



# INCOME POTENTIAL MARY KAY COSMETICS



With Mary Kay, your ambition and effort can really pay off, whether you start out part-time or fulltime.

In the examples below we will base the average party size with 4 guests in attendance. If only 2 guests purchase the *TimeWise Miracle Set* for \$99, then retail sales for the party will be approximately \$200. This does NOT include any outside orders or color cosmetics sales. Then we will base the reorder sales on repurchasing *TimeWise* every 8 weeks. (That's \$38 each time, 6 times per yr and 2 additional times for Foundation.) This does not even include the reorders for the Day & Night Solutions.

## THESE NUMBERS ARE VERY CONSERVATIVE!

### 3 MK PARTIES PER WEEK (6-9 HRS PER WEEK)

\$200 sales x 3 parties = \$600 weekly retail sales

\$600 x 50 weeks per year = \$30,000 sales per year

6 customers per week x 50 weeks = 300 new customers per year

300 reorders x \$250 per year = \$75,000

Total Annual Sales = \$105,250

**TOTAL ANNUAL PROFIT (50%) = \$52,625**

### 2 MK PARTIES PER WEEK (4-7 HRS PER WEEK)

\$200 sales x 2 parties = \$400 weekly retail sales

\$400 x 50 weeks per year = \$20,000 sales per year

4 customers per week x 50 weeks = 200 new customers per year

200 reorders x \$250 per year = \$50,000

Total Annual Sales = \$70,000

**TOTAL ANNUAL PROFIT (50%) = \$35,000**

### 1 MK PARTY PER WEEK (2-4 HRS PER WEEK)

\$200 sales x 1 party = \$200 weekly retail sales

\$200 x 50 weeks per year = \$10,000 sales per year

2 customers per week x 50 weeks = 100 new customers per year

100 reorders x \$250 per year = \$25,000

Total Annual Sales = \$35,000

**TOTAL ANNUAL PROFIT (50%) = \$17,500**