

Worthy News



February 2014 Newsletter, January Results

Top Queens!



Queen of Wholesale:

Callie J. Burnside

Queen of Sharing:

Tracie F. Jones

Ordering Deadlines for Feb

- 27: Last day for phone orders
- 28: Last business day

Important Promo Deadlines

- Quarter 3 Star Consultant quarterly contest (Dec 16 - March 15, 2013)
- Star Consistency Challenge (June 16, 2013 through June 15, 2014)
- Class of 2014 (through July 1, 2014)

MARY KAY®
MAKEOVER DAY
March 8, 2014

Get ready for the next **Mary Kay® Makeover Day!**

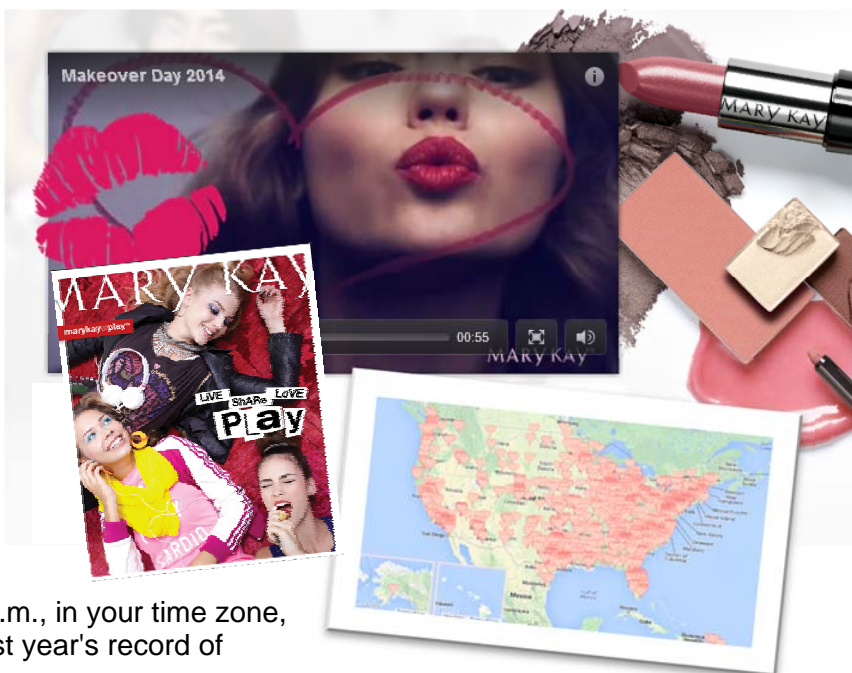
On March 8, International Women's Day, you'll once again have the opportunity to help Mary Kay break the record for conducting the most makeovers in one day. That means you'll want to start now by booking parties and makeovers to be held on March 8.

Here's what you need to know:

On March 8, from 12:01 a.m. through 11:50 p.m., in your time zone, the challenge is on. The goal is to beat last year's record of 44,250 makeovers.

To make sure your numbers count, you'll want to opt in for text alerts from Mary Kay first – and it's a snap. Just go to *Mary Kay InTouch®* > Texting Preferences and complete your opt-in with the simple two-step process.

You can text us each time you complete a makeover on March 8, and your numbers will be added to the total.



I am successful because...

I am successful because I have found the life I love and I have been courageous enough to live it. I am successful because I have the will to win and the will to be an active participant in the victory.

I am successful because I have the ability to produce outwardly all of the talents and gifts that I possess inwardly. I am successful because I live the life I want and I want the life I live. I am successful because I know the rules of the game and I play better than anyone else.

