



# Worthy News



February 2017 Newsletter, January Results

## February Ordering Deadlines

- 27: Last day for phone orders
- 28: Last day of month

## Career Conference

You can register for Career Conference this month!! Get excited about this local event—MK comes to you!



# PCP

Look Books for PCP Customers will be mailed Feb. 15!

# Our Queens



Queen of Sales:  
Tash Beverly



Queen of Sharing:  
Alicia C. Hawes

# I'M



# ALL IN!

## #teamMK



There's no better way to move your business forward and Embrace Your Dreams than to commit to being All In by demonstrating our incredible skin care on new faces. First, declare that you're All In on **social media** with the hashtag **#teamMK**. Then, as you have successes along the way, you can declare those as well. Get ready to see how embracing your dreams by being All In on skin care that can change the lives of women.

We believe in the power of an All In commitment to change lives and transform your Mary Kay business. Tell us about your success as part of this movement on social media with **#teamMK**. When you do, Mary Kay Inc. might even feature you!



Here are suggestions of great social media postings:

- Take group pic of your guests at your skin care class and use **#teamMK**
- Take before and after pictures using Microdermabrasion, share results and use **#teamMK**
- Share customer testimonials on how much they love MK skin care and use **#teamMK**

# Spring 2017

Spring is the perfect season for refreshing new looks! Get your customers ready to embrace brighter colors and renew their skin care regimens with products that protect.



## Glossy Lip Oil



\$16

## Nail Lacquer



\$9.50

## Eye Color Palette



\$24



\$24

## Enchanted Wish Eau de Toilette



\$36

## Enchanted Wish Shower Gel & Body Lotion



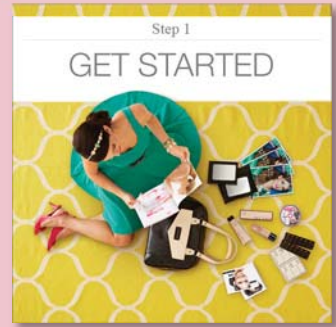
\$5

## Enchanted Wish Collection Bag

# Shoot for the Stars!

*Here are some ideas to finish as a Star!*

- Get Your **Starter Kit** out and set it on the **kitchen table** (this will remind you that you have a goal to hold a classes)
- **Contact as many people as you can** (think social circles, past hostesses and those that said "not right now" to a skin care class) and invite them to be a hostess to earn free product
- Have a drawing for a free \_\_\_\_\_ when you hit your goal of **Sapphire Star Consultant**
- Enlist friends, family and women in your circle to be **silent hostesses** for you. Such an easy, easy way to get great sales!
- Book and hold **5 new parties** in the next 2 weeks
- Book **3 guests to your meeting** this week and offer 1 glamour item at half-off when she orders \$40
- **Demo** Satin Hands and Microdermabrasion on 5 people a day this week
- Have a **24 in 24 hours** lipstick challenge
- Sell **Star Gift Certificates**
- **Contact husbands** for birthdays, anniversaries, just because
- Sell **gift baskets**
- Contact basic skin care customers and introduce to a **supplemental product** or new product line
- Contact customers with **birthdays** this month and book their birthday makeover
- Contact Preferred Customers to setup **on-the-go appointments** to show them new products



MK University got a revamp and it is so exciting. Search "Mary Kay University" on InTouch to check it out. You can learn all about what to do to get started, tips on success, booking classes, coaching, customer service and more.

*Basically, it's education from the comfort of your home AND schedule.*

## On Target Stars and Star Consultants



Third Quarter Ends—March 15, 2017

	Total	Sapphire	Ruby	Diamond	Emerald	Pearl
TASH BEVERLY	\$2,086.00	STAR	\$314.00	\$914.00	\$1,514.00	
TRUDY WILLIAMS	\$1,217.50	\$582.50	\$1,182.50	\$1,782.50	\$2,382.50	
ALICIA HAWES	\$1,186.50	\$613.50	\$1,213.50	\$1,813.50	\$2,413.50	
ANNE BROOKS	\$1,114.00	\$686.00	\$1,286.00	\$1,886.00	\$2,486.00	
JOHNNIE STEPHENS	\$900.50	\$899.50	\$1,499.50	\$2,099.50	\$2,699.50	
CHERYL ISIBOR	\$605.00	\$1,195.00	\$1,795.00	\$2,395.00	\$2,995.00	
CHRISTINE WATKINS	\$605.00	\$1,195.00	\$1,795.00	\$2,395.00	\$2,995.00	
ROBIN WEBSTER	\$600.50	\$1,199.50	\$1,799.50	\$2,399.50	\$2,999.50	
TABATHA BLUFORD	\$469.00	\$1,331.00	\$1,931.00	\$2,531.00	\$3,131.00	
ASHLEY BLACK	\$405.00	\$1,395.00	\$1,995.00	\$2,595.00	\$3,195.00	



