

# PUMPKIN Marketing

## HMMM.. What's pumpkin marketing?

Pumpkin marketing is a fun way to market your business during the fall season! Using the word "PUMPKIN," spell out the perks/reasons for why Mary Kay may be right for women that you schedule team building appointments with.

- P** **President of YOUR OWN company**
- Pay yourself first
  - Prizes and wonderful recognition of a job well done
- U** **are the boss**
- So you get to choose the people with whom you work (don't have to put up with grumbly co-workers)
- M** **Money:**
- 50% (or more) profit – double your money when you invest in inventory
  - 4%-13% commissions earned on team building
  - Additional 13% commissions earned as a Director, plus unit volume bonuses starting at \$500
  - \$50 bonus on new qualified business associates
  - Our company's nationals and top directors are among some of the highest-paid women in the U.S.
- P** **Put yourself in the driver's seat of a BRAND NEW CAR:**
- No lease payment
  - Minimum insurance (Company pays the majority)
  - Or take the cash compensation option
- K** **Keep it simple, sugar:**
- Customers buy from you; you purchase direct from Mary Kay
- I** **Invest in yourself:**
- Inventory for on-the-spot delivery; No 2nd trip; mailing expense or delivery = happy customer
  - Imagine/Dream, the possibilities are endless
- N** **No glass ceiling** to break through – you are already the president and CEO of a major corporation – YOUR OWN!



**EXCITE:**  
holiday consultants by showing them the below break down of what's in it for them when they join Mary Kay and work their businesses this holiday season

## new consultant break down >>

**Invest:** about \$100 plus tax for a Starter Kit.  
**Hold:** 2 Christmas shopping shows per week or facial parties, Holiday Open Houses, or stop-n-shops  
**Profit:** Your **AVERAGE** show will be **\$200+** (conservative total). Many will be much larger, but a conservative average is \$200 each.

**Breaking the profit down:**  
\$400 in sales-50% (cost of product) = \$200 per week in profit - for 5-6 hours October, November, and December=12 weeks  
12 weeks x \$200 profit per week=

**\$2,400  
profit**