



Worthy News



April 2014 Newsletter, March Results

Top Queens!



Queen of Wholesale:
Tabatha V. Bluford

Queen of Sharing:
Tracie Jones

Ordering Deadlines for April

29: Last day of month
30: Last business day

Important Promo Deadlines

- Quarter 4 Star Consultant quarterly contest (March 16 - June 15, 2014)
- Star Consistency Challenge (June 16, 2013 through June 15, 2014)
- Class of 2014 (through July 1, 2014)

discover what you
LOVE

Seminar2014

Seminar 2014 will be here before you know it! Get ready, set and go! If you are on the fence, new to Mary Kay, or just not sure how to "get away," check out some helpful facts and tips below!

- ☑ Ask any Sales Director or National and they will tell you that Seminar is the place to be. It is an experience like no other! No one walks away from Seminar saying, "Well, it was okay!"
EVERYONE LOVES SEMINAR AND YOU WILL, TOO!
- ☑ With proper budgeting and planning, you can "pay your way" to Seminar. Map out your estimated expenses and hold a couple of extra classes a week/put some extra savings away to pay your way. Seminar is affordable, especially when you plan ahead.
- ☑ Get good "Seminar vibrations" in your space! Start shopping for your dress, plan your attire, figure out which girlfriend you are rooming with. Imagine how FUN it will be to have time for yourself! *These good vibrations, will fill your heart with cheer and keep you motivated/super excited for the upcoming event!*
- ☑ Seminar is full of amazing, go-getters. You will want to go to experience speeches and be in the space of successful women. **Hanging with the go-getters will enable you to be a go-getter.**
- ☑ **Prepare to LEARN MORE!** Get of-the-minute education and learn STELLAR ideas that will produce activity and great results in your business. There is no need to go home and "feel stuck." Oh no, not you!





Seminar Dates!

Get your Calendar out! Here are this year's Seminar Dates!

Ruby: July 16 – 19
 Sapphire: July 20 – 23
 Emerald: July 23 – 26
 Pearl: July 27 – 30
 Diamond: July 30 – Aug. 2



4th Quarter Star Prizes!

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

SAPPHIRE STAR

RUBY STAR
 \$2400 WHOLESALE

DIAMOND STAR
 \$3000 WHOLESALE

EMERALD STAR
 \$3600 WHOLESALE

PEARL STAR
 \$4800 WHOLESALE



Build your M&M Client Base!

M&M Client base is customers that are consistently buying the Miracle Set with foundation & the Microdermabrasion set. This yields **BIG RESULTS** for your business. See below.

A Miracle Set/Microderm Customer Will Purchase:

- ◆ 3 Miracle Sets including Foundation Per Year = \$330.00
- ◆ 2 Microderm Sets Per Year = \$100.00

TOTAL = \$430 Retail Per Year

ONE M&M CUSTOMER = \$400 in purchases
= \$200 PROFIT PER YEAR

More RESULTS:

10 M&M Customers = \$2,000 Profit/Year
50 M&M Customers = \$10,000 Profit/Year
100 M&M Customers = \$20,000 Profit/Year
200 M&M Customers = \$40,000 Profit/Year

Is it believable to you that you could introduce the Miracle Set and Microdermabrasion to 10 people who would come to love and reorder those 7 products?
 How about 20 people?



Recruiters and their team!

* You are currently inactive. It only takes a \$225 wholesale order to get back on track!
#T Status

Star Recruiters

Recruiter :Beverly D. Adams
Tisa Johnson
Felicia L. Langley
Bridget S. Mangle
Catreecha McCray
Shay Rosemond
Yolanda L. Williams
Cassandra Garrett

Senior Consultants

Recruiter :Tabatha V. Bluford
Veronica Black
Roberta Mazyck
* TyKeshia McElveen
Jamie-Rae F. Parks
* Francia Paulino
Christine E. Pitts
Bonita C. Wheeler
Pamela D. Jones

Recruiter :Monique M. Brown
Ronneetra D. Lykes

Recruiter :Tracie F. Jones
Monique M. Brown
Pearline McNeil
Latoya Jones-Lovett
Nicole S. Taylor

Recruiter :Robin N. Webster
Shanton D. Smith

Recruiter :Trudy A. Williams
Svetlana Parchuk

WELCOME NEW CONSULTANTS! MARCH

Starting Something
Beautiful....

