



# Worthy News



December 2014 Newsletter, November Results



## Ordering Deadlines Dec.

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

New!



# Monthly Queen

## New Red Jacket!



Queen of Sales:  
Robin N. Webster



Queen of Sharing:  
Robin N. Webster

# RED BY CHRISTMAS!

Did you know that becoming a Red Jacket can be as easy as making 20 calls? Generally, and on average, 1 in 5 ladies will say, "YES!" to Mary Kay! It isn't a promise, but definitely these results have been seen most often!

A quick and easy way to get into your Red Jacket, is scheduling career calls. Now you can team build at parties, face to face, etc. so don't rule those out either.

### Here is a great way to start:

- Tell your customers that they can receive a FREE lip gloss for listening to the Mary Kay career opportunity facts and sharing their opinion with you and your Sales Director through a career call
- Schedule 20 women to chat and communicate this with your director
- The calls are simply about sharing the facts about the Mary Kay opportunity and perks of owning your own business

Some women might want to join to receive products half off, others are interested in tax deductions, earning a free car or making extra money!





# RACE FOR RED phase 2

Independent Beauty Consultants can enjoy riveting recognition at Career Conference 2015 for doing what they love and adding qualified\* new personal team members and attending Career Conference 2015.

UNTIL FEB 28, 2015

## IF YOU DO THIS AND ATTEND CAREER CONFERENCE 2015

## ...THEN YOU WILL GET THIS....

Add 1 qualified\* new personal team member

- \* A ravishing red/black bracelet
- \* A name badge ribbon
- \* Standing recognition at Career Conference 2015

Add 2 qualified\* new personal team members

- \* Everything listed above plus ...
- \* An invitation to the Career Conference Special Function

Add 3+ qualified\* new personal team members

- \* Everything listed above plus ...
- \* A pair of radiant red and black earrings to match your red and black bracelet



## EACH NEW INDEPENDENT BEAUTY CONSULTANT WHO:

- \* Becomes qualified\* will receive a bracelet, a name badge ribbon and standing recognition at Career Conference 2015.
- \* Becomes qualified and adds one qualified\* personal team member will receive all of the above plus an invitation to the Career Conference Special Function.

### Distribution of Prizes

All qualifiers must register for and attend Career Conference 2015 to receive their prizes, which will be distributed at Career Conference 2015.

\* A qualified new personal team member is one whose initial order with the Company is \$600 or more in wholesale Section 1 products, and it is received and accepted by the Company in the same or following calendar month that her Independent Beauty Consultant Agreement is received and accepted by the Company during the contest period.

† You must be registered for Career Conference 2015 on or before Feb. 28, 2015, in order to attend the Career Conference Special Function you may have qualified for. We cannot accommodate on-site registrants.



# On Target Stars and Star Consultants

Second Quarter Ends—December 15, 2014

	Total	Sapphire	Ruby	Diamond	Emerald	Pearl
ROBIN WEBSTER	\$1,463.00	\$337.00	\$937.00	\$1,537.00	\$2,137.00	\$3,337.00
ANNE BROOKS	\$1,440.50	\$359.50	\$959.50	\$1,559.50	\$2,159.50	\$3,359.50
CHRISTINE WATKINS	\$1,199.00	\$601.00	\$1,201.00	\$1,801.00	\$2,401.00	\$3,601.00
JOHNNIE STEPHENS	\$873.00	\$927.00	\$1,527.00	\$2,127.00	\$2,727.00	\$3,927.00
TRACIE JONES	\$774.00	\$1,026.00	\$1,626.00	\$2,226.00	\$2,826.00	\$4,026.00
WESLICA JOHNSON	\$672.00	\$1,128.00	\$1,728.00	\$2,328.00	\$2,928.00	\$4,128.00
TABATHA BLUFORD	\$617.00	\$1,183.00	\$1,783.00	\$2,383.00	\$2,983.00	\$4,183.00
DASHIA MEEKS	\$604.00	\$1,196.00	\$1,796.00	\$2,396.00	\$2,996.00	\$4,196.00
MARY BROWN	\$600.00	\$1,200.00	\$1,800.00	\$2,400.00	\$3,000.00	\$4,200.00
LONITA HUMPHREY	\$509.00	\$1,291.00	\$1,891.00	\$2,491.00	\$3,091.00	\$4,291.00

