

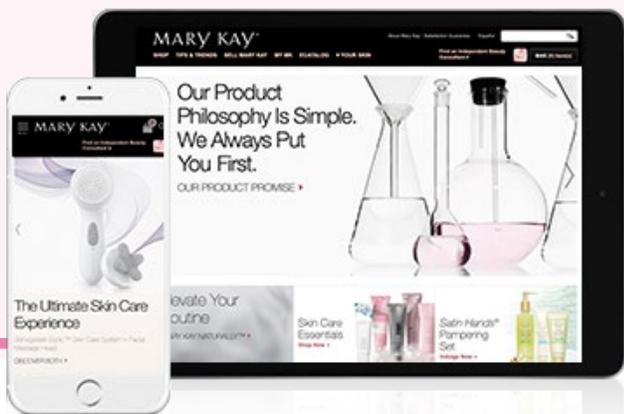
MARY KAY®

Personal Web Site Quick-Start Checklist

OPEN YOUR ONLINE STORE.

You can:

- Customize your [profile](#) with your photo, contact information, social media channels, specialties, favorite product, bio and more.
- [Enter](#) the ZIP codes in which you would like to be located, and list the languages you speak.
- Offer [promotions](#) like free shipping, order discounts, gifts with purchases and samples.
- Opt in to [Beaut e News](#)®, a weekly email that can link your customers directly to your Personal Web Site.
- Learn about your [order fulfillment options](#).
- Opt in to send [email notifications](#) like Product Reorder Reminders and Shopping Bag Reminders to your customers.



PROMOTE YOUR PERSONAL WEB SITE.

You can:

- Announce the launch of your Personal Web Site by sending the link to invite family and friends to peruse it.
- Promote offers like free shipping, order discounts, gifts with purchases and free samples.
- Add your Personal Web Site address to your Mary Kay business social media posts, texts, email signature and business cards.
- Get referrals when you share eCatalog links from your Personal Web Site, and ask your friends to share them with others. Your Personal Web Site address will remain with the link no matter how many times it's shared.
- Share your Personal Web Site content frequently. *Mary Kay MirrorMe™* Web, routine builder, quizzes and more.
- Share new or favorite products from your Personal Web Site with customers each week, and let them shop away!
- Encourage your customers to complete their Beauty Profiles and opt in to Product Reorder Reminders in myMK for enhanced service.