I am successful because I surround myself with success-conscious people. I am successful because I recognize the opportunities that exist in every obstacle. I am successful because I have stretched the boundaries of my belief and condensed the boundaries of my excuses. I am successful because I am willing to pay more for what I want than I've paid for what I have.



by Sean Key

On Target Stars



Third Quarter Ends—March 15, 2014

	Total	Sapphire	Ruby	Diamond	Emerald	Pearl
CALLIE BURNSIDE	\$3,283.00	*****	*****	STAR	\$317.00	\$1,517.00
JOHNNIE STEPHENS	\$1,043.00	\$757.00	\$1,357.00	\$1,957.00	\$2,557.00	\$3,757.00
TRACIE JONES	\$1,038.00	\$762.00	\$1,362.00	\$1,962.00	\$2,562.00	\$3,762.00
DEBRA FOSTER	\$801.50	\$998.50	\$1,598.50	\$2,198.50	\$2,798.50	\$3,998.50
CHRISTINE WATKINS	\$602.00	\$1,198.00	\$1,798.00	\$2,398.00	\$2,998.00	\$4,198.00
MONIQUE BROWN	\$601.50	\$1,198.50	\$1,798.50	\$2,398.50	\$2,998.50	\$4,198.50

Who will be our next Star?

Here's how to be a star* you can totally do it!

Here is a break down of the qualifications in order to achieve Star Consultant Status in one quarter.

SAPPHIRE STAR

\$1800 WHOLESAL

RUBY STAR

\$2400 WHOLESAL

DIAMOND STAR

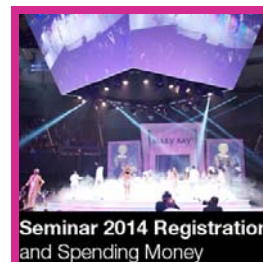
\$3000 WHOLESAL

EMERALD STAR

\$3600 WHOLESAL

PEARL STAR

\$4800 WHOLESAL



RECRUITERS and their team!

* You are currently inactive. It only takes a \$200 wholesale order to get back on track!
#T Status

DIQS

Recruiter :C. Burnside
Meneatrice Choice
Diane J. Clardy
Cathy E. Clay
Regena G. Coleman
Lonjita Dorrah
Debra J. Foster
Terrence L. Gallman
Vivian Y. Hamilton
Willie F. Henley
Peggy A. Nance
Syntheia S. Payne
Tara Ramirez
Alasia L. Rice
Faye Calhoun
Latoya R. Gary
Valerie Glenn
Donald Jones
Shadrika L. Rapley
Sarah S. Shelton
Angela W. Shortt
Cristy A. Simpson
Uytaria Whitmore
Sylvia D. Pulley

Star Team Builders

Recruiter :Debra J. Foster
Johnnie M. Stephens
Christine V. Watkins
Trudy A. Williams

Senior Consultants

Recruiter :Beverly D. Adams
Felicia L. Langley
Bridget S. Mangle
* Cassandra Garrett
* Catreecha McCray
Jasmine Brock

Recruiter :Tabatha V. Bluford
Veronica Black
Franca Paulino
* TyKeshia McElveen
Pamela D. Jones
Roberta Mazyck

Recruiter :Tracie F. Jones
Monique M. Brown

Recruiter :Trudy A. Williams
Svetlana Parchuk

WELCOME NEW CONSULTANTS! JANUARY!

Starting Something
Beautiful....

From

Sharing Dreams...

Anne M. Brooks
Monique M. Brown
Donald Jones
Latisha Murray
Uytaria Whitmore

CHARLOTTE, NC
CHARLOTTE, NC
GREENVILLE, SC
CHARLOTTE, NC
LAURENS, SC

S. Byrd
T. Jones
V. Hamilton
S. Byrd
M. Choice

Welcome to our Unit!



It is almost here!

WOO HOO! It is almost time for Career Conference! Are you excited? Make sure that you mark your calendars, plan your location and join us for Career Conference 2014!

Registration Opens:

Feb. 3, 2014, at 8:30 a.m. CT through Feb. 28, 2014, for NSD personal unit members

Feb. 4, 2014, at midnight CT through Feb. 28, 2014, for the first week (March 21-22 and March 23 - 24) of Career Conference 2014 cities

Feb. 7, 2014, at midnight CT through Feb. 28, 2014, for the second week (March 28-29 and March 30-31) of Career Conference cities

Registration Fee:

\$90 received in Special Events by Feb. 28, 2014



Now is the time to become a Director!

NEW CAREER CAR OPTION FOR SALES DIRECTORS ONLY!

If you have wished that you had NO car payment, than being a car driving director might be for you!

If you have wished that you could drive a LUXURY vehicle, than being a car driving director might be for you!

If you have wished that you could multiple your income, than being a car driving director might be for you!

Look who invested in their business!

