

## Strategies for the Time Constrained From NSD Christine Peterson

All right, you're interested in Mary Kay. But you're over-extended already, and there just aren't enough hours in the day for everything you need to do and would like to do! You fear further commitment. Perhaps you would like to consider a few ways to make extra money with Mary Kay, specifically designed for the ultra-stressed, over-committed Woman of the New Millennium.

1. Mailing list: Sign up friends and relatives for \$.50 each mailing. Four times a year the company sends a full-color brochure showing what's new. Profit—25 names = an average of \$750/year.
2. On the Web: Sign up for Mary Kay website and service customers and friends anywhere in the US. Web parties—have a friend invite her friends to order from your website and she distributes the orders.
3. On the Go Appointments: Book quick 10-15 minute appointments following up on samples previously given out or a quick, simple makeover, Satin Hands sampling, or Pampering Lunch, etc. Anything you want them to be. Done at work, before work, during work, after work—anytime you have time.
4. Mary Kay Car Logo: Put a Mary Kay decal on your car. Every time you park put 2 business cards under your wiper blade. You'll average one pick up customer per week.
5. Miracle in a Bag: Put together a Miracle Set in a Bag with the Satin Lips Set and 6 Beauty Books. Have a hostess pass it around at work and one person per night takes it home to try the products. Do one per week and sell 2 Miracle Sets at \$102 = \$10,200. (2 per week for 50 weeks)
6. Color Cosmetic Video: Hand out the color video twice each week with cool look and warm look samples and a Beauty Book. Profit on 1 custom compact per week = \$3,000/year
7. Home Facials: Fill out Skin Care Profile and give samples of the products that meet their skin care needs plus a Beauty Book for instruction. Do 3 per week. Profit: 75 Skin Care Customers per year = \$4,500/year
8. Field Testing: Hand out your Mary Kay business card with Mary Kay samples. Get her name and phone #.  
Call her later to get her opinion of the sample product. Do 2/week. Profit: 1 order per week = average of \$600/year.
9. Telephone Re-Order Business:  
One good re-order customer \$75-\$ 100/year  
10 re-order customers \$750-\$1,000/year  
20 re-order customers \$1 ,500
10. Personal Work: Every week have 2 people listen to a marketing tape and fill out a survey. Give them to your Director for follow-up. Profit: 5 team members/year = \$3,000
11. Personal Use: You won't make money on personal use of products, but imagine how wonderful it would be to get your own products at wholesale! Give gifts for all occasions at wholesale cost instead of retail!
12. Silent Hostess: Give out 2 Silent Hostess Packets/week for her to pass around at work or in her neighborhood. Profit: \$50-\$1 00/week.
13. Hand out Beauty Books and Gift Books: Hand out 5 Beauty Books/week. Profit: 1 order/week = \$10 \$520/year. Hand out 4 Holiday Brochures/week in October, November, and December. Profit \$15/week (also good for special occasion giving)

Now are you reconsidering? Why not give it a try? All you have to do is fill out your Mary Kay application and purchase your Beauty Case, What have you got to lose??  
Take another look above at what you have to GAIN!