

INCOME POSSIBILITIES



1. Make a list of 25 women you know. I've made a list of _____ women.
2. How many hours do you feel comfortable giving your Mary Kay business? _____ hours
3. As a brand new consultant how much money would you like to make a week based on the hours listed? \$ _____
4. Do you want to be:
 - A. A Pink Peddler—purchase my products at cost
 - B. Building Business
 - C. Have a Full-Time Career and Win Car....

Average Class Time Frame

Classes = 2 Hours
 Facials = 1 Hour
 Reorders = Delivery Time

Average People Per Setting

Classes = 4 People
 Facials = 2 People

Income based on 5 hours of Actual Selling Time per week:

Number of Classes \$175 Retail	Number of Facials \$60.00 Retail	Reorders	Total Amount of Weekly Income	1/2 is Profit	Income Per Hour
(2 X \$175 = \$350)	(1 X \$60 = \$60)		(\$350 + \$60 = \$410)	(\$410/2 = \$205)	(\$205/5 = \$41)

Of Clients that will be serviced in 1 month based on above example:

Class Sales	Facial Sales	Reorder	Total People
(2 classes wk x 4 weeks = 8 classes/month) (8 classes x 4 guest = 32 people/month)	(1 x 4 wks = 4 facials/month) (4 facials x 2 guest = 8 people/month)		(32 + 8 = 40 people/month)

How many people from the original 25 women you know, have we used? 3 People turn into 40 people.

BUILDING YOUR BUSINESS FINANCIALLY



- 3 Places to get money:
- 1) Personal Finance
 - 2) Credit Card
 - 3) Financial Institution.

TAKING A PROFIT

Profit Level Inventory	Loan Payment	2 Classes A Week	Replacement of Product	Weekly Profit	1 Months Profit	Deduct Loan Payment	Monthly Profit
\$3,600 wholesale sect. 1 \$4,200 Loan	\$150/month	\$175x2=\$350 retail	60% of \$350=\$210	40% of \$350=140	\$140x4 weeks = \$560	\$150	\$410 for 16 hrs (4 hrs/week)

BUILDING LEVEL INVENTORY

\$1800 Wholesale \$2,200 Loan	SAME	SAME	SAME	SAME	NONE Reinvest in product	SAME	\$410 wholesale Reinvest each month to reach \$3600 level. Allow 5-6 months to start taking a profit
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- Remember that having enough inventory is a key to developing loyal customers.
- It's a proven fact that women are procrastinators, we wait until we are completely out of product.
- Women are also impulse buyers, we buy things on sight.
- Women will not do without their cosmetics and you will never run out of customers so long as there are little girls being born.
- With a 90% buy back guarantee, you have a risk free investment!