From

Sharing Dreams...

Ashlee D. Ford
Pearline McNeil
Shay Rosemond
Gesha Sanders
Shanton D. Smith
Nicole S. Taylor
Bonita C. Wheeler
Yolanda L. Williams

CHARLOTTE, NC
ORANGEBURG, SC
SIMPSONVILLE, SC
NORTH LAS VEGAS, NV
WADESBORO, NC
JAMAICA, NY
COLUMBIA, SC
GREENVILLE, SC

S. Byrd
T. Jones
B. Adams
A. Ford
R. Webster
T. Jones
T. Bluford
B. Adams



KEEP
CALM
AND
DREAM
BIG



Team Up for Women!!!



Last year, you and your customers helped The Mary Kay Foundation donate almost \$5 million to its two causes, the elimination of cancers that affect women and violence against women. Our 2014 campaign started April 1, and ends on Mary Kay's birthday, May 12. Start teaming up with other consultants and think about what you can do to fundraise for the Mary Kay Foundation!

Look who invested in their business!

Name	Amount
Tabatha V. Bluford	\$2,414.75
Christine V. Watkins	\$997.50
Robin N. Webster	\$760.50
Anne M. Brooks	\$457.00
Roberta Mazzyck	\$455.75
Tracie F. Jones	\$384.25
Johnnie M. Stephens	\$305.00
Felicia L. Langley	\$296.00
Tisa Johnson	\$263.00
Pearline McNeil	\$237.25
Dundra D. McLemore	\$234.00
Ashlee D. Ford	\$231.00
Veronica Black	\$228.75
Shanton D. Smith	\$227.50
Latisha Murray	\$188.50
Kishandra B. Davis	\$67.00
Ronnetra D. Lykes	\$54.00
Gloria A. Ross	\$48.00
Vanetia D. Howard	\$21.00
Monique M. Brown	\$16.00

The 60/40 Profit Rule!

60% is broken up this way:

50% money to restock your shelf; you will reorder back exactly what you sold

10% money you set aside & save for things like enrolling in PCP, Section 2 items, Seminar, Career Conference, etc.

40% is true profit:

This is the money to do whatever you would like with after you have ordered and paid off your "full store" (\$3600 wholesale)

The idea behind working your business 60/40 is that you always have profit, you always have product, you always have savings, and you never have debt!

Profit: we know we make 50% profit on all we sell. But by saving 10%, and only taking 40% as profit (what we refer to as "true profit,") you will always have savings.

Savings: a key part of money management, putting 10% of all you sell into savings means you will never NOT have money for items that help you build your business and make it easier!



What does it take to see your name here?

Ever wondered what does it take to see your name in our NEWSLETTER? Easy!! Let me explain to you how you can see your name here!

- Place an order to be on our "Thanks for your Order" listing. The consultant who has the highest amount in Wholesale Production is our Monthly Queen of Wholesale Sales
- Sponsor a new team member to have the opportunity to be featured as our Queen of Sharing and to have your team member's name and yours listed
- Have team members on your team to have your name and theirs listed in the "Recruiters and Their Teams" section!



