



Worthy News



April 2016 Newsletter, March Results

April Reminders!

- 18: Online deadline to enroll for Summer 2016 PCP
- 29: Last business day of month
- 30: Last day for orders

Our Queens!



Queen of Sales:
Christine V. Watkins



Queen of Sharing:
Tabatha V. Bluford

Selling for Star Success

Here's a great idea to help you finish your Star now!! Did you know becoming a Star Consultant is simply as easy as selling \$30 to 60 people? Here's some tips on making that happen!

- Call of your customers, hostesses, everyone you know to let them know that you have a goal of becoming a Star Consultant and to do that, your goal is to sell **\$30 to 60 people**. Explain that they can help you by 1) Ordering product for themselves 2) Ordering for friends/family 3) Booking a party with 4 ladies in attendance or 4) Being an Outside Hostess. *Explain to everyone if they place an order of \$40 or more, they get a free MK gift with purchase. Anyone that places an order of \$30 or more, goes in a drawing for a FREE MK basket*
- Consider **holding 8-10 parties minimum** between now and June 15. If 4 people attend your parties and you have 8 parties, you will have **32 people that you see**. If someone does not order, you can make up amounts from others attending the party. Every order counts.
- You can make up the rest of orders needed from Outside Orders, Facebook Parties, Customers placing Orders for Family Friends or even Hold more parties to get more sales! **Have 8 outside order hostesses and collect 4 people that order \$30 or more. Or 4 outside hostesses that have 8 people order \$30 or more!**

Join My Team This April!

Start your business this
month and receive
FREE PRODUCT!*



1 Purchase Your Starter Kit

For only \$100+ tax and shipping, it includes everything you need to get started!

- Retail-sized products to demonstrate with friends at parties.
- Samples to share with your potential customers.
- Brochures and DVDs with easy-to-learn sales tips.

2 Earn FREE Products

Start your Mary Kay business this April and get these products for free!

- TimeWise® Firming Eye Cream
- Lash Love® Mascara in I ♥ black
- Mary Kay® Eye Primer



3 Get FREE Shipping

You can receive FREE shipping when you become a consultant in April and place your **FIRST ORDER OF \$600 or more** wholesale Section 1 by May 31, 2016!



*Ask your consultant for complete details or visit www.marykay.com

RACE FOR RED Summer of Reds

You can earn a stunning bracelet each month of the contest period when you achieve your required level of cumulative team production for your career path status.

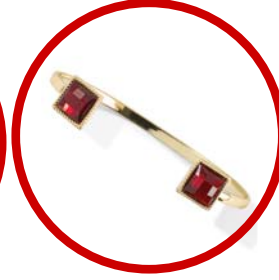
Star Team Builder, 3-4 active team members, must achieve \$1200 wholesale section 1 cumulative team production

Team Leader, 5-7 active team members, must achieve \$1800 wholesale section 1 cumulative team production

Future Director, 8+ active team members, must achieve \$2400 wholesale section 1 cumulative team production



Achieve 1 month



Achieve 2 months



Achieve 3 months



Three-month consistency prize

Receive this gorgeous tote and coordinating clutch when you achieve the summer of reds challenge all three months! New IBCs may participate in the Summer of Reds challenge immediately. Here's how they can earn the Consistency Prize:

- * If they start in March, can earn Consistency prize by achieving contest 3 out of 3 months
- * Start in April, earn Consistency prize by achieving contest 2 out of 3 months
- * Start in May, not eligible

On Target Stars and Star Consultants

Fourth Quarter Ends—June 15, 2016



	Total	Sapphire	Ruby	Diamond	Emerald	Pearl
DAMITA PARKS	\$603.50	\$1,196.50	\$1,796.50	\$2,396.50	\$2,996.50	\$4,196.50
ALICIA HAWES	\$563.00	\$1,237.00	\$1,837.00	\$2,437.00	\$3,037.00	\$4,237.00

Who will be our next star?



