Welcome to MARY KAY and DIANA’S DREAM TEAM

I want to welcome you to our Mary Kay family! I am always available to answer any questions you may have and to let you know some of the terrific advantages available to you and your family. Tom and I have had the pleasure of being with this great company since 1987 and it has truly changed our lifestyle. I was able to get out of the Air Force to be a 6-figure stay-at-home Mom. My Husband Tom has since retired from the Air Force and because of the income we are able to generate from our Mary Kay business, he works with me, we travel the world together and hang out at our new home in Tennessee. What an amazing 22 years! Time passes so quickly. I would have never dreamed we would have so many choices in this season of our lives, just because of a $100 decision many years ago. Giving families choices is what Mary Kay is all about and my greatest desire is to help YOU design the life of your dreams!

Mary Kay is so much more than simply selling make-up! It is a way to fund college tuition for your children, earn the use of a company car with all taxes, license, and a portion of the insurance paid by Mary Kay Cosmetics, or a way to support the causes in your community or on a worldwide basis. It is about getting out of your comfort zone and discovering your talents, gifts and potential. The sky is the limit and nothing would please me more than to have you step into my position as soon as possible. You can find additional facts for your business on our Area website www.mkdreamteam.net and by listening to the CD enclosed with this package. Our unit “The Dream Team” is truly based on God first, family second, and career third. We consider each and every person in our Unit a family member.

After going through the package, please feel free to contact me if you have any questions or concerns about this opportunity. I am always available to assist both of you in pursuing your dreams and outlining a future for your family that will be both fulfilling and profitable.

START YOUR TRAINING TODAY!!

LISTEN TO YOUR NEW CONSULTANT TRAININGS VIA YOUR COMPUTER:
Go to: www.mkdreamteam.com
click on Dream Team Unit
click on New Consultant Audio Training
The Handouts you need for these recordings are in this same section
OR
LISTEN TO YOUR NEW CONSULTANT TRAININGS VIA YOUR PHONE:
641-715-3800 ACCESS CODE 469951#

PRESS 1 INVENTORY OPTIONS
PRESS 2 FIRST STEPS AND INTOUCH
PRESS 3 MANAGING YOUR MK MONEY
PRESS 4 POWER OF POWER START AND SMILE PROCESS
PRESS 5 DASH OUT THE DOOR PARTY PROCEDURE

To see who and what is hot in our National Area go to www.mkdreamteam.net

Your #1 Fan!
Diana

My phone number:
615-375-1560
My email:
diana@mkdreamteam.net
Please request me as a friend on Facebook and we will get you added to our Area group
What to do while you wait for your Starter Kit to arrive:

Make a list of at least 30 women who you would like to facial and get their opinion of our product line.

Make a decision on inventory and get your order placed so your Starter Kit and product come in about the same time!

Decide when you want to work your business by filling in a Weekly Plan Sheet.

Have 3 women listen to our marketing plan and give their opinion so you can earn your Pearl Earrings.

Sign up for your First Steps! Go to www.marykayintouch.com

Call in and listen to each of the New Consultant Trainings. At www.mkdreamteam.com click on Dream Team Unit and click on New Consultant Training or via phone 641-715-3800 access 469951#

Open 2 Checking accounts with Debit Cards.

Observe 2 parties, one at your weekly success event and one with your Recruiter or Director.

Attend a local New Consultant training and watch the New Consultant Webinar at www.mkdreamteam.com click on Dream Team Unit and click on New Consultant Training.

*The Starter Kit normally takes between 7–10 days to arrive!
The professional way to operate your Mary Kay business

Isn’t it exciting to have your very own business! You are the CHAIRWOMAN OF THE BOARD! YOU are in control! What a great adventure you have embarked upon. As your director, I am here to share with you those ideas which experience has shown us are good for building your success in Mary Kay!

Starting most businesses would require thousands of dollars. In Mary Kay, however you have an unparalleled opportunity that comes to you in one small box, your beauty showcase. Think for a moment of all the things that could be involved if you were to open a dress shop. We will use that analogy as we discuss a variety of ways to look at the subject of inventory.

Starting with inventory is an option. Experience has shown us that there are many advantages to having inventory on hand when you begin.

1. You will sell more because women buy impulsively, and will delight in being able to take the product home and use it immediately.
2. When your client takes it home immediately, she remembers how to use the product and will not change her mind as she might if you come back two weeks later to deliver her order.
3. It is a time-saver for you. While you are making deliveries, you could be doing another class!
4. It can be very challenging to get customers to pay up-front for their product if you do not have it available that day or night.
5. You can put product out on trial: This is especially good for very busy customers. Just let her use the product for one week and at the end of the week, she can purchase it or return it to you. You can take the open bottles and return them to Mary Kay at NO cost to you!
6. You will have product on hand for making and marketing your gift giving services (baskets)
7. You will have the product on hand so that you can provide “Creative Financing” for your customers. Sometimes you need to offer split payment arrangements, but want them to take their product home.
8. The most important reason to carry inventory on-hand is ACCOUNTABILITY. You immediately start treating this with a business mentality. Experience has shown that when you treat this like a business, you get business results. On the other hand, when you treat it as a hobby, you get hobby results.