## Here's what it takes...

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

**SAPPHIRE STAR**  
\$1800 WHOLESALE

**RUBY STAR**  
\$2400 WHOLESALE

**DIAMOND STAR**  
\$3000 WHOLESALE

**EMERALD STAR**  
\$3600 WHOLESALE

**PEARL STAR**  
\$4800 WHOLESALE



## Last Minute Sales Ideas

**READY EXTRA CASH!** Here are some great last minute sales ideas to ensure that you have a successful holiday season!!!

- Carry a basket around town stocked with goodies and share your goodies with others while you are out and about. These are great for buys on the spot
- Take stockings and stuff them full of MK products and candy. Display these at your parties. Tell the ladies at your party that these are great for last minute stocking stuffers and you can buy the stocking already stuffed!
- Call hair and nail salons and ask if you can setup a booth, this is a great idea to do one to two weeks before Christmas. Offer samples on the spot of eye colors, lipsticks and Satin Hands. Remember the try before you buy philosophy!
- Call customers and past hostesses that you have not heard from yet and see if they need anything. Share with them last-minute specials that you have going on
- Always carry products in your trunk for an on-the-go trunk show
- Offer specials on the signature line on your e-mail and a quick link to shop online with you and post specials on your Facebook page!







# Kick

# YOUR BUSINESS INTO GEAR!

Start with thinking of 50 people you know and listing their names out. If you have done this before, do it again! I bet your list has changed! Think of as many people as you can and **don't prejudge!** Once you have made your list, contact everyone and tell them that you are working on a **HUGE GOAL** in your business and you were wondering if they will help you with your goal. (Continue the conversation asking if she will book a party, tell her all the perks that's **IN IT FOR HER!**)

## HERE'S SOME IDEAS OF PEOPLE TO PUT ON YOUR LIST

- " From your old job
- " From school or college
- " From sports or hobby interests
- " Involved in your children's activities
- " From your church
- " From municipal or volunteer activities
- " Who sold you your home
- " From a previous neighborhood
- " You met through your husband or boyfriend
- " Who checks you out at the grocery store
- " At the cleaners
- " At the drugstore
- " At your Doctor—Dentist—Optometrist office—and
- " Through their secretarial and staff offices
- " Who sells you clothes, shoes, jewelry, etc.
- " Who gives your children music lessons or tutoring
- " Who serves at your favorite restaurants
- " Who is the fashion and beauty editor of your newspaper
- " Who cuts and styles your hair
- " Who looked after you in the hospital
- " Who was your maid of honor
- " Who cleans your house—or office
- " That was so friendly in a grocery store line or bank
- " Who is the bride pictured in the local paper
- " Who teaches your child
- " Who is the school secretary
- " You met on vacation
- " Who checked you into the hotel
- " Who sold you new glasses
- " Who fills your prescriptions



# 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 :Beverly D. Adams  
Mary Brown  
Weslica L. Johnson  
Felicia L. Langley  
Bridget S. Mangle  
\* Jasmine M. Brock  
\* Shavada Lee  
\* Shameka S. Williams  
# Tisa Johnson  
# Catreecha McCray  
# Shay Rosemond  
# Yolanda L. Williams

Recruiter :Robin N. Webster  
Ameritia S. Cavil  
Shermeine Hammie  
Shelley S. Seegars  
# Shanton D. Smith

## Senior Consultants

Recruiter :Tabatha V. Bluford  
Veronica Black  
Bonita C. Wheeler  
# Roberta Mazyck  
# Jamie-Rae F. Parks  
# Francia Paulino  
# Christine E. Pitts  
Recruiter :Tracie F. Jones  
Monique M. Brown  
# Latoya Jones-Lovett  
# Pearlina McNeil  
# Nicole S. Taylor  
Recruiter :Felicia L. Langley  
Joyce A. Starks  
\* Holly Tucker  
# Quintoria M Brockman  
# Tracee N. Gallimore  
# Telicia W. Reeves  
Recruiter :Christine V. Watkins  
Lonita M. Humphrey  
Courtney S. Meredith  
\* Deb A. Copeland  
\* Shalunda M. Smith  
# Baheerah S. Rogers

# WELCOME NEW CONSULTANTS!

Starting Something  
Beautiful....