HOW TO HOLD TWELVE CLASSES

Planning and follow-through are all you need to complete 12 classes in 2 days.

Here is what you need:

1. A calendar that features 30 days on one sheet.
2. Two Saturdays that are clear of all other obligations. (It helps if your spouse is in on this).
3. Two Saturdays divided into 3 time slots. I use noon, 3:00 pm and 6:00 pm.
4. Appointments booked at your home.
5. Hostesses to bring two or more friends with them. They receive hostess credit on their guests.
6. Two hostesses booked for the same time slot equals TWO CLASSES!
7. Book until you have two hostesses scheduled for each time slot. You have just booked 12 classes to be held in only 2 days!!!
8. Serve simple refreshments like coffee & fat-free pastries. Play soothing music and light some candles. You have a perfect opportunity for an effective presentation!!! They are relaxed, enjoying each other and your sales will astound you.
9. Have plenty of product to fill orders. They will purchase.
10. Book from these classes and don't forget to share the opportunity too!



By NSD Gloria Mayfield-Banks

**Just think... 12 classes x \$200 in sales equals \$2400.00 or more
in just 2 days! That's at least \$1000 profit in your pocket
for 2 days work!!! Go for it!**

Recruiters and their team!

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

#T Status

Future Directors

Recruiter :Beverly D. Adams
 Angela Anderson
 Mary Brown
 Tisa A. Johnson
 Weslica L. Johnson
 Felicia L. Langley
 Bridget S. Mangle
 Catrecha McCray
 Lisa A. Moon
 Shay Rosemond
 Monisa Shell
 * Shavada Lee
 # Deanna Brownlee

Team Leaders

Recruiter :Alicia C. Hawes
 Tina M. Foggie
 Utrena Kershaw
 Damita L. Parks
 Tawanna N. Tate
 Ashley M. Wheeler
 * Breanna M. Sterling
 * Cephina D. Williams

Recruiter :Bonita C. Wheeler
 Alyssa N. Fisher
 Mia Gentry
 Alicia C. Hawes
 Sharita Parks
 Tamala Robinson
 * Crystal Tinch
 * Dorothy Whittington

Star Team Builders

Recruiter :Tabatha V. Bluford
 Velma Bluford
 Jennifer L. Prince
 Bonita C. Wheeler
 * Lakeedra Cannon
 * Nicole L. Colvin
 * Rhonda Y. Johnson
 * Roberta Mazyck
 * Francia Paulino
 # Veronica Black
 # Tonya D. Bracey
 # Joyce Crosby

New Consultants

Starting Something Beautiful....

LaDonna Ardrey
 Velma Bluford
 Rhonda Y. Johnson
 Tisa A. Johnson
 Roberta Mazyck
 Towanda S. McDowell
 Tonya C. Miller
 Damita L. Parks
 Francia Paulino
 Monisa Shell

From

CHARLOTTE, NC
 LAURENS, SC
 GRAY COURT, SC
 SIMPSONVILLE, SC
 GREENVILLE, SC
 GRAY COURT, SC
 CHARLOTTE, NC
 WELLFORD, SC
 ROCK HILL, SC
 SIMPSONVILLE, SC

Sharing Dreams...

A. Brooks
 T. Bluford
 T. Bluford
 B. Adams
 T. Bluford
 S. Byrd
 A. Brooks
 A. Hawes
 T. Bluford
 B. Adams

Recruiter :Anne M. Brooks
 LaDonna Ardrey
 David A. Hughes
 Tonya C. Miller
 * Meagan P. Gregg

Senior Consultants

Recruiter :Christine V. Watkins
 Courtney S. Meredith
 # Kalani C. Fields
 # Baheerah S. Rogers
 # Rosalyn D. Sullivan
 # Yam Vann

Recruiter :Robin N. Webster
 Cheryl E. Isibor
 Andrea L. Mccray
 # Shermeine Hammie
 # Shelley S. Seegars

Recruiter :Trudy A. Williams
 Sabrina R. Evans
 * Fran Jones
 * Timika Williams
 # Gretta Betsill
 # Gabrielle Brown
 # Carolyn D. Simmons

Sun Care

product highlight this month:

Check out these awesome products!

