

# Mary Kay, Economy and Abundant Blessings ...

*Adapted from NSD Dawn Dunn—forwarded by Doris Gessner*

*Notes from presentation by Julie Danskin*

## **Mary Kay is at the BEGINNING of the Greatest Sales and Recruiting Surge in our HISTORY!**

Mineral Powder Foundation sales are already 450% above company forecasts. The look and ease of application is fabulous—everyone who tries it ... buys it!

The New Mary Kay Compact and Additional Mineral Powder products being introduced March 15 are beyond fabulous. Sign up every customer for the Spring 2008 PCP. Be in touch with all your customers to sell through your current color products.

The current down turn in our economy is a Team Building and selling Bonanza!

Here are the FACTS...

- Corporate America has laid off over 5 million people in the last few years.
- The average US income is \$25,000—\$30,000/year. Yet \$173 million a DAY is charged on credit cards. It will take an average income of \$147,000 to pay this off!
- 4 out of 100 people are prepared for retirement.
- Home based businesses are on the rise. 85% of individuals earning in excess of \$100,000 a year are self employed.
- During these economic times, direct sales thrive! Mary Kay is the proven best opportunity available. We offer quantum leap increase in income; not paycheck increase in income!
- During tough times sales of cosmetics goes up because it is a smaller purchase that gives a mental lift. Record lipstick sales the month of 9/11 and sales of alcohol, tobacco and cosmetics during the Great Depression were witnessed! Historically, MK has shown a significant surge in sales immediately following the other economic recessions.



Mary Kay is poised to take advantage of these economic conditions.

- \* Recently MK has put \$70 million in capital investments to improve our systems, product production and delivery.
- \* MK is a \$2 Billion company that is debt free. David Holl CEO projects that we will grow to \$4 Billion in 7 years.
- \* MK has put millions into National Advertising! The 2007 Country Music Award Ads were seen by 35 million women. The week of the CMA Awards activity on MK Personal websites went up 70%, Beauty Consultant locator went up 179%. MK will be the 2008 CMA Official Sponsor!

You can be proud of Mary Kay's Corporate Responsibility.

- \* MK was named #2 in philanthropy in Dallas—amongst companies that are 50 times larger!
- \* \$3 million was raised for the Mary Kay Ash Charitable Foundation from "Host a Class, Help a Cause."
- \* Pink will be doing green! Pink and platinum compacts can be brought to Career Conference and Seminar 2008 and MK will plant a tree for every compact up to 100,000 trees on Arbor Day!

### **YOU NEED TO CASH IN ON THE BOOM!**

1. Hold Beauty Shows and Facials. Those in the field are harvesting big business! If you haven't done a facial or show for a while, that's okay—update your skills NOW! Sales are UP for anyone putting in the effort.
2. Attend your local Success Meetings CONSISTENTLY to get updated on the newest products and ideas.
3. Register for Career Conference... educate and prepare yourself.
4. Sign up your customers for Spring 2008 PCP—You will be overjoyed that you did!
5. Get a Mary Kay Personal Web Site.

