



Worthy News



August 2015 Newsletter, July Results

Ordering Deadlines August

28: Last day for phone orders
31: Last day of month

Take note of ending dates

*Quarter 1 Star Program
(through September 15, 2015)
* Class of 2016
(until July 1, 2016)

Seminar Awards 2016



Top Monthly Queens



Queen of Sales:
Alicia C. Hawes



Queen of Sharing:
Alicia C. Hawes

Let's Get This Party Started

Parties make money! Check out what 3 Parties a week can do for you!

3 Parties a Week:

Plan for 5-6, but lets just use 3 guests for this example. If 3 guests show, you have a whopping 432 guests in a year!!!! Plus, you have 9 new customers in one week.

36 new customers per month, at year end you would have a whopping 432!!!!

About the Money:

Average a \$200 party
\$600 a week/\$1200 a month profit
\$14,400 initial sales profit in a year
Reorder average \$30 every 3 months
Reorder Profit \$25,920

Team Members:

Sharing with only half, 42 new team members for the year

Back to School

BUSINESS BUILDINGS TIPS FOR YOU

1

Consider talking with moms as soon as kids start school - like the week of. Typically a mom's schedule isn't 100% in place, so she may be able to book SOON; consider even offering a BACK TO SCHOOL special for those that book within a week of school starting. If she already has a schedule in place, find a day she isn't busy and get her booked!

2

Make sure you think in advance, "What's in it for her?" Does her and her girlfriends need pampering time? Relaxation time for laughs? Want to understand how to probably apply colors? Answer those questions and then format your party to match what would excite her and her guests!

3

You can have a teacher's party in the teacher's lounge at school. A quick skin care class would be GREAT for teachers on their break. You can even bring an inexpensive sandwich tray and drinks to feed the teachers. They would appreciate it!

4

Bring your kid's teacher a goodie bag, as well as the principle and office staff. This is a great way to establish rapport with your school and also to build your business!

5

Silent marketing: Wear MK shirts, wear your name tag, place magazines and samples in the lobby!



On Target Stars and Star Consultants

First Quarter Ends—September 15, 2015

	Total	Sapphire	Ruby	Diamond	Emerald	Pearl
BONITA WHEELER	\$2,112.50	STAR	\$287.50	\$887.50	\$1,487.50	\$2,687.50
CHRISTINE WATKINS	\$1,878.50	STAR	\$521.50	\$1,121.50	\$1,721.50	\$2,921.50
ANNE BROOKS	\$655.50	\$1,144.50	\$1,744.50	\$2,344.50	\$2,944.50	\$4,144.50
ALICIA HAWES	\$634.00	\$1,166.00	\$1,766.00	\$2,366.00	\$2,966.00	\$4,166.00
JOHNNIE STEPHENS	\$404.00	\$1,396.00	\$1,996.00	\$2,596.00	\$3,196.00	\$4,396.00

Who will be our next star?

Fall into Red!

Fall is the perfect time to share the opportunity and earn a red jacket! When you *Race for Red*, you can increase your income, earn more rewards and help your team-building confidence grow even more! Kick off red momentum by earning these prizes during the *Fall Into Red Challenge*.



Team Leader
Necklace

When you:
Achieve Team Leader* status with 5-7 active† team members AND \$1,800 cumulative team production from wholesale Section 1 products

Star Team Builder Necklace

When you:
Achieve Star Team Builder status with 3-4 active† team members AND \$1,200 cumulative team production** from wholesale Section 1 products.

Future Director Necklace

When you:
Achieve Future Sales Director status with 8+ active† team members AND \$2,400 cumulative team production from wholesale Section 1 products



Learn how to win these other incredible prizes online!

RACE FOR RED

COACHING YOUR HOSTESSES!

I am so excited to share Auri's training on "How to Coach Your Hostess". She has a GREAT hold rate on all her parties. So..take her advice and get to booking! Happy Booking and Coaching!!!!

