

# 5 Minute Marketing Plan

## How We Make Money in Mary Kay

1. CLASSES: 2 Hours (3-6 people) \$50-75/hour FUN
  - 1 class/week = \$12,000/year
  - 2 classes/week = \$24,000/year
  - 3 classes/week = \$36,000/year
  - 4 classes/week = \$48,000/year
  - 5 classes/week = \$60,000/year
2. FACIALS: 1 Hour (1-2 people) \$50/hour
3. COLLECTION PREVIEWS: 1 hour (5-25 people)
4. REORDERS: 30-50 customers in first year  
Average of \$75 per customer per year = \$2,000/year
5. PERSONAL WEBSITE: Costs only \$25/1st year  
Company updates for you and emails you your customer website orders

Circle the one that appears to you!

## Reasons Why Women Choose Mary Kay as a Career

1. GOD, Family, Career Philosophy
2. Money
3. Prizes, Awards, Recognition
4. Be your own boss
5. Flexibility
6. Insurance—Medical/Life
7. Tax Advantages and Deductions
8. Advancement
9. Car Program - FREE use of Mary Kay Car - insurance and property tax paid

Circle the one that appears to you!

## \*\*REAL IMPORTANT\*\*

- ♥ With 1-3 recruits = Receive a 4% Commission Check from company profits
- ♥ With 5 recruits = Receive a 9% Commission Check from company profits
- ♥ With 5 recruits + "you" = Receive a 13% Commission Check from company profits

Can you think of the names of two people who might enjoy doing Mary Kay part-time?

1. \_\_\_\_\_
2. \_\_\_\_\_

How does this sound?

## \*\*HOW WE GET STARTED\*\*

1. Fill out an application
2. Purchase Beauty Case for only \$100 + Tax (a \$300-400 value)
3. 100% Customer Satisfaction Guarantee
4. 90% Buy Back Guarantee in the first year
5. Free local training

Could this career be for you?

\_\_ Yes \_\_ No \_\_ Maybe

Is there any reason why we can't get you started today?

A decision within 24-48 Hours and  
You receive a Special Gift

On a scale of 1 to 10, how would you rate your interest (circle) ?

1    2    3    4    5    6    7    8    9    10    (Let's get Started)

Name \_\_\_\_\_ Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Phone Number \_\_\_\_\_

I currently use Mary Kay \_\_\_ Yes \_\_\_ No    My age group is: \_\_\_ 18-25 \_\_\_ 26-34 \_\_\_ 35-45 \_\_\_ 46+

Occupation \_\_\_\_\_ Work Phone \_\_\_\_\_

Consultant Name \_\_\_\_\_ Date \_\_\_\_\_