

# But What If I can't Afford Inventory?



**YOU ARE READY TO START!** You've Signed Your Agreement and want to start your Mary Kay business with Inventory but you can't get a bank loan or a family loan, and you don't have room on your charge card (Yikes! You need Mary Kay!) ... So you don't see how you can get your Mary Kay business started. Well, here, let me help you!



**MAKE A LIST OF ALL THE PEOPLE YOU KNOW**, young and old, men and women, in and out of town. Add to it the names of your husband's friends, family, and co-workers. Don't forget to include the teachers & coaches of your children and the parents of your children's friends . With this list we are going to open your Mary Kay business!



**OUT OF TOWN FRIENDS.** Call or email them with the news that you have started your Mary Kay business. **TELL THEM YOU NEED THEIR HELP** to get your new business off to a great start! Ask them to go online to your Mary Kay website and support you by purchasing any of the products from the Number One Brand of Skincare & Color Cosmetics in America—Mary Kay Cosmetics! Tell them that for every \$25 that they spend you will send them a special gift to say 'thank you'!



**IN-TOWN FRIENDS, FAMILY, ETC.** Pick 10 women to be hostesses. Call and **TELL THEM YOU NEED THEIR HELP** to meet a **BIG GOAL!** You **MUST** hold 5 Mary Kay Parties in the next 10 days so you can earn your Perfect Start Certificate! You **NEED** them to be a hostess and have 2 guests for you to train on. Let each hostess know that she will receive a **GREAT PRIZE** from me for every 3 adult women they bring who become your customers! (*which means they buy something!*) Set a **FIRM DATE** for each of your parties and get their guest list ASAP.



**HOLD YOUR GRAND OPENING PARTIES ASAP** with your personal recruiter, a Red Jacket, or me! It is our goal to make your parties great successes! We will use the money from the sales at your parties to order your product, telling your guests they will receive their products within 10 days! How simple! Look at your anticipated sales:  
 Hostess + 3 Guests X \$100 pp = \$400 or \$130 Profit (less business supplies)  
 x 5 Parties

**\$2000 TOTAL RETAIL SALES!** (results may vary)

Remember, with each order you get twice as much! Order \$1800 Wholesale\* and get \$3600 in retail products . Fill your initial \$2000 in sales and sell the other \$1600 in products at your follow-up parties! Keep on booking parties out of your parties and watch your profits **GROW** as you increase your inventory to build your business! \*\$200 for Tax & Shipping— Your Cost May be higher



**YES!** You **WILL** be busy while you follow these steps to get your business off to a great start...



**YES!** You will have to give up some of your free time to make room for this...



**BUT** keep your goals in front of you and focus on why you joined Mary Kay...



...And remember, short term sacrifices for long term rewards!