

## **Creative way to begin with \$600 wholesale...**

**I have had a couple of questions lately about how someone without the \$100 can get started with her business.**

**Here is a story from a Director I know.....**

***I was in that boat. I didn't have the \$100, but I found a way to get \$2,000. I was reminded that the bank had plenty even if I didn't. My loan payment was \$93 a month, so I knew that I had to have a MINIMUM of \$186 in sales each month to pay my payment. That was only \$46.50 a week and I thought I could handle that. My Business Plan was to hold 2 product appointments a week. I scheduled 5 each week to be sure I would hold 2. I worked in those days on a \$100 per appointment average just to be safe, so . . . I could see a way to have \$200 in sales each week consistently. My 40% of that \$200 was \$80. I booked the first week of every month heavier so that I would have extra sales and extra profit so that I could make my loan payment from my profit that first week of each month so that I wouldn't have to think about it the rest of the month and could enjoy my full profits the remainder of each month.***

**Why am I covering this with you? Because, in helping people find the money for their Starter Kit, I want to help you develop a Plan, so that you can see that your Mary Kay income will cover any loan or start up expense NOT your personal funds.**

**I recently heard of a Consultant who worked another job. She asked the men she worked with to "sponsor" her new business by investing \$10 each (or 5 @ \$20 each) to get her \$100 to start. You could do the same with family members and friends. People can hand out \$10 and never miss it, especially if they can share in the pride and excitement of your new business.**

**If you can dream it, you can do it. Hope these ideas helps some.**

**The below message helps you see even further . . .how you can get the money for your Starter Kit AND your first Bonus Qualified order.**

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## **When You have No Money to Invest!**

**Mary Kay offers you Free Product Bonus Incentives on your initial Wholesale Order when you place an order of \$600 or more within your first two months of beginning your business. The value changes monthly but it's approximately \$140 in FREE Bonus Products. So, the idea is for you to pass this free product offer to your first customers as an incentive for them to buy; it helps you get up your \$600.00 order and all you pay is the sales tax.**

## Deal 1:

**Offer 6 friends the opportunity to pick out \$150.00 of any Mary Kay products and only pay \$100.00 plus sales tax. That's a \$50.00 savings!**

## Deal 2:

**Offer 12 friends the opportunity to pick out \$65.00 of any Mary Kay products and only pay \$50.00 plus sales tax on the retail. That's a \$15.00 savings!**

**Here's the Math:**

**\$600.00** wholesale order  
**+80.40** sales tax  
**+ 7.95** shipping  

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**\$688.35** Total cost of order

*Here's your profit:*

**\$1,200.00** Retail product  
**+140.00** Retail Bonuses from MK  
**+112.00** Retail Bonuses from Me  

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**\$1,452.00** Total of Retail Products  
**-600.00** Customer's Orders  
**-300.00** Free Products to Customers  

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**552.00** Free Products for you!  
**- 52.00** Your money invested  

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**\$500.00 PROFIT**

**The \$600.00 wholesale order plus 6% sales tax (on \$1200 retail value of products and \$140 retail value of bonuses = \$80.40) and \$7.95 shipping = \$688.35. They would pay you \$636. With the \$112 Product Bonus Sign On from me, your total retail product you get is \$1,452.00, less their \$600 in orders and less their \$300.00 in free products still leaves you with \$552 in retail product to sell and it costs you a total of \$52.35. That's a \$500 Profit for you, when you sell those products!!!!**

*Success is not for the chosen few....  
but for the few that choose.  
The choice is yours!!*