

# Celebrate Beautiful Choices Example BizBuilders:

Star Consultants! Go to [marykayintouch.com](http://marykayintouch.com) Home Page and click on "CONTESTS" at the bottom of the page to find your Star Consultant Planner!



Example Retail Gift:  
Custom Compact!



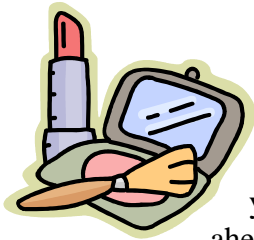
Gift with Purchase



Travel Roll-Up Bag

**\*\* New Consultants complete online questionnaire to customize your COLOR 101 Gift! \$102 Retail Value!!**

<b>READY SET SELL -FOR NEW CONSULTANTS ONLY!</b>							APPX. TOTAL INVESTMENT Including Tax *Example of Monthly Payment (if Borrowing)	<i>Example BizBuilders for Seasoned Consultants</i>	
WHOLESALE (YOUR COST)	Discount	RETAIL VALUE (YOU SELL FOR)	COLOR 101 GIFT	READY SET SELL BONUS	Total Free**	Total Retail Value		FREE BONUS PRODUCT	TOTAL RETAIL VALUE
\$4,800 Pearl Star	50%	\$9,600 50 Faces	Must place order w/i 15 Calendar days of agreement \$102 Value	Must place order in same month as agreement or month following \$600 Free	>\$702.00 Free + Ladder of Success Pearl Star/Prize ‡	\$9,702.00	\$5,800 *\$200 - 30 months or 22 Lipsticks sold per mo	\$134.00 Value 5 Retail Gifts 1 Gift w/Purchase (S2) 4 Travel Roll-Up Bag (S2)	\$9,734.00
\$3,600 Emerald Star	50%	\$7,200 40 Faces	\$102 Value	\$600 Free	>\$702.00 Free + Ladder of Success Emerald Star/Prize ‡	\$7,902.00	\$4,400 *\$185 - 30 months or 18 Lipsticks sold per mo	\$134.00 Value 5 Retail Gifts 1 Gift w/Purchase (S2) 4 Travel Roll-Up Bag (S2)	\$7,334.00
\$3,000 Diamond Star	50%	\$6,000 35 Faces Power Start	\$102 Value	\$500 Free	>\$602.00 Free + Ladder of Success Diamond Star/Prize ‡	\$6,602.00	\$3,700 *\$175 - 24 months or 17 Lipsticks sold per mo	\$121.50 Value 5 Retail Gifts 1 Gift w/Purchase (S2) 3 Travel Roll-Up Bag (S2)	\$6,121.50
\$2,400 Ruby Star	50%	\$4,800 25 Faces	\$102 Value	\$400 Free	>\$502.00 Free + Ladder of Success Ruby Star/Prize ‡	\$5,302.00	\$3,000 *\$150 - 24 months or 15 Lipsticks sold per mo	\$109.00 Value 5 Retail Gifts 1 Gift w/Purchase (S2) 2 Travel Roll-Up Bag (S2)	\$4,909.00
\$1,800 Sapphire Star	50%	\$3,600 18 faces Perfect Start	\$102 Value	\$300 Free	>\$402.00 Free + Ladder of Success Sapphire Star/Prize ‡	\$4,002.00	\$2,300 *\$110 - 24 months or 11 Lipsticks sold per mo	\$96.50 Value 5 Retail Gifts 1 Gift w/Purchase (S2) 1 Travel Roll-Up Bag (S2)	\$3,696.50
\$1,200	50%	\$2,400 10 Faces	\$102 Value	\$200 Free	>\$302.00 Free	\$2,702.00	\$1,600 *\$90 for 18 months or 9 Lipsticks Sold per mo	\$68.00 Value 4 Retail Gifts 1 Gift w/Purchase (S2)	\$2,468.00
\$600	50%	\$1,200 6 Faces	\$102 Value	\$100 Free	>\$202.00 Free	\$1,404.00	\$800 *\$80 for 12 month or 8 Lipsticks sold per mo	\$36.00 Value 2 Retail Gifts 1 Gift w/Purchase (S2)	\$1,236.00
\$400	50%	\$800	—	-	-	\$800.00	—	\$16.00 Value	\$816.00



## Thinking like a Retailer...

Building and maintaining a good inventory is the first step toward establishing a strong personal care consulting business. Just as you depend on your florist to carry fresh flowers, your clients depend on you to have products on hand when they need them. By planning ahead for your clients' needs, you'll be able to provide immediate product delivery. In addition to saving time and money a good inventory will motivate you to reach higher sales goals, increase client satisfaction, and reduce business costs.

Keep in mind that you are starting **YOUR OWN BUSINESS** and inventory is **KEY** to success in business. Can you imagine the difficulty of a retail store opening for business with a minimum inventory versus the same store with a full and complete selection of merchandise?

**OUR FIRST FEAR – BORROWING.** Many bankers are more willing to loan to a good stable woman, regardless of age, because generally, she has a good repayment record. (*I guess that means if we decide to do something we usually do it!*) Also, remember that bankers appreciate the security of a MARY KAY business, that you have a 90% REFUND GUARANTEE. If you have ever financed an automobile and somehow found the money to repay the loan (many thousands more for a much longer time)... Why would you hesitate to finance a small amount to start a business that could double or triple your income and provide future financial security? Money that *doubles* in value (buy for \$5 and sell for \$10) is an *investment*, not a debt!

