

Dream Book



Rev.12-2020



Why Wash Your Face with MARY KAY

You are directly investing woman-owned business and impacting her dreams and legacy!



You are supporting our local economy!

The money you spend with your consultant, goes right back into our community.



- You are supporting a company started by a real woman, Mary Kay Ash, in 1963. We were created by a woman for women!
- Fast forward 57 years later: Mary Kay is a global powerhouse that is still a private, family-owned, multi-billion-dollar business.



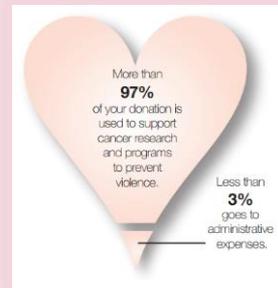
Tell me what you know about Mary Kay

- You can be proud of our environmentally friendly company with a "PINK DOING GREEN" program.
- The majority of our products are manufactured in the United States.
- Our brand new \$100 million R&D plant in Dallas and distribution centers have a "zero landfill" designation.



- We donated thousands of hand sanitizers during the coronavirus pandemic to frontline workers and first responders that were made right here in the US.

- Over 80 million dollars have been donated since the program started.
- Women and families are safe tonight in shelters all across the US because of the millions of dollars a year donated to domestic violence shelters around the country.
- We also donate \$1.2 million a year to cancer research to eradicate cancers that affect women.



- There are families impacted all across the globe!
- Thousands of employees here in the United States and millions of consultants in almost 40 countries say "Thank you".



**What if there was more
to your story than you believe?**

**Insert some personal
pictures**



Tell me a little about yourself. What brings you joy?

Tell me about a time you felt the most successful.

If you had extra cash, what would you do with it?

If you had plenty of time and money, what would your Dream Life look like?

Let's take a peek at your schedule

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
7:00am	↓	↓	↓	↓	↓	↓	
8:00am	↓	↓	↓	↓	↓	↓	
9:00am	↓	↓	↓	↓	↓	↓	
10:00am	↓	↓	↓	↓	↓	↓	
11:00am	↓	↓	↓	↓	↓	↓	○
12:00pm	↓	↓	↓	↓	↓	↓	
1:00pm	↓	↓	↓	↓	↓	↓	
2:00pm	↓	↓	↓	↓	↓	↓	
3:00pm	↓	↓	↓	↓	↓	↓	
4:00pm	↓	↓	↓	↓	↓	↓	
5:00pm	↓	↓	↓	↓	↓	↓	
6:00pm	↓	○	↓	↓	↓	↓	
7:00pm	↓	↓	○	↓	↓	↓	↓
8:00pm	↓	↓	↓	↓	↓	↓	↓

Draw a line where you already have commitments.

Circle when you would choose to hold a virtual appointment.

50% Commission on all retail sales and reorders

Here are a few examples:

\$1,000 monthly profit = Sell 5 Miracle Sets per week

\$ 800 monthly profit = Sell 4 Miracle Sets per week

\$ 600 monthly profit = Sell 3 Miracle Sets per week

\$ 400 monthly profit = Sell 2 Miracle Sets per week

Here are some fun, safe ways to “try before you buy”.
Which ones would appeal to you?

- **On the face:** Personalized product demo either Face-to-Face, Facetime, Facebook or Zoom. Samples are optional.
- **On the go:** Skin Care, Glamour or Foundation Apps. Share the link to an App and show them how use all of the features. Which ones would you like to experience?
- **On trial:** For Prestige Clients only, test a full-size product to get their honest opinion of our product line.
- **Online:** Grow a virtual business. Tutorials and outlines are ready for you to use in promoting your business on all social media platforms.



Since this is YOUR Dream Session, which of these would you like to hear more about...

D . . . *Driving Free*

R . . . *Recognition*

E . . . *Entrepreneurship*

A . . . *Advancement*

M . . . *Multiple Streams of Income*

Driving Free

Car or Cash...which would you choose?

Every 2 years, you can earn the use of a leased car, (with tags, tax, car payments and a portion of your insurance paid), or you can choose a monthly cash compensation.



*Chevy Malibu * Chevy Equinox * Chevy Traverse * Camaro * Chevy Colorado * famous Pink Cadillac?*

Are you recognized with
applause, free travel and
prizes just for doing your
current job?



Recognition



Could you use a little
more positive
girlfriend time?

Be in
business
for
yourself,
but not by
yourself.

Entrepreneurship

Learn how to become an entrepreneur without all of the obligations and restrictions of a brick-and-mortar business.

Enjoy the benefits of being an entrepreneur with a heritage company like Mary Kay. Which of these would add value to your life?

- ✦ *Operating a virtual business with no quotas or territories*
- ✦ *Become a Social-Media Influencer*
- ✦ *Personal Growth*
- ✦ *Resume Builder*
- ✦ *Maximizing your Finances/Tax Deductions*
- ✦ *What would you add to this list?*



Meet some Mary Kay Stars...

Executive National Sales Director

Gloria Mayfield Banks



- ♦MBA graduate of Harvard University Business School
- ♦#1 National Sales Director in Mary Kay
- ♦Highest commission check in 1 month...over \$100,000

Top Latina
National Sales Director

Auri Hatheway



- ♦Before MK, she was an Actuary
- ♦Drives the famous Pink Cadillac
- ♦Highest commission check in 1 month...\$37,000



National Sales Director

Diana Sumpter

- ♦Before MK, she was active duty Air Force
- ♦Drives the Pink Cadillac Escalade
- ♦Highest commission check in 1 month...\$25,000



Future Exec. Sr. Sales Director

Crystal Gardner



- ♦Former Domestic Violence Counselor
- ♦Paid off \$100,000 in credit card/student loan debt
- ♦Highest commission check in 1 month... \$15,679

Pink Family Legacy

Daughters...

