



## QUESTIONS HUSBANDS OFTEN ASK

### Exactly what will my wife be doing?

She will be teaching skin care with **Mary Kay, Inc.** She will have her own business and is not an employee of **Mary Kay** or me. Her classes will be taught to groups of one to six women and will take about 1 - 2 hours.

### Where will she be working?

Her classes will be held in either her home or the home of a Hostess who has invited her - usually a referral from someone she already knows. Your wife will have no territories and may do business anywhere she chooses. That's why her share of all your vacations can be a legitimate tax deduction if she conducts some business as well!

### What hours will my wife be expected to work?

Her hours will be her own to set. We do not impose any quotas or requirements on her. We do suggest the two of you complete a **Weekly Plan Sheet** every Sunday so you both know and agree upon her weekly schedule. A part-time Consultant usually allows about 9 hours for her business - some of which may be away from home. This can vary depending on family plans and needed income. If she chooses to hold some appointments at home, it is possible to double-book and hold 2 or 3 classes in the same time slot -- saving time and travel and significantly increasing income. It is vital that you both arrange a schedule and that she works as planned. The more hours invested, the higher her income potential!

### My wife knows very little about teaching skin care and sales. How can she expect to be successful?

Just as in any profession there is a training program that must be completed. There will be local training in basic skin care and color techniques. She will learn all facets of her business including how to schedule classes, make a profit, manage her new income, etc. Training consists of about 4-6 hours of introductory training, about 15 hours of on-the-job training (with pay), and 2 hours per week thereafter. Advanced training is offered on a periodic basis, and is the secret to increasing her knowledge, skill, and income. She is always encouraged to attend all **Mary Kay** trainings and functions.

## What is a the Starter Kit?

Your wife is setting up her own business. Just as in any business, she needs tools and equipment with which to work. The Starter Kit, which is worth about \$400, contains everything she needs (except washcloths and cotton balls) to begin teaching classes. It also includes over \$100 in retail products.

## What is inventory and why does she need it?

Firstly, inventory is not required to start her business but is highly recommended. Inventory is the product your wife will actually sell. The Starter Kit is teaching equipment only. **INVENTORY IS WHERE THE PROFITS WILL COME FROM.** She will buy for \$5 and sell for \$10. Every dollar invested in inventory will be doubled. For example, a class with 4 people should take approximately 1.5 hours. If she sells \$200, \$100 will be her pay for less than 2 hours work! Immediate product availability has always been the secret behind the success of the Mary Kay home-based business plan.

## How much inventory does she need?

There are several options. The idea to remember is that inventory is the **source of profit**. \$100 wholesale will make a profit of \$100; \$1800 wholesale will make a profit of \$1800 (\$3600 in actual retail sales). To be on a profit basis requires about \$3600 to \$4200 wholesale inventory on the shelf — her “store”. This is only about 90-day supply – depending on her activity. If your wife starts with less than \$3600, she must reinvest ALL her profits until she reaches full store. The key to consistent earnings is scheduling and holding appointments routinely and restocking what she sells each month. Also, remember that repeat orders begin almost immediately and she will need enough products for them as well as her ongoing appointments. Inventory planning and control is a learned skill and will part of her ongoing skills training.

## What level of inventory is really best?

The two of you know your financial circumstances better than anyone. As a *business* advisor, I honestly believe that full store (\$3600) is the strongest starting position for new Consultants. She is an automatic prize winner in the **LADDER OF SUCCESS** Program, and she will have enough “supplies” to complete her training classes. The **LADDER** pin and the **PS** pin (*Perfect Start*) are the two pieces of jewelry Mary Kay would look for if they were to meet! She would be on a profit basis and can take a salary immediately! Smaller “stores” are also an option. (Please read the information on inventory in her **WELCOME** packet to fully understand this rationale.) The important thing is to have *something* to show!

## **We do not have that much money in savings, now what?**

Few people have that much money to spare! Even if you do, we recommend a bank line of credit or a credit card. Repayment will come from the new business income. The interest that accrues is 100% tax deductible because it is for business. Most businesses begin on borrowed capital. Remember, should the worst thing happen and your wife decides that Mary Kay is not for her, the company will buy back all inventory at 90%.

## **That sounds like a lot of money. Frankly, what’s in it for you?**

As you may know, there is no compensation for signing people up in Mary Kay. I earn a commission, paid from company profits based on wholesale orders, for being her business advisor, trainer, motivator, director. Should your wife not succeed and return inventory, she keeps all her profits and the company deducts 9-13% commission from my next check. They also destroy her returned product, so they take a complete loss. She has a lot to gain; we have more to lose. She would not have been sponsored if we did not believe in her potential for success! Her success is my #1 goal. I am here to *match my time with her effort* and look forward to communication weekly through her Weekly Accomplishment Sheets (appointment & sales summary).

## **With all this training and all the money, I am a bit afraid of the changes I can foresee in my wife.**

Part of **Mary Kay’s** training is a strong belief in priorities. Faith first, Family second, Career third. With the strong support system in Mary Kay and you behind her, beside her and encouraging her, your wife will only succeed. Most of us in **Mary Kay** are wives and mothers. That doesn’t ever stop. If your wife has another job, she may eventually decide to leave it when she realizes she can earn more per hour in her own business -- *plus* have more time with family. We are a company with strong emphasis on values and principles and character building, after all. Please don’t hesitate to call me if you have other questions, and encourage your wife to call me as often as she needs to.