



HELLO!

I see sparks of serious potential in you to build a business, so let's see if being a Mary Kay consultant is for you, shall we?? I really look forward to learning how you think it might fit into your life! It has been an empowering journey, an incredible opportunity, and has made a major difference in my life and the lives of my family. I love giving other women the same opportunity to make it work for them.

Each person brings a different reason for exploration to the table: needing extra money, creating something to call your own, connecting and helping people daily, making lasting friendships within the Mary Kay "pink bubble", just being a part of something bigger than yourself, finding the fun again - so many reasons!!!

In the following pages you'll learn that Mary Kay is an incredible company with powerful incentives for short-term and long-term growth! Mary Kay is not just about skincare and makeup - it's so much more. It's about taking an entrepreneurial journey, starting with small steps outside of your comfort zone to own and build a business that represents YOU. You'll build confidence and skills while putting extra money in the bank!

I've arrived at the part of my journey where I love helping and mentoring other women build their own businesses and create their own futures. Watching your growth, feeling the excitement of accomplishments, and working through your challenging times is a passion of mine. I'm currently building a team and would love for our journeys to cross paths.

Keep track of your questions as you sift through the information and we'll connect to answer them all and see if Mary Kay might be a good fit for you!

Sincerely,

Erika

Why Mary Kay?

1

it fits life

- **Flexible** opportunity that works for you.
- **Make a little extra money** on the side while working your business as much or as little as you want.
- At the heart of every Mary Kay opportunity are **fun, freedom and flexibility**.
- You can **balance** the important things in your life and put them first while still running your own successful Mary Kay business.
- You choose how much time to put in and how involved you want to be.
- Everyone earns up to 50% profit* on everything you sell at suggested retail.

2

helps you be who you want to be

- Mary Kay Independent Beauty Consultants care about one another, their customers and **helping other women**.
- Nothing beats the **encouragement and empowerment you receive** from other women like you.
- Mary Kay offers opportunities for **education and personal development** that can help you build your sales skills.

3

products you believe in

- Mary Kay® products are made with the **highest quality ingredients** and are extensively researched. Hundreds of thousands of product tests are conducted each year.
- Finding products that deliver real results and are **right for you and for your customers**.

4

the of Mary Kay

- **Started by a woman for women.**
- For more than 58 years, Mary Kay has been **empowering women** to be their own bosses, to be self-starters and to be who they truly want to be.
- Core value of faith first, family second, career third.
- Mary Kay Inc. and the Mary Kay Ash FoundationSM have donated \$57 million to help end domestic violence.
- The Mary Kay Ash FoundationSM has donated \$27 million in grants to cancer research.

FAQs

These are the questions I get asked **almost always** from people interested in starting their own business:

I'm so busy. I work 2-3 jobs and have kids. Where do I find the time??

We are all busy. Some people have 4 kids with a full-time job and coach soccer and make it work. Some people work in a corporate setting. A few in our unit work in finance (now that says A LOT!) Many are teachers, or homeschooling their kids, or have tons of grandbabies, in college juggling classes, or some travel a lot. The one thread among us all is that we make it work for our different scenarios. Each business looks different, works differently, and conforms to individual time constraints/situations. You be you and see how it fits. Even when crises happen in your family/job/etc. (and they will), a MK business can and will conform. You are truly your own boss.

I don't know many people. How will I find clients??

Every person will get to the point where you've approached all of your family and good friends, whether you know many people or very few. But I'll bet you know many more people than you think you do! Think of your work setting, kid's sports teams and practices, classes they (or you!) attend, the morning coffee lady and grocery store clerk, put out boxes at salons for people to sign up for free facials, send catalogs to companies, strike up conversations in waiting rooms. And each of those people have friends, too (ask for referrals!) - and your onion layers start unfolding. Use the products, smile and people smile back. Basically, just be you, do your thing and go about your life, and in authentic normal day-to-day conversations Mary Kay comes up! Combine different and creative ways to meet people and - BOOM - you start making a difference in people's lives.

Just don't be icky and please refrain from being pushy - be yourself and go out into the world with a smile and the intention of helping others - the old ladies, the Mom with 7 kids in a parking lot, your doorman, throw a feel-good sample to someone who looks like their day could use one, offer free facials, or give someone the opportunity of creating their own business!

To the introverts of the world (which I am one!), this is your time to shine and grow. As an introvert, it feels good to give off a friendly, approachable vibe. Give someone an authentic compliment to make their day and see what happens!! We're in the business of building relationships and MK brings so many awesome people into your circle!

Do I have to have those "Mary Kay parties"?

ABSOLUTELY NOT. You do you. Having parties (3+ people) is a pretty old-school way of thinking and a lingering Mary Kay assumption. I run my business on a mostly one-on-one experience. I've had 2 parties - one, because my longterm friends wanted a big laugh because I am NOT a stereotypical MK consultant (gotta love them!), and the second was a Mom and two daughters. If someone asks for a Mary Kay party - sure! If someone wants a virtual party - sure! If someone wants a one-on-one - sure! If someone wants a virtual one-on-one - sure! I've done facials in ski lodges, on boats, and even in a Starbucks bathroom!