1. After booking the party/class tell her all about your Hostess Program!!! Ask her what she would love to earn with her hostess credit (skin care, glamour, microderm, etc.). You want her to get excited about the FREE stuff she will be earning. Then say, "It's my job to make sure you reap all the rewards that we offer to our hostesses and so I'm going to make this super easy for you and mail out really cute invitations to your guests list.. There is no expense to you...all you have to do is provide me with the mailing addresses and phone numbers of your guests. They are super cute and who doesn't like to get something "fun" in the mail!? Would it be better for me to call you back or would you like to e-mail me the list? Great, I will have a special gift for you (lip gloss, eye shadow, etc.) if you e-mail me back within 48 hours with your guest list."

2. After booking the party mail a HANDWRITTEN postcard that says:
"Thank you so much for hosting a party for me on _____. You are helping me reach my 100 faces goal. You make a difference in my business. I so appreciate you!"

3. After booking the party mail a copy of her customized glamour look (create on your marykayintouch site) to her with a note (you can

write the note right on the customized look paper!) saying:

"This is your new look. I am so excited to share it with you. Thank you again for helping me reach my 100 faces goal. You make a difference in my business. I so appreciate you!" (this is only for hostesses who booked from a party or already had a skin care facial)

4. After booking the party mail a package of Brownie or Cookie mix with Pink Lemonade with a note saying:

"Here are some goodies to make the party easy for you. I know we are going to have so much fun. Again I can't thank you enough because without you, I couldn't do my business. You can get a box or bag of brownie or cookie mix and Crystal Light Pink Lemonade." Wouldn't you be so excited to get this package in the mail? Trust me your hostess is going to be thrilled and there is no way she is going to cancel on you!

5. After the party mail a T/Y note after the party:
"Thank you so much for your help. You and your friends put me ___ faces closer to my 100 face goal. (include a sincere compliment about her) I so appreciate you and value you as my customer."



YOU CAN DO IT!

Recruiters and their team!

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

Star Team Builders

Recruiter :Christine V. Watkins
Courtney S. Meredith
Baheerah S. Rogers
Rosalyn D. Sullivan
* Lisa R. Adams
* Kalani C. Fields
* Lonita M. Humphrey
* Yam Vann
Deb A. Copeland
Shalunda M. Smith

Senior Consultants

Recruiter :Beverly D. Adams
Felicia L. Langley
Bridget S. Mangle
* Angela Anderson
* Jasmine M. Brock
* Mary Brown
* Deanna Brownlee
* Weslica L. Johnson
* Shay Rosemond
* Shameka S. Williams
Shavada Lee

Recruiter :Tabatha V. Bluford
Veronica Black
Bonita C. Wheeler
* Tonya D. Bracey
* Joyce Crosby
Bertha Suber

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

Recruiter :Bonita C. Wheeler
Alicia C. Hawes
* Sharita Parks

Welcome to our Unit!

Starting Something
Beautiful....

From

Sharing Dreams...

Ashley M. Wheeler

MOORE, SC

A. Hawes

Welcome!

Party Kit!



This new Party Kit has everything you need to get your glow on and tell your customers about the 21-day skin care challenge at your next Mary Kay party! Limited time only! While Supplies last. Product not included.

This collection of party essentials includes:

- #GlowAndTell Selfie Stick
- #GlowAndTell Display for each skin care line
- #GlowAndTell Box: showcase any other Mary Kay® skin care supplements
- #GlowAndTell Table Runner to display your skin sets on
- #GlowAndTell Photo Booth with Skin Care Photo Props
- Order of Application flier of all skin care lines
- #GlowAndTell Tech Skins to promote the 21 day challenge on your technology and compacts-phone, tablets, computers

Power Hour

Strive for 3 Power Hours a week and
watch your business SOAR!

