

GREAT *Start*

GUIDE

THIS GUIDE OFFERS SUGGESTIONS THAT CAN HELP YOU MAXIMIZE THE *GREAT START* PROGRAM. IN ADDITION TO THIS GUIDE, YOU CAN ALSO DOWNLOAD THE MARYKAY *GREAT START** APP DESIGNED SPECIFICALLY TO HELP YOU MAXIMIZE *GREAT START* PROGRAM REWARDS, OFFERING ACCESS TO *GREAT START* BROCHURES, PERSONALIZED TRACKING REPORTS, GRAND OPENING INVITATIONS, HOW-TO VIDEOS AND CHECKLISTS. THIS FREE APP HELPS SIMPLIFY THE EXPERIENCE OF STARTING YOUR MARY KAY BUSINESS AND GIVES YOU EASY ACCESS TO EDUCATION AND RESOURCES TO HELP START A SUCCESSFUL JOURNEY!



1 Determine your *Great Start*: Ready, Set, Sell! order and **hold** your *Great Start* Grand Opening and/or skin care parties.

Personal retail sales are the foundation of a Mary Kay business. Consistently booking and conducting skin care parties and second appointments and fulfilling your customers' orders are imperative to a successful Mary Kay business. Talk with your recruiter and/or Independent Sales Director to help determine your initial order, if applicable, based on your personal retail selling goals for your business and how much time you have.

- If you place your single initial order within the **first 15 days*** of submitting your Independent Beauty Consultant Agreement, you can receive a **FREE color look (\$134.50 approximate suggested retail value)**.
- You're eligible to receive the Ready, Set, Sell! **Ultimate Product Bonus Bundles (up to \$172 approximate suggested retail value each)** when your single initial order is placed in the month your Agreement is received and accepted by the Company or in the following calendar month.
- Begin selling product to your friends and family.
- Your recruiter and/or Independent Sales Director are great resources if you need help getting started.

2 Share the fun a Mary Kay business can provide with your friends and family.

It's more fun to work your Mary Kay business with friends! Take advantage of the *Great Start*: Team-Building Rewards by adding a new team member within the first four months of starting your Mary Kay business.

- Earn **two Team-Building Product Bonus Bundles (up to \$240 approximate suggested retail value total)** and a **\$50 Team-Building Cash Bonus** when your new personal team member becomes *Great Start*-qualified.
- There are no limits to these rewards!

3 Connect with your recruiter and/or Independent Sales Director as more *Great Start* rewards are available as you continue selling to your customers and developing your team within the first four months of starting your Mary Kay business.

*A minimum wholesale Section 1 order of \$600 or more must be received and accepted by the Company within 15 calendar days of when the Independent Beauty Consultant Agreement is received and accepted by the Company. Sales tax is required on the actual suggested retail value of the gift. Suggested retail values can be found on the *Mary Kay InTouch** website.

The Company reserves the right to change or update products, packaging and programs. Please go to the *Mary Kay InTouch** website for the most up-to-date information.