

Do you BELIEVE You're Worth More Than You're Making?

Is Mary Kay for you?

Could you get excited about having an extra
\$300...\$400...\$500 dollars extra cash per week in
your pocket part-time?
Would that be helpful right now?

Mary Kay's Mission is to Enrich Women's Lives

If we only had 5 minutes together, what questions would you need
to get answered in order to make a decision about becoming a
Mary Kay Consultant?

Company Principles

Mary Kay 's company philosophy is:

GOD first

FAMILY second

CAREER third

Our company was founded on the principle of
THE GOLDEN RULE

“Treat others the way you want to be treated.”

- We do not climb all over each other to get to the top. Our marketing plan leaves room for unlimited numbers at the top of the career ladder.
- We share our ideas. Mary Kay Ash always said, “If I have an idea, and you have an idea, we each have one. If you tell me yours, and I tell you mine, we’ll each have two!”
- We have a unique system called the Adoptee Program. Because we have no territories, you can recruit women all over the country. Your new recruit will then be “adopted” by a local director, who will train her and welcome her to all events in her area. She will never be alone!

Fun Facts:

- Doesn't it reassure you to know that over 1 million women around the world have Mary Kay businesses...in over 30 countries?
- Don't you agree that it is important to work for a company that encourages Golden Rule Thinking?
- Isn't it interesting to discover a sales force that faithfully upholds its founder's philosophies of God First, Family Second and Career Third more than 40 years after the company was established?

Income Potential—Sales

Could you get excited about earning \$25-\$75 per hour as a new consultant?

- Purchase products at wholesale from Mary Kay at a 50% discount, then sell them at full retail price!
- Skin care classes make you the most money, because you facial 3-5 women at once!
- Average skin care class sales are \$275 for a new consultant.
- As a new consultant, your first classes will take approximately two hours.



Do The Math!

Example 1: If you held a 2-hour skin care class, with average sales of \$275.

$$\begin{aligned} \$275 \div 2 \text{ (50\% is your profit)} &= \$137.50 \\ \$137.50 \div 2 \text{ (two hours' work)} &= \$69/\text{hour salary!} \end{aligned}$$



Example 2: If you held your Debut/Power Day and sold \$450 in two hours.

$$\begin{aligned} \$450 \div 2 \text{ (50\% is your profit)} &= \$225 \\ \$225 \div 2 \text{ (two hours' work)} &= \$113/\text{hour salary!} \end{aligned}$$

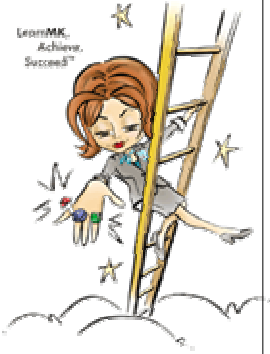
Fun Facts:

- Could you get excited about making \$113 an hour?
- Do you have the option to make that kind of money in your current job?
- It is estimated that more women make over \$100,000 per year in Mary Kay Cosmetics than in any other company in the world!
- Can you see the value of working a business where you can make a good income—whether you joined back in 1963 or only just today?
- Isn't it fantastic to know that there is no limit on the number of skin care classes you can hold? You can make as much money as you need or want!

Income Potential—Recruiting

As a brand-new consultant, wouldn't it be fun to learn the business along with some of your friends and family?

- No waiting period! Your friends, family and customers can join your team right away!
- 4% commissions come from Company profit, not from your team member's pocket. She also gets the 50% product discount right away!
- No territories! You can recruit women anywhere in the U.S. or U.S. Territories! Isn't that fantastic?!
- Well-defined Career Ladder. You can always know the next step to making more money! Just by adding more team members, your commission increases. Up to 9%, 13% and finally 26%!
- Well-defined Bonus Structure. \$50 bonuses are available starting with your 4th team member! Director bonuses are unlimited!!



Place commission check here (yours or your Director's)

Fun Facts:

- Do you realize the importance of there being no glass ceiling? You can recruit as many new team members as you want to increase your income!
- Wouldn't it be fun to work with your friends and family starting this month, and learn the business along with them?
- Wouldn't you be pleased to see your new team members achieve their own dreams as you reach yours?



