Messaging Best Practices

As you share the Mary Kay opportunity, use this quick reference to stay aligned with the Company guidelines and choose language that accurately reflects the experience!

FINANCIAL

Phrases to Avoid	Preferred Phrases
• Financial Autonomy • Financial Flexibility • Financial Freedom • Financial Independence • Financial Security • Financial Stability • Financial Success	• Extra Earning Potential • Extra Earnings • Additional Revenue • Extra Income Opportunities • Extra Income

DEBT

Phrases to Avoid	Preferred Phrases
• Debt Free • Pay Off Debt • Paid Student Loans	• Extra Income • Extra Earning Potential • Extra Earnings • Additional Revenue • Extra Income Opportunities

CAREER

Phrases to Avoid	Preferred Phrases
• Be Your Own Boss • Career Change • Fire Your Boss • Full-Time Career • Open-Ended Opportunity • Quit College • Quit School • Quit Your Job • Replace a Job • Retire • Unlimited Opportunity	• Be an Entrepreneur • Business Opportunity • Entrepreneurial Venture • Flexible Opportunity • Flexible Work • Side Gig • Side Hustle • Extra Earning Potential • Extra Earnings • Additional Revenue • Extra Income Opportunities • Extra Income

INCOME

Phrases to Avoid	Preferred Phrases
• Career Income • Disposable Income • Dollar Amounts • Duplicate Your Income • Executive Income • Full-Time Income • Guaranteed Income • Limitless Earning Potential • Lucrative Income • Passive Income • Permanent Income • Replace Your Income • Residual Income • Significant Earning Potential • Six-Figure Income • Top 5% Income • Unlimited Income Potential	• Additional Income • Extra Income Opportunities • Extra Income Potential • Supplemental Income • Side Income • Extra Income

LIFESTYLE

Phrases to Avoid	Preferred Phrases
• Diamonds • Free Trip/Vacation • Images of Money • Million Dollars • Riches	• Time Flexibility • Rewards for Hard Work* **Disclosure required in caption or accompanying content:** *Only the top 1% of the Mary Kay independent sales force members earn an invitation to the top director trip, NSD trip or earn Seminar recognition and prizes.

CAR

Phrases to Avoid	Preferred Phrases
• Driving Free • Free Car • Free Pink Car • No Car Payment • Won a Car	• Earned the Use Of • Career Car **Disclosure required in caption or accompanying content:** *Only the top 1% of the Mary Kay independent sales force members earn the use of a Mary Kay Career Car through their Mary Kay businesses.

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