# Don't Give up when a Skin Care Class Postpones



Here's exactly why:

Over thirty years ago, in a town in Minnesota, there was a Mary Kay Independent Beauty Consultant whose full-time job at that time was teaching in a public school. This teacher knew Mrs. J., but didn't have the nerve to call her because Mrs. J. lived in a very nice house and owned two Cadillacs. At the time, the teacher was living in a modest two bedroom house and drove a Volkswagen. The teacher was afraid to do a class for Mrs. J. and put off contacting her for six weeks.

Finally, the month the teacher completed DIQ (in October 1971) she made the call. Mrs. J. ended up hosting a party. At this party someone arrived late, so the teacher booked her to have a party of her own. This woman said, "I only have two friends." Our persistent teacher told her, "Why not have them each bring a friend?" The woman agreed.

The party held and the two friends each brought a guest. Both guests ended up booking. One of them turned out to be a party where over 7 Basic Skin Care Sets were sold. The other class, however, started postponing.

In fact, this class postponed three times! At that class, the teacher met a shotgun-shell packer who became an Independent Beauty Consultant. That shotgun-shell packer met a model who became an Independent Beauty Consultant. The shotgun-shell packer had a friend who joined her team. This friend had a sister who joined her team. The sister was a stay-at-home mother of four and a former nurse.

This former nurse touched the life of a former nursing school classmate and she became an Independent Beauty Consultant as well. The former nurse also met a poor mother of two who had to save up three weeks to purchase her showcase.

All of these women became Independent National Sales Directors! The teacher who put off calling Mrs. J., the shell packer who met the model, the model, the former nurse, the nursing school classmate, and the mother of two. Who was that teacher who had to overcome her fear to ask for that first class?

Independent Senior National Sales Director Anita Mallory Garrett-Roe!!! That one skin care class has led to over 65 women (and that number is climbing) achieving the status of National Sales Director, all because one Independent Beauty Consultant kept a class on her books that had postponed three times.

But the real kicker to the story is that EVERYONE has their own Mrs. J. What would happen if each person called their "Mrs. J.?" What wonderful thing could be on the other end of that phone conversation???

So, we should all call our Mrs. J's. You never know what will happen!

\*\*\*What would your life be like today if someone had not asked you to a skin care class?

Think of the lives that could be changed by your actions this day. It is so important to work through objections and be persistent - never give up!\*\*\*



# Recruiters and their team!

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

#T Status

DIQS

Recruiter :A. Hawes  
Tina M. Foggie  
Carrie Hawes  
Utrena Kershaw  
Chasity C. Lyles  
Tamonya Murphy Smith  
Damita L. Parks  
Tawanna N. Tate  
Ashley M. Wheeler  
Mary M. Wheeler  
Lakita Young  
Christina R. Arthur  
Latonya Littlejohn

Star Recruiters

Recruiter :Johnnie M. Stephens  
Ashley M. Black  
Nicole Black  
Carrie D. Stephens

Recruiter :Robin N. Webster  
Cheryl E. Isibor  
Andrea L. McCray  
Shelley Seegars

Senior Consultants

Recruiter :Beverly D. Adams  
Bridget S. Mangle  
\* Felicia L. Langley  
\* Shavada Lee  
\* Lisa A. Moon  
Angela Anderson  
Tamika L. Brock  
Mary Brown  
Monique E. Hunter  
Tisa A. Johnson  
Weslica L. Johnson  
Catrecha McCray  
Annette Richardson  
Shay Rosemond  
Monisa Shell

# New Consultants

Starting Something  
Beautiful....

From

Sharing Dreams...

