

\$100 could change your life!



Take the first step toward living your dreams! For just \$100 plus tax and shipping, you can purchase your Starter Kit. It contains step-by-step education and enough product to introduce 30 women to Mary Kay® products.

"The Starter Kit holds your keys to success – time for your family, financial security, excitement for the future, personal growth, a career with integrity and happiness without compromise."

–Mary Kay Ash

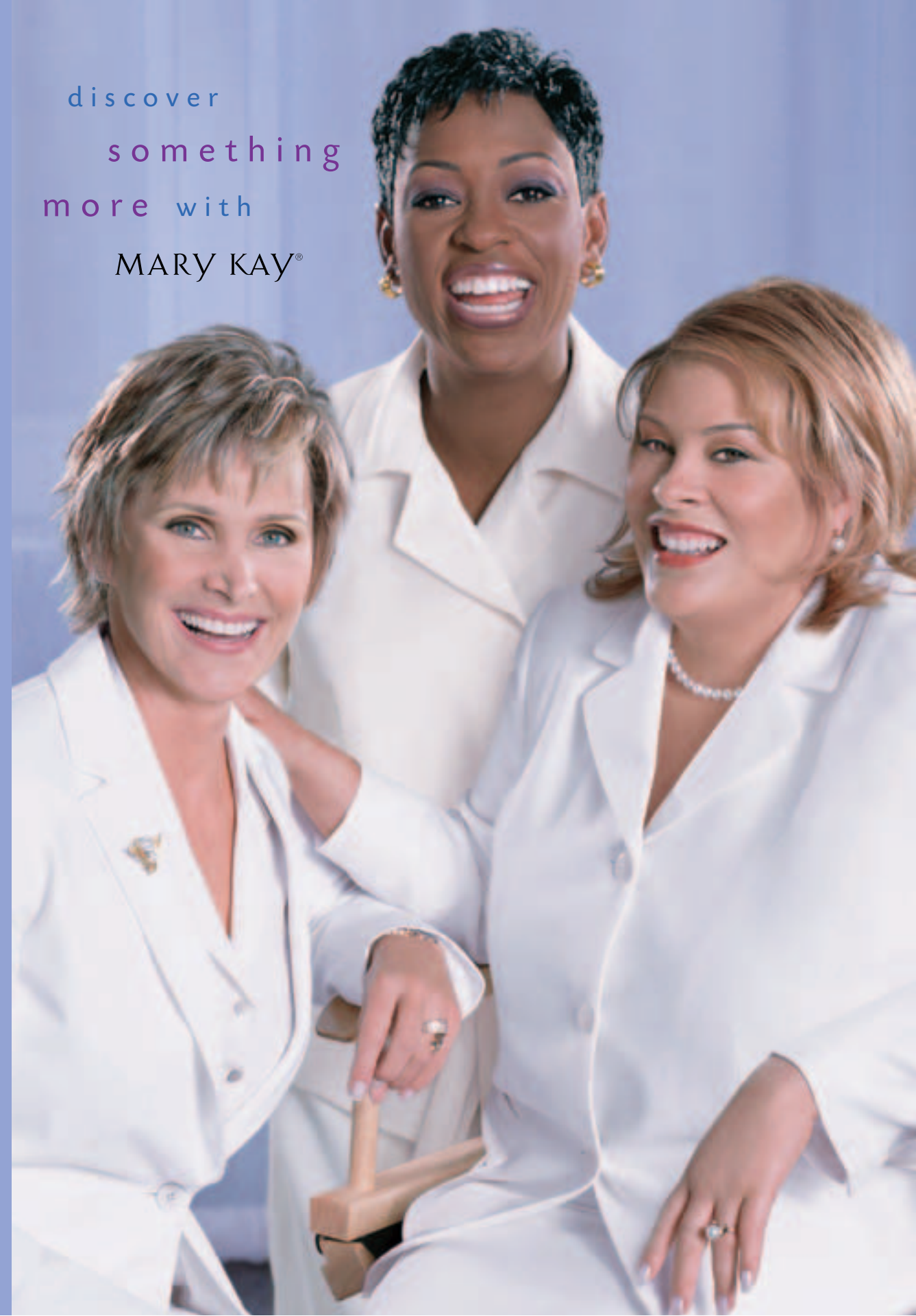
Is there any reason you can't begin your Mary Kay business today?

Hundreds of thousands of **women** have
discovered **something more** with

MARY KAY®

– you can too!

discover
something
more with
MARY KAY®



IT BEGAN WITH A DREAM.

