

IT IS A BUSINESS – SHOW ME THE MONEY



This is based on a few observations. Ask a group of people if they receive their check direct deposit and most will answer yes. Ask if they use debit cards and credit cards instead of cash – again a yes. Very few people actually carry cash or if they do, not much of it. That is what makes this so powerful. They are seeing and holding the money. Everyone wants you to “*show me the money*”.

When explaining the marketing plan I have \$720 cash I work with to explain it. It is real money – fake money does not have the same effect. The money is set up in 10 \$20's, 10 \$50's and 1 \$20 in this order. I begin with the question, if I only had 5 minutes to tell you about Mary Kay what would be important for you to know. The answer is always the same 3 things:

How much money does it cost to get me started?

How will I find my customers?

How will I learn to book and sell?

I use the “Mary Kay is the Perfect Opportunity” brochure. I begin by showing them the back page of the showcase and I explain the cost with sales tax and shipping and that this is the only requirement to join Mary Kay. Inventory is optional and we discuss that once you become a beauty consultant. This helps them to pay attention because they aren't looking for the hidden agenda. I immediately go into the money.

I then have her turn the second to last page titled “take the next step to your future”. Starting with the Independent Beauty Consultant, all the money in my hand, I begin by explaining that in Mary Kay we begin our business with 3 avenues of income. The first is a beauty show. The beauty show consists of 3 to 6 people. Mary Kay has started you with 4 trays because that is the best number to begin working your business. The average show takes 2 to 3 hours. At the beginning the time runs long and as you perfect your show it will become shorter. The average sales are \$300. Although we make 50% on everything we sell, I am going to be using a 60/40 breakdown. Your profit will be 40% and the extra 10% we will use for supplies and hostess credit. So based on a \$300 show you will make \$120 for the 2 to 3 hours of time. (I count out \$120 in 20's). Another avenue of income we have is a facial or double facial. This is 1 to 2 women, it usually takes 45 minutes to 1 hour and the average sales are \$100. Again based on 40% you will make \$40 (I count out \$40 in 20's). Could you please count what you have in your hand now? (I want her to feel and touch the money and see that it is real.) When you are holding shows and facials

you are building a business for life, because our products are consumable and most women don't buy all they want the first time they meet with us. Therefore we have a reorder business. This reorder business can come in the form of telephone orders, emails or even our website (I explain the website at this point.) This amount varies but we are going to use \$50 a week to begin with. Based on 40% here is \$20 more to add to your week. So far you have worked 3 hours at a show, 1 hour at a facial and you have your reorders. For these 4 hours you have – can you count the cash in your hand? \$180 for the week profit for 4 hours a week. Now if you worked these same 4 hours a week for a month (of course some shows and facials will be higher and some lower, but using the averages I gave you here) what would you have? That would be 4 weeks times \$180. Let me help you out since I have already done the math - \$720. Could you hold out your hand for me again? I begin with a \$20 bill and say \$200 and then count up with the 50's to \$700 and then end with the last \$20 and say that is \$720 profit for working 4 hours a week for 4 weeks straight. That is usually an extra weeks pay for most families. Can you please recount it to make sure I have that amount correct. (They get excited and hold it close to them. Important – I do not take the money away. I let her continue to hold it.) Can you imagine if you worked 16 hours in one week? Tell me what would you do with an extra \$720 this month? She shares. Then I ask, would this make a difference to your family? She shares.

Now on top of this there are still more ways to make money and we have prizes and bonus product for you too. (I explain depending on her). I also explain training opportunities and how she will learn to book and hold a show. I go into the recruiting like this. (Details depend on her personality and what she is looking for.)

Please name 8 women you know. I list them across a sheet of paper as she says their names. (By the way she is still holding the money. If she tries to hand it back I ask her to hold it for me while I finish.) I then quickly explain the avenues of recruiting 4% to 13% and the \$50 bonus. I mention the car only to the point that it is a part-timer's car and can be won when you have a total of 12 women on your team and meet the qualifications.

I then have her hold out the money and say "You have how much in your hand right now? Do you think you could find 4 hours a week to have this much money at the end of the month? I turn over the showcase page again from the back of the brochure I am using. She still has \$720 in her hand. I ask her, do you think we could go ahead and order your showcase so I can teach you how to make more money? The \$100 seems smaller when compared to the \$720 she is looking at.

You will be amazed to see how they hold and treat the money. I have heard so many comments since I have started this:

"I haven't held this much money before."

"I didn't know that you could make this kind of money with Mary Kay?"

"I am so impressed that you can carry this much money.

Will you be the one to train me?"

"I could hold a show on Saturday morning and I am sure I could fit in a facial somewhere in the week."

"I had no clue that you could make real money at this."

We have so many opportunities in Mary Kay, however a new prospect only can absorb so much and the one thing that they can understand is money. Show her what she can do in a reasonable amount of time and she will find a way. Four hours is the Wal-mart equal to time. A woman can find a way to make 4 hours work, past this it is too much.

The money makes the decision a real decision to own a business that you make money. I don't bring up personal use etc. you can't make money that way.

I do this in front of groups for Girls Just Want to Have Funds, Muffins and Marketing, Pizza and Possibilities etc. I pass the money around when I get to \$720 and each person has to share what they would do if they had \$720 extra this month. The answers are very honest.

If I have a big group I have signs for the team building portion. I use Darci and the Living Line UP

This is an easy concept to change to make your own.

Questions, please feel free to call or email me: D'Anna Brown
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