*Insert a page from a recent Applause Magazine, showing commissions!
Highlight your favorite Directors & Nationals!*



YES! We still have the
Pink Cadillac!

Income—Free Cars

Wouldn't you love to drive a free car for the rest of your life?

- Isn't it exciting to know that Car Qualification only takes 1 to 4 months once you decide to begin?!
- Don't you agree that only needing 3 active team members to begin car qualification is outrageous?!
- No waiting period! Isn't it fantastic to know that you can begin qualifying this month!!

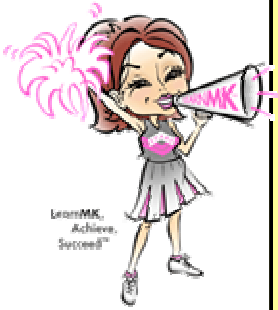
*Put pictures of MK cars here, preferably
ones with you in the picture!*

With Mary Kay's Car Program:

- MK pays Tax, Title & License!
- MK pays 85% of your insurance!
- You can earn a new car every 2 years!
- No-worries! It's a company car, so they fix it if it breaks down!
- You will be treated like a Princess while gaining fun recognition from friends, customers and the company!
- Cash Compensation is available if you don't want the car. \$350-\$900/month, depending on the car.

Can you visualize the monetary gain of having earned a Mary Kay Car?

Self-Confidence & Personal Growth



Wouldn't you love to double your SELF CONFIDENCE in the next 6 to 8 weeks?

- Fortune Magazine stated that one year in Mary Kay was equal to \$4500 worth of personal growth training!
- How? Just by attending your local Success Meetings each week! The prizes, motivation and encouragement will do wonders for your business & your self-confidence!
- You also get the opportunity to attend world-class Seminars, Conferences & Retreats, with opportunities for recognition of your achievements.
- Start small! Even if you're shy, being a part of your local meeting can help you come out of your shell!

Insert a picture of you & your Director or National here.

Fun Facts:

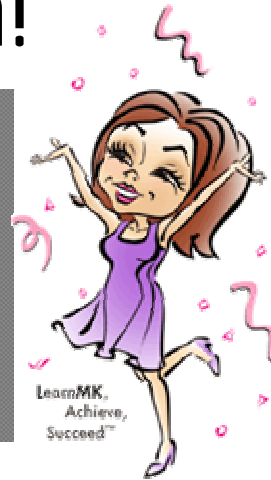
- Can you see the value of having such excellent training in your first 5-7 days, so that the products will seem to practically sell themselves? Wouldn't that be helpful?
- Training in Mary Kay is offered at local meetings and by phone with your Director. She is your best cheerleader!
- Our Unit Website & the Company Website have many of the tools you need to gain confidence and stay motivated!

Wouldn't you reach the top quicker by staying connected with a local Success Meeting?

Prizes & Recognition!

Consider This:

- Could you get excited about earning PRIZES every WEEK, MONTH, QUARTER & YEAR for the great job that you do?
- What prizes & recognition do you receive at your current job?
- Do you see the value in recognizing someone for a job well done?



Insert pictures of you receiving prizes, or show Star Consultant or other company prizes.

Earn prizes for sales & recruiting! Some prizes for effort alone!!

Hmmmm...

- Isn't it interesting to learn that Harvard Business School conducted a study showing that more job satisfaction comes from recognition rather than money?
- In Mary Kay, we PRAISE women to success!
- Wouldn't your family enjoy seeing you win prizes with your new business? Wouldn't they be so proud of you?

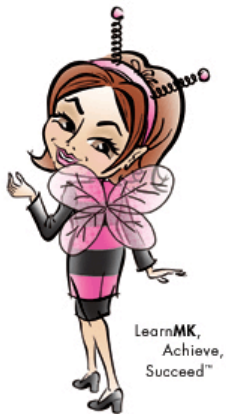
Friends—A Social Outlet!

Fun Side-Effects of a Mary Kay Business:

- Make new friends at your Weekly Success Meeting!
- Network with other businesswomen.
- Be around positive women!
(No griping, complaining or frowning allowed!!)
- Party all the time! Your MK girlfriends like to have a good time!

Isn't it going to be fun making friends with such positive women?

Insert pictures of you & friends at Mary Kay events!



Can you ever really have too many Girlfriends?!

