

MONEY MASTERY



WITH AUTUMN PHILLIPS

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How to make money.... and keep it!

5 Steps to financial freedom.

- Organization
- Budget
- Accountability
- Plan of Action
- Emergency Fund / Debt Payoff

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Mary Kay, the Cash Cow!

Going Into Business for Yourself

Are you interested in being your own boss, earning profits, and making your own hours? Most brick and mortar businesses have a 50% markup on products, meaning your profits are also 50%, right? Take a look below and see for yourself - on the left, you'll find the benefits and costs to starting your own Mary Kay business - versus the benefits and costs of owning and operating a storefront. These costs come directly from your profits!

Mary Kay	vs.	Storefront
<ul style="list-style-type: none"> • \$30-\$175 Start Options • Work from home, enjoy extra tax deductions • Use current phone (tax deduction) • Website included 1st year, \$30/year after 1st year • Inventory Optional • MK Corporate files Sales Tax for Consultants • MK Buy Back security option = 10% Risk • MK Corporate provides marketing material and distribution to customers • MK Corporate provides training • Work from anywhere! 		<ul style="list-style-type: none"> • \$300+ Filing Fee LLC • Building Rent/Mortgage - \$1,500+ month • Landline = \$40+ month • Website = \$30+ month PLUS design fees • Monthly Electric Bill • Monthly Water Bill • Employee Salaries • Inventory Required • File Quarterly Sales Tax • Risk of Store Closure - financial loss on inventory • Build, Create, Distribute Advertising - at your own expense • Training & Business Growth Classes - \$100+ • Store Closes if on vacation or pay someone to run while gone

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Organization

- Minimum of 2 bank accounts.
 - Mary Kay and personal

You must have systems to operate your profits like a business and pay yourself like an employee.

- Know your minimum sale discount price.
 - Taxes + Fees + Shipping

Example 8.25% + 3.5% Transaction fee

50- 8.25- 3.5= 38.25% Profit

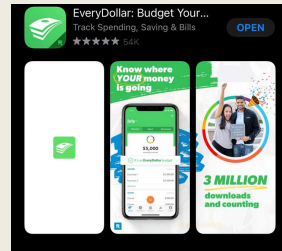
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Know your Budget

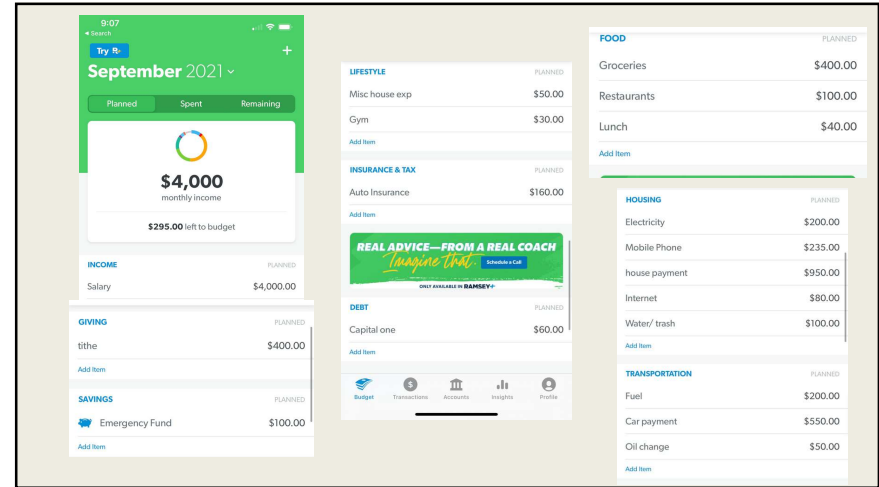
How will you know if Mary Kay works, if what you're currently doing is not working.

You must know what you have coming in, what you have going out, and where you need to improve or increase.

Each purchase you make, you must ask yourself, will I appreciate or regret this purchase in 5 years.



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Accountability

Pick 1 bill and work to earn that each month.

You must know what you need to do to hold yourself accountable.

Know your numbers and work your averages.

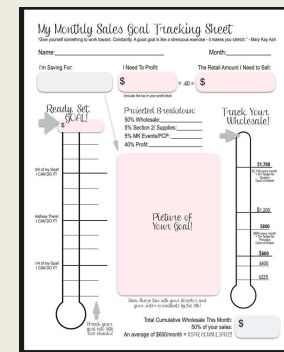
What is your profit per face? If you do not know, use the company's average. \$60 per face.

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Plan of Action

Break Down Goal by Activity needed

Example:
 Need to profit \$200
 Sales Goal \$500
 Face Goal 9
 Number of Contacts 40



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Working Smarter Not Harder


Always keep wholesale reorder cost, retail tax cost PLUS \$10 shipping in your business account.

Do not embezzle from yourself.

An empty shelf is an empty account.

Whatever is left over, transfer to your personal account for goal paying.

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12 Repair Sets

21 Retinol Sets

23 Miracle Sets

The average American cannot handle a \$500 emergency

Build your \$1,000 emergency fund. Open a 3rd Bank account and dump any extra profits into this account until you reach \$1,000.

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Or work smarter, not harder...

Build your emergency fund with your team building commissions and bonuses.

Team of 3 all earning their monthly jewelry of \$600 wholesale with \$1,800 team production is 8% commission.

\$144 in monthly team commissions
6 months \$864

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Tackling Debt

START WITH YOUR HIGHEST INTEREST CHARGED DEBT. Pay that debt off first, then the next, etc.

ONCE DEBT 1 IS PAID OFF, ROLL THE PAYMENT INTO THE SECOND HIGHEST... Continue this snowball strategy until all debt is paid in full.

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Calculating Interest on Debt

Here's how to calculate your interest charge
(numbers are approximate).

- Divide your APR by the number of days in the year. $0.1599 / 365 =$ a 0.00044 daily periodic rate.
- Multiply the daily periodic rate by your average daily balance. ...
- Multiply this number by the number of days (30) in your billing cycle.

The math requires some work, but the concept is simple: Carry a balance, and you'll pay interest.

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Once you have mastered saving your Emergency fund and paying off debt...

you will the begin building your 3-6 months
emergency living expenses fund with your MK cash.

This will be bare minimum, zero luxuries fund.

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Review

- Do not give away more than your profits.
- Understand your current financial situation.
- Know what activity must happen to make your goals happen.
- Make necessary changes to your budget to make your goals happen.
- Build your \$1,000 Emergency fund ASAP.
- Begin paying off Debt by finding the debt with highest interest Based on debt size.
- Build your 3-6 months living emergency fund.

“The wise man saves
for the future, but the
foolish man spends
whatever he gets”

Proverbs 21:20

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The future belongs to
those who believe in the
beauty of their dreams.

ELEANOR ROOSEVELT

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