Sun Care After-Sun Replenishing Gel \$15.00
 Sun Care Sunscreen Broad Spectrum SPF 50 \$20
 Sun Care Lip Protector Sunscreen Broad Spectrum SPF 15 \$8.00

Protect your skin from the harmful effects of the sun and reduce premature aging of the skin! Each product helps protect and replenish your skin.

These are great to sell at skin care classes and GREAT to sell in gift baskets. Everyone can benefit from protection from the sun!

Share with me and your sister consultants how you plan to sell these products and how many ladies you sold them to!



Way to go!

Read!

HOT Summer



You can receive an invite to the **Red Roundup Prize Party** at Gilley's in Dallas at Seminar 2016!

At this super fun prize party, pick up your prize(s) and receive a super cute **Bling Button** on your badge!



Qualifiers:

- ◆ Race for Red: Summer of Reds Consistency Achievers
- ◆ All-Star Consistency achievers
- ◆ Class of 2016 Sales Directors who debuted from Feb 1 to July 1, 2016, and their Sr. Sales Directors

March Orders!

Christine V. Watkins	\$1,304.50
Anne M. Brooks	\$1,147.00
Alicia C. Hawes	\$934.25
Johnnie M. Stephens	\$923.50
Beverly D. Adams	\$695.25
Alberta Kirkpatrick	\$633.50
Tabatha V. Bluford	\$609.50
Damita L. Parks	\$603.50
Bonita C. Wheeler	\$491.50
Gloria A. Ross	\$302.50
Jennifer L. Prince	\$270.75
Tamala Robinson	\$250.00
Felicia L. Langley	\$243.50
Courtney S. Meredith	\$242.25
Alyssa N. Fisher	\$236.00
Angela Anderson	\$233.00
Robin N. Webster	\$232.25
Andrea L. Mccray	\$231.50
Weslica L. Johnson	\$231.00
Monisa Shell	\$230.00
Tisa A. Johnson	\$229.00
LaDonna Ardrey	\$226.50
Tonya C. Miller	\$226.50
Shay Rosemond	\$226.00
Velma Bluford	\$225.50
Ashley M. Wheeler	\$225.00
Dawn Boozer	\$148.00
Tawanna N. Tate	\$81.00
Martha J. Rucker	\$59.50
Vernessia McDowell	\$49.00
Lisa A. Moon	\$44.75

Lipstick that counts!

Limited-Edition Beauty that Counts Crème Lipstick Hearts Together

April 26 - Aug 15: \$1 from each sale goes to the Mary Kay Foundation in its support of women's shelters and survivors of domestic abuse. Hearts Together is a limited-edition version of the Crème Lipstick in Soft Pink!

Share the Love Idea:

Consider getting you and your sister consultants together to volunteer at a local women's shelter. You can offer women there free makeovers to help brighten their spirit and lift them up.

When you do good, it comes back to you!



TOP COURT OF SALES

7/1/2015 - 6/30/2016

1	Alicia C. Hawes	\$11,664.00	\$1,430.00	\$13,094.00
2	Anne M. Brooks	\$8,689.00	\$798.00	\$9,487.00
3	Tabatha V. Bluford	\$7,908.00	\$329.00	\$8,237.00
4	Christine V. Watkins	\$7,349.00	\$828.00	\$8,177.00
5	Johnnie M. Stephens	\$7,703.50	\$459.00	\$8,162.50
6	Trudy A. Williams	\$5,715.00	\$1,450.00	\$7,165.00
7	Beverly D. Adams	\$5,582.00	\$82.00	\$5,664.00
8	Andrea L. Mccray	\$3,943.00	\$508.00	\$4,451.00
9	Bonita C. Wheeler	\$4,059.00	\$0.00	\$4,059.00
10	Robin N. Webster	\$3,584.50	\$0.00	\$3,584.50



TOP COURT OF SHARING

7/1/2015 - 6/30/2016

1	Alicia C. Hawes	1	\$54.31
2	Trudy A. Williams	1	\$24.64
3	Anne M. Brooks	1	\$24.36

Tips and Ideas from Ryan Rogers

Write it down!

