

Welcome to the Radiant Unit!

I am so thrilled that you made the decision to start your very own Mary Kay business! I am so honored to have such a sharp, beautiful woman join our team. I hope you are as excited as I am for you to begin this new journey in your life, If you stick to it, work hard, and trust the process, I promise you will find yourself in a new place of life and loving it, Get ready to make the best friends of your life, have fun, and most importantly put some money in your pocket.

As your director, I am here to answer any questions you may have, teach you the skills of this business, and help lead you to success. Please fee free to contact me whenever you need my help and advice or if you want to share good news with me! My favorite part of my job is getting to build relationships with each and every one of our incredible unit members. That's you!

LOVE,

CALL ME!

INDEPENDENT SALES DIRECTOR



Address: 14632 NW Santa Fe Lake Rd Newton, KS

• Office: 316.453.6515

hbusenitz@gmail.com

Follow me on Instagram: hbusenitz

Friend me on Facebook:
 @Hannah Raye Busenitz

Unit Website: www.radiant-unit.com



DIRECTOR INFORMATION

- Started MK Career: January 2, 2009
- Debuted as a Sales Director: January 2021
- Grand Achiever Unit
- Court of Sales 1 time
- Court of Sharing
- Star Consultant 10 quarters



UNIT INFORMATION

Unit Number: 03G1

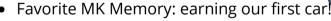
Seminar Division: Sapphire

Senior Director: Amy Hayes

National Sales Director: Deb Wehrer

Senior National Sales Director:





Before MK: newly married,

Favorite Food: tacos or pizza

Hobbies: traveling, hiking, running, drinking coffee

• My Enneagram Number: 3

People would be surprised that I: hunt w/ hubby

 Best Advice I've Received: Never give up. Copy the right cat!

 What I love about My MK Business: Flexibilty to be a SAHM

 Best Advice I would give a new consultant: Never Qui No matter what!













FUTURE PINK CADILLAC UNIT









Red Jacket Hive
Goal: 6

enior onsultants Goal: 8

MK "WEDDING" LIST

Brainstorm your contact list here! Here are women I suggest to write down:

-Female family members-Women you enjoy spending time with	-Women you know through your kids-Women you went to school with
-Women you admire or look up to	-Women you work(ed) with
-Women who's businesses you frequent	-Women you go to church with, etc.
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3	38.
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5	40.
6	41.
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MK "WEDDING" LIST Cont

-Female family members

-Women you enjoy spending time with

Brainstorm your contact list here! Here are women I suggest to write down:

-Women you know through your kids

-Women you went to school with

	-Women you admire or look up to	-Women you work(ed) with
Г 1	-Women who's businesses you frequent	-Women you go to church with, etc.
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CHECKLIST #	<i>‡</i>]		
Let's	Get Co	nnecte	d!
	er:My ome Gift Deadline:	Intouch Password:	
Download the BOARE Radiant Unit Faceboo Brainstorm 100 "wed	OS APP (User-Go to New ok page- turn on notific	ations in this packet send a p	.com) ic to Hannah 316-453-6515
CHECKLIST #	2		
		t Bonu	ses!
& Bonuses Mary Kay Free Product!) Watch "Something to Complete Product Play Make 24 Hr. Inventory Place your 1st Product ***Within 1st 15 Day **Within 1st 2 Month	has for you! (Skipping t Sell" video anning worksheet on p y Decision for our Unit	this step could result ing 3 of Ready, Set ,Sell book Heart Necklacetance of your Director could be duct!	
Schedule your family &	friends party & place firs	st order to arrive in time f	or your party
Date:		Place:	
As my new sensultent sift to		Spa Packets	co to 10 of vour fovorite poople
1.	you, I would love to sell	6.	ks to 10 of your favorite people
2.		7.	
3.		8.	
4.		9.	
5.		10	

CHECKLIST #3



CHECKLIST #4









- Complete Legal Education Module on Intouch= Earn Legal Consultant Designation for website & business cards
- Become familiar with Mary Kay InTouch! Click on the Product Central Tab experimenting with the ingredient & product search engines!

Clinical Solution Consultant Designation for website & business cards

Text Hannah when as you complete these Certifications to earn your Bling Buttons!