Tash Beverly  
Latonya Littlejohn  
Chasity C. Lyles  
Carrie D. Stephens

CHARLOTTE, NC  
SPARTANBURG, SC  
SPARTANBURG, SC  
ROEBUCK, SC

S. Byrd  
A. Hawes  
A. Hawes  
J. Stephens

## Welcome to our Unit!

Recruiter :Tabatha V. Bluford  
Dominique Montgomery  
Bonita C. Wheeler  
\* Rotunda A. Choice  
Chasity L. Adams  
Shantis L. Bluford  
Velma Bluford  
Lakeedra Cannon  
Nicole L. Colvin  
Hannah W. Crews  
Letitia A. Hope  
Jaselyn S. Jennings  
Johnny Johnson  
Rhonda Y. Johnson  
Robertta Mazyck  
Akebia M. McCree  
Francia Paulino  
Christina E. Pitts  
Jennifer L. Prince

Recruiter :Felicia L. Langley  
Crystal Y. Pannell  
Tonette L. Johnson  
Katurah S. King  
Deriek Wharton

Recruiter :Christine V. Watkins  
Courtney S. Meredith

Recruiter :Bonita C. Wheeler  
Alyssa N. Fisher  
Alicia C. Hawes  
Mia Gentry  
Arianna Noble  
Sharita Parks  
Tamala Robinson  
Crystal Tinch  
Daisy Webb

## Steps to Success

### Senior Consultant

1-2 active Team Members.  
4% Commission.

### Star Recruiter

3+ active Team Members.  
4% Commission.  
Wearing the Red Jacket.

### Team Leader

5+ active Team Members.  
Wearing the Red Jacket.  
9-13% Commission Team.



## On Target for Car!

5+ active personal team  
member & \$5,000 w/s  
growing to 16 actives and  
\$23,000 w/s in 1-4 months.



# New Sales Director Class

You'll be rewarded with THESE fabulous prizes BELOW when you make your dream to become a Sales Director into a reality (from Feb. 1, 2017, to Jan. 1, 2018)! Plus earn a bonus check (details below)!



## \$500 BONUS

New Independent Sales Directors who debut from Feb. 1, 2017 - July 1, 2017, will also receive a **\$500 bonus** in the form of a check when they attend Seminar 2017 as a Director.



# Senior Director Rewards

Debut new first-line offspring from Feb. 1, 2017, through Jan. 1, 2018, and receive these rewards:



## \$100 BONUS CHECK

Directors who debut 3 or more new first-line offspring will receive a **\$100 bonus check** for each add. offspring during the contest.

(Prizes for offspring debuts from Feb. 1, 2017 - July 1, 2017, will be awarded at Seminar 2017. Prizes for offspring debuts from Aug. 1, 2017 - Jan. 1, 2018, will be awarded at Leadership 2018.)

# Congrats! on Your Order!

Tash Beverly	\$638.50
Alicia C. Hawes	\$610.50
Trudy A. Williams	\$609.00
Christine V. Watkins	\$605.00
Cheryl E. Isibor	\$605.00
Anne M. Brooks	\$603.50
Robin N. Webster	\$600.50
Johnnie M. Stephens	\$300.00
Ashley M. Black	\$266.50
Crystal Y. Pannell	\$263.50
Alyssa N. Fisher	\$234.50
Dawn Boozer	\$231.50
Carrie D. Stephens	\$228.50
Mary M. Wheeler	\$227.00
Chasity C. Lyles	\$227.00
Andrea L. Mccray	\$226.50
Tabatha V. Bluford	\$62.00
Catherine Reid	\$7.50

# February Bracelet

Get the year of your dreams off to a great start with this yearlong challenge! Each month during the year that you place a cumulative \$600 or more wholesale Section 1 order, you can receive a gorgeous bracelet with a quote that reflects Mary Kay Ash's legacy of love.



*you get  
in life  
what you  
have the  
COURAGE  
to ask for*

- OPRAH WINFREY



## TOP COURT OF SALES

7/1/2016 - 6/30/2017

1	Alicia C. Hawes	\$12,162.00	\$5,534.00	\$17,696.00
2	Trudy A. Williams	\$10,276.50	\$5,628.00	\$15,904.50
3	Anne M. Brooks	\$10,494.60	\$4,736.00	\$15,230.60
4	Johnnie M. Stephens	\$8,247.30	\$3,627.30	\$11,874.60
5	Cheryl E. Isibor	\$7,930.60	\$1,450.00	\$9,380.60
6	Damita L. Parks	\$7,061.60	\$1,325.00	\$8,386.60
7	Christine V. Watkins	\$5,854.00	\$1,490.00	\$7,344.00
8	Tabatha V. Bluford	\$3,445.50	\$1,162.00	\$4,607.50
9	Beverly D. Adams	\$3,025.00	\$1,202.00	\$4,227.00
10	Robin N. Webster	\$3,518.50	\$663.00	\$4,181.50
11	Catherine Reid	\$2,696.50	\$1,085.50	\$3,782.00