TOP COURT OF SALES



7/1/2013 - 6/30/2014

1	Tracie F. Jones	\$13,422.00	\$1,919.00	\$15,341.00
2	Christine V. Watkins	\$10,257.00	\$335.00	\$10,592.00
3	Tabatha V. Bluford	\$9,887.00	\$496.00	\$10,383.00
4	Johnnie M. Stephens	\$5,958.50	\$513.00	\$6,471.50
5	Beverly D. Adams	\$4,682.00	\$253.00	\$4,935.00
6	Monique M. Brown	\$3,846.50	\$0.00	\$3,846.50
7	Robin N. Webster	\$3,171.00	\$20.00	\$3,191.00
8	Anne M. Brooks	\$2,808.00	\$60.00	\$2,868.00
9	Felicia L. Langley	\$1,997.50	\$40.00	\$2,037.50
10	Latisha Murray	\$1,733.00	\$20.00	\$1,753.00



TOP COURT OF SHARING

7/1/2013 - 6/30/2014



1	Tracie F. Jones	1	\$72.99
2	Monique M. Brown	1	\$26.28

Love Checks!

4% Recruiter Commission Level

Beverly D. Adams	\$54.02
Tabatha V. Bluford	\$27.38
Tracie F. Jones	\$10.13
Robin N. Webster	\$9.10
Monique M. Brown	\$2.16



On-Going in May

- *Class of 2014 (through July 1, 2014)
- *All-Star Star Consultant Consistency Challenge (through June 15, 2014)
- *Quarter 4 Star Consultant Quarter Contest (March 16 - June 15)

The Purpose of Inventory

If you're wondering if you really need an inventory of products for your business, keep in mind that when Mary Kay started this company, she tried to eliminate the problems she had encountered in other companies. One major problem was trying to deliver merchandise after a two-week lapse of time. She found that invariably customers lost enthusiasm, and in many cases they completely cancelled the order, diminishing the hostess gift and casting a veil of gloom over the entire process.



She remedied this situation by establishing delivery the day of the class, realizing that women are particularly anxious to begin using their cosmetics immediately.

May Celebrations!

Birthdays	Day	Anniversaries	Years
Vanetia D. Howard	10	Lonita M. Humphrey	1
Michelle Glover	11		
Cassandra Garrett	27		





Share the Love!

We love giving women the opportunity to build their dreams, which is why you can start your Mary Kay business for only \$75 in April!



Mary Kay®
STARTER KIT
~~\$100~~ \$75
 Plus shipping, handling and tax




More to Love!

Are you ready to stretch yourself and help other women realize their potential? When you start your business in April and share the Mary Kay opportunity, you can offer these same great incentives to anyone who also may want to start a Mary Kay business in April or May. With new team members, you can start earning commissions and potential team-building bonuses that can help get your new Mary Kay business off to a fabulous start!

Ask me, your Independent Beauty Consultant, how to get started today!

When you start your business April 1-30 and place your first product order* by May 31, 2014, you can get these exciting incentives:

 \$1,800+ wholesale	TOTAL SUGGESTED RETAIL VALUE: \$4,072 +	GET ALL THIS: <ul style="list-style-type: none"> • \$1,800 wholesale product inventory (\$3,600 suggested retail value) • \$100 credit on your first product order** • FREE shipping on your first product order*** • Up to \$125 in BizBuilder Bucks credit • FREE custom color look†† (\$118 suggested retail value) • FREE product bonus bundles††† (up to \$642 suggested retail value)
\$600-\$1,799 wholesale	TOTAL SUGGESTED RETAIL VALUE: \$1,435 +	GET ALL THIS: <ul style="list-style-type: none"> • \$600 wholesale product inventory (\$1,200 suggested retail value) • Up to \$35 in BizBuilder Bucks credit† • FREE shipping on your first product order*** • FREE custom color look†† (\$118 suggested retail value) • FREE product bonus bundles††† (up to \$223 suggested retail value)
\$400-\$599 wholesale	TOTAL SUGGESTED RETAIL VALUE: \$800 +	GET ALL THIS: <ul style="list-style-type: none"> • \$400 wholesale product inventory (\$800 suggested retail value) • \$10 in BizBuilder Bucks credit†

MARY KAY

discover what you LOVE™

* Purchasing inventory is an individual decision, and it's certainly not a requirement for you to begin your Mary Kay business. We always recommend that you determine what activity level you plan to pursue in your Mary Kay business. Then, if appropriate for your personal circumstances, invest in a level of inventory that supports that activity. If you decide that this opportunity is not right for you, Mary Kay will repurchase, at 90 percent of your original net cost, original and unused Section 1 products, as long as these items were purchased by you from the Company within one year prior to return. Please refer to your Independent Beauty Consultant Agreement for complete details.

