

EXAMPLE BUSINESS TRACKING REGISTER

Paying Yourself Back For Product Given Away At Suggested Retail

DATE	ACTIVITY	Retail Product Off Shelf	Product Given Away At Retail / Wholesale	Actual Deposit (Less Tax)	Sales Tax Actually Collected	A	B	C	D	PAY CHECK Take Deposit Minus A, B, C, & D
						Inventory Replacement 50% From Retail Product Off Shelf	Section #2 5% of Deposit Column	PCP 2.5% of Deposit Column	Extra Expense 2.5% of Deposit Column	
	Balance Forwarded	0	0	0	0	0	0	0	0	0
12/1	SCC / Cust. Compact Credit	361.50	61.50 / 30.75	300.00	19.50	180.75	15.00	7.50	7.50	89.25
	NEW Total	361.50	61.50 / 30.75	300.00	19.50	180.75	15.00	7.50	7.50	89.25
12/2	SCC / \$25 Shopping Spree	275.00	25.00 / 12.50	250.00	16.25	137.50	12.50	6.25	6.25	87.50
	NEW Total	636.50	86.50 / 43.25	550.00	35.75	318.25	27.50	13.75	13.75	176.75
12/4	Facial / 10% Discount	102.00	10.20 / 5.10	91.80	5.97	51.00	4.59	2.30	2.29	31.62
	NEW Total	738.50	96.70 / 48.35	641.80	41.72	369.50	32.09	16.03	16.04	208.37
12/5	Reorders / Full Price	50.00	0	50.00	3.25	25.00	2.50	1.25	1.25	16.75
	NEW Total	788.50	96.70 / 48.35	691.80	44.97	394.50	34.59	17.28	17.29	225.12
12/6	Facial / Roll Up Bag	377.00	62.00 / 31.00	315.00	24.51	188.50	15.75	7.88	7.88	94.99
	NEW Total	1165.50	158.70 / 79.35	1006.80	69.48	583.00	50.34	25.16	25.17	320.11
12/6	Gift Certificate Purchased	10.00	0	10.00	0.65	5.00	0.50	0.25	0.25	4.00
	NEW Total	1175.50	158.70 / 79.35	1016.80	70.13	588.00	50.84	25.41	25.42	324.11
12/7	Wholesale Order \$400	0	0	0	-54.60	-400.00	-40.00	0	-7.95	0
	NEW Total	1175.50	158.70 / 79.35	1016.80	15.63	188.00	10.87	25.41	17.47	324.11
12/7	Loan Payment	0	0	0	0	0	0	0	0	-100.00
	NEW Total	1175.50	158.70 / 79.36	1016.80	15.63	188.00	10.87	25.41	17.47	224.11
12/7	PAY CHECK	0	0	0	0	0	0	0	0	-224.11
	NEW Total	1175.50	158.70 / 79.36	1016.80	15.63	188.00	10.87	25.41	17.47	0

The Facts!!!

- During this week, you held only 2 Skin Care Classes & 2 Facials.** The is approx. 6 hours of work with clients. Add 1 hour on for paper work and now you have worked your business a total of **7 hours**. That is a NET profit of 32.02 per hour. * Remember that your current job does not pay you for drive time or gas.
- This pay check reflects your Loan Payment already taken out.** If this were any other week that consisted of the SAME activity, you would have a NET profit of \$46.30.
- Imagine if you conducted this type of activity weekly...** you would earn an average of **\$32 per hour** (\$896.44 per month), you would *pay down* your product loan by **\$400 per month**, you would be ordering **\$1600 wholesale product per month**, you would be an **Emerald Star** at the end of the quarter, and you would be in the **National Court of Sales** at the end of the Mary Kay year.
- REALITY:** *Would you work an additional "7" hours at your job for \$896.44 MORE PER MONTH?*

BUSINESS TRACKING REGISTER TIPS!!

Paying Yourself Back For Product Given Away At Suggested Retail

Tips From The Top!!!

1. **Remember that 50% of the product given away will come out of your PROFIT.** Not out of the 50% of re-investment money for inventory.
2. **Adjust your product given away to Hostesses!** Give your "\$1 gifts with \$5" wrapping & appreciation! Your time is as much of a gift to the Hostess as if FREE product! *They want to feel special and learn tips and techniques that are valuable to their daily routine!*
3. **Only give discounts when it's absolutely necessary!** We have the #1 Brand of Facial Skin Care & Color Cosmetics! We are least expensive compared to any of the department store brands & often compete with other less expensive brands. *Try not to give discounts to friends & family. Remember: Doctors, Dentists, and Lawyers don't. You are here to make money!! If you discount to all of your friends and family you won't make an initial profit and you run the risk of your husband not supporting you with no income.
4. **You may use the Business Tracking Register in the Career Essentials if you DO NOT plan to pay yourself back for product given away.** Your paycheck will increase, however eventually you will "embezzle" product off of your shelf. There is nothing "wrong" with working your business this way. THE BENEFIT: You will have a larger tax deduction at the end of the year. THE DISADVANTAGE: Sometime in your career you WILL have to take money from your personal funds and make a investment to re-stock your inventory lost over the passed year.
5. **IDEA:** You may want to make one \$200-\$400 investment from your personal money to fund "Limited Edition" Items. This way you will not be embezzling from your regular section #1 re-investment when the next quarter rolls around. **KEY FACTOR:** You must move ALL of your Limited Edition items each quarter to order the same amount as your initial investment.

Additional Comments:

The paycheck on page #1 reflects having **Profit Level Inventory**. If you are not currently on Profit Level, then you should be taking your profit after paying your loan, and **applying that directly to your Inventory Replacement UNTIL you have enough product on hand to satisfy your customers and classes held each week.** FACT: Most businesses must work 3-5 years before taking a profit!

On Shelf Profit Level Suggestions:

\$3600: 5+ New Appointments (+ Current Customers) Per Month & Desire To Move Up!

\$2400-\$3000: 3+ New Appointments (+ Current Customers) Per Month & Desire To Move Up!

\$1800: 2 New Appointments (+ Current Customers) Per Month

\$1200: 1 Appointment Per Month

\$600: Personal Use for Immediate Family, NO Desire To Move Up.

****If you have 25-50+ purchasing customers in your base, you will NEED \$3600 on shelf!!***