**15 Minutes ::
Make "Booking" Calls**

**15 Minutes ::
Make "Coaching
Your Hostess"**

**15 Minutes ::
Make Calls "to Invite
Guests" to Meetings**

**15 Minutes ::
Make "Recruiting" Calls**

BOOKING CALLS NAME, PHONE # AND RESULTS	COACHING CALLS NAME, PHONE # AND RESULTS	INVITING GUESTS NAME, PHONE # AND RESULTS	RECRUITING CALLS NAME, PHONE # AND RESULTS

Last Month's Orders!

Alicia C. Hawes	\$328.50
Anne M. Brooks	\$313.00
Robin N. Webster	\$308.00
Bonita C. Wheeler	\$306.00
Christine V. Watkins	\$303.50
Veronica Black	\$250.00
Beverly D. Adams	\$244.50
Gloria A. Ross	\$228.50
Zakiyyah W. Nelson	\$226.00
Tabatha V. Bluford	\$156.00
Cheryl E. Isibor	\$63.50

Congrats!



Check out some BEAUTIFUL, inspirational videos from top NSDs!

Available on InTouch now. Tools to inspire you as you move to the top!

Go to MK InTouch > Contests/Promotions > Contests > Race for RED > Motivate Me!

TOP COURT OF SALES

7/1/2015 - 6/30/2016

1	Alicia C. Hawes	\$657.00	\$0.00	\$657.00
2	Anne M. Brooks	\$626.00	\$0.00	\$626.00
3	Robin N. Webster	\$616.00	\$0.00	\$616.00
4	Bonita C. Wheeler	\$612.00	\$0.00	\$612.00
5	Christine V. Watkins	\$607.00	\$0.00	\$607.00
6	Veronica Black	\$500.00	\$0.00	\$500.00
7	Beverly D. Adams	\$489.00	\$0.00	\$489.00
8	Gloria A. Ross	\$457.00	\$0.00	\$457.00
9	Tabatha V. Bluford	\$312.00	\$0.00	\$312.00
10	Zakiyyah W. Nelson	\$226.00	\$0.00	\$226.00

TOP COURT OF SHARING

7/1/2015 - 6/30/2016

This could be you!

SHARING YOUR STORY

Prospects do not sign because we earn 50% profit. They make their final decision on the emotion that was gathered during someone's story. They step into your story and have the feeling, "if they can do it, why can't I!" On the other hand, if you do not take the time to create a story that will have them coming out of their seats, you may never spark an interest. You may say, "I am not as successful as you LaRonda." You may not have achieved what most of the top Directors and Nationals have thus far, but I joined only 10 ½ years ago! Because I learned very fast to get out of myself and get into others, God has blessed me tremendously in my business. You will become all that you were meant to be, if you show passion for what you believe in.

Now, I want to take you back before Mary Kay came into your life. I am going to ask you questions, because your answers may relate to someone else. You need to learn how to show emotion in developing a powerful success story. You need to make people laugh and also have emotions of wanting more in life.

Here are some questions that I ask any Consultant or Director when creating their success story:

- ♥ What were your thoughts about Mary Kay before getting involved with the products or company?
- ♥ When you saw a Pink Cadillac, what did you think?
- ♥ Where do you currently work?
- ♥ What do you enjoy best about what you do?
- ♥ What would you change about what you currently do at your present job?
- ♥ How did you meet your consultant?
- ♥ How did you respond to having a facial or a skin care class?
- ♥ Did you really want to have the facial or class?
- ♥ Did you want to go to the meeting?
- ♥ Did you feel bothered by the consultant?
- ♥ Did you love the products?
- ♥ Did you buy anything?
- ♥ Was money tight for you?
- ♥ When you heard about the opportunity, what were your thoughts and feelings?
- ♥ Did you want to hear more about the opportunity?
- ♥ What part of the marketing plan impressed you? Money, etc.
- ♥ Why did it impress you?
- ♥ Did you know you could make that kind of money in Mary Kay?
- ♥ Were you a practice interview? Did you go there just to help out?
- ♥ When you met your Director, what were your thoughts?
- ♥ What did you see in her that you wanted?
- ♥ When you signed your agreement, were you nervous, scared, etc.?
- ♥ When you woke up the next morning, what were your thoughts?
- ♥ Were there any negative people in your life that wanted you to not be a part of Mary Kay?
- ♥ What is your purpose?
- ♥ Why did you make the decision?
- ♥ How have you grown in Mary Kay?
- ♥ What are your goals?



