

The Business Power Plan

Regardless of the reasoning behind your decision to become a Mary Kay Consultant, you'll want to take a very logical, rational approach in making your inventory decision as your time management, immediate profit, and cash flow depends on it!! Now follow the next 5 steps to make *your* best business decision!!

Step 1: Who Do You Know...

Make a comprehensive list of 75 women who know your name and face...family, friend, work associate, acquaintance, neighbor. Also put an * by every name you think would be great in this business-they can help you with your first 10 practice interviews! (Make this list using the "MK Contact List" provided to you in your Welcome Packet)

Step 2: It's Your Time, Invest It Wisely...

I. Facial Party/Skin Care Class

- \$250 average sales
- 3 to 6 people attending
- Takes 2 to 3 hours

II. The Facial

- \$50 average per face sale
- 1 to 2 people attending
- Takes 45 minutes to an hour

By Holding Weekly....	Gross Profit Weekly	Gross Profit Monthly
1 Facial Party & 1 Facial	\$150.00	\$600.00
2 Facial Parties & 1 Facial	\$275.00	\$1,100.00
3 Facial Parties & 2 Facials	\$425.00	\$1,700.00
3 Facial Parties & 3 Facials	\$450.00	\$1,800.00

Step 3: How many Faces...

To determine the amount of product you'll need to have on your shelf, let's take a look at the number of faces you'll be working with on a weekly and monthly basis. How many facial parties/facials are you willing to fit into your week?

Facial Parties/Skin Care Classes per Week _____ X avg. of 4 Faces/Class = _____ FACES

Facials per Week _____ X 1 Face / Facial = _____ FACES

FACES WEEKLY _____

Total Faces Weekly _____ X 4 Weeks = _____ **FACES MONTHLY**

The company average sale for a NEW Consultant PER FACE is \$50 per face.

Your # FACES MONTHLY _____ X \$50 per face = \$ _____ per month SALES

Your SALES MONTHLY _____ X 50% gross profit = \$ _____ per month PROFIT

Step 4: How much inventory do I need?

This decision is made by how many FACES per week/month you will be doing.

The GOAL is to have A ROLL UP BAG to sell for each face.

\$4200 Order of Excellence* = 10 Roll Up Bags, Full Color + 4 specialty line items [50+ faces/month]

\$3600 Emerald Star* = 10 Roll Up Bags, Full Color + 3 specialty line items [40+ faces/month]

\$3000 Diamond Star* = 8 Roll Up Bags, Full Color + 2 specialty line items [35 Faces/month]

\$2400 Ruby Star* = 6-7 Roll Up Bags, Most Popular Color + 1 spec line items [25 Faces/month]

\$1800 Sapphire Star* = 5 Roll Up Bags, Limited Color [15 Faces/month]

*\$1800 is the FIRST level where every woman will have the option to take a Roll Up Bag home, plus you are likely to have most of what each woman orders on hand to give to her immediately *to run an efficient, time saving business*. Remember, women buy alike, and the EYE BUYS what the EYE SEES. If each woman has the option to take home her OWN bag, chances are she will. Star Consultants receive **1.** Recognition (newsletter & website); **2.** Star Consultant Prize from MK; **3.** Get invitation to Star Consultant Outing with our unit; **4.** Earn your gorgeous Pink Sapphire ring!

\$1200 Order = 3 Roll Up Bags, very, very limited Color

\$600 Order = 3 Roll Up Bags, NO COLOR

Step 5: Make a Decision!

Let's talk about your decision, and find a package that's right for YOU and for your BUSINESS!

There are many ways to invest, but here are my favorite options you can use to make your investment!

1. Get a small personal loan. Credit Unions & small banks usually have the lowest rates.
2. Apply for **Fifth/Third Bank Credit Card or USBank Credit Card**
 - 0% for 12 months and no annual fees - you can apply over the phone
 - They'll give you the # the next day - say that you are a MK consultant
 - Call 859.299.5553 and ask for Scott Talley (Fifth Third)
 - Call 502-538-3800 for U.S.Bank