

Use Mary Kay's Target Market

The best piece of advice anyone has ever given to me is to work with women who fall in the "Target Market" of Mary Kay. These women are mature enough to run a business and understand the self-discipline involved to be successful. More importantly, they are women of integrity and are **WILLING** to put forth the necessary effort!

Mary Kay's Target Market: *A woman should fit into 3 of the 5 categories*



1. Have a Full-Time Job
2. Have a College Degree
3. Married
4. Have Children
5. Own or Rent their own Home

So now that you know Mary Kay's "Target Market" you can focus searching for where these types of women spend their time, live, work, play, etc. By working in these areas you will see a strong shift in the strength of your team and the quality they are producing!

SIDE NOTE: *Now, we are taught not to pre-judge and I still feel very strongly about that and you should still continue to offer our products and our career to every single woman. I say this because when I joined Mary Kay, I did not fall into any of the Target Market categories.*