There are consultants who thrive on parties and have a fantastic time!

Just keep in mind that you're looking for clients - the more the merrier. Sometimes offering parties allows for more people to be a part of your circle, and therefore, more sales.

FAQs

Do I have to go to meetings?

No, it's definitely not required. But I have noticed that most successful consultants make most meetings. Even with your video off and on mute, you get inspired, hear/see great ideas, and learn so much from even the most mundane of events. What are these meetings, you ask? Our director usual has one per week evening to allow for most work schedules, and I have one super casual Zoom call to throw around all sorts of ideas and brainstorm together for my team members. If you show, you show! If you can't make it or don't want to - then don't!

I know VERY LITTLE about skincare, products, and business. How do I learn? What is the training like?

I want to start this off by saying I literally knew NOTHING about skincare, makeup, or this business. If I can do it, so can you. Remember how my friends wanted a good laugh??

So, what does it look like?? I'll connect you with my Director, Sara Pennella - she's been doing this for 18 years, drives one of those shiny pink Cadillacs, and is my very good personal friend. As I build my business and gain experience, Sara will be your main link to most things Mary Kay. She has all the answers, strategies, shortcuts, and know-how to tackle just about anything you throw her way. She'll mentor you soup-to-nuts. I'm also there answering what I can and cheering you on!! Our team is also a little family who are always willing to lend ears and advice! We've all been in your shoes.

- Mary Kay, Inc. has video trainings for EVERYTHING - products, classes, ordering, legal.
- Sara has a website chock full of videos, scripts, and explanations.
- We have a unit Band group (think FB without the ads) for news and ideas.
- Sara records voice trainings several times a week using the Voxer app.
- **THE MOST IMPORTANT** - Sara does personal trainings (calls/texts/voice/virtual) one-on-one to meet you exactly where you are - whether you've been doing this for 2 seconds, 2 weeks, 2 years, or 20 years.

IT'S ALL FREE. Mary Kay, Inc pays Sara and I to train and mentor you however it works best for you.

What costs am I responsible for?

You sign up (from \$30 to \$130) and the rest is on you. This is literally your very own business. Every single person will run their business in a completely different way, so you get and do what you need or what you're comfortable with. If you don't already have a skincare set, you'll need one of those because: 1. Use the products, but 2. Use it to get started right away and give people their facials!

Some people run a completely virtual business and have Mary Kay ship all the products directly to their customers, requiring zero stock/inventory. Other consultants will stock/keep inventory of what their customer base reorders (and every customer base is different). Some consultants keep inventory of at least one of most popular products to be able to hand products directly to customers and allow for instant gratification!

Order sheets, Profile Forms, products for facials and meetings, business cards, shipping, packaging (wrapping/shipping) materials, product samples, cards, paper, printer ink - is on you. Make sure to keep all the receipts for a great tax write-off!!! Shop smart, find great deals, and ask fellow consultants where they got theirs (remember those casual team meetings?)



FAQs

You're recruiting me. Do I have to recruit and build a team?

Not at all! **You don't even need ONE team member.** That's a FACT. There are two ways to make money in Mary Kay:

1. **Sell Products.** We all (no matter how long or what "level") get a 50% profit from anything sold. Period. Sell a \$10 product, the customer gives you \$10, you buy that product from MK for \$5 and you pocket the other \$5.00. If you chose to run a sale, that's on you. You'll still need to buy the product from MK for \$5. Sell a \$215 Repair Skincare Set and pocket \$107.50!
2. **Mentor and Lead.** Build a team and mentor the women that want to run businesses. It comes out of Mary Kay's pocket. MK pays us (in commissions) to help women grow businesses. It DOES NOT effect the pocket of those who are signing up - not one single cent. Mary Kay's values are reflected in this very fact. We want you to succeed and become as financially independent as you want! If, one day, you're interested in becoming a leader - don't feel guilty at all! You are literally providing and helping them with the opportunity to create their own businesses and they owe you nothing - just like you'll owe me zero and I will take absolutely nothing from you. :)

Mary Kay is unique in this way. We are not a "pyramid". We are all on a level playing field. Those who put the work in, reap the benefits. You sell more products, you make more money. You build a bigger team, MK pays you more money. It doesn't have to be complicated and it isn't. It's why Mary Kay has been around for almost 60 years and why even people working in the financial and legal businesses also work their own Mary Kay businesses!! We're completely transparent and I've even included the career path in this packet. We hide nothing.

What's the hardest part?

For most, I've found it is the mindset shift from being an employee of someone or a larger company vs being self-employed. There is no one watching over your shoulder and we can't fire you! So, it's developing the discipline to work without someone telling you that you have to be somewhere or do something. I find that setting goals and knowing clearly WHY you are running your business helps you keep on track. Everything else is taught as you go about your business and develop experience.