Name	Amount
Callie J. Burnside	\$1,351.00
Tracie F. Jones	\$629.50
Christine V. Watkins	\$602.00
Monique M. Brown	\$601.50
Debra J. Foster	\$600.50
Johnnie M. Stephens	\$410.00
Vivian Y. Hamilton	\$327.00
Svetlana Parchuk	\$222.50
Peggy A. Nance	\$209.00
Meneatrice Choice	\$202.50
Kishandra B. Davis	\$200.25
Willie F. Henley	\$169.00
Tabatha V. Bluford	\$132.00

Avoiding Postponements and Cancellations!

by Senior National Sales Director
Candy Carlson



Why bother to PRE-PROFILE? BECAUSE PRE-PROFILED CLASSES RARELY CANCEL OR POSTPONE!

Offer your hostess AN EXTRA, GENEROUS GIFT for giving you the names and phone numbers of the guests she has invited SEVERAL DAYS before the event!

It may surprise you to learn that the MAIN REASON to pre-profile has NOTHING TO DO WITH KNOWING WHAT TO BRING

to the class. After all, a class isn't that complicated. There aren't that many variables. Most consultants can handle the class just fine by showing up and having the guests fill out their Beauty Profiles on the spot! **And that's why so many consultants don't bother to pre-profile.**

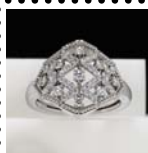
THIS IS A HUGE MISTAKE! YOU WILL AVOID ALMOST ALL POSTPONEMENTS AND CANCELLATIONS WHEN YOU MAKE IT A HABIT TO PRE-PROFILE EVERY PARTY AND CLASS! NO EXCEPTIONS!

Congrats!

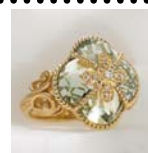
St. Patrick's Day Ideas!

Here are some WONDERFUL marketing and selling ideas to capitalize on the upcoming holiday of St. Patrick's Day, Monday, March 17.

- Highlight the "eyes of March" by offering eye makeup specials and special eye makeup advanced color techniques
- Marching into St. Patrick's Day/Spring with a new look—offer customers a new Spring look
- Be Beautiful, Be Bold, Discover your True Beauty, your own Pot of Gold—another great way to market NEW LOOKS for Spring
- Offer LUCKY YOU! goodie bags, maybe throw in a gift certificate for \$5 off, a green eye shadow (so she doesn't get pinched!!) and your business card
- Display a "POT OF GOLD" at your skin care classes, putting objects that represent the acronym of MRS. CAB in the pot. Go through MRS. CAB, pulling out different objects from the POT OF GOLD to represent the different portions of MRS. CAB



TOP COURT OF SALES



7/1/2013 - 6/30/2014

1	Callie J. Burnside	\$17,921.00	\$2,189.00	\$20,110.00
2	Tracie F. Jones	\$11,833.50	\$1,879.00	\$13,712.50
3	Debra J. Foster	\$9,022.50	\$620.00	\$9,642.50
4	Christine V. Watkins	\$7,805.00	\$335.00	\$8,140.00
5	Tabatha V. Bluford	\$4,654.50	\$496.00	\$5,150.50
6	Johnnie M. Stephens	\$3,793.50	\$493.00	\$4,286.50
7	Vivian Y. Hamilton	\$2,835.00	\$45.00	\$2,880.00
8	Meneatrice Choice	\$1,788.00	\$44.00	\$1,832.00
9	Alasia L. Rice	\$1,225.00	\$234.00	\$1,459.00
10	Beverly D. Adams	\$1,170.00	\$233.00	\$1,403.00



TOP COURT OF SHARING

7/1/2013 - 6/30/2014



1	Callie J. Burnside	2	\$246.55
2	Tracie F. Jones	1	\$24.06

LOVE CHECKS!