You need to answer these questions and put together your I-Story! Your story will grow; as you grow into the person that God intends you to be.

Lovin' the Love Checks!

4% Recruiter Commission Level

Tabatha V. Bluford
 Beverly D. Adams
 Bonita C. Wheeler
 Robin N. Webster

\$22.24
 \$16.40
 \$13.14
 \$2.54



Way to go!

ACCELERATE
 YOUR SUCCESS



You too can be a car driving consultant! Here are some tips to help you as you work towards earning your car!

- ◆ **Get a goal chart in place.** Track your orders and new team members every step of the way. It will help you know how far that you have to go.
- ◆ **See the car.** Go to a local dealership and test drive the car. Imagine yourself earning the car, what it will feel like. Imagine having your friends or kids in the backseat!
- ◆ **Tell everyone you know you are trying to earn your car!** Let them know how they can help! It may be listening to the MK opportunity, referring a friend to you or being a hostess!
- ◆ **Keep listening to those at the top.** Listen to your director, listen to motivational videos, listen to words of wisdom by Mary Kay. Keep your heart full!

September 2015 Business Briefing

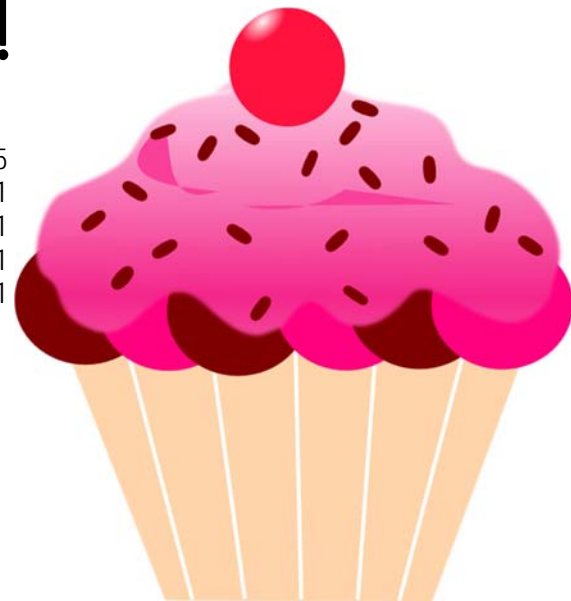
- 7: Labor Day, all company and branch offices closed, postal holiday
- 10: New Sales Director education begins, all sales directors who have not taken advantage of this great opportunity are welcome!
- 13: Company 52nd Anniversary
- 15: Postmark deadline to earn Quarter 1 star prize, deadline to make Quarter 4 prize selection
- 16: Quarter 2 star consultant program begins
- 20: Online prize selection available for Quarter 1 Star Contest
- 29: Last day of month for consultants to place phone orders
- 30: Last day for orders

September Dates to take note of

- *Quarter 1 Star Program (through September 15, 2015)
- *Class of 2016 (until July 1, 2016)
- *Quarter 2 Star Program (September 16 - December 15, 2015)

September Celebrations!

Birthdays	Day	Anniversaries	Years
CaRita V. Mickle	2	Felicia L. Langley	5
Dashia K. Meeks	7	Mary Brown	1
Edna Jones	9	Shandi Golden	1
Deanna Brownlee	15	Deb A. Copeland	1
Beverly D. Adams	24	Shalunda M. Smith	1
Jamila L. Starks	27		



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Class of 2016!

Let's Get This Party Started



Be a member of the
Class of 2016 by
Leadership and be rewarded for
your efforts! See InTouch under
"Contests/Promos" for awesome
perks that you can earn!