

## Mary Kay Marketing Plan Poem by Kelli Anderson

Our founder Mary Kay Ash, and her children three  
Began our great company in 1963.  
For in her heart she had a dream,  
Divinely inspired it would seem.

She wanted opportunity for women the world over,  
To put God first, family second, career third-in that order.  
She wanted her company to live the Golden Rule,  
To treat others as you'd want to be treated.  
A lesson lost in school.

She believed in women, and knew that they could be,  
All that God intended, if given the opportunity.  
The bankers, and lawyers and "powers that be",  
Tried to discourage her and said it can't succeed.

Of course, they were wrong, as it is plain to see,  
For our marketing plan's now taught at Harvard University!  
Mary Kay, in her wisdom, knew cosmetics was the key,  
empowering women with confidence by making them feel pretty.

Now the ripple effect is felt far and wide  
To the husbands and children, and their own self pride.  
Enriching the lives of women, that's what we love to do  
Giving back to Mary Kay by sharing this with you!

A home based business is what everybody needs  
For tax saving reasons, the experts all agree.  
Unlimited advancement, recognition, and flexibility,  
Are all great reason to join our company,  
But the best perk of all is to drive a car for FREE!

It only takes \$100 dollars for you to get your start,  
And wouldn't you agree we spend that much  
Each time we're at Walmart?  
So take a chance. Go for your dreams.  
I'll hold your hand the whole way.  
You'll never know if you don't try  
Become a consultant TODAY!

That's it. I'm done. I hope you listened well  
'cause now there is a prize at stake if you can remember and tell  
The answers to the questions, two points for each one right  
The prize is great so don't give up  
Who'll be the winner tonight!

1. How many children did Mary Kay have
2. What year did she start our company
3. What were Mary Kay's priorities
4. What was the rule she built her company on
5. What school is our marketing plan taught at
6. Name three reasons women join Mary kay
7. How much does it cost to get started