CHECKLIST #5 Let's Sell Work with your Director to complete your first 9 Faces + 3 Sharing + \$300 in sales= 1st Triple 3 Buzz Box PLUS your Designer Pearl Earrings! Keep Going! Complete your next 9 Faces + 3 Sharing + \$300 in sales = 2nd Triple 3 Buzz Box PLUS Your Designer Pearl **Bracelet!** Keep Going! Complete your next 9 Faces + 3 Sharing + \$300 in sales = 3rd Triple 3 Buzz Box PLUS Your Designer Pearl Necklace! EARN YOURTRIPLE 3 buzza ba Earn your Triple 3 Buzz Box each time you complete a Triple 3!

Triple 3 to your Director throughout the month and your prize will be mailed immediately!



CHECKLIST #6

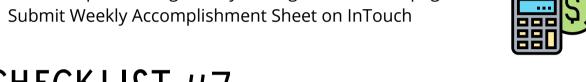
After Appointment Money Management & Customer Service

Watch the Party Recap videos on our Radiant Unit Website	Watch the Part	Recap videos o	n our Radiant	Unit Website
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Assemble your Customer Service Notebook & process your profile cards and sales tickets

Deposit all monies into MK checking account

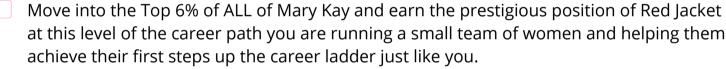
Calculate profit using Money Management Sheet- page











Earn an Exclusive Red Jacket Celebration at the meeting where YOU will be celebrated in style for all you have accomplished!

Earn an invite to our weekly Red Rally Meetings and exclusive trainins

Earn a beautiful Red Designer Handbag as a 1st time Red Jacket



Boards

Be sure to download the BOARDS App and check out all of the great info on our Radiant Unit Board!

TEXT "Boards" to 316-453-6515 to get the link!

Consultant Skin Care Party Packing Checklist

PACKING LIST

Giveaways
Profile Cards*
Starter Kit Flyer
Hostess Flyer/Packet
Pens
Look Books*
Sales Tickets*
Cotton Rounds & QTips
Mascara Wands*
Facial Cloths*
mirrors, trays & Inserts*
Calculator
Closing Tri Fold

**Starred items are in your starter kit





Example of how your place setting can be set

DEMO ROLL-UP BAG CONTENTS

pocket 1

TW 3D Cleanser (N/D) *

TW 3D Cleanser (C/0)*

TW 3D Day cream (n/d)*

TW 3D day cream (c/0)*

TW 3D Night cream (n/d)*

TW 3D night cream (c/0)*

TW 3D eye cream

pocket 2

skinvigorate brush

oil free eye makeup remover *

microdermabrasion set

samples*

foundation primer

pocket 3

satin hands *

satin Lips

pocket 4

cc Creams *

LOVE IT, FILL IT,

ultimate mascar USE IT, REPEAT!

translucent powder *

lip gloss

optional items to consider

charcoal mask, foundation

brushes,

indulge eye gel, 3d foundations

Purpose of the Launch Party

1. To debut your Mary Kay business.

2. To announce to your family and friends you are starting a BUSINESS & you will have product to service them.

ends Launch Par

CONSULTANT CHECKLIST FOR BEFORE THE PARTY



SCHEDULE YOUR LAUNCH PARTY

Schedule within your first 2-3 weeks of business. You will want to plan to have your inventory in stock before the Launch Party. Hold Launch Party in your home, preferably, because it is a warmer, friendlier environment. Hotels, library rooms, apartment club houses or a friend's home are alternate choices. Virtual is also an option

INVITE FROM YOUR "WEDDING LIST"

This should be a minimum of 40+ people. From 50 invites (You can expect 5-10 to attend with proper follow-up). Check the Booking Script section to book those who can NOT attend to help you with your 30 faces goal!

CALL/TEXT EACH GUEST Your attendance will be in direct proportion to the number of guests that you personally speak with 24 hours prior to the event. Remember if they cannot come to your Launch Party, you'll want to either schedule an appointment with them and/or invite them to the next unit event. Use the text script on Booking Scripts "NC Debut Text Series", for those who can't attend to book them for a later date.

