



# HOW TO MARKET THE OPPORTUNITY ON SOCIAL MEDIA

# WHAT IS THE OPPORTUNITY

- It is a retail sales opportunity, selling products to customers.
- Mary Kay offers one of the highest profit potential in retail sales in the industry.
- The profit potential from product sales allows you to make real money in this business.
- Consultants at any of the levels of the career path receive the same discount level – this is a big deal!

# WHERE TO POST ABOUT THE OPPORTUNITY ON SOCIAL MEDIA

Remember the difference between “*doing business*” (commercial/advertising messages) and “*talking about your business*” (informational messages).

## YOUR **BUSINESS** ACCOUNT

### YOUR GOAL:

**Actively soliciting team members.**

### YOUR PLAN: **COMMERCIAL**

Sell product with *commercial/ advertising messages*

### SOCIAL PLATFORMS

- Business pages on any platform
- Closed Facebook Group
- Messenger



## YOUR **PERSONAL** ACCOUNT

### YOUR GOAL:

**Sharing the love for your business.**

### YOUR PLAN: **INFORMATIONAL**

Build trust and credibility with *educational messages*

### SOCIAL PLATFORMS

- Personal profile on any platform
- Facebook groups
- Messenger

*\*Informational and Commercial posts can be shared on **business** accounts*

*\*Commercial posts cannot be shared on your **personal** accounts*

# HOW TO TALK ABOUT THE OPPORTUNITY

- Market the amazing profit potential on product sales.
  - This business is for anyone interested in skin care or beauty.
- Show the flexible and fun parts of your Mary Kay business and how it fits your life.
  - Your post might prompt your followers to want to know more.
- Share stories of friendship, community, and personal development and growth.



Liked by [juliengg.xoxo](#) and others

**janedeau** With a Mary Kay business, you get perks like:

💰 Earn up to 50% profit potential on products sold at the suggested retail price. 🌐 Opportunity to have a personal website, so customers can shop 24/7. 🗄️ Access to 300+ products.

# LIFESTYLE POSTS ON SOCIAL MEDIA

## MARY KAY OPPORTUNITY

*For both informational & commercial posts*

### DO

- ❑ Focus on flexibility and balance.
- ❑ Focus on how your Mary Kay business fits into your life.
- ❑ Be authentic, showcase both the victories/successes and challenges of your business and what motivates you to keep going.
- ❑ Share your accomplishments and recognition you have received.
- ❑ Share your experience in having the support of the strong Mary Kay community.
- ❑ Remember you are in business for yourself, but not by yourself. Share the support and resources that support how you run your business, i.e. Mary Kay Business Apps and a personal website.

### DON'T

- ✗ Talk about earnings at all. Even if you are honest, don't talk about how much you earn or the earning potential of a Mary Kay business online or on social media. This is not a one size fit's all opportunity, and everyone's success will be different. Throwing out numbers on social media without complete context is going to mislead people.
- ✗ Use phrases like "financial freedom"; "full-time"; "career income"; "quit your job"; "be set for life"; or "make more money than you ever thought possible."; "open-ended income"; "replace income"; "debt free"; "unlimited income".
- ✗ Imply through images or otherwise that starting a Mary Kay business could result in a lavish lifestyle: things like "building your dream home", vehicles, vacations, etc. This kind of success is not typical and posts like this could mislead the audience that success like this is easy or guaranteed.
- ✗ Imply a certain level of income or success is likely or guaranteed. Just because something has worked for you, doesn't mean it will be guaranteed to work for someone else. Mary Kay Ash always said, "under-promise and over deliver" which is a great approach to take when sharing the earning potential of the opportunity.

# POST THIS NOT THAT

## “I’M MY OWN BOSS”

Stay compliant when talking about the Mary Kay Opportunity with this as a guide.

### MESSAGE

*You are a self-employed, independent businessperson who sells Mary Kay® products to your customers.*



Liked by juliengg.xoxo and others

janedeau I love being my own boss and selling Mary Kay lets me to do just that.

### ✓ DO POST

“I wake up every day with purpose and the freedom to create my own professional path. #MaryKay”

“To me, the best part about #MaryKay is that there are so many ways to do what you love.”

