

Mary Kay's Marketing Plan + The 5 Basic Needs

How am I wired to make decisions?

1

Words That Resonate:
Fun | Celebration | Adventure

Empowered/Energized By:
Experiences & Laughter

Stressed/Frustrated By:
Monotony + Lack Of Resources

When Need Is Met:
Midas touch | Passionate
Excited to work | Effective

When Need Is Not Met:
Becomes resentful. Checks boxes.
Feels spent or bored.

MK Meets the Need :
Celebration + Experience

2

Words That Resonate:
Connection | Sisterhood
Community

Empowered/Energized By:
Opportunity to Influence +
Make a Difference

Stressed/Frustrated By:
Not being heard.

When Need Is Met:
Happy + Confident

When Need Is Not Met:
Doubts themselves + overly
sensitive to others needs.

MK Meets the Need :
Platform to influence + community.

3

Words That Resonate:
System | Process | Consistency

Empowered/Energized By:
Stability + Certainty

Stressed/Frustrated By:
Unexpected changes.

When Need Is Met:
Peaceful | Able to take
bigger risks + leaps.

When Need Is Not Met:
Anxious + plays small.

MK Meets the Need :
Ability to choose speed + path!

4

Words That Resonate:
Record Breaker | Mastery Champion

Empowered/Energized By:
Competition + The WIN

Stressed/Frustrated By:
Lack of Finish Line + being a part
of the crowd/mundane.

When Need Is Met:
Inner Peace + Confidence

When Need Is Not Met:
Will find a place they CAN win.

MK Meets the Need :
Constant opportunities to win
big/small + short/long term.

5

Words That Resonate:
Flexible | Spontaneous

Empowered/Energized By:
Freedom + Personal Control

Stressed/Frustrated By:
Rigidity + Micromanaged

When Need Is Met:
High Energy + Passionate

When Need Is Not Met:
Feels trapped + appears to
be rebellious

MK Meets the Need :
Everything is a choice
+ unlimited opportunities!

Three Sources of Income

- 1.
- 2.
- 3.

Three Levels of Income

CONSULTANT :

DIRECTOR :

NATIONAL :

Profit on Retail Sales + Reorders

AVG SKIN CARE SESSION : \$ _____ X 8/WEEK
= \$ _____ X 4 WEEKS
= RETAIL SOLD A MONTH

Consultant Profit

50%

Product Cost

50%

Additional Benefits

Career Car Program or Cash Compensation
Product Quality & European Union Testing Standards
Global Leadership Program (nearly 40 countries)
Tax Benefits
Family Security Plan

**Which of these 5 Basic Needs
would mean the most to you to be filled?**