From

Sharing Dreams...

Ameritia S. Cavil  
Levier E. Hunt

CHARLOTTE, NC  
WASHINGTON, DC

R. Webster  
S. Byrd

# Welcome to our Unit!

## Restart & Sparkle!

restart your BUSINESS as an INDEPENDENT BEAUTY  
CONSULTANT AND YOU CAN PICK AN AWESOME reward!

### CHOOSE EITHER



ONE FREE\* MARY KAY® BRUSH COLLECTION  
(\$55 SUGGESTED RETAIL VALUE) AND a \$50 CREDIT\*  
WITH YOUR FIRST PRODUCT ORDER OF \$450  
WHOLESALE OR MORE, EXCLUDING SHIPPING, HANDLING  
AND TAX.

or....

ONE FREE\* MARY KAY® BRUSH COLLECTION  
WITH YOUR FIRST PRODUCT ORDER OF \$250  
TO \$449 WHOLESALE (\$500 TO \$898 SUGGESTED  
RETAIL), EXCLUDING SHIPPING, HANDLING AND TAX.

# MY MK GOALS

## My Career Level Goals:

_____	by Jan 1st	_____	by July 1st
_____	by Feb 1st	_____	by Aug 1st
_____	by Mar 1st	_____	by Sept 1st
_____	by Apr 1st	_____	by Oct 1st
_____	by May 1st	_____	by Nov 1st
_____	by June 1st	_____	by Dec 1st

## My Monthly Goals

_____	Wholesale
_____	Retail
_____	Selling Appts
_____	Interviews
_____	Medal Won
_____	Perfect Start
_____	Power Start
_____	Power Start Plus

## QUALIFICATIONS

### Medals:

**Gold:** 5+ new TMs in 1 month

**Silver:** 4 new TMS in 1 month

**Bronze:** 3 new TMS in 1 month

### Other:

**Perfect Start:** 15 faces in 15 days

**Power Start;** 30 faces in 30 days

**Power Start Plus:** 30 faces in  
30 days and 6 interviews

## Star Consultant Goals

_____	Quarter 1: June 16 – Sept. 15
_____	Quarter 2: Sept. 16 – Dec. 15
_____	Quarter 3: Dec. 16 – March 15
_____	Quarter 4: March 16 – June 15

## Star Consultant Levels

<b>SAPPHIRE STAR</b> \$1800 WHOLESALE	<b>EMERALD STAR</b> \$3600 WHOLESALE
<b>RUBY STAR</b> \$2400 WHOLESALE	<b>PEARL STAR</b> \$4800 WHOLESALE
<b>DIAMOND STAR</b> \$3000 WHOLESALE	

## BREAKING STAR DOWN

\$300 retail sales x 4 weeks =  
\$1200 retail sales  
((\$600 Wholesale / \$600 Your Profit))  
x 3 months = Sapphire Star

\$400/Week Sales = Ruby Star  
\$500/Week Sales = Diamond Star  
\$600/Week Sales = Emerald Star  
\$800/Week Sales = Pearl Star



**Congrats on last months orders!**

Name	Amount
Robin N. Webster	\$813.00
Anne M. Brooks	\$711.50
Dashia K. Meeks	\$604.00
Tracie F. Jones	\$492.00
Tabatha V. Bluford	\$406.00
Christine V. Watkins	\$404.00
Johnnie M. Stephens	\$402.50
Felicia L. Langley	\$356.50
Lonita M. Humphrey	\$336.50
Monique M. Brown	\$307.00
Veronica Black	\$273.00
Shelley S. Seegars	\$243.00
Ameritia S. Cavil	\$225.00
Weslica L. Johnson	\$179.00
Trudy A. Williams	\$132.00
Roberta Mazyck	\$79.00
Gloria A. Ross	\$60.00
Bonita C. Wheeler	\$33.00
Carol A. Laverpool	\$18.00

# Building Your Reorders!



Having a **Customer Punch card** is a great way to build reorders! You can have one if customers purchase 10 products, they receive the 11th one half off!