48 HRS PRIOR TO PARTY - SEND RSVP LIST TO DIRECTOR/RECRUITER WITH NAMES & NUMBERS Use script on Booking Scripts~ Business Launch

TEXT REMINDER TO ALL RSVP'S THE DAY BEFORE YOUR LAUNCH PARTY TO CONFIRM THEM

CONSULTANT CHECKLIST FOR THE DAY OF THE PARTY

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Delegate the hosting/serving to someone special in your family or a close friend so you can be focused on helping your guests to schedule appointments

MARK YOUR DATE BOOK

with everything that you have going on in your life. Then highlight the times and dates that you have dedicated to your Mary Kay business.

DRESS PROFESSIONALY IN A SKIRT OR DRESS

HAVE THE FOLLOWING SUPPLIES AVAILABLE

- Pens and profile cards on hand for each guest to complete as they arrive
- Look Books stamped with contact information
- Sales tickets and a calculator
- 3 wrapped product gifts from your inventory

Your recruiter/director will arrive 1/2 hour before the party. She will help you make sure everything is set up properly.

WHAT YOU CAN EXPECT DURING THE PROGRAM:

- All the guests will introduce themselves, tell how long they have known you and what their experience with Mary Kay has been
- The recruiter/director will share her "I" story and some facts about MK
- Everyone will receive a facial that day (if there are over 8 people, the program will not include facials, everyone attending will be booked for a facial or party). You will be offering a makeover for everyone at their second appointment or party.
- At the close, guests will have an opportunity to earn chances for door prizes by making a purchase, scheduling a facial and/or party and booking a practice sharing appointment with you.

BOOKING SCRIPTS Business Launch:





NEW CONSULTANT LAUNCH PARTY (SERIES)

Initial Text

"Hey friend! Quick guestion - are you free on the evening of April 21? Text back when yo get a minute to chat! I recently started teaching skincare & makeup w/ Mary Kay & my launch party is that night! I wanted to invite you as my guest. Would you be offended if I asked you to be a practice model for

(insert invite ipeg)

****if she isn't free on that date, book her for a private time****

"I totally understand! I could still use your help! Part of my first challenge is to facial 30 women in my first 30 days! Is there are reason why I couldn't borrow your face to practice on?! Its fast, free and painless I promise!"

(She answers Yes)		
(Sine anishers res)	Perfect! Thank you so much! Are you free on _	?
"Okay awesome! We will meet	at! One last fun thing! To reach my	/ 30 I could totally use a few extra faces
if you can think of anyone that	t would like to join you (mom, sister, bff, etc) I'll	have a sweet surprise waiting for you!

Common Q's

Q: "What will we be doing?"

A: We will do a hot towel facial, hand and lip exfoliation and a spa treatment (microdermabrasion/charcoal mask etc.) & Custom Foundation Matching! It will be so much fun!

48 HOURS PRIOR TO LAUNCH / PREPROFILING SCRIPT

"Hey Susie!! I am so excited to pamper you tomorrow!:) I am getting a final head cout to make sure I have enough snacks & drinks! Is there any reason you won't be able to make it? It will mean so much to have you there!

"I have a few questions to ask you to make set up easier and faster! Do you mind answering them? 1. What is your skin type? (dry, oily, combo)

2. Is there anything going on with your skin currently that you would like to change or that I can help you with?



2 + 2 + 2 FOLLOW UP SCRIPT (NEW CUSTOMERS)

(2 + 2 + 2 is the formula that Mary Kay Ash created herself for following up with customers. Follow up in 2 days to make sure they are using/loving their new products, 2 weeks to make sure the formula is correct for her and they don't have any questions or concerns and 2 months to make sure they aren't running low on anything).

2 Day Love Text:

____! Its Tonya w/ MK! Just wanted to send you your first LOVE text to make sure you have opened all of your products and you are loving them!

2 Week Love Text:

"Hey _____ just checking in to see how is everything going so far with your _____ & ____ (skincare, color, etc) Are there any questions or concerns I can answer for you?

*****ADD****** if not rebooked for color appt yet ****

"I just realized we never booked your custom glam appt that I owe you! I could totally squeeze you in in the next couple of weeks! Do daytime or evenings work better?

2 Months Love Text:

"Hey _____! This is your 2 month check in, Just checking in to make sure you are still loving everything & not running low on anything yet!

A+ CUSTOMER SERVICE GUIDE + Customer Servi

Step 1: Purchase Materials & Assemble Binder

- 2" Binder
- 37 Clear Page Protectors
- 36 Post It Tabs
- A+ Customer Serive Guide & Scripts printed out and placed in first
- Download the free MK MyCustomers App.

