

THIRTY BY THIRTY

When you fill 30 lines with \$30 in retail sales plus tax, it will give you enough money to make a \$600 wholesale order and earn approximately \$275 CASH—pocket change, to purchase your Starter Kit or invest in more inventory. Here's how it works:

| | | |
|-----------------------------|---|----------|
| 30x30 + 8.25% sales tax | = | \$974.25 |
| \$1,200 retail at 50% cost | = | [600.00] |
| 8.25% tax on \$1,200 retail | = | [99.00] |
| Total remaining | | \$275.25 |

Product:

\$1,200.00 retail

[900.00] sales

\$ 300.00 balance of product left on your shelf to sell and make \$300 for more product paid for by your customers and NOT YOU!!! You'll also have 30 NEW CUSTOMERS!

How to Accomplish 30x30:

Use a *Look Book* (see your recruiter or Director). Approach everyone you know and say:

“Hi, I am so excited! I am starting my own business as a Beauty Consultant with Mary Kay Cosmetics and I am in the process of earning my beginning inventory. When my Director told me to talk to people I thought I would want to help me get started and who would want to get a FREE eye shadow I immediately thought of you. All you have to do is look through the eye colors and make a selection, then with your \$30 order you win one FREE eye shadow. With a \$60 order you win 2 FREE eye shadows! Isn't that great? Plus every \$30 purchase allows you to be entered into a drawing for \$25 FREE product. Is there any reason why you couldn't help me out and win a FREE eye shadow?”

(It's important for her to do her order NOW!)After she makes her selection say:

“We take Mastercard, Visa and Discover or you can make your check out to me. I'll be delivering your order within the next 10 to 14 days at which time you will receive a free facial. I'll call you when your order comes in to set up a time for us to get together. And if you share your facial with 2 to 3 friends who are adult, non-Mary Kay users that'll be great! You'll not only have lots of fun but you'll also be able to receive more FREE product. Isn't that exciting?”

Take her order and payment. If possible go ahead and schedule her delivery/facial time.

So, start making your list today! I know you will accomplish your Thirty by Thirty challenge before your Starter Kit arrives and before your Business Debut! What a great way to start your Mary Kay business!

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With the purchase of \$30 or more, your name will be placed in a drawing to receive \$25 in FREE products. **Drawing will be held on _____.**

When you make your \$30 purchase, write your name and phone number on the line below. If your purchase is \$60 or more, write your name on two lines. **GOOD LUCK AND THANK YOU FOR YOUR ORDER.**

| Name | Phone No. | Name | Phone No. |
|-------------|------------------|-------------|------------------|
| 1. | | 16. | |
| 2. | | 17. | |
| 3. | | 18. | |
| 4. | | 19. | |
| 5. | | 20. | |
| 6. | | 21. | |
| 7. | | 22. | |
| 8. | | 23. | |
| 9. | | 24. | |
| 10. | | 25. | |
| 11. | | 26. | |
| 12. | | 27. | |
| 13. | | 28. | |
| 14. | | 29. | |
| 15. | | 30. | |

Lucky Winner's Name _____ **Phone Number** _____.

Silent Hostess Name _____ **Phone Number** _____.

Mary Kay Beauty Consultant _____.