

CONGRATULATIONS

ON STARTING YOUR OWN INDEPENDENT

MARY KAY BUSINESS!

The following steps can help set you up for digital retail selling success right away.

1. SET A GOAL.

CONSIDER YOUR BUSINESS GOALS

and how you can start selling *Mary Kay*® products to customers right away! What would you like to achieve in your Mary Kay business? If you would find it helpful, you may contact your Independent Sales Director or recruiter to discuss your goals and to evaluate what initial inventory order you might need to service your customers.

For your awareness, if you place a \$600 or more wholesale Section 1 order within the first 15 days of starting your business, you earn your free** color look, become [Great Start](#)*-qualified†, AND earn free‡ Ultimate Product Bonus Bundles that can be sold for 100% profit! A \$225 or more wholesale Section 1 order, along with your ProPay account, will grant you access to participate in the [Customer Delivery Service](#).

DOWNLOAD THE MARY KAY GREAT START APP

from the [Apple App Store](#) or [Google Play](#) for more information.

2. GET DIGITAL.

REVIEW THE [DIGITAL ACTION PLAN](#)

for steps aimed at setting you up for retail selling success, see the Social Media Checklist, and access the [Digital Zone](#) for apps designed to help you reach customers where they are.

3. GET CUSTOMERS.

MAKE A “WEDDING LIST” OF EVERYONE YOU KNOW

friends, family, neighbors, work, church, gym, school, social media contacts, etc.– these are your prospective customers.

†A *Great Start*-qualified Independent Beauty Consultant is one whose initial order or cumulative orders are \$600 or more in wholesale Section 1 products, and the orders are received and accepted by the Company in the same or following three calendar months that her/his Independent Beauty Consultant Agreement is received and accepted by the Company.

‡An Independent Beauty Consultant's initial order with the Company must total \$600 or more (excluding shipping, handling and tax) in wholesale Section 1 products to be eligible for the product bonus bundles. The initial order must be received and accepted by the Company in the same or following calendar month that the Independent Beauty Consultant Agreement is received and accepted by the Company. Sales tax is required on the suggested retail value of Section 1 products included in the product bonus bundle(s).

**A minimum wholesale Section 1 order of \$600 or above 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.

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4. START SELLING.

EARN UP TO 50% PROFIT ON YOUR RETAIL SALES!

HOLD A DIGITAL *GREAT START* GRAND OPENING

with your family and friends to start selling and to gain referrals for even more prospective customers and future digital parties.

[Visit the New Independent Beauty Consultants Start Here page on *Mary Kay InTouch*](#)[®]

for everything you need to get started.

BOOK A PERFECT START,

8 digital parties in a week, with prospective customers.

Use these helpful [Booking Scripts](#).

OTHER DIGITAL SELLING FORMATS INCLUDE:

Virtual skin care party via Facebook – for more info, reference the [Digital Party Tool kit](#) on *Mary Kay InTouch*[®].

MK Facial Kits with samples delivered prior to digital party – for more info, watch this [video featuring Independent Sales Director Yelitza Mendoza](#) on the Video Lounge.

Shake Up Your Makeup – for more info, watch this [video featuring Independent Senior Sales Director Bridgett Moore](#) on the Video Lounge.

SHAREABLE VIRTUAL SELLING VIDEOS

These quick [videos provide an overview of some of Mary Kay's most exciting products!](#)

The videos are shareable and aimed to inspire your customers to try something new or learn more about the amazing products Mary Kay has to offer.

VIDEOS FEATURE:

Satin Hands[®], **Begin With Beautiful Skin** (*TimeWise Miracle Set 3D*[®], *TimeWise Repair*[®], *Mary Kay Naturally*[®], *Clear Proof*[®] Acne System, *Botanical Effects*[®] and *MKMen*[®])

Mix & Mask (Renewing Gel Mask and Charcoal Mask) **AND MORE!**

MARYKAY[®] SKIN ANALYZER APP FACIALS

For more info, watch this [video featuring Independent National Sales Director Kristin Sharpe and Independent Senior Sales Director Leigh Ann David](#) on the Video Lounge.

SOCIAL MEDIA TUTORIALS AND MARKETING

For more info, watch this [video featuring Independent Sales Director Kirsti Wilmon](#) and this [video featuring Independent Senior Sales Director Leigh Ann David](#) on the Video Lounge.

5. START SHARING.

CONSIDER SHARING HOW MUCH FUN A MARY KAY BUSINESS CAN BE.

If, in addition to selling *Mary Kay*[®] products, you would like to share the Mary Kay opportunity with others, consider sharing with your friends, family and customers how much fun a Mary Kay business can be. Plus, earn a \$50 team-building bonus for each new personal team member who becomes *Great Start*-qualified[†] in their first four months of business, as well as free product bonus bundles and personal team commissions.

6. STAY CONNECTED.

ATTEND YOUR INDEPENDENT SALES DIRECTOR'S WEEKLY VIRTUAL UNIT MEETING

for education, motivation and inspiration.

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