Step 2: Process MK Profile Card

1. Enter Profile Card information into MyCustomers on Intouch or MyCustomers App - if you entered or edited in one, the information will automaticall be snet to the other



After an order is placed:

- 1. Fill out Sales Ticket on the MyCustomers App digitally or on the paper Sales Ticket (Enter into MyCustomers to populate Weekly Accomplishment Sheet
- 2. Place the Profile Card and Sales Ticket (if not done digitally) in next weeks page protector to follow up on their purchase. See scripts on next page.
- 3. After the weekly follow up, plcace the Profile Card and Sales Tickets in Page Protector 2 months from current date to follow up. See Script on next page.
- 4. After 2 month follow up, place Profile Card and Sales Tickets in Page Protector 3 months from current date
- 5. continue contacting every 3 months.
- 6. If customer hasn't ordered in over a year- you may choose to pull them from your system and file them in alphabetical file of previous customers.

B.

If an order isn't placed:

- 1. Put the Profile Card in the Page Protector2 months from current date. Script to follow up on next page.
- 2. If she places an order put her into Step A above.
- 3. If she does't purchase place her Profile Card in the Page Protector 3 months from current date.

The Virtual Spa Facial Pampering in PACKAGE

Step 1: The Packet









Fits in a letter size envelope with one stamp



Timewise Miracle 3D or Timewise Repair Skincare Sample + Microdermabrasion Sample + Pampering in a Package Trifold

Step 2: Booking the Appointment

HI Nancy, I'm sending out Mary Kay spa-like Pampering Packs this week, and I so thought of YOU! It's totally free, would you like one?

OK great!, who doesn't need some pampering! I am also offering to treat you to the Spa Facial in person, or I can send the pack and we can jump on Zoom to go over it, what works best for you?

Great, I'll get it sent right out and we will find a time to go over it on Zoom– its super fast and kind of fun to do a quick facial together. Text me if you get it before I check back with you to set up our Zoom. Is your skin more normal/dry or combo/oily?

Ok great, I have a few more Spa Pampering Packs to give out, do you know anyone else who would love a little selfcare? Or (if in person) Would you like to bring a friend or two to your facial?

Step 1: How to book your Step 2: Offering an in person

first facials or virtual facial if local

Step 3: Virtual Facial Response

Step 4: Asking for referrals or booking a party

Step 3: The Agenda

"Welcome to your virtual spa facial, thank you so much for taking the time to meet us on Zoom, I can't wait for you to experience a little pampering right from home. Be sure you have your sample packet and 2 warm wash clothes."

- 1. Demonstrate Oil Free Eye Makeup Remover
 - Oil Free Eye Makeup Remover- This unique, two-phase product gently removes even waterproof eye makeup without rubbing, pulling or tugging.
- 2. "Take out your skincare sample strip, tonight you will get to experience our Miracle 3D or Timewise Repair Skincare Set" The Miracle 3D Skincare Set is powered by our exclusive patent-pending Timewise Age Minimize 3D Complex, the set helps defend, delay and deliver for younger-looking skin. It's a full spectrum, three dimensional approach to help minimize the appearance of skin aging so you can look younger longer.

The Timewise Repair Skincare Set is a skincare powerhouse that reduces the look of deep lines and wrinkles, restores youthful volume, reveals more even skin tone and targets the advance signs of aging.

- **3.** "Open up your first step, the cleanser, and apply to your face"
- The 4-in-1 3D Cleanser achieves four skin-loving benefits: 1-removes complexion-dulling impurities 2- leaves skin feeling clean 3- exfoliates 4- brightens the skin.
- The Timewise Repair Foaming Cleanser is like washing your face with a a silk cloud, this whipped foaming face wash provides a deep but gentle cleansing while maintaining moisture balance and renewing skin radiance.
- 4. "Remove cleanser with warm washcloth and open up the REFINE step of the Microdermabrasion Set. Apply the Refine Step to the skin with a little water and use small circular motions to physically exfoliate the skin, use warm wash cloth to remove refine step and follow with Pore Minimizer"

The Microdermabrasion Plus Set provides deep exfoliation giving the look of polished younger skin and significantly smaller pores. Step 1-REFINE Step contains aluminum-oxide crystals that roll over the skin to remove dead skin cells that are ready to be sloughed off Step 2-PORE MINIMIZER contains Persian silk tree bark extract and soy bean extract to tighten the skin and shrink pore size, sea whip extract and evodia fruit extract calm the skin.

