

THIS IS NO FAIRY TALE

Once upon a time, an attractive, ambitious woman went into a beautiful store that had a reputation for excellent quality merchandise. She said to the owner, “Sir, I would like to work for you, I will work really hard, I’ll do a great job and in return I would like the following:

First, for everything I sell, I want to keep 50% *as my commission*.

Second, I will find other sharp people to sell for you, but I want to be *paid a commission on everything they sell – say 9% to 13%*.

Third, I want to *work my own hours* so that sometimes I can work a lot and sometimes I can take a few days off.

Fourth, I would like *absolute freedom*.

Fifth, my *family must always come first* regardless of any other appointments.

Sixth, when I do well, *I want ample recognition* – not dumb little things like turkeys and hams, I’m talking diamonds, furs and cars!

Last, I want to be able to *promote myself to management* entirely through my own efforts.

That is what I would like. Can you give me these things?”

The store owner was in shock. After he revived, he began to roar with condescending laughter. Then he said, “Lady you CANNOT be serious! You’re living in a dream world. You can’t find that opportunity anywhere!”

But little did he know there *IS* an opportunity like that *and we have that opportunity in Mary Kay*. We do live in a dream world and *OUR DREAMS REALLY DO COME TRUE!*

... WE KNOW WHERE THERE IS SUCH AN OPPORTUNITY, DON’T WE?”

Mary Kay’s *generosity* to her sales force is absolutely *unmatchable!*

Recognize what a fabulous opportunity we have – *SUCCESS IS AT YOUR FINGERTIPS! GO FOR IT!!!* You have everything to gain and nothing to lose by trying. Your beauty showcase is tax deductible and Mary Kay has a 90% buy back guarantee. You can only win by trying Mary Kay Cosmetics.

We have excellent training. Your Consultant and Director will give you details.

This booklet helps explain our marketing plan. We hope you’ll enjoy reading it and feel free to call with any questions.

WE BELIEVE IN PEOPLE

Your Professional Beauty Consultant

Your Mary Kay Sales Director

“To love what you do and feel that it matters – how could anything be more fun?”

-Katherine Graham