You may be asking yourself, "Am I ready to start building a team?" Or perhaps you're wondering, "Is this a good time to start moving up to a new status on the career path?" The answer? Yes! And yes!

Here are a few ideas to consider that can help you achieve team building success this month.

Think about it!

Before you hold your first appointment, you may want to take time to think about why you started your own Mary Kay business and formulate your own personal 'I' story to share with potential team members. Mary Kay said, "Time and again I've been told of a woman who heard one of our Sales Directors tell her 'I' story and maybe there was some similarity - maybe they both had three kids or maybe she was a former teacher or lived in a very small town - and somehow that message not only lingered, but it inspired."

Write it down!

Write down the names of at least six current customers, hostesses or guests you have met at skin care classes or parties. Think about the people with whom you might consider scheduling a team building appointment. Then get ready to call those on your list to schedule your team-building appointments!

Consider This!

If you are wondering if this is a good time to build a team, consider this: According to the Direct Selling Association (DSA), more than 18 million Americans are involved in direct selling in every state, congressional district and community in the United States. In 2014, direct selling generated more than \$34 billion in retail sales.

(Reported on www.dsa.org/about/association as of 2016)

Now is the time!

There has never been a better time than now to introduce others to the Mary Kay opportunity! Plus, the special offers that are available to new team members. Building your own team not only allows you to move up the career path, it gives you an open-ended financial opportunity and can bring with it special "paychecks of the heart" as you watch your team members succeed and see what a positive affect sharing the Mary Kay opportunity has on those whose lives you enrich.

Wishing you much success,
Ryan Rogers
Vice President of Strategic Initiatives



Look who's getting PAID!

13% Recruiter Commission Level
Beverly D. Adams

\$226.10

9% Recruiter Commission Level
Bonita C. Wheeler
Alicia C. Hawes

\$127.82
\$81.86

4% Recruiter Commission Level
Tabatha V. Bluford
Anne M. Brooks
Christine V. Watkins
Robin N. Webster

\$39.51
\$18.12
\$9.69
\$9.26



Congrats!

Seminar 2016 Product Credit!



If you register for Seminar 2016, without canceling, you will receive a **\$70 wholesale/\$140 retail credit** toward your **first Section 1** product order placed from **July 26 – Aug. 19, 2016**.

May Celebrations!

Birthdays
Towanda S. McDowell

Day
26

May 2016 Business Briefing

- 2: Registration for September 15-17 session of New Director education begins, registration for November 9-12 session of New Director education begins
- 10: Early ordering of Summer products for Star Consultants who qualified during the Third Star Quarter and consultants that enrolled their customers to receive the Look for Summer
- 12: Mary Kay's birthday
- 13: Summer customer mailing of the Look begins
- 16: Summer 2016 promotion begins, all consultants can order new products
- 27: Last day of month for consultants to place phone orders
- 30: Memorial Day, all company offices closed, postal holiday
- 31: Last day for orders

May Dates to take note of

* Class of 2016
(until July 1, 2016)

*Quarter 4 Star Program
(March 16 - June 15, 2016)



Most consultants average 1 new team member for every 5 sharing appointments!

Ask 1 person per month, probably will recruit 1 every 5 months or 2 recruits each year.

Ask 1 person per week, probably will recruit 1 every 5 weeks or 10 new recruiters per year.

Working the Averages, To Build Your Team

Ask 2 people per week, probably will recruit 1 every 2 weeks or 20 new recruiters per year.

Ask 5 people per week, probably will recruit 1 every week or 52 new recruiters per year.

Ask 10 people per week, probably will recruit 2 every week or 104 new recruiters per year.



Sharon Byrd
5541 Tipperlin Way
Charlotte, NC 28278