



Recruiting Packet

Recruiting Packet Should Include

- _____ 1 Marketing CD or DVD
- _____ 1 Marketing Survey
(*“what you think”*)
- _____ 1 \$30,000 Per Year Flier
- _____ 1 Starter Kit Sheet
- _____ 1 Value of Driving Free Sheet
- _____ 1 Working Woman Myth Sheet
- _____ Copy of Director’s Check
- _____ 1 Team Building Brochure

Listen to the enclosed CD or view the DVD and give me your opinion by our coffee date for a **FREE** gift!!

Tell Us What You Think!

Name: _____ Date _____
Your Consultant _____
Address: _____ City/State _____ Zip _____
Phone: (____) _____ Best Time To Reach You _____
Email: _____
Age _____ Occupation _____

- What do You like best about your current occupation?

- What do you like least about it?

- These are some of the reasons that others have chosen to become Mary Kay Consultants. Choose those that excite you:
 - ___ Excellent Income (\$50-\$100 per hour) for part time work & UNLIMITED extra income!
 - ___ Advancement opportunities!
 - ___ Improve Self Confidence & Gain Recognition!
 - ___ Earn a FREE CAR or the cash option!
 - ___ Set my own hours—Have flexibility!
 - ___ Owning my own business!
 - ___ Enjoy great tax deductions!
 - ___ Company philosophy: Faith 1st, Family 2nd, Career 3rd!
 - ___ Gain new positive friends!
 - ___ Helping others in looking their best!
- What Motivates You?
- What did you most enjoy about the CD you listened to or the DVD you viewed:

- Do you have any unanswered questions?

- After listening to this information, how would you rate your opinion?
(Circle One)
 - A = Absolutely! I would love to get started today!
 - B = Buy me coffee & pie, let's talk! I need more information!
 - C = Could you keep me in mind for a later date? Send me some additional information!
 - D = Definitely would like to remain a happy customer, But Thanks!

THANKS for taking the time to fill this out!

Our Top Selling Mary Kay "Miracle Set"! Value: \$104



The Starter Kit! Value: \$500 Price: \$100 + Tax & s/h



For the same price as our Miracle Set you could get **\$306.50 in full size retail product** in your Starter Kit, the benefits to shop @ cost & an opportunity that could change your life....all for **\$100!**

COULD YOU USE \$30,000 PER YEAR PART TIME?!

DO YOURSELF A FAVOR AND JUST LISTEN TO WHAT MARY KAY HAS TO OFFER!

74% of the workforce today are *women*: they all have skin and need to care for it.
The average woman today spends in excess of \$600 per year just on skin care & cosmetics!
More and more women start their own businesses to gain more time with family & financial freedom.

Don't stop your regular job....**MARY KAY** is very part-time—at your own schedule!

Of all the millionaires in the world today, only 3% are women!

AND.....of that 3%.....70% are in MARY KAY!

Three appointments per week*

3 classes x \$200 avg. sales = \$600 weekly x 42 weeks = \$25,200

200 new *TimeWise* clients + 200 reorders at \$200/year = \$40,000

\$65,200 = Total Annual Sales

\$32,600 PROFIT

WHAT YOU CAN EXPECT FROM YOUR APPOINTMENTS AND REORDER BUSINESS AFTER ONE YEAR....

**A skin care class ranges from 3-6 people (Average 4)
Sales average about \$200 per class for a new consultant.**

(Seasoned consultants can have classes ranging from \$500 to \$1000)

We retain about 85% of our clients.

The average skin care reorders per customer each year is about \$200.

1 Class Per Week*

85 clients end of 1st Year

Profit/classes = \$4,200 (\$350/mo)

Profit/reorders = \$5,800 (\$475/mo)

\$10,000 PER YEAR

2 Classes Per Week*

170 clients end of 1st Year

Profit/classes = \$8,500 (\$700/mo)

Profit/reorders = \$11,500 (\$924/mo)

\$20,000 PER YEAR

If your boss offered to add \$800 to your paycheck each month if you worked just ONE hour overtime each day, WOULD YOU DO IT?!

Important facts you should know:

No quotas, No territories, Tax advantages, 90% buy-back guarantee, free and local training

Other avenues of income include team building commissions, free car & insurance, Director commissions & bonuses

No obligation to learn more about this home-based consulting business.

**Above figures based on working 4-6 hours per week—42 weeks in a year.*



THE MARY KAY STARTER KIT A GREAT VALUE AT ONLY

The Mary Kay opportunity allows you to begin your own business with a flexible schedule, no quotas, no territories, unlimited earning potential and advancement opportunities, tax advantages, and best of all...

You are the boss!

LOOK at all you get...

FULL SIZED RETAIL PRODUCTS:

- TimeWise 3-in-1 Cleanser (normal/dry and combination/oily formulas)
- TimeWise Age-Fighting Moisturizer (normal/dry and combination/oily formulas)
- Day and Night Solution
- Oil Free Eye Makeup Remover
- Black Endless Performance Mascara
- 11 Foundations

RETAIL VALUE = \$306.50!!!