Sr. Sales Director

Megan Mac Dowall

- ♦Full-time college student
- ♦Drives the Pink Cadillac
- ♦Highest commission check in 1 month...\$11,500

Sales Director

Kristin Mac Dowall

- ♦Full-time pre-med student
- ♦Drives the Chevy Malibu
- ♦Highest commission check in 1 month...\$5,600



Mom...

Executive Sr. Sales Director

Audrey Mac Dowall

- ♦Before MK, HR Manager
- ♦Drives the Pink Cadillac
- ♦Highest commission check in 1 month... \$22,300

Sales Director

Jeana Gackowski

- ♦Former VP of Mfg & Engineering
- ♦3 Engineering Degrees
- ♦Customs Broker
- ♦Highest Check in 1 month... \$9,680



Advancement

Advance up the Career Path on
your own timing and own terms

SENIOR
CONSULTANT

*Unlocks up to 4
streams of income*



STAR TEAM
BUILDER

*Unlocks up to 5
streams of income*



TEAM
LEADER

*Unlocks up to 5
streams of income*



ELITE TEAM
LEADER

*Unlocks up to 6
streams of income*



SALES
DIRECTOR

*Unlocks up to 18
streams of income*



NATIONAL
SALES
DIRECTOR

*Unlocks up to 24
streams of income*



Multiple Streams of Income

Retail Sales Streams of Income

50% Commission on all retail sales and reorders

Here are a few examples:

\$1,000 monthly profit = Sell 5 Miracle Sets per week

\$ 800 monthly profit = Sell 4 Miracle Sets per week

\$ 600 monthly profit = Sell 3 Miracle Sets per week

\$ 400 monthly profit = Sell 2 Miracle Sets per week

Team Building Streams of Income

Commissions paid directly from Mary Kay

- * Up to 13% Monthly Commissions
- * Unlimited \$50 cash bonuses for each new qualified team member paid within 3 days
- * Unlimited \$220 free product bundles during first four months

Show Me the Money!



50% is immediately your profit from all sales and reorders. This is the same for all active consultants regardless of number of team members.



The other 50% goes back to Mary Kay to order product. All team building commissions are paid from this portion of the dollar.

- Team Members orders to company: 4% -23%
- Team Building Cash Bonuses
- Car Program
- Director Commissions & Bonuses - (up to 16 streams of income)
- Prizes (World Class Trips, Diamonds, etc.)
- National Sales Director – up to 20 streams of income. Retirement options available.



This is what is left to run our multi-billion, debt-free, privately owned company that operates in about 40 countries worldwide!

What do you believe
are your greatest gifts
and talents?

independent
empathetic
caring
cheerful
friendly
agreeable
energetic
helpful
smart
kind
respectful
generous
gentle
creative
mindful
thoughtful
supportive
loyal
humorous
responsible
good-listener
adventurous
peaceful
honest
risk-taker
happy
joyful
funny



Who would be positively impacted if you had additional streams of income?

**What has been your favorite part
of our Dream Session so far?**



**Getting started is a
2-part decision**

FIRST DECISION is Yes or No.

START SOMETHING BEAUTIFUL

Starter Kit Options

ESTART
\$30



- Personalized website & credit card processing for 1 year
- Access to your back office through Mary Kay InTouch
- Free apps to help you sell anytime, anywhere
- Digital marketing tools
- Customer Support
- Online step-by-step education

FULL STARTER KIT
+ESTART
\$130



GET IT
ALL!

- Retail-sized Products & samples (valued at \$400)
- Literature & Educational Materials
- Designer Bag
- Personalized website & credit card processing for 1 year
- Access to your back office through Mary Kay InTouch
- Digital marketing tools
- Customer Support
- Online step-by-step education

SAMPLE PACK
ADD ON
\$45



The New Beauty Consultant Sample Pack is filled with enough product samples to start sharing with your first 30 customers!

- 5 TimeWise Miracle Set 3D N/D (3 pk)
- 5 TimeWise Miracle Set 3D C/O(3 pk)
- 3 Charcoal Masks (6 pk)
- 3 Microdermabrasion Plus (6 pk)
- 15 Hydrogel Eye Patches (1 pair)
- Literature & Educational Materials
- Miracles Happen - Mary Kay autobiography **PTNK**

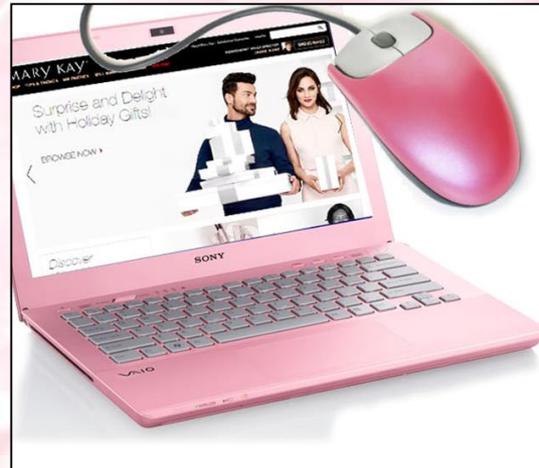
***Ask me about the Bestie Program for new consultants!**

SECOND DECISION *is . . .*

“What kind of 5-star concierge service do I want to provide my clients?”



Have products on hand to offer bundles that delight for immediate pick-up or delivery?



Offer a personal website that is updated and maintained by Mary Kay Inc.



Mary Kay has a one year 90% buy-back option on your product if you want to quit and not continue with our company.

What Is Your Interest Level In Getting Started Today?

A

Alright let's get started

B

*Book a time to get more of
your questions answered*

C

*Client only program for me, let's
play with some product*

Ask me about your "Be Brave" gift!