“I can bring my passion and unique story to my business and have the support of an incredible community. What’s better than that? #MaryKay”

“The way I run my business is all up to me. I love that freedom to do what I love the way I want. #MaryKay”

“I’ve never called this “work” or a “job“. I see #MaryKay as a way to express who I am as a person and a business owner. #Goals”

“My 9 to 5...9am Gym...11am Get ready for the day...1pm Lunch with an old friend...2pm check orders...3pm check in with my team...4pm check on my clients...5pm that’s a wrap! #mymklife #ADayInMyLife”

“What attracted me to #MaryKay? A self-paced opportunity, a passion for beauty, and the opportunity to make new friends.”

“I’ve always loved all things beauty. When I discovered Mary Kay products, I fell in love. Now I run my own business playing with beauty products all day.”

“I’m proud of the business I’ve built from the ground up. I made a plan, I sold the products, I did it all. #MaryKay #Gratitude”

### X DON’T POST

“Be your own boss and start making that six-figure CEO salary you’ve been dreaming of!”

“Make your move to Mary Kay and start making big time money!”

### WHY

*Your relationship with Mary Kay is as an independent contractor, not an employee or agent.*

*You can’t promise the opportunity is risk-free or that they will see ROI immediately. You have to put in the work to get the return on your investment.*

# POST *THIS* NOT *THAT*

## “SELLING MARY KAY IS A FULFILLING BUSINESS OPPORTUNITY”

Stay compliant when talking about the Mary Kay Opportunity with this as a guide.

### MESSAGE

*A Mary Kay business will include great advantages, including flexibility, balance, great product, a cause to rally behind, and of course—compensation.*



Liked by juliengg.xoxo and others

janedeau It was a long journey to get here. But I'm proud of all the hard work I've done to own a successful business.

### ✓ DO POST

“There’s rarely a day that goes by where I don’t feel fulfilled and excited to work for myself. #MaryKay”

“I blazed my own personal trail, but I didn’t do it alone. I’m so grateful to be part of a community of supportive, empowered women. #MaryKay”

“I love my work. Not just because it’s fun, but because it pushes me to be my best self. #MaryKay”

“There’s nothing like the experience of finding where you belong and getting to do fulfilling work every day. That’s what it’s like selling #MaryKay.”

“Whether it’s a first step toward building something bigger or a way to make more connections, your definition of success is the only one that matters. #MaryKay”

### ✗ DON'T POST

“In just your first few years of working with Mary Kay you could be earning up to double what you make annually now.”

**Avoid talking about earnings completely. Avoid the words:**

Financial freedom, income replacement, earning potential, full-time income, residual income, career-level income

### WHY

*It’s exciting to share everything that makes being an Independent Beauty Consultant great, but it’s important to avoid misrepresenting or exaggerating an IBC’s earning potential. Just because you have earned a certain status doesn’t mean everyone who starts a Mary Kay business will too.*

*Sharing what you earn is a personal discussion that should be thoroughly explained and provided proper context, like the consideration of time, effort, and business expenses. Throwing out numbers on social media without this context is going to mislead people, and misleading people like this violates the law (even if that’s not really your intent).*

# POST THIS

## “SELLING MARY KAY IS A FULFILLING BUSINESS OPPORTUNITY”

*Stay compliant when talking about the Mary Kay Opportunity with this as a guide.*

### MESSAGE

*You work hard! Like any business, you can't guarantee the return on investment of another person.*



Liked by juliengg.xoxo and others

janedeau If you want to get more out of what you do, do something that brings you joy. Follow joy and success won't be far behind.

### ✓ MORE IDEAS OF “DO” POSTS

“I’ve always loved all things beauty. When I discovered Mary Kay products, I fell in love. Now I run my own business playing with beauty products all day. Want to learn more about what I do?”

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“I love having the flexibility to drop off orders and then pick my kids up from school.”

“I’m passionate about the products I sell and even more so that they from a company committed to empowering women.”

“Just had a great day. Coffee with my husband, played with my fur baby, took the kids to school, shared some beauty tips and secrets with friends, and met the kids for lunch.”

“My top reasons for selling Mary Kay: I’m passionate about the latest beauty trends, love helping customers find the right products, flexible hours, network of women, company committed to empowering women.”

“The ability to evolve as a business owner and earn more for my family drives me. #MaryKay”

“I never dreamed I would be launching my own business, now I can’t imagine my life before my business. #MaryKay”