"The price of the Starter Kit is **LESS** than that!"

The Starter Kit cost is \$100 (plus applicable tax and shipping) and includes all of the business builders shown above as well as the \$306.50 in retail products.

It is a \$100 decision that could change your life!!!

Really, what do you have to lose?

PLUS:

- Satin Hands Travel Set w/ instructions
- A Foundation Shade Selector tool
- TimeWise Dual-Coverage Powder Foundation Sampler pads in our 3 most popular shades
- 30 Look Cards with samples
- On-The-Go Tote, Date Book, sales tickets, customer profile cards
- Look Books and Beauty Books
- Mirrors, Styrofoam trays, applicators
- Career Essentials Success Tools Training Booklets and Audiocassettes

Please contact your Independent Beauty Consultant for more info. on how to get *your* Starter Kit:

Consultant Label Here

The Value of Driving a Free Mary Kay Car!

The average car loan is four years and the average monthly auto insurance payment is \$70.

In that time you may save the following:



Type of Auto	Monthly Payment	Savings
Vibe	\$300 X 48 months	\$17,760
Grand Prix	\$400 X 48 months	\$22,560
Cadillac	\$800 X 48 months	\$32,160

There are over \$120,000,000 in FREE Pontiac Vibe's, Grand Prix's and Cadillacs, being driven by successful Mary Kay Beauty Consultants and Directors today. And, with Mary Kay paying over 85% of the insurance, each of these thousands of women are saving thousands of dollars for themselves and their families.

This is what could be done with the savings:

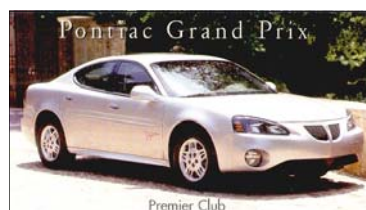
Vibe \$17,760 =

- 1) College education for one child
- 2) Family vacations for several years
- 3) A nice down payment on a house
- 4) A nice retirement investment



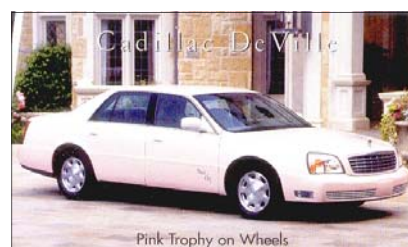
Grand Prix \$22,560 =

- 1) College education for one child
- 2) Family vacations every year
- 3) A substantial down payment on a house
- 4) A substantial retirement investment



Cadillac \$32,160 =

- 1) College education for two children
- 2) WONDERFUL family vacations every year
- 3) A substantial down payment on a GREAT house
- 4) A GREAT retirement investment



CAN YOU AFFORD TO TURN DOWN THAT KIND OF SAVINGS??

ALLOW SUCCESS TO BE YOURS WITH MARY KAY COSMETICS!

Working Women...The Myth

A Woman Earning	\$20,000
After Income & Social Security Taxes	<u>-\$8,000</u>
year	\$12,000/
Take-Home month	\$1,000/
Daycare month	<u>-\$500/</u>
(min. \$125 per child per week)	<u>\$500</u>
Clothes/Pantyhose	<u>-\$50</u>
	\$450
Meals Out/Misc./Parking	<u>-\$150</u>
	\$300/month



Recruiting Packet Visualized!

Pocket Folder of any type. Red is my favorite!
 Recruiting Packet Label in upper right hand corner,
 found on www.michelejamison.com in the Training Center under Team Building.

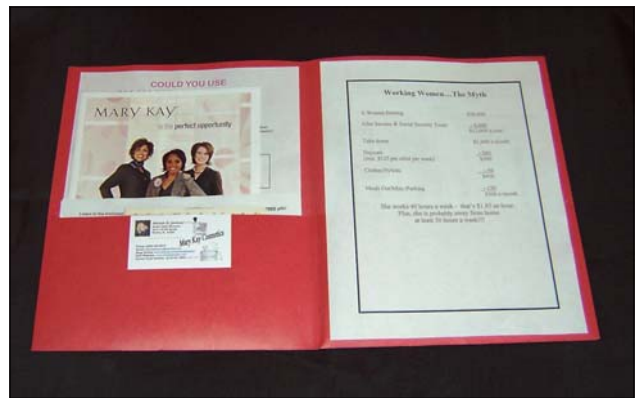


LEFT SIDE (from back to front)

\$30,000 per year sheet
“What You Think”
 (folded in half for visual appeal)

(order from Section 2):
“Team Building” Brochure
Team Building cd

Business Card attached



RIGHT SIDE (from back to front)

The Value of Driving FREE flier
“The Mary Kay Starter Kit” flier
 (folded at bottom for visual appeal)
Director’s Check

**The Working Women’s Myth is laid over the
 right side before closing.**