Mary Kay Ash created a Company to enrich women’s lives. Committed to the philosophy of God first, family second and career third, Mary Kay Ash launched her business from a small 500-square-foot storefront on September 13, 1963,



with nine Independent Beauty Consultants, a business plan built upon the Golden Rule and the belief that women could, and should, achieve their dreams.

Company highlights include:

- More than \$1.3 billion global wholesale sales in 2001 (equating to more than \$2.6 billion retail).
- More than 850,000 sales force members around the globe serving their customers in 33 markets worldwide.
- Mary Kay Ash Charitable Foundation established to fight domestic violence and cancers that affect women.

“We do have a mission – to share our love and our energies, our hopes, our dreams, our superior products and our beautiful, abundant way of life. In doing so, you can be blessed beyond measure with all the riches of life. That’s living the Mary Kay dream.”

–Mary Kay Ash



The Mary Kay Inc. World Headquarters in Dallas, Texas

Discover something more – with a Mary Kay business of your own!

- Be your own boss.
- Set your own hours.
- Enjoy more time with family and friends.
- Create lasting friendships.
- Enjoy open-ended advancement opportunities.
- Earn recognition for your efforts and achievements.
- Realize unlimited earning potential.
- Receive education and support.
- Earn trips, jewelry, prizes – even the use of a career car!

ACHIEVE FINANCIAL FREEDOM.

Many people start their Mary Kay businesses to earn extra income. Here are a few of the ways you can achieve your dream of financial freedom:

- **PRODUCT MARKETING.** The first avenue of income is selling products. You can market products several ways:
 - **On The Face** – Skin care classes and facials where women try before they buy.
 - **On The Go** – Quick, 15-minute show, tell and sell appointments.
 - **On Paper** – Sales from promotional brochures and the preferred customer mailings.
 - **Online** – Your own Mary Kay® Personal Web Site is an easy way for your customers to place orders 24/7.
 - **On With The Show** – Group-selling appointments like collection previews, open houses or spa nights.

- **TEAM BUILDING.** Don’t keep it to yourself! Share this wonderful career opportunity and help other women fulfill their dreams. Build a team, and you can earn commissions based on your team members’ wholesale orders and begin moving up the career path.

- **LEADERSHIP.** Promote yourself along the career path to Independent Sales Director and take advantage of an unlimited earning potential. You could even reach the pinnacle of success – Independent National Sales Director – like the three women featured on our cover: Judie McCoy, Gloria Mayfield Banks and Patricia Rodríguez.

WAY TO GROW. Take one step at a time – over time – and rise to the top. In the process, you’ll find yourself becoming the woman you always knew you could be.



Cadillac shown is driven by Patricia Rodríguez, Independent Senior National Sales Director.

Independent Beauty Consultant

All Consultants, no matter where they are on the career path, are eligible for:

- Up to a 50% product discount
- Quarterly rewards/prizes
- Free subscription to Applause® magazine

Senior Consultant

1-2 active personal team members

- 4% personal team commission

This chart depicts a brief overview of some of the incentive programs. The Company reserves the right to alter, modify or change the commissions, bonuses or any terms of the incentive programs described herein.

Star Recruiter

3-4 active personal team members

- 4% personal team commission
- \$50 red jacket rebate
- \$50 team-building bonus beginning with fourth qualified team member

Team Leader

5-7 active personal team members

Future Independent Sales Director

8 or more active personal team members

“DIQ”

- 9% or 13% personal team commission
- \$50 team-building bonus
- Eligible to qualify for Grand Achiever

Independent Sales Director

- 4%, 9% or 13% personal team commission
- 9% or 13% Unit Volume Commission
- Unit Volume Bonus: \$500-\$5,000 per month
- Unit Development Bonus: up to \$1,500 per quarter
- Eligible to qualify for luxury top Sales Director trip
- Eligible to qualify for Grand Achiever, Premier Club or Cadillac

Independent National Sales Director

- 4%, 9% or 13% personal team commission
- 13% Sales Director Personal Unit Volume Commission
- 5% National Personal Unit Volume Commission
- 5%-8% first-line offspring commission
- 3% second-line offspring commission
- 2% third-line offspring commission
- New first-line offspring bonus: \$5,000/\$1,000
- New NSD debut bonus: \$10,000 paid annually
- Luxury NSD trip
- The use of a Cadillac
- Enroll in Family Security Program

FLEXIBILITY IS KEY. This is the career you work around your life – not the other way around. Sell *On The Go* at your kids’ soccer games, *On The Face* on the weekends or sell *Online* 24 hours a day. Use the chart below to show how you can include a Mary Kay business in your current schedule.