** To qualify for the \$100 credit off your first product order, your Independent Beauty Consultant Agreement must be received and accepted by the Company April 1-30, 2014, and your first wholesale Section 1 product order must equal \$1,800 or more (excluding sales tax) and must be received and accepted by the Company by May 31, 2014.

*** To qualify for free shipping on your first product order, your Independent Beauty Consultant Agreement must be received and accepted by the Company April 1-30, 2014, and your first wholesale Section 1 product order must equal \$600 or more (excluding tax) and must be received and accepted by the Company by May 31, 2014.

† The BizBuilder Bucks credit will be applied toward the next qualifying order of at least \$400 Section 1 wholesale (\$800 suggested retail) as long as the order is placed while the Independent Beauty Consultant is still in active status. An Independent Beauty Consultant is considered active in the month a minimum \$225 wholesale Section 1 product order is received and accepted by the Company and in the following two calendar months. The credit will expire upon the expiration of the Independent Beauty Consultant's active status.

†† To qualify for a free custom color look, a minimum wholesale Section 1 order of \$600 or more must be received and accepted by the Company within 15 calendar days of when the Independent Beauty Consultant Agreement is received and accepted by the Company. Sales tax is required on the actual suggested retail value of the gift.

††† To receive a free product bonus bundle, your Independent Beauty Consultant Agreement must be received and accepted by the Company April 1-30, 2014, and your initial wholesale Section 1 product order must equal \$600 or more (excluding tax) and must be received and accepted by the Company by May 31, 2014. Sales tax is required on the suggested retail value of the Section 1 products included in the bonus. Refer to the Ready, Set, Sell! brochure for complete details and more information on the free product bonus bundles.

BEAT YOUR DIRECTOR *Challenge!*

Go Head to Head with your Director and see who comes out on Top!

Turn in your weekly accomplishment sheets every week to show your progress (this includes Directors!) Then watch for your name in upcoming recognition!



Categories

BOOKINGS
FACIALS
CLASSES
SELLING APPTS
TOTAL RETAIL SALES
TOTAL WHOLESALE
NEW RECRUITS

Let's DO This!

SUCCESSFUL WOMEN THINK DIFFERENTLY!

Choices that will change your life!

Seven personal decisions to embrace as a way of life. These seven choices are a set of personal decisions for women who are serious about maximizing their personal and professional lives - women, like you, who don't want to look back ten years or twenty years from now with regret.



Every woman who experiences authentic success - a harmony of purpose, resilience, and joy in her life - has incorporated these decisions into her life.

I ask you to commit to them right now. They are simple but profound choices about your thought processes.

No matter what you encounter on your journey towards your vision, these seven decisions will steer you in the right direction, restore peace and confidence, and boost your happiness even in the midst of challenges.

Decision #1

I do not downsize my dreams.

"It isn't the things we did that we most regret; it's the things we didn't do." Mark Twain. To succeed at a high level, you must start expecting more. Even when you don't get everything you expect, you'll get a whole lot more than if you were expecting nothing at all. The moment you choose to settle, you guarantee you'll never achieve your real dream. **Choose faith over fear.**

Decision #2

I focus on solutions, not problems.

The bigger you dream, the more opportunity for obstacles, challenges, and problems. Choose a mindset that sees problems as opportunities for growth, and you will eventually walk into your vision. Just as importantly, when you focus on solutions you attract **opportunities**. People are so used to complainers, excuse-makers, and problem-generators that your refreshing bent toward solutions will be a success magnet.

Decision #3

I choose to be authentic.

