A LIFE CHANGING OPPORTUNITY!
Perhaps you began your Mary Kay business to supplement the income from your current job and never imagined that your part-time business could ever rival your full-time pay! But no matter what it is you do or how much you make, you CAN earn the same, if not more, in less hours than you currently work! The potential in Mary Kay is limited only to your thinking! In this class, you will see a vision of your potential future – and give you an action plan to create it – much quicker than you might expect! The best news though, is that you can work this plan around your current responsibilities and see the results before you decide to make a switch! With a Career in Mary Kay YOU have the choice to be in charge of your future and destiny!

1-3-5-8 IS ALL I NEED TO BE GREAT!
The Career Path is Mary Kay is simple, fair and equal to everyone! You don’t have to wait for someone to recognize your abilities and promote you! You don’t have to wait for anyone to die! You promote yourself when you choose to! And it’s as simple as 1, 2, 3 or actually: 1, 3, 5, 8! You begin moving up the Career Path with your first active team member. Active status is defined as anyone who places at least a $200 ws order within a 3-month period. As long as you stay active, every time she orders you will earn a commission – for as long as you both are in Mary Kay! You commission increases as the size of your team increases as well as your recognition!

THE CAREER PATH
- Senior Consultant: 1 – 2 Active Team Members. 4% commission
- Star Team Builder: 3 – 4 Active Team Members. 4% commission
  Wears the prestigious RED JACKET
  $50 Red Jacket rebate with your 3rd team member
  $50 team building bonus with your 4th+ team member
- Team Leader: 5 – 7 Active Team Members. 9% commission
  Wears the prestigious RED JACKET
  $50 team building bonus
  Name recognition in the Applause Magazine
  Opportunity to earn a 13% commission every month
  Eligible to go On-Target to earn a Chevy Malibu or cash with combined team wholesale production of $5000
- Future Director: 8+ Active Team Members. 9 – 13% commission
  Wears the prestigious RED JACKET and the Future Director Scarf
  $50 team building bonus with your 4th+ team member
  Eligible to be a “Grand Achiever” (car driver)
  Eligible to become a Director in Qualification, “D.I.Q.”
EVERYTHING BEGINS WITH SELLING

Mary Kay said, “Nothing happens until somebody sells something!” and she was right! Whatever your desire – positive relationships, personal growth, recognition, time with family, job security, advancement opportunities to be your own boss, make little or BIG money, earn a car, or achieve the position of Independent Sales Director or National Director – the means to each is the SKIN CARE CLASS! We have learned from our previous training that a successful Mary Kay business operates on formulas – math, not magic! With a commitment to hold CONSISTENT classes and by working full-circle, you can be in your car and into Directorship within six months!

FULL CIRCLE SUCCESS: the CLASSy way!

There are several goals for each Skin Care Class you hold:
- To sell Skin Care Sets
- To book future classes & follow-up appointments
- To share the Mary Kay Opportunity with the Hostess & at least one other guest (Or everyone! The more, the easier it will be to move up!)

By sharing the opportunity with 2 women from every class and assuming a ratio of 4 to 1 (out of 4 women that you share the Marketing Plan with, one will join) we can equate number of Skin Care Classes held with positions on the Career Path!

<table>
<thead>
<tr>
<th>Skin Care Classes</th>
<th>Interviews</th>
<th>Team Members</th>
</tr>
</thead>
<tbody>
<tr>
<td>Senior Consultant</td>
<td>4</td>
<td>1 – 2</td>
</tr>
<tr>
<td>Star Recruiter</td>
<td>6</td>
<td>3 – 4</td>
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<tr>
<td>Team Leader</td>
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</tr>
<tr>
<td>Future Director/DIQ</td>
<td>16</td>
<td>8</td>
</tr>
<tr>
<td>Grand Achiever</td>
<td>28</td>
<td>14</td>
</tr>
<tr>
<td>Sales Director</td>
<td>48</td>
<td>24</td>
</tr>
</tbody>
</table>
POWER UP THE CAREER PATH

As you know, the “Power Start” is 30 faces in 30 days, which could also be stated as 8 classes with 3 – 4 people in attendance. Mary Kay said, “You can have anything you want in this world, if you are willing to pay the price.” A commitment to 2 Skin Care Classes a week (hostess + 3) can easily, and quickly, move you up the Career Path. From our previous chart you can see that in two months you could very well end up a Team Leader & on-target for your first car! Take a look at how holding a Power Start or just 2 Classes a week for 6 months can create income and position you for unlimited choices for your future!

- **Month 1:** 8 Classes/ 30 faces with a $75 per face avg./ $2,250 sales/$900 profit
  16 Interviews (held at end of Class or Unit Meeting) = 3 New Recruits!
  Debut as a RED JACKET! 4% commission $24 – $120 ($72 avg.) $50 Red Jacket Rebate
  Sales Profit + Commissions/Bonus = $1,022 or $28 an hour

- **Month 2:** 8 Classes/ 30 faces with an $80 per face avg./ $2,400 sales/$960 profit
  16 Interviews (held at end of Class or Unit Meeting) = 3 New Recruits!
  Debut as a TEAM LEADER! 9% commission $54 - $270 ($162 avg.)
  $50 Team Building Bonus $50 - $150 ($100 avg.)
  Sales Profit + Commissions/Bonus = $1,222 or $34 an hour
  If your personal + team sales = $5,000 - You’re ON-TARGET for your CAR!