**OUR SECOND FEAR – INTEREST RATES.** : "Are they too high?" "Should I only order a minimum amount?" Do you realize there is only a small difference between borrowing \$5,000 for six months at 16% versus 12%? Do you realize that if you borrow \$600 at 16% for six months versus borrowing \$5,000 that is very little more? Remember that interest paid is like a service fee for the privilege of using other people's money to run your own business. And it is deductible as a business expense!

Currently we work with Debbie Gober at US bank for one of our options as a 0% for 6 months MK deal. Contact Debbie at 502-538-4077n or 502-299-6387 M-F 9-7 central time and Saturday 9-4 and Sunday 11-4. You can find out right away and use that card usually within 24-48 hours.

**OUR THIRD FEAR – CAN I PAY IT OFF?** The average class (3-4 people) will conservatively yield sales of approximately \$250. Keep this in mind that you will also receive repeat orders that bring a 50% profit! What does that mean? Simply this: If you begin your business somewhere between **Profit Basis at \$4800 and the \$3600 Career Package** and you hold just ONE class and ONE facial per week, you will have your payment and realize some profit, too. But more importantly, you now have \$3600- \$4800 in product *that you own*, and that is valued at \$7200-\$9600 when you sell it! But... What if you hold 3 or 4 appointments each week, plus your reorders, plus recruiting commissions? Figure it up – it will amaze you! And... Don't make the mistake of thinking that because you not have a full store you won't have to order until it's gone. The **Career Package** is just the jumping start for growth and future income. Keep your product inventory up-to-date and plan for future growth by first getting it to \$4800 wholesale on shelf, then *maintaining*, then *increasing* your volume gradually as your business activity dictates! **Replace what you sell Each Month!!!**

Planning a good inventory is vital to building a strong and growing business. You can't sell what you don't have. And NEVER, NEVER spend the 60% that belongs to your business. As long as you have adequate inventory, you can convert it into more money.

**IF YOU'RE OUT OF MERCHANDISE,  
YOU'RE OUT OF BUSINESS!**



# THE BUSINESS POWER PLAN

Regardless of the reasoning behind your decision to become a Mary Kay Consultant, you'll want to take a very logical, rational approach in making your inventory decision as your time management, immediate profit, and cash flow depends on it!!! Now follow the next 5 steps to make your best business decision!!!

## STEP 1 - WHO DO YOU KNOW . . .

Make a comprehensive list of 30 facial/skin care class hostess prospects. No need to prejudge her response. The only requirement – **she must have skin!** Family, friend, work associate, acquaintance, neighbor. (Also put an \* by every name you think would be great in this business – your first team members!)

1. _____	11. _____	21. _____
2. _____	12. _____	22. _____
3. _____	13. _____	23. _____
4. _____	14. _____	24. _____
5. _____	15. _____	25. _____
6. _____	16. _____	26. _____
7. _____	17. _____	27. _____
8. _____	18. _____	28. _____
9. _____	19. _____	29. _____
10. _____	20. _____	30. _____

## STEP 2 - IT'S YOUR TIME, INVEST IT WISELY . . .

### I. The Skin Care Class

- \$200 average sales
- 3 to 6 people attending
- takes 2 to 3 hours

### II. The Facial

- \$75 average sale
- 1 to 2 people attending
- takes 45 minutes to an hour

By Holding Weekly . . .	Gross Profit Weekly	Gross Profit Monthly
1 SCC & 1 Facial	\$137.50	\$550.00
2 SCCs & 1 Facial	\$237.50	\$950.00
3 SCCs & 2 Facials	\$375.00	\$1,500.00
3 SCCs & 3 Facials	\$412.50	\$1,650.00

**This is an exciting Gross Profit!!**

### STEP 3 - HOW MANY FACES . . .

To determine the amount of product you'll want to consider having on your shelf, let's take a look at the number of faces you'll be working with. With your current schedule, if a class takes 2-3 hours and a Facial takes 45 minutes to an hour, how many are you willing to fit into your week?

# of Classes weekly		X	4 Faces per Class	=		FACES
# of Facials weekly		X	1 Face per Facial	=		FACES
<b>FACES WEEKLY</b>						

Now determine how many faces you will be putting the product on MONTHLY?

Total Faces Weekly		X	4 Weeks	=		<b>FACES MONTHLY!!</b>
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### STEP 4 - HOW MUCH INVENTORY DO I NEED?

Refer to the New Consultant Optional Order Form. Go through each package highlighting the # of faces each will cover. (With Product on Shelf, Time Management is EFFICIENT and CASH FLOW is **IMMEDIATE!!!**) Based on my projected # of Faces Monthly, I will need to invest in the . . .

- |   |   |   |
|---|---|---|
| <input type="checkbox"/> Career (3,600)       | <input type="checkbox"/> Premium (2,400)  | <input type="checkbox"/> Enhanced (1,200) |
| <input type="checkbox"/> Professional (3,000) | <input type="checkbox"/> Superior (1,800) | <input type="checkbox"/> Basic (600)      |

DOESN'T IT MAKE SENSE TO BE "ON PROFIT"?!

### STEP 5 - LET'S MAKE IT HAPPEN!

Refer to your Orientation Cassette tape for investor options (credit card, bank loan, personal family/friend loan, etc.) Confirm :

- **Business Debut**, Date \_\_\_\_\_
- **Perfect/Power Start**, Goal & Dates \_\_\_\_\_
- **Pearl Enhancer**, Prospects \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_



*“ Start writing your own success story today. Set your goals and hang onto them until they are a reality. You’ve got to believe it before you will ever see it. Whatever the mind can perceive and believe, you can achieve!”*

*Mary Kay Ash*

