

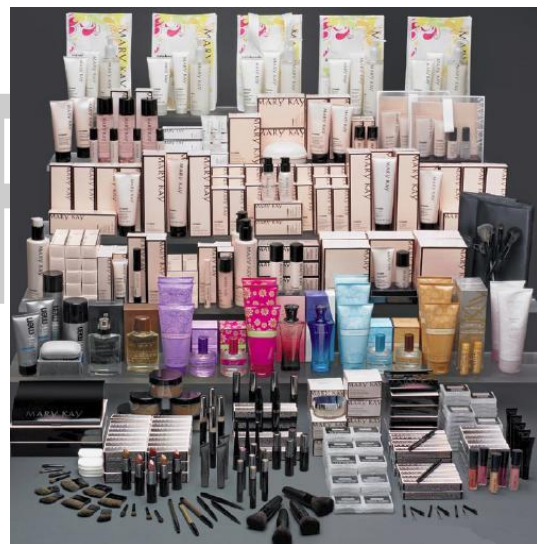
Inventory Options

Now that you have made the decision to embark on your Mary Kay career, the most important decision you will make is how much inventory you will order—or even if you have inventory available. That choice is left strictly up to you. There is no requirement that you start with inventory.

Included in your Starter Kit is the Ready, Set, Sell Inventory Option for New Consultants Brochure. This brochure gives you sample scenarios of how much bonus product you will receive based upon the amount of your first inventory order.

Since it is the most important business decision you will make in your new business, here are some facts for you to consider. If you treat your business like a business, it will pay you like a business. If you treat your business like a hobby (and inventory like a hobby), it will pay you like a hobby.

The vast majority of Consultants have an inventory available and here are some of the reasons why:



CUSTOMERS WILL BUY MORE WHEN THEY CAN “TAKE IT HOME NOW”!

- Having inventory on hand means your customers don't have to wait for you to order and then deliver.

YOUR TIME IS VERY VALUABLE.

- Having inventory on hand means you don't have to spend valuable time delivering the initial product order. Your time can be spent in building customer relationships and team building.

YOU ARE IN BUSINESS TO MAKE MONEY!

- Any business requires an adequate supply of product in order to service customers.
- You can choose to make money from your very first party by starting with a profit level inventory or you can choose to start with a smaller inventory and re-investing your profits until your inventory is at a profit level, it's your choice!

YOUR INVENTORY IS A “NO RISK” INVESTMENT.

- The Company has a 90% buy-back guarantee. If you choose to leave the business, the Company will buy back your inventory at 90% of what you paid for it.

When deciding about the amount of inventory you will begin with, make sure to take into account how many customers you plan to service. In addition, figure out how much profit you want to make. Then you can determine the amount of inventory that will be right for you.

How Much Time Will You Spend On Your Business?

Depending upon how much you want to work, the amount of inventory to order should be sufficient to service the customers.

The average skin care party:

- Averages \$300 (profit = \$150)
- Has at least 3 guests (including the hostess)
- Lasts 1-2 hours

The average facial

- Averages \$100 (profit = \$50)
- Has 1 or 2 guests
- Lasts 45 minutes to 1 hour

Inventory Options

How much inventory should you start with? To answer that question, you need to know how many appointments you plan to hold. Using that information, your inventory options should be based upon having enough on hand to service the number of customers for those appointments.

Get these documents from your Starter Kit

The Ready, Set, Sell brochure

will show you how much in BONUS (free) product and items you'll receive based upon how much you purchase with your first order.



Pick your products. Boost your bonus.

Which inventory level is right for you? Your inventory is only the beginning. As a new Independent Beauty Consultant, you can also earn FREE* product bonus bundles that you can choose! Plus, you can earn FREE Esthetician Bucks credit. Star Consultant recognition and more. It's never been more fun to start a Mary Kay business.

Here's how it works:

1. Select the inventory level that's right for you and your business.*
2. Choose your own product bonus bundle on the following pages.
3. Place your inventory order and get your business started.

Just look at all you can get with your initial product order!†

ORDER THIS WHOLESALE AMOUNT	Suggested retail value/inventory	Free product bonus/inventory*	Free wholesale credit off a future product order**	Star Consultant giveaway plus and prizes††
\$3,600	\$7,200	1 bundle worth up to \$100 retail value	\$125	Be an Overall Star Consultant**
\$3,000	\$6,000	5 bundles worth up to \$25 retail value	\$100	Be a Top Star Consultant**
\$2,400	\$4,800	4 bundles worth up to \$25 retail value	\$80	Be a Big Star Consultant**
\$1,800	\$3,600	3 bundles worth up to \$25 retail value	\$50	Be a Top Star Consultant**
\$1,200	\$2,400	2 bundles worth up to \$25 retail value	\$35	Be a Top Star Consultant**
\$600	\$1,200	1 bundle worth up to \$15 retail value	\$15	Be a Top Star Consultant**

The Pick Your Bonus Sheet

will help you see how much bonus product you can receive.

How much inventory you'll need based upon how much you want to make and the number of customers you want to develop.

When you are finished reviewing these and reviewing the bonus sheets, share with me your information. Circle the inventory level you have decided to start with.

\$4,800 \$3,600 \$3,000 \$2,400 \$1,800 \$600 Other \$_____

Plans for Success

Getting your business off to a **PERFECT START** or **POWER START** just makes good sense! Whether you intend your business to be just a hobby, a part-time job, or a full-time career, I know you want to be the best, most professional Consultant you can be. That's why Mary Kay has designed the following programs. If you will follow it to the letter, you will reap the benefits in increased confidence in yourself as a Consultant, as well as initial sales and future bookings to keep your business moving beyond your current range of friends and acquaintances. Choose which **"START"** you would prefer based on your time available.

PERFECT START BUSINESS PLAN

\$600-\$1800 wholesale order

- Hold 5 skin care parties in 15 days
- Establish 20 new customers
- Introduce 5 new people to the Mary Kay career
- Order \$600 wholesale, sell at \$1,200 retail



A Perfect Start Achiever earns the

POWER START BUSINESS PLAN

\$1800-\$3600 wholesale order

- Hold 30 skin care parties in 30 days
- Establish 40 new customers
- Introduce 10 people to the Mary Kay career
- Order \$1,800 wholesale, sell at \$3,600 retail



A Power Start Achiever earns the dazzling

So far you have accomplished these tasks

- Decided how many parties and facials you will conduct.
- Determined the amount of inventory you will need to service your anticipated customers.
- Contacted me at **555-555-5555** or email at **youremail@email.com** to let me know your choices!