Or have a **quick rewards card**, where every 5 orders, they receive their 6th one free, half off or will receive a free lipstick!

*Coffee shops, dance studios, work out studios all have this same type of promotion! Why not use it to your advantage?*

Everyone loves discounts and things for free—let's excite your customers about being rewarded when shopping with you!



## January Business Briefing

- 15: Deadline to be a Quarter 2 Star**
- 16: Quarter 3 Star Consultant contest begins**
- 31: Last day of month, New Year's Eve**

**On-Going January**

**\*Quarter 3 Star Program**  
(through March 15, 2015)  
**\*Class of 2015**  
(through July 1, 2015)

## TOP COURT OF SALES



7/1/2014 - 6/30/2015

1	Christine V. Watkins	\$5,479.00	\$215.00	\$5,694.00
2	Anne M. Brooks	\$4,617.50	\$160.00	\$4,777.50
3	Robin N. Webster	\$4,562.00	\$200.00	\$4,762.00
4	Weslica L. Johnson	\$3,496.00	\$20.00	\$3,516.00
5	Tracie F. Jones	\$2,740.00	\$235.00	\$2,975.00
6	Tabatha V. Bluford	\$2,708.50	\$195.00	\$2,903.50
7	Lonita M. Humphrey	\$2,527.00	\$0.00	\$2,527.00
8	Johnnie M. Stephens	\$2,293.00	\$195.00	\$2,488.00
9	Felicia L. Langley	\$1,529.00	\$20.00	\$1,549.00
10	Mary Brown	\$1,347.00	\$0.00	\$1,347.00



## TOP COURT OF SHARING

7/1/2014 - 6/30/2015

1	Beverly D. Adams	2	\$135.92
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# Mary Kay Ash Quotes on Beliefs



The only chains and shackles that prevent any of us from realizing our life's dreams are those that we ourselves forge in the fires of doubt and hammer out on the anvils of the lack of belief. Is there really any reason to chain ourselves to mediocrity? Of course not. Let's take a really good look at what God has entrusted us with and decide if we are doing all we should with it. I want you to take the brakes off your thinking. It really is true that whatever the mind can conceive and believe, it can achieve.  
(Go Give Area Meeting Speech, Management Conference, 1992)



Belief in success is the one basic absolutely essential ingredient in successful people. Obviously, if you think victory, you will succeed. Belief is the thermostat that regulates what we accomplish in life. A person is actually a product of her own thoughts; and when you think big, you achieve big things. Shakespeare said "There is nothing good or bad but that thinking makes it so." He who would attain greatness must make no little plans.  
(Director Speech, Seminar 1981)



Belief in success is the one basic and absolutely essential ingredient in successful people. Believe you can succeed and you will. Disbelief is a negative power. Think doubt and fail. Think victory and succeed. Belief is the thermostat that regulates what we accomplish in life. A person is only the product of his own thoughts. Believe big and grow big.  
(Leadership Conference '84 Speech)



Start writing your own success today! Set your goals and hang on to them until they are a reality. You've got to believe it before you will ever see it. Whatever the mind can perceive and believe, you can achieve!  
(Seminar '84 Speech)



Hope is wishing for something to come true. Faith is belief that it will come true. Believe that for every problem God gives you, He will also provide you with a solution.  
(Career Conference '89 Speech)



If you really believe you can do something, obstacles can never make you give up. But if you believe you cannot do it, you will give up at the first sign of trouble. Dare to believe that you can achieve God's best and highest in your life.  
(Seminar 1986 Speech Notes)



You truly are wonderful and when God created you, He had a beautiful and special plan for your life. He knew that He had created within you the abilities and the talents that you needed to be the beautiful creature He had destined you to be. He planted in you the seeds of greatness. You can be anything you want to be; you can climb any mountain you want to climb; you can reach any goal you want to reach. It all lies within you. Believe in yourself. Have faith in yourself. Look for the best qualities in yourself. Believe that you are becoming the best you that you can be. Remember that all human activity is prompted by desire, and desire will develop a sense of urgency in you to make your dreams a reality.  
(Seminar '91 and Seminar '87 Speeches)