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
9:00 a.m.							
10:00 a.m.							
11:00 a.m.							
Noon							
1:00 p.m.							
2:00 p.m.							
3:00 p.m.							
4:00 p.m.							
5:00 p.m.							
6:00 p.m.							
7:00 p.m.							
8:00 p.m.							
9:00 p.m.							

interview guide

Detach interview guide before beginning your interview.

name:	phone:	best time to call:
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1

Identifying your dreams –
Of the three stories on the Something More audiotape,
which one did you relate to most? Why?

Judie McCoy
was a stay-at-home mom
who always wanted to have
her own business.

Gloria Mayfield Banks
had received a Harvard MBA
in Marketing and Strategic
Planning when she took advantage
of the opportunity.

Patricia Rodríguez
was attending college and
working at a department
store when she began her
Mary Kay business.

May I ask you a few questions to get to know you better?

Tell me about yourself.

What do you like most about what you do?

Do you have the flexibility you want?

Do you feel appreciated when you do a great job?

Is there anything you could do today to change your financial situation?

If you could change one thing about your current situation, what would it be?

s t e p

2

Use these
suggestions
to address
concerns
you may
hear
during the
interview.

■ I'm not the "sales" type.

*This business is about building relationships, providing
quality products and offering a valuable service.*

■ I don't want to take away time from my family.
*Independent Beauty Consultants are motivated by
the needs of their families and see their families not
as excuses but as reasons to be successful.*

■ I can't afford it.

*If you've got too much month left at the end of your
money, then what better way to earn some extra
income? It costs only \$100 plus tax and shipping
for the Starter Kit. And you can begin building your
business right away!*

■ I'm very busy.

*Busy people are usually the most successful. They
know how to prioritize. They may not have 10 hours,
but they may have 10 minutes, three times a day!*

■ What if I don't want to build a business
around my friends and family?

*Mary Kay Inc. provides the education and tools you
need so you can build a business with customers
who want the products and personal service you
have to offer.*

■ I'm just not sure ...

*Successful women take advantage of opportunity. They
know the only way to change their futures is to act in
the present. There's never a "perfect" time to begin
something new.*

Tear along dotted line.

interview guide

Detach interview guide before beginning your interview.

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3

Rewards of the Mary Kay opportunity.

Which of the following benefits appeal to you most?

- ☐ Be your own boss.
- ☐ Set your own hours.
- ☐ Enjoy more time with family and friends.
- ☐ Create lasting friendships.
- ☐ Enjoy open-ended advancement opportunities.
- ☐ Earn recognition for your efforts and achievements.
- ☐ Realize unlimited earning potential.
- ☐ Receive education and support.
- ☐ Earn trips, jewelry, prizes – even the use of a career car!

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4

Avenues of
Income – Which
avenue of income
intrigues you
most?

- ☐ Product Marketing
 - On The Face
 - On The Go
 - On Paper
 - Online
 - On With The Show
- ☐ Team Building
- ☐ Leadership

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5

Flexibility –
How much time
would you like
to devote to
your Mary Kay
business?

- ☐ One hour a week.
- ☐ Two to four hours a week.
- ☐ Five to 10 hours a week.
- ☐ As much as it takes!

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6

On a scale of one
to four, based on
what you know so
far, how would you
rate your current
interest level in a
Mary Kay business?

1. I like the products, but I prefer to remain a customer.
2. I might be interested in the future.
3. Let me think about it.
4. I want to make my dreams come true! *Sign me up today!*

\$100 COULD CHANGE YOUR LIFE!

Discover something more for yourself! For just \$100 plus tax and shipping, you can purchase your Starter Kit. It contains step-by-step education and enough product to introduce 30 women to Mary Kay® products.

Is there any reason you couldn't begin your Mary Kay business today?

- ☐ Enroll with the *Smart Start* business package and receive 30 personalized business cards, one Preferred Customer Program mailing of personalized *Beauty Books* to up to 30 potential customers and 30 business tips – all for only \$10!
- ☐ Sign up for the *Smart Start* personal web site offer and provide 24/7 online shopping on your own Mary Kay® Personal Web Site. New Independent Beauty Consultants receive half off the annual subscription price of \$50, plus applicable tax – a great cost-savings!