Think of it this way, if you tried on a dress and decided to purchase it, then found you had to pay for it today, but had to be ordered and you would get it in a week or so, you could lose some of your enthusiasm, right? In fact, you might even go to another store!

Your goal will be to have a full inventory! Regardless of whether you start with or without product, you will eventually want to have a full inventory on your shelf. This will enable you to continually hold classes with the confidence that you have everything a client would want. You will have every style of size and dress in your shop.

Experience has shown that a full inventory is about $3,000 - $3,600 wholesale, depending on how many classes a week you want to hold. If you are looking at putting in about 6-8 hours a week (2-3 classes), you will need $3,600 wholesale. If you are looking at putting in about 1-5 hours a week, you will need $3,000 wholesale!
At this point you would explain your Power of Perfect Start goal and book a class. Let’s look at how many clients you may be having during your first two weeks of business. With the PERFECT START/POWER START programs, you can choose your performance level. You’ll complete the requirements for the PERFECT START when you hold 5 skin care classes in two weeks, earning you your Perfect Start Pin. Set your sights a little higher and earn the dazzling Power Start pin when you hold put Mary Kay on 30 faces in 30 days and have 15 of those women hear our marketing plan!

AT THIS POINT, YOU MAY BE A MILD STATE OF PANIC! You might be saying, I GOT INTO MARY KAY TO MAKE MONEY, NOT SPEND IT! Don't Worry! You will make money and it is important for you to know how best to manage your business for MAXIMUM profit. That’s why we cover all of these options, remembering that the final decision is yours. Where else can you take a sum of money and double it? If you put $3,000 into a savings account, you will earn about $170 a year! In Mary Kay, you can double it with a buy back guarantee in much less time!

WHERE TO GET THE MONEY TO OPEN YOUR BUSINESS
You may be saying, Yes I want to start my business on a PROFIT BASIS, but where do I get the money? Even if you have the money in savings, it is smarter to use someone else’s funding.

The most popular way to fund business is to go to the bank and borrow it, now; this is NOT a car or TV. One skin care class a month can cover your payment to the bank, and all of the other sales will be split between product replenishment and salary for you! It doesn’t matter if you start with the $600 of the $3,600 inventory, the payment will be the same because the larger the loan, the longer you can spread out the payments, and ALL OF THE INTEREST IS TAX DEDUCTIBLE

By borrowing money, you are establishing credit in your name, plus that monthly payment gives you a wonderful incentive to get out there and share your product!

SOURCES OF ADDITIONAL CAPITAL INCLUDE:

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<tr>
<th>Visa/Master Card/Discover</th>
<th>Loan against Saving’s Account</th>
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<tbody>
<tr>
<td>Loan against Certificate</td>
<td>Signature Loan</td>
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<tr>
<td>Line of Credit Loan</td>
<td>Finance Company Loan</td>
</tr>
<tr>
<td>Life Insurance Loan</td>
<td>Supportive friend or relation (or co-signer)</td>
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*Mary Kay Visa takes up to 3 weeks to receive and you can apply through www.marykayintouch.com and select Ordering and select MK Connections. Their phone number is 1 -866-827-4136

Often a new Consultant will ask that I suggest for them, Of course this is a personal financial decision. However, because of my experience in the business, I do offer the following suggestion: If you are planning to succeed and want PROFIT RIGHT AWAY AND OFFER THE ULTIMATE MARY KAY EXPERIENCE TO YOUR CUSTOMERS, if possible order the FULL INVENTORY. If you are absolutely TERRIFIED or looking for HOBBY RESULTS, you may consider a partial inventory. But, know that you will need to reinvest!

Feel better? You see, this is a business, and when you begin to treat it as such, you are assuring your success! By the way, if there is still a doubt inside, know that Mary Kay agrees to buy back your inventory for 90% should you decide for any reason you can no longer continue to be a consultant.

There is absolutely no risk in Mary Kay!!!!
CAREER PACKAGE  
Full Inventory for Full-Time Work  
$3,600 Wholesale - $7,200 Retail - 45-50 Customers

**Borrow S4.600**  
Emerald Star Consultant  
- $3,600 - Product  
  - Free Product: $600  
- $ 716 - Tax @ 8.5%  
  - Quarterly prize  
- $ 175 - Business Supplies (Section II)  
  - Order within 15 day Bonus: $100  
- $ 100 - Business Cards, Web Page & Misc. (Ordered Separately)  
  - Total Free: $700

- You will receive enough products for **9 Roll-up Bags**.
- Need to sell about **10 Lipsticks** per month to make loan payment.

