You are our most important asset. The can-do spirit you have exhibited for all these years is the one thing that has lead to the remarkable success we have enjoyed. I will be eternally grateful to you for having nurtured that little seed we planted on September 13, 1963, into a giant oak. You’ve done it. You have made my impossible dream a reality and it’s all been brought about by your love, devotion, diligence, and we’ve only just begun. –Mary Kay Ash

DIQ Requirements:
To be eligible to submit your DIQ Card you must...

- Be an active consultant in good standing with the company
- Have 10+ Active Team Members the month prior to first month of qualification
- Must be a Star Consultant in either the previous quarter or the current quarter.
- Submit your Commitment Form on intouch the 8th-10th of the first month of qualification.

Becoming a Sales Director:
You have up to 4 months to build your new unit....

- Min. 24 Active Team Members
- $18,000 w/s Cumulative Team Production

Requirements during Qualification:
- Min. $1,800 — Max. $4,000 w/s personal production
- Min. $4,000 w/s team production each month
- Min. 10 of the 24 Unit Members (not including DIQ) must have contributed a min. of $600 w/s each during the qualification period.

“Give the world the best you have, and the best will come back to you. The go-getter doesn’t look around to see how much the other fellow is doing. She sets her own pace, knowing that if she can do a little thing well, she can do bigger things better. It’s this spirit that makes people great. Be doers, not wishers. Have the will to win.”

–Mary Kay Ash

“YOU are our most important asset. The can-do spirit you have exhibited for all these years is the one thing that has lead to the remarkable success we have enjoyed. I will be eternally grateful to you for having nurtured that little seed we planted on September 13, 1963, into a giant oak. You’ve done it. You have made my impossible dream a reality and it’s all been brought about by your love, devotion, diligence, and we’ve only just begun. –Mary Kay Ash
Go Director Faster

BECOME A NEW DIRECTOR
TAKE COMMAND OF YOUR FUTURE!

These are examples of what is possible! Low figures were used for the number of people. There is no advantage to overestimating. When it turns out even better, you will be pleased!

Example: A small unit of 30 people!

Director’s personal orders are included as part of the unit’s production.

As an independent contractor, we are responsible for our own expenses. Thus, they are tax deductible. As an independent contractor, we also qualify to participate in tax-deferred retirement plans.

1. Personal Retail Sales of $2000/month = $1000 Profit
2. Unit Production of $6000 wh. @ 13% commission = $780
3. Production Bonus = $600
4. Unit Recruiting Bonus with 5 qualified recruits = $500
5. 13% commission on personal recruits of $4000 = $520
6. Use of free car or monthly cash compensation
   - Chevy Malibu = $375/month
   - Toyota Camry or Chevy Equinox= $500/month
   - Cadillac CTS or DTS = $900/month
7. Personal Recruit $100 Bonus for Each Qualified.

THAT’S over $3,950 PER MONTH.....$47,400 PER YEAR!
(And then you have fabulous tax-deductions!!)
Go Director Faster

HOW TO BECOME A DIRECTOR
1. ATTEND ALL UNIT FUNCTIONS, BRINGING ONE OR TWO GUEST TO EACH.

2. BOOK FOUR TO FIVE AND HOLD THREE APPOINTMENTS A WEEK

3. SHARE COMPANY INFORMATION WITH AT LEAST THREE NEW PROSPECTS EACH WEEK.

4. CONSISTENTLY BE A STAR CONSULTANT.

5. FOCUS ON NOT MAKING EXCUSES.

6. MAKE AT LEAST FIVE CALLS EACH DAY, FIVE DAYS A WEEK.

7. FOCUS ON HOW YOU CAN HELP OTHERS.

8. HAVE FUN!

9. DREAM BIG AND VISUALIZE YOURSELF WHERE YOU WANT TO BE! WRITE IT OUT! CUT OUT PICTURES TO MAKE A GOAL POSTER! LISTEN TO CDS! AN EXPECT IT!

10. ACT LIKE A DIRECTOR NOW AND BECOME ONE IN THE PROCESS.

If you will do for two years what others won't, then for the rest of your life you will be able to do what others can't.
10 STEPS TO DIRECTORSHIP!

