, 6 pks./5; Disposable Sponge  
Tip Applicator, 2 pks./15 (in Quick Zip Bag)  
Mary Kay® Dual-Coverage Powder Foundation  
Samplers, 3 pks./6 with Shade Selector Tool  
Disposable Mascara Brush, 2 pks./15

## First Steps Kit in the On the Go Tote:



*First Steps: Ideas to Get Your Business  
Growing* brochure  
*Ready, Set, Sell! Inventory Options for  
New Consultants* brochure  
Blank business cards, pk./30  
Sales Tickets, pk./25  
*The Look*, pk./10  
Private Spa Collection™ Satin Hands®  
Pampering Set Samplers, 12 sets

## Business Tools:

Face Case, 4 (included in Quick Zip Bag)  
Disposable trays, pk./30  
Disposable face cloths, pk./30  
Empty Quick Zip Bag (1)  
Product Replacement Request Form  
Consultant Education– *Consultants Guide*  
Flip Chart  
*Skin Care Class Guide*  
*Beauty Book*, 3 pks./10  
Customer profile, pk./50  
Datebook  
*It's Girl Time* hostess brochure, pk./10  
Team-building brochure, pk./6  
Team-building CD  
Independent Beauty Consultant Agreements



**Your Starter Kit...**

**only a \$100\***  
**investment**

\* Plus applicable tax and shipping

## Enriching Women's Lives...

The Mary Kay Opportunity allows you to begin your own business with a flexible schedule, no quotas, *no territories*, unlimited earning potential, awards and prizes, tax advantages, and best of all...  
**YOU are the boss!**

## Six Qualities of Success

Which apply to you?

Busy People	More Month than Money
Don't know lots of People	Family and Others Oriented
Not the Sales Type	Decision Maker

At least 3 out of 6 to make a successful Consultant.  
Otherwise, you're better suited to be a Talent Scout!

**\*\*\*Mary Kay Philosophies\*\*\***  
**God First, Family Second, Career Third**

### What you can expect from classes and reorders after one year...

- \* Each skin care class ranges from 3-6 people with an average of 4 attending
- \* The average sales nationwide is \$175 per class
- \* 50% or more will buy the Basic Skin Care (cleanser, moisturizer, and foundation)
- \* We retain 85% of all our customers
- \* The average customer reorders \$157 per year

<b>6 HOURS</b>	<b>3 Appointments per Week</b>	\$175 per appointment x 3 days	\$525 weekly sales
		\$525 per week x 50 weeks	\$26,250 annual sales
		255 customers x \$157 per year	\$40,035 annual reorders
		* 6 new customers a week=300 customers a year. Retain 85%= 255 customers*	<b>Your Total Profit \$33,142</b>

<b>4 HOURS</b>	<b>2 Appointments per Week</b>	\$175 per appointment x 2 days	\$350 weekly sales
		\$350 per week x 50 weeks	\$17,500 annual sales
		170 customers x \$157 per year	\$26,690 annual reorders
		* 4 new customers a week=200 customers a year. Retain 85%= 170 customers*	<b>Your Total Profit \$22,095</b>

<b>2 HOURS</b>	<b>1 Appointment per Week</b>	\$175 per appointment x 1 day	\$175 weekly sales
		\$175 per week x 50 weeks	\$8,750 annual sales
		85 customers x \$157 per year	\$13,345 annual reorders
		* 2 new customers a week=100 customers a year. Retain 85%= 85 customers*	<b>Your Total Profit \$11,047</b>

### Other Avenues of Income

- \***Facials**– 1 or 2 people on lunch hours
- \***Personalized Appointments**– Brides, Proms, etc.
- \***Image Seminars & Clinics**– held in a corporate setting
- \***Executive Gift Buying Service**– Office staff, birthdays
- \***Preferred Customer Mailings**– Quarterly mailings
- \***Dovetails**– Another Consultant takes your place and pays 15%

### Management

- \***1-3 Team Members**– 4% commission on each order
- \***4 + Team Members**– 4% commission + \$50 Bonus
- \***5 + Team Members**– 9-13% commission + \$50 Bonus
- \***Car Program**– When you have a team of 12 or more, you can earn the use of a Platinum Pontiac Vibe with taxes, license and tags paid!