What if I fail?

I firmly believe failure is a choice. You have all the tools you need, phenomenal mentors in your corner. Be willing to fail. You aren't going to be perfect coming out of the gates. Be willing to get your training, work with building time management skills to fit this business into your already full schedule, be willing to learn from mistakes and continue to better yourself. If you do what your director tells you to, and coach with her, you really cannot fail unless you quit.

FAQs

There's got to be a "catch". Mary Kay, itself, is a business. Why not just join and get 50% off my products? How does Mary Kay make money and keep women running solid and profitable businesses?

Are you ready for it?!?! LOL! Here's the big catch - if you want to call it that. **To stay "active" as a Mary Kay consultant, for every month you sell \$225 wholesale, you are active for that month and the next two.** Now you're trying to work this out in your head. No, you do not need to sell \$450 worth of products every single month - holy moly!! Take a breath. It sounds A LOT worse than it is! It's even possible that a skincare enthusiast can get by with just personal use - and there are a strategic few who buy for themselves every three months. If you're trying just a little to build a client base and sell products, you won't even realize this is a thing - I promise.

If life happens and your Mary Kay business gets put on the back burner (family tragedy, sickness, any sort of drama) and you become "inactive" - DO. NOT. WORRY. Just make a \$225 wholesale order and you're back in the game!

So what does this mean for me right now, thinking about this?? Here are a few scenarios:

1. **Totally strapped for cash:** Join MK for \$30. Have us throw you a "I'm Starting a Business!!" party, invite your family and friends, collect their pre-orders and make sure to have a skincare set for yourself. Take that money and make that first order of \$225 wholesale and you're off to the races! **That's only \$30 out of your pocket.**
2. **I've got a few extra bucks:** Join for \$30, maybe add in a starter kit of choice, order at least \$225 of products to get you started! There are definitely benefits of investing - but DO NOT feel like you have to, at all. This is your business! But we're here to help you navigate these first steps and to make sure you're set up for success.

And, of course, MK gives back. They have all sorts of promos, jewelry, bags, gifts, free products to sell - so much stuff you won't know what to do with it! Nothing you need to worry about now, though.

So now what??

Write down those questions, talk with your spouse or partner if you want. Sleep on it. And let me know your thoughts. If you're not interested, just tell me. You won't hurt my feelings at all!! I've said no to people most of my life (but really wish I hadn't now)! We'll still be friends, I promise!!

If you want to know more, give a call or text or however you're comfortable. I'm an open book and very transparent. This isn't for everyone but if I can do it, I know you can!!!

Thoughts...

Is this for me??

- A** means **Absolutely!** I am interested! And with your help, I'm willing to try.
- B** mean **Book Me!** I have questions and would love to get together and talk!
- C** means **Could Be** for me down the road. Until then, I would love to be your customer.

What can this do for me?

Hesitations? Further Questions?

Follow-up Date & Time: _____

THE COMPANY

1963

“**BEAUTY BY MARY KAY**”
opens on September 13 in a
500-square-foot storefront
in Dallas, TX.

POSITIVE COMMUNITY IMPACT

MORE THAN

\$80 million

donated by Mary Kay Inc. and
THE MARY KAY FOUNDATIONSM
since 1996 to help end gender-based
violence and cancers affecting women



NEARLY

40

Countries



20

NATURE
EXPLORESM
CLASSROOMS

built in partnership with the
ARBOR DAY FOUNDATION*
at domestic violence shelters
across the U.S.



Named Among Most Reputable Global
Employers in Reputation Institute's 2019
Workplace Study



Zero landfill site status at Mary Kay's
Global Manufacturing Facility
**1 MILLION TREES PLANTED
AROUND THE WORLD**

V♥LUES

The Golden Rule
Make Me Feel Important
The Go-GiveTM Spirit
Balanced Priorities

Pink
Changing
Lives



Mary Kay has donated millions of dollars
from the sale of **Pink Changing Lives**
products to change the lives of women and
their families around the world

MARY KAY ASH



"GREAT AMERICAN
ENTREPRENEUR"

Series at the Smithsonian Institute

INNOVATIVE PRODUCTS

1,600+
P TENTS



Mary Kay Ash was profiled in the book
**FORBES GREATEST BUSINESS
STORIES OF ALL TIME**

Hundreds of thousands
product tests each year for

**QUALITY, SAFETY
AND PERFORMANCE**



Investing millions of dollars in
research and development

Named as one of the
**25 MOST INFLUENTIAL BUSINESS
PERSONS OF THE PAST 25 YEARS**



More than 700 global products in skin
care, color cosmetics, body care, sun
protection and fragrances



**HORATIO ALGER DISTINGUISHED
AMERICAN CITIZEN AWARD,**
Horatio Alger Association

\$ **100 million +**

Investment in the new
453,000-square-foot
Richard R. Rogers (R3)
Manufacturing/R&D Center