1. **ATTEND ALL FUNCTIONS** - Weekly unit meetings are a MUST. By attending, you show support for your Director and sister consultants. PLUS, a guest is bound to be more impressed when she sees a room full of people.

2. **HAVE DAILY, WEEKLY, MONTHLY, AND YEARLY GOALS** - This is important in all aspects of your life, including health, family, business, spiritual and social. Where do you want your business to be in one month (on-target for a diamond star quarter, three new business associates, five appointments each week)?

3. **SAY DAILY AFFIRMATIONS** - “Every day, in every way, I get better and better. Everyone I meet is a prospect for my products of services. I am healthy. I am happy! I am enthusiastic!”

4. **HAVE GOAL POSTERS IN YOUR OFFICE, CAR ON YOUR MIRROR, ETC** - Reminding you of your goals. And don’t forget to put one on your refrigerator!!

5. **EVALUATE YOUR APPEARANCE** - Which areas would you like to improve? Start walking or doing some other form of exercise. Get a new hairstyle, try a new hair color. Start paying more attention to your wardrobe. Dress professionally more often, and let your makeup reflect your career.

6. **ORGANIZE YOUR FAMILY** - Make them realize you are serious about your career. You can do this by disciplining yourself. Be willing to give up a TV show to service customers and book classes. Talk with them about your goals for the family - like vacations paid for with money you’ve earned from your career.

7. **COMPLETE WEEKLY ACCOMPLISHMENT SHEETS** - Write your goals in pencil and when you accomplish them, fill them in with pen. Determine how much you earn from classes, facials, and reorders so you know when you are improving.

8. **READ YOUR CAREER ESSENTIALS** - Read this and every other source of information you can obtain about your business. Watch videos. Listen to audiocassettes constantly. They are a wonderful source of inspiration, education and motivation.

9. **ORGANIZE YOUR OFFICE** - It is simple. Shoe boxes are fine for skin care profiles. Use an answering machine. Make the message short and businesslike. Record it yourself! Also another way to stay organized in your office is by using your computer. This can help you keep up with your customers and product as well as staying connected to your Director and National.

10. **GO TO WORK!!** - Talk to people you meet daily. Practice, practice, practice. It will become simpler! BOOK, SELL, RECRUIT!! Always work full circle, focusing on 3+3+3. Remember, Attitude is 98% of your business. As our lady says, “You can do all things right with the wrong attitude and fail, but with the right attitude you can do things wrong and succeed.”
Go Director Faster

How to become a Director in 1 Month!

YOU MUST HAVE YOUR MIND MADE UP THAT YOU WILL FINISH IN ONE MONTH. YOU MUST HAVE NO OTHER OPTION. WE NEED MOTIVATION! WE WORK BEST WHEN WE HAVE SOMETHING TO WORK FOR. THINK OF THE REASONS WHY YOU WANT TO BE A DIRECTOR. MAKE A LIST. KEEP IT WITH YOU AND READ IT EVERYDAY. HERE ARE SOME TO ENCOURAGE YOU...

PERSONAL REASONS
1. FINISH FAST FOR SOMEONE ELSE LIKE YOUR FAMILY, YOUR DIRECTOR, ETC...
2. YOU REALLY DON’T WANT TO WEAR THE RED JACKET, YOU WANT TO WEAR THE FABULOUS MODERN ORCHID SUIT!!
3. YOU DON’T WANT TO HAVE TO DECIDE WHAT TO WEAR AT SEMINAR/CONFERENCES
4. YOU GET THE NEW PRODUCTS AND PROMOTIONS EARLY AND CAN SAMPLE NEW ITEMS AS TEST MARKETERS
5. YOU HAVE SPECIAL ACCESS TO THE COMPANY WITH A SPECIAL 800 NUMBER AND SPECIAL WEB SITE ACCESS.
6. YOU GET TO ENCOURAGE AND ASSIST 30 WOMEN TO ACHIEVE THEIR MK GOALS.
7. YOU CAN HAVE SPECIAL RECOGNITION AT CONFERENCES AND SEMINAR.
8. YOU WANT TO QUIT YOUR JOB!!!
10. HAVE YOU THOUGHT OF THE RING??? ON TARGET FOR SEMINAR JEWELRY.