5. (if using Timewise Repair Set) "Apply Lifting Serum to face and throat"

Timewise Repair Lifting Serum is clinically shown to visibly lift skin and reduce the look of deep lines and wrinkles, improving skin elasticity and firmness, tightens the appearance of sagging skin and gives facial contours a firmer lifted look.

6. "The next step in your skincare packet is the Day Cream, we won't be using this tonight, but you will want to use it in the morning after you cleanse"

Timewise Age Minimize 3D Day Cream with SPF 30 is a moisture-replenishing cream that helps delay visible signs of skin aging, provides broad spectrum UVA/UVB protection and re-energizes skin's natural glow. It helps improve the look of fine lines and wrinkles, even the skin tone and moisturizes for 12 hours.

Timewise Repair Volu-firm Day Cream with SPF 30 is a rich cream formulated to help protect against future damage, restores skin's youthful cushion, evens skin tone and increases skin moisture for 12 hours.

7. "The next step in your skincare packet is the Night Cream, open and apply to face and throat"

Timewise Age Minimize 3D Night Cream goes to work while the skin is most able to rebuild its reserves, the moisture-replenishing cream re-energizes skin's natural youthful glow and helps reduce the look of fine lines and wrinkles. Moisturizes for 12 hours. **Timewise Repair Volu-firm Night Treatment with Retinol** accelerates cell turnover, restores skin elasticity and firmness and fights the appearance of deep lines and wrinkles as you sleep. Hydrates skin for 12 hours.

8. "The last step in your skincare packet is the eye cream, open and apply gently the the eye area"

Timewise Age Minimize 3D Eye Cream helps improve multiple visible signs of aging and fatigue, reduces the appearance of dark circles, puffiness, fine lines and wrinkles. Skin looks firmer and brighter.

Timewise Repair Volu-firm Eye Renewal Cream reawakens tired eyes, giving them a lifted look, reduces the appearance of sagging skin, crepiness, dark circles and puffiness. The unique Zamac applicator stimulates microcirculation and helps diminish puffiness.

9. "That is your bedtime skincare routine, how does your skin feel? Can you see and feel a visible difference? We love how you can feel a difference after just one application of our Skincare Set! Imagine how great your skin will feel after a few weeks of taking care of your skin with these amazing products!"

Step 4: The Close

"Take out the **Pampering in Package** Trifold or follow along the Zoom screen share as I show you some specials we have for you tonight, to say thank you for joining us. (go through skincare, supplement and beauty sets on trifold) There are 3 quick questions I have for you to answer on the back of the trifold, after you have answered the 3 questions you can put your answers in the Zoom chat or send me a quick picture of your trifold and you will receive a \$5 Gift Certificate to use tonight on your order. (go over 3 questions, go over hostess program and share quick I-Story) I want to remind you about a few things that are unique to Mary Kay. We have a 100% Satisfaction Guarantee, I have a full inventory of products so I can get your order sent right out and I look forward to being Mary Kay consultant to help you with all of your skincare and color needs. Thank you again for joining us tonight to enjoy some pampering!"

Step 5: The Follow-up

Thank you so much for joining me for some pampering on Zoom, what was your favorite part? Don't forget to send me a picture of your 3 questions on the back of the trifold for \$5 off your order tonight! I'm texting you a link to our Look Book too, let me know if you have any questions!

(if they didn't book a party)
I'd love to send a Pampering Pack to three of your besties from you!
Who are the 3 friends you would send one to? Text me their names and I'll reserve a pampering pack for them!



Here's the link to the Look Book, current Look Book will always be updated , link stays the same:

Http://vipeurl.com/58miqk6

ctivity Status What does being "Active" mean?









Active:

BEING AN ACTIVE CONSULTANT MEANS THAT YOU HAVE PLACED A MINIMUM OF A \$225 WHOLSALE ORDER AND YOU HAVE EARNED YOUR 50% DISCOUNT! YAY! (WHEN YOU'RE NEW, YOU WILL MOST LIKELY ORDER MORE THAN \$225 TO STOCK UP ON INVENTORY AND TO EARN FREE STUFF! DOUBLE YAY!)