Appr. Monthly Loan payment:  
- 4 years = $122  
- 3 years = $153  
(Based on 13%)

PROFESSIONAL PACKAGE  
Full Inventory for Part-Time Work  
$3,000 Wholesale - $6,000 Retail - 35-40 Customers

**Borrow S3.850**  
Diamond Star Consultant  
- $3,000 - Product  
  - Free Product: $500  
- $ 600 - Tax @ 8.5%  
  - Quarterly prize  
- $ 150 - Business Supplies (Section II)  
  - Order within 15 day Bonus: $100  
- $ 100 - Business Cards, Web Page & Misc. (Ordered Separately)  
  - Total Free: $600

- You will receive enough products for **7 ½ Roll-up Bags**
- Need to sell about **10 Lipsticks** per month to make loan payment.
- You will need to reinvest about **$1,200 in retail sales** to be at a profit level.

Appr. Monthly Loan Payment:  
- 3 years = $128  
- 2 years = $180

PREMIUM PACKAGE  
$2,400 Wholesale - $4,800 Retail - 25-30 Customers

**Borrow S3,150**  
Ruby Star Consultant  
- $2,400 - Product  
  - Free Product: $400  
- $ 490 - Tax @ 8.5%  
  - Quarterly prize  
- $ 150 - Business Supplies (Section II)  
  - Order within 15 day Bonus: $100  
- $ 100 - Business Cards, Web Page & Misc. (Ordered Separately)  
  - Total Free: $500

- You will receive enough products for **6 Roll-up Bags**
- Need to sell about **9 Lipsticks** per month to make loan payment.
- You will need to reinvest about **$2,400 in retail sales** to be at a profit level.

Appr. Monthly Loan Payment:  
- 3 years = $103  
- 2 years = $146

SUPERIOR PACKAGE  
$1,800 Wholesale - $3,600 Retail - 20 Customers

**Borrow $2,430**  
Sapphire Star Consultant  
- $1,800 - Product  
  - Free Product: $300  
- $ 380 - Tax @ 8.5%  
  - Quarterly prize  
- $ 150 - Business Supplies (Section II)  
  - Order within 15 day Bonus: $100  
- $ 100 - Business Cards, Web Page & Misc. (Ordered Separately)  
  - Total Free: $400

- You will receive enough products for **4 1/2 Roll-up Bags**
- Need to sell about **8 Lipsticks** per month to make loan payment.
- You will need to reinvest about **$3,600 in retail sales** to be at a profit level.

Appr. Monthly Loan Payment:  
- 3 years = $79  
- 2 years = $111
ENHANCED PACKAGE
$1,200 Wholesale - $2,400 Retail - 15 Customers

Borrow $1,675
$1,200 - Product
$250 - Tax @ 8.5%
$125 - Business Supplies (Section II)
$100 - Business Cards, Web Page & Misc. (Ordered Separately)

TOTAL: $1,675

Free Product Bonus: $200
Order within 15 day Bonus: $100
Total Free: $300

**Appr. Monthly Loan Payment: 2 years = $76**

- You will receive enough products for 3 Roll-up Bags
- Need to sell about 8 Lipsticks per month to make loan payment.
- You will need to reinvest about $4,800 in retail sales to be at a profit level.

BASIC PACKAGE

$600 Wholesale - $1,200 Retail - 10 Customers

Borrow $925
$600 - Product
$125 - Tax @ 8.5%
$100 - Business Supplies (Section II)
$100 - Business Cards, Web Page & Misc. (Ordered Separately)

TOTAL: $925

Free Products: $100
Order within 15 day Bonus: $100
Total Free: $200

**Appr. Monthly Loan Payment: 1 years = $76**

Advantages of being a Star Consultant (Superior – Career Packages):

- Qualify for Company Referrals (Contacts through www.marykay.com and 1-800-MARYKAY)
- Qualify for Company Customer Delivery Program (Drop Shipment directly from Corporate)
- Star Consultant Pin (Your MK report card)
- Prize from the Company
- Recognition at Local Event
- First entry of your Mary Kay Accolades (Introduction and Recognition at events)

Other Facts on Initial Ordering:

- Free product bonus will come based on the amount of the first order. This is available only on initial orders placed in the first or second month of business. You will receive a CUSTOMIZED COLOR 101 COLLECTION for placing your initial order of $600 wholesale or more within 15 days of your start date.

- The only required investment to get started is the $100 for the starter kit. Tax amount is based on the retail amount + Section II + Free Product. Mary Kay Inc. accepts Visa/Mastercard/Discover or Money Orders/Cashiers Checks only for product purchases, no personal checks accepted. Products will arrive between 7-10 days from date of order.

- Since there is no borrowing product or buying from another consultant, you will want to make this important decision as soon possible after your showcase is ordered. We are independent contractors and are set up individually with the company. We are not a pyramid or multi-level marketing plan so we are able to order products directly from Mary Kay Inc. Ordering products to have available for customers for an immediate delivery is an option and not required by Mary Kay Inc.