FINANCIAL REASONS
1. YOU EARN 13% ON YOUR OWN PERSONAL WHOLESALE ORDERS. WE MAKE 63% NOT 50%
2. YOU MAKE 13% COMMISSIONS ON YOUR RECRUIT’S RECRUITS.
3. 10% VOLUME BONUS WHEN YOU HAVE IN AT LEAST $5,000 W/S IN ONE MONTH
4. PERSONAL TEAM BUILDING BONUS-$100 PER PERSONAL NEW QUALIFIED TEAM MEMBER
5. TEAM BUILDING BONUS-$300 FOR 3 OR 4 NEW QUALIFIED TEAM MEMBERS, $500 FOR 5+ (YOU CAN COUNT YOUR PERSONALS TOO!)
6. STAR CONSULTANT BONUS-$300 FOR 5-9 IN 1 QUARTER. $400 FOR 10-14. $500 FOR 15+
7. $1,000 BONUSES-RECEIVE $1,000 BONUS FOR ANY OF THE FOLLOWING: ON THE WRITE TRACK, FABULOUS 50S CLUB, HONOR SOCIETY, QUALIFY OR REQUALIFY FOR CADILLAC!

RUN WITH SOMEONE ELSE. FIND THE ONE OR TWO CONSULTANTS IN YOUR GROUP WHO HAVE GOALS. IF THEY WANT TO DIQ, HELP THEM. FINISHING WITH A DIQ MAKES IT EASIER.
How to become a Director in 1 Month Cont...

**INTERVIEWS**

Strive for 50 interviews within your unit. You must do them with your director and have your consultants also set up interviews with your director. By the end of the month you will be ready to do them yourself. Actually by the 10th one you should be pretty good. Let them know this is a part of your training and that they are not under any obligation, but just to listen. Offer a gift for doing the interview. Use the personality sheet. Laminate it, use a washable marker and mark of their identifying marks, you will know how to appeal to them.

**GUESTS**

You and your consultants must bring guests to every event and unit meeting. Let them know that the meeting is not long. Tell the guests that they will get a gift for coming. If someone does not go, set up an interview with them. Offer them a gift for the interview.

**LISTEN**

Listen to your director!!!! Do whatever she tells you to do. She knows how to become a director, she is one, your are not.

**GO TO EVERYTHING**

Go to your unit meeting, every week. Book your classes and have selling appointments. Make sure you and your consultants bring guests to each event. These keep you motivated.

**TALK ABOUT IT**

Tell everyone about your goal to become a director. Your director needs to know so she can help you. Tell the consultants in your group and your fellow consultants. If you work, they should all know. Your family and friends also need to know. Ask they for referrals. Offer them incentives to get you interviews. Literally talk to every person you know, and ask them, “Have you ever thought about doing something like Mary Kay?” DON’T PRE-JUDGE!!! The women you hesitate to ask are probably the ones who would sign up. Be excited about it!! Be Happy!! People will want to help you or be a part of what you are doing. Don’t be obviously stressed. No one wants to help you be more stressed. Communication with your director is important. Talk to her everyday. She will keep you going. BE PREPARED You are going to be so busy this month, have at least 30 recruiting packets ready. Also, discuss signing bonuses with your director. Have copies of the bonus that is offered for recruiting and for inventory. Being prepared will help you to close the prospective consultant. Keep a schedule and stick to it, you need to spend a lot of your time doing MK this month. Just plan on taking a month off from doing all the tasks that add to your day. Make sure your family and friends understand that you will be very limited in your time.
Future F.A.I.T.H Area

Go Director Faster

The Value of Driving a FREE CAR!

**Type of Auto Monthly Payment Savings**
- **Malibu**: $375 x 24 months = $9,000
- **Camry or Equinox**: $500 x 24 months = $12,000
- **Cadillac DTS or CTS**: $900 x 24 months = $21,600

*NOTE: Not calculated...Mary Kay pays part of your insurance approx. 70%. They pay*

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**Grand Acheiver Tracking**

**On-Target**
- $5,000 combined personal/team wholesale Section 1 production in a calendar month.
- 5 active personal team members

**Qualification**
- $20,000 in combined personal/team wholesale Section 1 production in 1-4 months.
- 14 active personal team members.
- Team must contribute a minimum of $15,000 wholesale Section 1 production towards the $20,000 production

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<th>Personal Team Members</th>
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**TOTAL**: $ $ $ $
Go Director Faster

It is the formula for you at all levels....
Part-time consultant building customers & team....
Full-time consultant building to Directorship...
And Directors building to Cadillac and NSD!!

