

# Think Pink Consulting

6270 Bay Lane

Flowery Branch, GA 30542

770-965-3676

email: chkoons@bellsouth.net

Dear Mary Kay Directors,

When I started this business my goal was very simple: to help you get out of the office and back with your customers!! Don't waste your time with paperwork! Let me do it for you. I want to help you effectively communicate with your consultants through your newsletter, inactive letters, new consultant packages, special promotions, cards and more! I am a Beauty Consultant (9 years!) who loves this company. I will be your virtual assistant - no need to share your office with me! Thanks in advance for your consideration!

Cindy Koons

Your Communication Specialist

## **NEWSLETTERS**

Basic Package:

**One-Time Set-Up Fee - \$45**

Monthly Fee - \$40

8 pages

Premium Package:

**One-Time Set-Up Fee - \$60**

Monthly Fee - \$50

12 pages

(The four extra pages can be used for unit promotions, special upcoming events, etc.

You provide pages exactly the way you would like to see it in the newsletter.\*)

Printing - \$0.16/side B/W

Mailing - Actual mailing cost + \$8 surcharge each newsletter cycle

You can send me photos of your unit to insert, any special graphics, or unit logo, etc.

I will send you the completed newsletter and you have one FREE round of revisions.

Each revision request after the 1st round will be charged additional fee of \$2. After revisions, you will receive your newsletter in PDF format to email to your unit.

Examples are available upon request!

## **New Consultant Packages**

**One-Time Set-Up Fee - \$50.00**

(This fee covers many things, including any manual typesetting into a usable format.)

**Up to 25 pages (B/W or Color) \$6.00**

Each additional page \$0.15 B/W \$0.25 Color

(Includes assembly into a 3-prong folder)

**Up to 25 pages Coil Bound \$7.50**

Additional service: Mailing - actual mailing cost in

manila envelope + \$1.00 surcharge each

(Notification through email with the new consultant's name and address is required.)

## **Inactive Letters or Postcards: 11, 12, 13, T1, 10 month, 11 month, 12 month**

**One-Time Set-Up Fee - \$15**

\$0.20 per page

I download all inactivity information from Desktop Office Manager when the previous month's reports are ready. The letter includes your contact information, an explanation of the status, bonus product of the month with a picture, if available, to encourage ordering, and "last days to order" info.

Additional services: Mailing - actual mailing cost \$10/hourly rate covers monthly updates to all letters

May include A3 reminder postcards

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## Star postcards

\$1.25 per postcard includes mailing cost

## Birthday and Anniversary cards

\$1.50 per card includes mailing cost and address personally handwritten

I will purchase these from your Director's Order Sheet and have them shipped directly to me.

## Top 20% Packages

Congratulate your Top 20% (or Top 10, etc.) in the unit (based on Seminar Retail Sales) by sending them a fun package filled with ideas and praise!

\$3.50 per package includes printing, manila envelope and "fun" (confetti, candy, etc.)

You email me a congratulatory Cover Letter and 3-5 pages of training/education/ideas. You can even include a "gift", such as a CD or tape - please mail the "gift" at least 2 weeks in advance.

Mailing - actual cost mailing

## Special Promotion Flyers/ Mailings

Custom designed by me based on information you provide -

**\$10/ page Set-Up Fee**

You design the flier and send to me -  
**\$5/ page Set-Up Fee**

Printing - \$0.15 B/W \$0.25 Color  
Mailing - actual mailing cost

I am so excited at the prospect of helping you build your business by allowing you more time to work your business! And building your unit through excellent and proven communication efforts! As we have learned, many women join Mary Kay for the recognition. Give your unit members the recognition they deserve!!

Call me today to discuss your communication needs!

Thanks again!  
Cindy Koons

The hourly rate of \$10 applies to general services not specifically stated on this brochure.

## **"Keep In Touch" Mailing Program**

Stay in touch with your new consultants with my 6-, 8- or 10-week mailing program. We will "build" a mailing program for you designed around what you feel is most important for your new consultants. I do have suggestions and examples for you to choose from for each week. Even if you already have a system like this in place or you have the documents you want to send, this service is still for you!! Allow me to take the paperwork and scheduling out of your office!! I will send a postcard or flyer to your new consultant each week to keep them energized, informed and connected to you!!

Printing - \$0.15 B/W \$0.25 Color

Mailing - actual mailing cost

\$10/hour rate

Design fees may apply