- **Month 3:** 8 Classes/ 30 faces with an $85 avg./ $2,550 sales/$1,020 profit
  16 Interviews (held at end of Class or Unit Meeting) = 4 New Recruits!
  Debut as a FUTURE DIRECTOR! 13% commission $78 - $390 ($234 avg.)
  13% commission of existing team members orders (avg. 1/3 orders) = $52
  $50 Team Building Bonus $50 - $150 ($100 avg.)
  Sales Profit + Commissions/Bonus = $1,406 or $39 an hour

- **Month 4:** 8 Classes/ 30 faces with an $90 avg./ $2,700 sales/$1,080 profit
  16 Interviews (held at end of Class or Unit Meeting) = 4 New Recruits!
  Debut as a GRAND ACHIEVER! (Car Winner!) 13% commission - $234 avg.
  13% commission of existing team members orders (avg. 1/3 orders) = $78
  $50 Team Building Bonus $50 - $150 ($100 avg.)
  Sales Profit + Commissions/Bonus = $1,492 or $41 an hour
  Can begin Director in Qualification (D.I.Q.)

- **Month 5:** 8 Classes/ 30 faces with an $95 avg./ $2,850 sales/$1,140 profit
  16 Interviews (held at end of Class or Unit Meeting) = 4 New Recruits!
  Continue as a D.I.Q. - almost there! 13% commission $104 - $520 ($312 avg.)
  13% commission of existing team members orders (avg. 1/3 orders) = $104
  $50 Team Building Bonus $50 - $200 ($150 avg.)
  Sales Profit + Commissions/Bonus = $1,706 or $47 an hour

- **Month 6:** 8 Classes/ 30 faces with an $100 avg./ $3,000 sales/$1,200 profit
  16 Interviews (held at end of Class or Unit Meeting) = 6 New Recruits!
  Debut the next month as a Sales Director! 13% commission $104 - $520 ($312 avg.)
  13% commission of existing team members orders (avg. 1/3 orders) = $130
  $50 Team Building Bonus $50 - $200 ($150 avg.)
  Sales Profit + Commissions/Bonus = $1,792 or $50 an hour

In this example, profit from sales is figures on a 60/40 split. Hourly profit is figured on 9 hours a week:
- 2 Classes at 2.5 hours each
- 2 hours of phone time
- 2 hours Unit Meeting
POWER UP THE CAREER PATH cont.
Over the 6-month period, your earnings for 36 hours a month (less than one work week) are over $8,600. That equates to $17,200 in yearly income, which equates to a $25,000 year salary. In essence, this would free up 3 work weeks of your time a month – and you’d be able to hold more appointments if desired! These figures do not include re-orders you will receive – the longer you are in Mary Kay the larger that portion of your income becomes. Nor does it include the triple pay increase you will receive for the same work once you become a Sales Director.

YOUR FIRST STEPS OF THE JOURNEY TO THE TOP
The Company has a business plan & recognition program to begin building your team. It is called the PEARLS OF SHARING and is available to you as a New Consultant. The purpose of the program is to teach you how to explain the marketing plan (or how we make money & what it is we do in Mary Kay) and how to answer questions about our business. In the process, you’ll also get to spend one-on-one time with your Sales Director working directly with her & your prospects. The best thing about the Pearls of Sharing program though, is that you do not need to know ANYTHING to begin – so you can start immediately!

The Pearls of Sharing jewelry is earned by holding “practice interviews” with your friends, family & first customers.
- 3 Interviews earns the Pearl Earrings
- 6 Interviews earns the Pearl Bracelet
- Earn the Pearl Necklace with your first qualified Team Member!

One exciting thing is that most Consultants already know their first few team members! So that means you already have team members within your circle of friends/family! With the Pearls of Sharing program, you’ll most likely become a Senior Consultant – or even a Red Jacket! – and you’ll have a friend to go through training with! This Opportunity is such a gift to give: the ability to have freedom & prosperity. Share it with everyone!

BOOKING PRACTICE INTERVIEWS
Practice interviews can be scheduled in person (over coffee or lunch), over the phone (by 3-way call) or at our Unit events (Girl’s Night Out). Check with your Director first for availability. Your goal is to find 6 women to help you (ask at least 10). You’ll want to make sure to choose people that:
- You like
- Like other people
- Who like the product (it helps if they have at least tried our Skin Care)

They DO NOT have to be “interested in Mary Kay” to help you with this! When you ask for her help, she may start giving you objections as to why she can’t sell Mary Kay. Remind her that this is just for your training. Your only goal at this point is to set the appointment, not to convince her how great she’d be or how great our opportunity is. Use this script to set them up:
Thank you _______ for helping me with my Power Start! I have one more area of my business to learn and I could really use your help! My Director is willing to help me with this & she told me to pick the 6 sharpest women that I have facialed – of course I immediately thought of YOU! What I need to do is learn how to explain the Mary Kay business so that when people ask me questions, I’ll know what to say. Here’s how it works: you and I will get together over coffee or lunch (or over a three-way phone call) with my Director. You pretend you are interested in learning more about Mary Kay and ask her questions. She will answer them while I’ll take notes! It really doesn’t matter if you are interested or not, it’s just for my practice – plus I’ll give you any item you’d like at half price! So, would you be willing to help me out? Great! What would be better: after work or the weekend? …

After you have booked an interview with her, you might consider giving her some recruiting information to read before the interview so that she can formulate some questions to ask. Good pieces to have are the Perfect Opportunity Company brochure or CD (Sec. 2 items – a few came in your kit), &/or a few of the recruiting flyers posted on our Unit Website.