5 MANDATORY THINGS TO DO TO BE A...
DIQ, DIRECTOR, CADILLAC DIRECTOR & NSD!

1. HAND OUT 5 CARDS A DAY!! Use this dialogue...."My director requires that I hand out 5 cards a day!! Would you like one with or without a sample? I also have some with a $5 ($10) coupon....if so, we need to book a time to get together NOW!"

2. BOOK 2 EVERY DAY! Skin Care Classes, or any other class!

3. INTERVIEW 3 PEOPLE EVERY WEEK!

4. HAVE $600 WEEKLY SALES with backed-up $1200 wholesale monthly.

5. E-MAIL OR BRING YOUR WEEKLY ACCOMPLISHMENT SHEET Each week!! Attend your meetings!!

FACTS TO PONDER AND DIGEST.....
Complete #1 5 cards a day, 7 days a week = 1,820 leads a year. Results - Only book 1 out of 4 - 455 bookings Sell 1 out of 10 = 183 new customers!

Complete #2 730 Bookings a year (1 in 4 hold) 183 x 5 people = 915 new customers Buy 1 basic only = $47,580 Buy Miracle Set = $93,300

Complete #3 156 Interviews - 1 out of 4 recruit = 39 New Recruits...TRAIN THEM TO DO THE SAME!!!

Complete #4 Pocket $1200 cash every month, be in National Court of Sales and Earn Beautiful FREE diamonds!!

**If you are really part-time... make these changes to the above... Hand out 1 card a day. Book 3 to hold 1 a week interview 1 a week have $200 weekly sales a week & hand in your accomplishment sheet! Everyone can be successful no matter how much time you have!
It’s a prestigious position with a Fortune 500 company.
It’s product is the #1 selling product in America for the 7th year running.
It’s consistently listed as one of the top 10 companies to work for.
The income potential is unlimited.
The company has over 100 self-made millionaires already, more than any other company in the US.
The company’s marketing plan is studied at major universities throughout the country, including Harvard Business School.
His training will be by the top leaders in the company.
The company has the reputation as a leader in motivation and sales.
He can promote himself at his own pace, achieving a management position in just 5 months.
He has the opportunity to make 100% gross profit on personal sales . . . plus bonuses and up to 26% commissions on other people he brings into the company.
He has the potential of a $500 - $5000 bonus every month once he is in management.
He can drive a company car in as few as 1-4 months . . . new one every 2 years . . . and it will be upgraded as his position goes higher.
He will have access to medical, hospital, and life insurance.
He can earn luxury trips as his unit production reaches certain levels.
He will enjoy prizes every three months of all kinds of things from jewelry to furniture.
There are no territories so he may relocate or travel according to family desires.
He can set his own work schedule, around family time.
When he reaches the highest position of management, he may drive FREE, the Cadillac of his choice, equipped exactly the way he wants it.
He will qualify for a significant retirement plan once he reaches the highest level of management, paying 60% of his last years’ earnings for 15 years (one recently retired at over $500,000 per year).
On top of this, he is encouraged to keep his spiritual life first, his family second, and his business third in priorities!
WOW! If this were offered to your husband at NO RISK, wouldn’t you encourage him to go for it? Of course you would!
NOW, CONSIDER THIS: THIS IS YOUR COMPANY, MARY KAY COSMETICS!
WILL YOU TAKE FULL ADVANTAGE OF YOUR OPPORTUNITY?
### Go Director Faster

**Future F.A.I.T.H Area**

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<th>Consultant Name</th>
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Future F.A.I.T.H Area

Go Director Faster

"I have Decided to Become a Director"

DIQ Date _________________________

Debut Date _________________________

Name: ________________________________

Complete Address: _______________________________________________________

Phone: __________________ E-Mail: __________________

Directors name: __________________ NSD’s Name: __________________

Top form for you—submit bottom form to your Director!