HOW long Will I be Active?
YOU ARE CONSIDERED ACTIVE FOR THE CALENDAR MONTH THAT YOU PLACE THE ACTIVE ORDER AND THE FOLLOWING TWO MONTHS AFTER IT FOR A TOTAL OF 3 CALENDAR MONTHS. EXAMPLE: SUSIE PLACED A 4600 WHOLESALE ORDER IN JULY. SHE WAS ACTIVE IN JULY, AUGUST AND SEPTEMBER. IN SEPTEMBER, SHE PLACED A \$225 WHOLESALE ORDER. SHE REMAINED ACTIVE FOR SEPTEMBER, OCTOBER AND NOVEMBER.









What Happens If I become Inactive?

YOU ARE CONSIDERED IINCACTIVE IF YOU GO 3 CALENDAR MONTHS WITHOUT PLACING A MINIM OF A \$225 WHOLESALE ORDER. NOTHING BAD HAPPENS TO YOU IF YOU ARE INACTIVE! YOU JUST WOULD NOT GET A 50% DISCOUNT ON ANY ORDER LESS THATN\$225. IF YOU PLACE A \$225 ORDER, YOU WILL RECEIVE YOUR DISCOUNT AND BE ACTIVE AGAIN FOR THE NEXT 3 MONTHS. THE GOOD NEW IS, BECAUSE YOU GET THE DISCOUNT YOU WILL RECEIVE \$450 WORTH OF PRODUCTS FOR THE AMAZING PRICE OF \$225! YAY AGAIN!

EXAMPLE: SUSIE FELL INACTIVE BECAUSE SHE HADN'T PLACE AN ORDER FOR AT LEAST 3 MONTHS. THE GOOD NEWS IS, SHE COLLECTED A FEW SALES AND PLACED A \$225 WHOLESALE ORDER. REACTIVATING HER FOR THE NEXT 3 MONTHS. NOW SUSIE CAN ORDER ANY AMOUNT OF THE PRODUCTS AND ENIOY A DISCOUNT...NO MINIMUM REQUIRED.

In A Nutshell:

IF YOU WOULD LIKE TO ALWAYS REMAIN AN ACTIVE BEAUTY CONSULTANT, FOCUS ON PLACING YOUR ACTIVE ORDER AT LEAST EVERY OTHER ONTH AND YOU WILL NEVER HAVE TO WORRY ABOUT IT. IT'S EASIER THAN YOU THINK! YOU COULD MAINTAIN YOUR ACTIVE STATUS BY SIMPLY HAVING ONE PARTY EVERY 2 MONTHS. YOU WILL GET A TEXT FROM HANNAH THAT WILL REMIND YOU WHEN YOU NEED TO PLACE YOUR NEXT ORDER!

To Remain A Beauty Consultant: YOU WILL NEED TO PLACE A \$225 WHOLESALE ORDER AT LEAST ONCE.A YEAR. IF YOU GO 12 MONTHS WITHOUT PLACING AN ACTIVE ORDER, YOU WILL LOSE YOUR BEAUTY CONSULTANT STATUS. YOU COULD EASILY SIGN BACK UP INTO OUR UNIT IF YOU WANTED TO PICK YOUR BUSINESS BACK UP. A \$225 ONCE A YEAR IS SO EASY!!! YOU COULD EASILY DO THAT ONCE OR TWICE A YEAR TO RECEIVE YOUR PERSONAL BEAUTY PRODUCTS AT OUR FABULOUS DISCOUNT!

Deposit my money into...

MONEY MANAGEMENT

MK Checking Acct. to reorder products Personal Checking Acct. for personal expenses. MK Savings Acct. for events/ office supplies.

		SUBTOTAL		TOTAL	TAX	MK	PROFIT	BUSINESS
DATE	CLIENT	(FULL RETAIL)	DISCOUNT	(SUB-DISC)		50%	40%	10%
								_
		Subtotall:	Discounts:	Total :	Tax :	My Profit :	Reorder :	Business :
		Jubiotali	DISCOULIES	TOTAL	I un			DUJII 1033

IF NO DISCOUNT IS GIVEN

SUBTOTAL x .50 = MK 50% SUBTOTAL x .40 = PROFIT 40% SUBTOTAL x .10 = BUSINESS 10%