

BEING PROFITABLE MEANS BEING DISCIPLINED

By Deb Wehrer, National Sales Director

Being profitable in your Mary Kay business means that you are holding appointments, selling, and have built your business to a profit level so that every two weeks or once a month, you can take a profit from the work you have done in your business. I recently polled some small business owners I know, in business other than Mary Kay, and the majority of them were as little as two years into their business and no more than four, when they finally got to take a profit from their business.

BUT THEIR INVESTMENT WAS SUBSTANTIALLY LARGER THAN OURS!

We are so fortunate that we can have full stores with \$3,000-\$3,600 wholesale on our shelves if we are full time and \$1,800-\$2,400 if we are part-time! Mary Kay is NOT a get-rich-quick scheme and you have to be disciplined in how you manage your money if you really want to prove to yourself and others that you are profitable!

SMALL RULES OF THUMB:

1. Please spend no more than 5% **and absolutely no more than 10%** on Section 2 of your order form - it eats up your profit in a hurry.
2. Be within your budget, hopefully conservative, when you start buying office supplies. The most important office supplies you can have are cotton balls, Q-Tips, and wash cloths for your classes!
3. Diligently practice the 60/40 plan - if you have a \$1,000 week, \$400 is what you write yourself a check for. Leave 50% for replenishing your inventory and 10% for sales tax and Section 2.
4. DO NOT OVER ORDER! Once you get yourself to profit level, your retail should match your wholesale quite closely. For example, to order \$600 every month, you should be retailing \$1,200! Granted, there might be times in your career when you may stretch to make a goal, but this should never be out of balance for an extended amount of time!
5. If you have no sales, you have no profit, therefore you cannot pay yourself.
6. Be smart with your money - pay yourself first by setting up a savings plan.

7. DO NOT USE MARY KAY MONEY FOR PERSONAL SITUATIONS. Your spending money is from the 40%. If you take from the 60%, it is called embezzling.
8. YOUR HUSBAND, SIGNIFICANT OTHER, OR FAMILY has every right to be upset if you are mismanaging, embezzling, etc. THIS IS A BUSINESS. be respectful of your loved ones and set goals with them in mind too. You would not be supportive very long either if your loved one spent all this time, effort, energy, and never had profit to show for it!
9. GET SERIOUS ABOUT GETTING PROFITABLE. You can begin today and always rebound from mistakes... I've done it myself.
10. SET YOUR PURPOSE...As National Sales Director SuzAnne Brothers says, "When the purpose is clear, the price is easy."