

Just like we have the MRSCAB acronym and the 6 Qualities of a successful consultant guideline that we use in recruiting and sharing our business opportunity, I am going to give you a list of **6 reasons someone should start their MK business this holiday season**, some of which are going to be objections you are going to encounter these next few months.

#1) TAX Benefits – You get to take the tax deductions for 2015 as if you have been in business all year – it’s like having a baby in December! You can buy YOURSELF tax-deductible gifts like a new camera, computer, iPad, cell phone, whatever big items you can use for your business that you might be wanting or already planning to buy – so you will be SAVING money! If you are traveling to visit family and friends this holiday season, you can take your Mary Kay, practice skin care or glamour with them, hold parties and appointments while you are there, make money, and write off the trip as a tax deduction!

#2) With so many Holiday parties, events, and festivities going on, you can help your friends and family with a New Holiday Look, selling products to both women AND men.

#3) You will get a 50% Discount on your gifts this Christmas when you give Mary Kay products – money that you would already be spending, you can SAVE money by giving MK!

#4) You can Take advantage of last minute shoppers and sales by selling stocking stuffers, gifts, and offering gift wrapping!

#5) January is one of our company’s best sales months! Women will be looking to make their New Year’s Resolutions, which means they are ready for a change. Change usually requires a makeover, and they may have gift money to make their purchases. You can do your training now so you are ready to take advantage of the New Year sales and start building your team with other new consultants that want to change their situation.

#6) During the holidays we are around and meet many people we wouldn’t necessarily know otherwise, so these new acquaintances can be potential customers, hostesses, and team members! The holidays present endless networking opportunities.

So, what we like to say, is that someone can give Mary Kay a “trial run” during October, November, and December, like a “Christmas pilot program” to see if this is something they want to continue with. They can make money to pay for their family’s Christmas, or other financial goal they may have, and at the 1st of the year, decide if they want to continue or if they want to go back to being a customer.