13% Recruiter Commission Level
Callie J. Burnside

\$301.08

4% Recruiter Commission Level

Debra J. Foster

\$40.48

Tracie F. Jones

\$24.06

Trudy A. Williams

\$8.90

Beverly D. Adams

\$7.64



On-Going in March

*Class of 2014 (through July 1, 2014)

*All-Star Star Consultant Consistency Challenge (through June 15, 2014)

*Quarter 3 Star Consultant Quarter Contest (December 16 - March 15)

*Quarter 4 Star Consultant Quarter Contest (March 16 - June 15)

Awesome motivational tips

The real tragedy in life is not in how much we suffer, but rather in how much we miss, so don't miss a thing. Charles Dubois once said, "We must be prepared, at any moment, to sacrifice who we are for who we are capable of becoming." *by Mike Moore*

1. Be willing to leave your comfort zone
2. Don't be afraid of making mistakes
3. Don't try to be perfect
4. Don't indulge in self-limiting thinking
5. Choose to be happy
6. Spend at least 30 minutes a day in self-development
7. Train yourself to finish what you start
8. Live fully in the present moment
8. Commit yourself to joy
9. Never quit
10. Dare to dream big dreams



March Birthdays and Anniversaries

Birthdays	Day	Anniversaries	Years
Terrence L. Gallman	6	Shameika Whaley	1
Johnnie M. Stephens	12	Veronica Black	1
Uytaria Whitmore	15	Toniza L. Ross	1
Martha J. Rucker	17		
Sabrina C Richardson	30		



Let's celebrate!

MARY KAY Spring Products

LEMON PARFAIT PEDICURE COLLECTION

- Notes of crushed mint, fresh lime and lemon peels
- Includes Icy Foot Gel, foot fizzies, toe separator, pumice stone and emery board
- Great pampering gift!

\$28



CC CREAM SUNSCREEN BROAD SPECTRUM SPF 15

- Instantly corrects imperfections
- Evens out skin tone
- Skin looks flawless
- Suitable for all skin tones
- Oil-free, won't clog pore
- Available in 4 shades:

*Light, Light to Medium,
Medium to Deep, Deep*

\$20

\$18

GEL EYELINER IN JET BLACK

- Liquid gel eyeliner in a jar
- With a Precision Brush to apply
- Creamy, won't smudge



BRONZING POWDER

- Create a sun-kissed glow
- Add Warmth to skin tone
- Easy to blend
- Get buildable color
- Available in *Light-Medium to Medium-Dark*

\$18



@ PLAY COLOR SHADES

\$10

BAKED EYE TRIO

- Lightweight formula
- Glides on easily
- Available in: *Earth Bound, On the Horizon, Electric Spring & Sunset Beach*

EYE CRAYON

- Lightweight formula
- Buildable color
- Available in: *Gold Mine, Purple Smoke, Over the Taupe & Teal Me More*

JELLY LIP GLOSS

- Sheer wash of color
- Glides on smooth
- Available in: *Berry Me, Teddy Bare, Poppy Love, Violet Vixen*

LIP CRAYON

- Creamy texture
- High-impact, lasting color
- Available in: *Perfect Pink, Toasted, Purple Punch & Coral Me Crazy*



\$10

new



\$9.50
NAIL
LACQUER

HELLO! SUNSHINE COLLECTION

- Designed to reimagine nostalgia of yesteryear
- Includes: Springy Eye Duo in *Summer Sunset or Stonewashed*, Creamy Lip Color in *Coral or Retro Rose*, Lip Gel in *Cherry Twist*, Nail Lacquer in *Lemon Parfait or Carefree Coral*
- Get wristlet with purchase of \$40 or more in the Hello Sunshine! Collection



\$16
EACH

new

PICK YOUR CAR, ANY CAR!

MARY KAY CAREER CAR OPTIONS

CADILLAC UNIT :: CADILLAC SRX OR CADILLAC CTS :: OR UP TO \$900 IN CASH



PREMIER CLUB PLUS :: BMW 320I :: OR UP TO \$500 IN CASH



PREMIER CLUB :: CHEVY EQUINOX OR TOYOTA CAMRY :: OR UP TO \$500 IN CASH



GRAND ACHIEVER:: CHEVY MALIBU :: OR UP TO \$350 IN CASH



TIPS ON BUILDING YOUR TEAM!

**“Your success is in direct correlation with how many other people you help to succeed”
~ Mary Kay Ash**

Building a team can be so rewarding! It gives you the opportunity to make new friends, it helps others reach their dreams and God given talents and it helps you reach your financial success and goals.