Behind every success story in Mary Kay, you will find a simple explanation of great faith. I believe that every person has a capacity for greatness, that God planted the seeds there, and it is up to us to make them blossom forth with patience, guidance and belief. It is up to us to discover the multiple talents that we possess and bring them into fruition.  
(VIP Class Speech, Seminar 1988)



I sincerely believe that faith is an important part in anything we undertake. We can indeed do great things when we believe. Everyone has obstacles to overcome, but those with great faith can conquer whatever stands in the way.  
(Leadership Conference '93 Speech)



# Love Checks!

4% Recruiter Commission Level

Beverly D. Adams	\$34.30
Robin N. Webster	\$18.72
Tabatha V. Bluford	\$15.40
Christine V. Watkins	\$13.46
Tracie F. Jones	\$12.28



## Way to go!

## Key to being Successful!

Want your bank account to be flooded constantly? Want to always have leads, always have people on the books, always have team members?

First of all, you have to commit to do the work! Treat your business like a job and pretend you HAVE TO meet a quota. Your quota is 30 faces in 30 days, 1-2 team building appointments per party.

**30 faces in 30 days** can be broken up as seeing 8 people a week. Which would be 3 parties a week with about 4 women present, having 1-2 people per party learn about the MK opportunity! Generally a party will yield about \$200-\$400 in sales. So let's say on average your profit is \$200 per party. That is having 3 parties a week x \$400 sales per party = \$1200 . **\$1200 x 4 weeks in a month = \$4800 in sales.** Take home profit is \$2400. This will NOT include any reorders, on-the-go sales, commission from team members, etc. This is the key to being successful!

Work your business, establish quotas & meet them. Maybe sometimes you don't reach \$2400 in profit a month..well then, double up one month!

# January Celebrations!

Birthdays	Day	Anniversaries	Years
Tracie F. Jones	1	Monique M. Brown	1
Christine E. Pitts	2	Latisha Murray	1
Tabatha V. Bluford	6	Anne M. Brooks	1
Roberta Mazyck	24		
Monisa Shell	26		
Dundra D. McLemore	27		

# Let's Celebrate!



### Conference Dates

- ◆ Ruby, Sapphire and Emerald - Jan. 18-21, 2015
- ◆ Pearl, Diamond and Canada - Jan. 21-24, 2015

### This event is for Sales Directors

Registration opened Nov. 10, 2014 @ 8:30 a.m. You must be qualified from Oct 1 to December 31, 2014 to attend. If you are NOT in your suit, why not work to attend NEXT YEAR?

Join us in **Music City, Nashville, TN!** The beautiful, happening city full of Southern Charm. Tennessee is home to beautiful mountains and great people! **You do not want to miss Leadership this year!**



## To the beautiful:

Sharon Byrd  
5541 Tipperlin Way  
Charlotte, NC 28278



## After Christmas punch list:

Allow yourself the opportunity to ENJOY Christmas with your family and wrap up your holiday sales. After December 25, I would like you start focusing on your after-Christmas punch list! Here are the items that I want you to “punch off” your list!

1. Set your **2015 goals**. I would like to see you set goals monthly, quarterly and one to two big YEAR-END goals. For example: Monthly...hold 30 faces in 30 days without fail, quarterly be a Star consultant, end of the year will be going to Seminar and becoming a Senior Director.
2. Establish a “general” month to month working schedule. Mondays will be my meeting, Tuesdays I will hold classes these times, Wednesdays hold one class, etc. etc.
3. Make sure your finances are in order, make sure you have a personal account setup, business account and “play-money” account
4. Be sure you are working your business with the 60/40 rule
5. Commit to being a Star Consultant each quarter
6. See what events you can NO-FAIL plan to attend. Seminar, Career Conference, Leadership, Fall workshops, etc.
7. Make the goal EACH WEEK to communicate your sales, team building appointments, etc. with your director