Flexibility

Or...Be Your Own Boss!



You're the Boss!

- Hold facials one-on-one or as a class...your choice!
- Mix it up! Have Spa Nights, Pedicure Parties, Web Shows, Trunk Shows, or even a Holiday Open House! The only limitation is your imagination!

Could you get excited about controlling your own schedule for the rest of your life?

Insert pictures of your family here. (Or other pictures that would demonstrate keeping God First, Family Second, Career Third.)

FUN TIP:

Work when you want to work! To make money, you must work. But when you're the boss, you get to choose your own hours! Never miss another field trip. No more asking off for family emergencies & doctor appointments.

Take control of your life!

Tax Benefits

Too much of your money walking off to Uncle Sam each year?
Keep more of it for yourself with a home-based business like Mary Kay!

- Would you love to be able to keep more of the money that you work so hard to make?
- Tax benefits include write-offs for things you already use: a percentage of your home mortgage or rent payments for office space, electricity, water, gas, garbage, telephone, cell phone, and more!
- Bring home items into office use and get business write-offs! Have a desk already? What about a computer? Begin using them for your business and reap the benefits!
- Tax write-offs on purchases for your business, including office supplies, printers, computer, Palm, filing cabinet, etc!
- Here's a biggie...MILEAGE! Going to Grandma's anyway? Just make sure she gets a facial or product delivered to her, and you can write off the mileage there and back! Do legitimate business when you travel and write it off!

Employee Check Stub for your "real" job.

Gross Pay	\$3,000
Taxes taken out	<u>\$ 900</u>
Take Home Pay is only	\$2,100



Fun Facts:

- With a Mary Kay business, you may get a lot of that \$900/month back at the end of the year!
- Wouldn't it be significant if you got vacation money every year, just from the tax breaks?
- Can you see how having a business in your home could save you a lot of money?

Is this for YOU?

Things to Consider:

1. Are you teachable & trainable? You must be a willing student to learn the Mary Kay way of running a business!
2. Are you family oriented? Family as motivation is very powerful!
3. Are you a strong decision maker, or do you need to poll your friends and family frequently? Are you willing to change, if needed?
4. Are you generally happy with your life, but looking for Something More? Do you have dreams that could be fulfilled with a Mary Kay business?
5. Do you have more mouth than money? Money needs are strong motivators! What income would you want to make if you had your own Mary Kay business?
6. Are you a busy woman? Good! Busy women are generally better at organizing their time, multi-tasking and finding creative solutions for childcare, limited work-time available and more. If you do not have these skills, are you willing to learn them?
7. Do you have internet access and email? If not, are you willing to get them? Your success in this business depends greatly on you finding a way to get on-line! Training from the Company and from your Director is on the internet. You just won't have the resources you need without internet access!



How to get started:

Order your Starter Kit

Schedule Your Debut or Power Day

Answer this:

- Do you see the benefit in having such simple, easy to learn training in your first 30 days so that you could earn an extra \$1000 ... \$1500 ... maybe \$2000 extra CASH, part-time in your first 30 days?
- Tell me, would an extra \$1000 or more per month part-time be helpful on a consistent basis right now?

Insert current Starter Kit page here!
Find it:
www.joelleyates.com
Under Education/Recruiting/Starter Kit

What's Your Number?

Two Things You Should Know:



100% Satisfaction Guarantee to our customers!

Customers may return any Mary Kay product at any time, for any reason! The company will reimburse you for the product and you are not losing any money! Take pride & have confidence...we have the best products on the market!

100% Satisfaction Guarantee to CONSULTANTS!

Mary Kay Ash's mission was to enrich lives, not complicate them. She understood that women don't want to risk their family's money on a business venture they were not sure they would be successful at.

But you never know unless you try.

So she made this guarantee that the company still honors today:

After giving Mary Kay a try,
If you decide this business is not for you,
The company will buy back any products you have purchased in the last 12 months, and pay you 90% of what you paid!

Can you get excited about that?!

WHAT NUMBER ARE YOU?

1 = "I'd rather eat grass than do Mary Kay"

10 = "OK. I'd like to give it a try! It sounds fun!"

(And don't choose 5 or 6. That's chicken, and I don't know what to do with that!)

1 2 3 4 5 6 7 8 9 10