Your team will grow from sharing the products with others. As you continue to hold skin care classes and sell the product, your hostesses and guests will see how excited you are about your business. They will also see how you earn money by the retail sales.

1. THE MARY KAY CAREER PATH – for complete details on each of the career path levels please see the Advance Brochure

Beginning with your first personal team member, you can begin to earn personal team commissions on orders placed by your team members. You must be active to receive these checks.

- **Independent Beauty Consultant**
- **Senior Consultant** – 1 to 2 active personal team members
- **Star Team Builder** – 3 to 4 active personal team members
- **Team Leader** – 5 to 7 active personal team members
- **Future Sales Director** – 8 or more active personal team members
- **Director-in-Qualification** – 10 or more active personal team members
- **Independent Sales Director** – Unit of 24 or more members
- **Senior Sales Director** – 1 to 2 first-line offspring Directors
- **Future Executive Senior Sales Director** – 3 to 4 first-line offspring Directors
- **Executive Senior Sales Director** – 5 to 7 first-line offspring Directors
- **Elite Executive Senior Sales Director** – at least 8 first-line offspring Directors
- **National Sales Director** – 20 offspring Sales Directors

2. SET A MONTHLY CAREER PATH GOAL – the world makes way for those who know where they are going!

* Industry average indicates that 1 in 5 people you share the business with will say YES and sign up! A tracked number will grow.

* When you learn to work the numbers it takes emotion out of the equation, and when you can gain control of your emotions, you will gain control of your paycheck.

3. WHO ARE YOUR POTENTIAL TEAM MEMBERS – EVERYONE! You get to choose who you want to work with, but skin care classes and your customer base offer the best place to find prospective team members. Mary Kay always said there was a future Consultant at every skin care class; it's up to you to find her! Don't prejudge – share the information and allow them to make a decision for themselves! Be sure and study on overcoming objections.

TIPS ON BUILDING YOUR TEAM!

Continued!

4. FOUR-POINT RECRUITING PLAN

1. Before the skin care class, ask the hostess who might enjoy doing what you do
2. Provide your I-story at each class
3. Select at least one person at each class to offer the career opportunity to
4. Offer the hostess a special gift for any person that she suggests that might be interested in the Mary Kay opportunity

5. UNDERSTAND WHO YOU ARE SHARING WITH

- * Read up on the DISC information on Mary Kay InTouch

6. MOST POPULAR WAYS TO SHARE THE MK OPPORTUNITY

- * **At an Appointment** share your I-Story

* **Calling to book an interview** – almost everyone will agree to the interview if you ask them the right way.

- "Hi _____, this is _____, do you have a quick minute?"

Great! Listen, I could use your help! You may or may not know, but I actually started my own business with Mary Kay and part of my training is to learn how to present more about the Company and the business opportunity with fun sharp women. Now, Mary Kay is probably something you would never consider for yourself, and that's perfectly ok with me, but I would love to get your feedback on this. I'll even treat you to a FREE _____ for your time and help. Would you be willing to help me out? (They'll typically ask, "What do I have to do?")

It's so easy! I will send you a website that you can watch some videos read some information about our company and there's an online survey for you to submit. Once you do that we'll do a 3 way conference call with my Director. Sound good?

Great! Does _____ or _____ work better for you as far as getting your feedback on the information? Great!

Thank you sooo much, _____! Your feedback will be invaluable to my training!

TEAM-BUILDING PACKET

- * Paper Agreement – Sec. 2 of MK InTouch Online Ordering
- * Steps to Success Brochure - Sec. 2 of MK InTouch Online Ordering

7. HOW TO SIGN SOMEONE UP

* **On the spot – log onto YOUR MK InTouch – Business Tools tab** – Online Agreements - Create a New Agreement. If you don't have access to internet, have her fill out paper agreement and YOU take it home to submit it.

* **From home if she's considering it** – log onto your MK InTouch – Business Tools tab – Online Agreements – Create a New Email Invite.

Details by Sales Director, Ashley Virnau



Created by Court of Achievers



To the beautiful:

Sharon Byrd
5541 Tipperlin Way
Charlotte, NC 28278



2014-2015 Suit Collection

RUNWAY-READY

I want YOU in
this Suit!

Look and Feel Confident in
the NEW 2014-2015 Cobalt
Director Suit!