Be yourself. Who else can you be? It takes less effort and energy to be yourself, but it also takes courage. Fear that you will not be accepted or approved just as you are can lead you to send your "representative" out into the world. She looks like the real you, but she's not. She's a counterfeit and whatever success she has is built on false pretenses that you must keep up in order to maintain success. Aim to be the **best you possible - nothing more, nothing less.**

MARYKAY CAREER PATH WITH.... SAME WORK CASH COMPENSATION COMPARISON

PARTY SCENARIO:

* 1 Month * 6 parties with 3 people (hostess +2) * \$200 Sale average

Independent Beauty Consultant

- * 50% Commission on everything you sell
- * Retail Sold: \$1200
- * Retail Sales 50%
- * **Profit in your pocket= \$600**
- * Hold a 5 Sharing Day with your Director to learn how to Team Build

Senior Consultant

- * 50% Commission on everything you sell
- * 1-2 Team Members
- * 4% Team Building Commission
- * You have one new team member placing 1800 wholesale Star Order
- * Retail Sales profit: \$600
- * 4% Team Building Commission (\$1800): \$72
- * **Total Profit earned: \$672**

Star Team Builder

- * 50% Commission on everything you sell
- * 3-4 Team Members
- * 4% Team Building Commission
- * Retail Sales profit: \$600
- * 4% Team Building Commission (on 3 team members- \$5400 wholesale): \$216
- * **Total Profit earned: \$816**

Team Leader

- * 50% Commission on everything you sell
- * 5 or more Team Members
- * 9-13% Team Building Commission
- * \$50 bonus on every qualified new team member
- * Retail Sales profit: \$600
- * 9% Team Building Commission (on 3 team members- \$5400 wholesale): \$486
- * \$50 Team Building bonus (3 new): \$150
- * **Total Profit earned: \$1236**

When you have 5 ordering and you place a \$600 wholesale you will receive a 13% commission

- * Retail Sales profit: \$600
- * 13% Team Building Commission (3 team members \$5400 wholesale): \$702
- * \$50 Team Building bonus (3 new): \$150
- * **Total Profit earned: \$1452**

Independent Team Leader CAR DRIVER

- * 50% Commission on everything you sell
- * 14 or more Team Members
- * 9-13% Team Building Commission
- * \$50 bonus on every qualified new team member (same as above PLUS...)
- * FREE Car, license, tags and a portion of your car insurance paid for OR \$375 Cash compensation each month

Independent Sales Director

- * 50% Commission on everything you sell
- * 24 or more Unit Members
- * 9-13% Team Building Commission
- * 13% Director Commission
- * \$100 bonus on every qualified new team member
- * Unit Volume Bonuses
- * Additional Director Bonuses
- * Retail Sales profit: \$600
- * 13% on your personal order of \$600 wholesale: \$78
- * 13% on the rest of your unit production (\$5400 wholesale): \$702
- * 13% Personal Team Building Commission (on 3 new- \$5400 wholesale): \$702
- * \$100 Team Building bonus (3 new): \$300
- * Unit Development Bonus: \$300
- * Unit Volume Bonus: \$600
- * **Total Profit earned: \$3283**



**SAME 6 PARTIES,
18 INTERVIEWS,
JUST KEEP
DOING THE
SAME THING
OVER AND
OVER AGAIN!**



Created by Court of Achievers



To the beautiful:

Sharon Byrd
5541 Tipperlinn Way
Charlotte, NC 28278



discover what you
LOVE™



Discover What You Love—The New Brand Campaign behind Mary Kay Cosmetics

Have you been thinking that you would like to strengthen your customer relationships? Why not send them a “Discover What You Love” survey, where customers answer quick questions to let you know WHY they LOVE Mary Kay, and also reestablish in their heads, the reason why THEY love Mary Kay, too. At end of the survey, include a spot for them to list up to 10 friends that might LOVE Mary Kay, too. Get names and numbers. Then, ask your customer if she needs to restock on products? What a great way to connect with customers!!!!