

SURVIVING THE FI\$CAL FLU!

by Sr.NSD Pat Danforth

(The irony of my writing this will not escape my Consultants, Directors, or Tim - who often attend my two-word Money Management Class: "Make More!")

There is an epidemic sweeping much of the world that is not viral or bacterial. It is the "fi\$cal flu" and its symptoms are: over-extended credit ... bad credit ... or no credit! A concurrent symptom is: too much month at the end of the money. It is exacerbated by a prevailing belief: "not only do I deserve it ALL, I deserve it NOW!" Symptoms can be observed: at the mall, in the number of credit cards in our own wallets, in the number of catalog ordering companies, and with the ever-growing number and expense of advertisements on TV, radio, and in publications. It seems, unfortunately, that a high percentage of the population is directly affected/infected. Fortunately, it doesn't have to be terminal ... we can heal ourselves and help others!

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In building our Mary Kay Teams and Units, this "fi\$cal flu" is one of our most discouraging challenges. We meet quality people who want to build a Mary Kay business of their own, only to find that they do not have the resources to order an inventory (sometimes even a Starter Kit!). While it is very exciting to see our company working with us to help create our economic health, each person has to invest the time and energy to make that happen for themselves. It is not an over-night project. In the meantime, how do we help these people build an inventory?

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The only required investment to begin a Mary Kay business is \$100 (plus sales tax & shipping) for a Starter Kit. The Starter Kit includes educational materials, literature, trays & mirrors, samples, and the disposable items for about 15 makeovers: however, it has no products to sell. A new Consultant may start by taking orders, collecting money, ordering, and delivering ... or with some products to sell on the spot. Consultants have built successful careers with a variety of starting options, but it helps to consider these facts: Skin Care & Color Cosmetics are impulse purchases. Prospective customers don't want products tomorrow ... they want them today! Customers buy more when it is right in front of them. The more they see, the more they buy ... remember your last buffet line?! Customers take the products home with them. They begin using and loving the products immediately ... no canceled orders and more enthusiasm for the Classes/Parties they schedule! You don't have to spend time delivering and re-instructing. That time can be invested in more selling appointments! The busier a Consultant is, and the more they need to make money, the more quickly they need to build a comfortable inventory!!

SUGGESTIONS FOR GETTING STARTED:

Go to more than one Bank, Credit Union, etc. to apply for a loan. Be sure to present the Mary Kay buy-back guarantee that is on your Consultant Agreement.

Is there a family member or friend that could cosign a loan? When we can't get credit ourselves, we can sometimes get a loan with a cosigner.

Banks, Credit Unions, etc. are not the only places to borrow money. Consider those family members and friends. Often they are able to make a loan from their savings ... write up an "official" payment schedule and pay them back with interest (probably more interest than they would have been making, and less than you would have paid a bank).

All of the money for inventory doesn't have to come from the same place! Why not borrow \$50 - \$250 from several people who believe in you. Pay them back with "official" payment schedules just as you would have one large loan.

Take product orders with advanced payment from family and friends. Use the Beauty Book or Look Book like a catalog ... and take their orders. They know you and want to help you get started, and they know you'll deliver the products as soon as possible.

Put together Color Folders of the Eye, Cheek, and Lip Color Samplers. The "eye buys" and few can resist our beautiful Color Cosmetics. Have additional samplers (and maybe pencil samplers) available for customers to try on themselves, although most will buy just from looking at the colors in the Color Folders. It also helps if you can display colors in the actual compacts.

Limited Edition products are "quick & easy sale" items. Use the Limited Edition brochure and samplers, or better yet, display the real products if possible. Perhaps you can borrow a small amount of products from your recruiter (leaving a check "on hold" with her) until you can replace the retail products from your order.

Sets of products are also "quick & easy sale" items. Color, Body Care, and Fragrance sets always attract attention. You can group Eyes/Cheeks/Lips in a vinyl sampler bag. Or gather an assortment of Body Care or Spa products, and put the items together with some tissue or cellophane grass in a vinyl merchandising bag. Add a colorful silk flower and/or a pretty bow. And what could be easier than the Satin Hands Set? It's already packaged!

**FOCUS AND FOLLOW THROUGH WILL DO IT ...
IT IS WORTH THE EFFORT!!**