## TOP COURT OF SHARING

7/1/2016 - 6/30/2017

*This could be you!*

# Love Checks!

9% Recruiter Commission Level  
Alicia C. Hawes

\$40.86

4% Recruiter Commission Level  
Bonita C. Wheeler  
Robin N. Webster  
Johnnie M. Stephens  
Beverly D. Adams

\$33.80  
\$33.26  
\$19.80  
\$1.38



# Birthdays & Anniversaries!

February Celebrations

Birthdays	Day
Mary M. Wheeler	6
Christina R. Arthur	9
Johnnie M. Stephens	12
Sonya Trollinger	16
Martha J. Rucker	17
Catherine Reid	24
Alicia C. Hawes	25
Zakiyyah W. Nelson	26
Ashley M. Black	29
Tamonya Murphy Smith	30

## director suit

2017/2018 COLLECTION



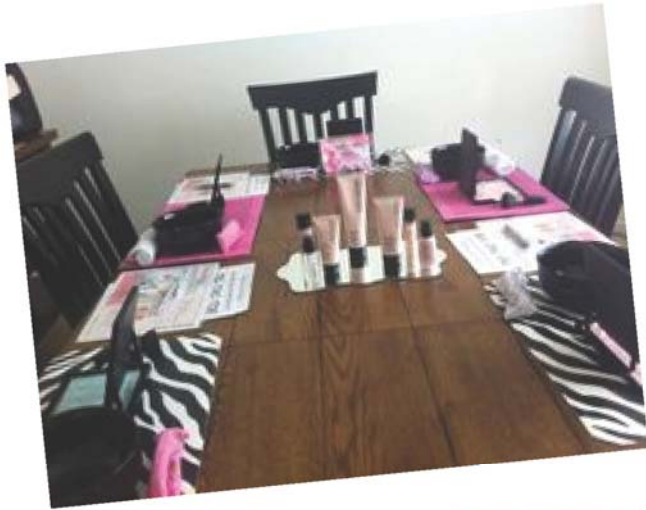
Anniversaries	Years
Shay Rosemond	3
Bonita C. Wheeler	3
Cheryl E. Isibor	2
Dundra Mclemore	2
Velma Bluford	1
Tonya C. Miller	1
Rhonda Y. Johnson	1
Damita L. Parks	1
Tisa A. Johnson	1
Monisa Shell	1
Francia Paulino	1
Roberta Mazyck	1
LaDonna Ardrey	1
Towanda S. McDowell	1

The New 2017/2018 Director Suit Collection is stunning! Be the talk of the town in the Classic Jacket, Short Pencil Skirt and Independent Sales Director blouse.





# Great Skin Care Class Setup Examples



Sharon Byrd  
5541 Tipperinn Way  
Charlotte, NC 28278



# Career Conference Let's go!

Get wrapped up in the infectious energy of positive, driven women who are also seeking success in their Mary Kay businesses! One of the great things about Career Conference is that the locations are near you, usually within driving distance.

Plus, if you register for Career Conference 2017 without canceling, you will receive a **\$40 wholesale/\$80 suggested retail credit** toward your *first* Section 1 product order placed from April 1 – 30, 2017.

So join us at Career Conference for a weekend of fun, dynamic events featuring riveting content that can help you have the year of your dreams. To stay in the know, download the Mary Kay® Events App!

Those who register for Career Conference 2017 without canceling will pay a reduced Seminar 2017 registration fee of **\$195**. If Independent Beauty Consultants cancel their registrations for Career Conference, the normal Seminar registration fee of **\$225** will apply.



## Luncheon

Here's how to get there

Achieve the **Embrace Your Dreams** Challenge in December, January and February.

If you are a **NEW** Independent Beauty Consultants whose Independent Beauty Consultant Agreements are received and accepted by the Company in January and who **achieve the Embrace Your Dreams Challenge** in January and February.