



# Worthy News



January 2015 Newsletter, December Results

## MONTHLY QUEENS



### Jan. Ordering Deadlines

30: Last business day of month  
31: Last day of month

### Important Reminder!

The new quarter of the Star Consultant program is here!!  
Where will you finish?

New!



Queen of Sales:  
Christine V. Watkins



Queen of Sharing:  
Joyce Starks  
Tabatha Bluford



# RACE FOR RED Phase 2

IT'S PHASE TWO of the RACE for RED challenge! Earn a beautiful necklace and earrings for your efforts. YOU MUST attend Career Conference to complete the challenge!

### Add 1 qualified\* new personal team member

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

### Add 2 qualified\* new personal team members

- \* All listed above plus...
- \* An invite to a special Career Conference 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!!! consultant who:

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

## Ahead in Radiant Red!



# MEGA BONUSES

when you order this month

## \$600+ SI W/S ORDER



Place a single wholesale Section 1 order of \$600 or more (\$1,200 suggested retail or more):

Receive the Discover What You Love™ **Lipstick Case.\*\*** Also receive Nourishine Plus® Lip Gloss in **Rock 'n' Red and Fancy Nancy.\***

## \$250 - \$599 SI W/S ORDER



Place a wholesale Section 1 order of \$250-\$599 (\$500-\$1,198 suggested retail):

Receive **Nourishine Plus® Lip Gloss in Rock 'n' Red and Fancy Nancy.\***

\*Limit one set per Independent Beauty Consultant and available only while supplies last. Sales tax is required on the suggested retail value of the free Mary Kay® Nourishine Plus® Lip Glosses and on all Section 1 products.

\*\*Limit one lipstick case per Independent Beauty Consultant and available only while supplies last.

# Working Your Business in January!

I hope that you had a WONDERFUL December and Holiday!! Let's move from the spirit of the holidays to setting goals and making money!

Here are some NEW YEAR, NEW BUSINESS TIPS:

1. Commit to filling out a 6 month tracking sheet to set goals for the New Year..think of now until Seminar. Where do you want to be? What do you want to achieve? How much profit would you like to see?
2. Be accountable to your director. Respond to her e-mails and return any calls. She is your leader and works with an army of volunteers. Commit to sending your weekly accomplishment sheet each week and attending meetings weekly.
3. Without fail do 30 faces in 30 days each month and have 2-3 sharing appointments per week. Literally this is your ticket to success. Ask Nationals! They started their businesses doing the same level of work. This is where you see profit, build your customer base and your team.
4. Hang out with the best of the best and those that support what you do. Stay away from negative people and delve into the sisterhood of Mary Kay and those that are successful. You will be inspired, learn from others and be a better business woman.
5. Keep positive and do not give up. EVER!



## On Target Stars and Star Consultants

Third Quarter Ends—March 15, 2015

Who will be our next star?

## The Star Consultant Breakdown...

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



# Every Month is a Great Month for MARY KAY

- JAN** Enjoy a **New Year, New You look!** Book a glamour appointment with me to sample shades and colors that are just right for you!
- FEB** I can help you with **gifts for that special someone** - male or female. I offer body products, skin care products, color cosmetics, application brushes and more!
- MAR** Lucky you! **Specials all March long.** Host a class to take advantage of even more BEAUTIFUL opportunities!
- APR** Spring is the perfect time to check in with me to **learn about all of the "IN" spring makeup trends.** I can help keep you looking glamorous and in style!
- MAY** My eye specials start! Enjoy special savings and **BOGO 1/2 offs on eye products.** This includes our Eye Renewal Cream, Firming Eye Cream, Eye Makeup Remover and more!
- JUNE** Vacation survival. I will provide you with some **AMAZING packing tips** to get you through summer vacations. PLUS you can book a class to earn a Travel Roll-Up Bag!
- JULY** Let the fireworks fly! This month is **all about sparkles, glitz and HIGH shine.** I'll show you how to turn up the volume on your eye makeup, cheeks and lips!
- AUG** **Learn how to care for your skin!** Book a class or schedule an appointment and I will share ideas on how to keep your skin protected during the summer days!
- SEPT** Get with me to stock up on our **LAST CHANCE summer items** and prepare yourself for what's in store during the fall and winter time!
- OCT** Holiday preview - see what's in store for my open houses this year! Also learn how to use Mary Kay makeup to enhance your **Halloween costume or Holiday character!**
- NOV** **BLACK FRIDAY DEALS!** You will enjoy the BIGGEST savings of the year. Put your feet up, drink a latte and enjoy! **Plus, get the scoop on my open house!**
- DEC** **It's open house time!!!** Enjoy beautifully wrapped packaged gifts, stocking stuffers and more. Everyone is invited. Refreshments, warmth and goodies are here!

# Recruiters and their team!

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

## Team Leaders

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

## Star Team Builders

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

## Senior Consultants

Recruiter :Tabatha V. Bluford  
Veronica Black  
\* Bertha Suber  
\* Bonita C. Wheeler  
# Roberta Mazyck  
# Jamie-Rae F. Parks  
# Christine E. Pitts

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

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...

Clemie J. Anderson  
Jamila L. Starks  
Bertha Suber

WATERLOO, SC  
GREENVILLE, SC  
JOANNA, SC

S. Byrd  
J. Starks  
T. Bluford

# Welcome to our Unit!

## Career Conference

# Onstage Recognition

Earn onstage recognition at Career Conference 2015!

### On-Target Double Star Achievement

Independent Beauty Consultants who achieve on-target status for the Queens' Courts of Personal Sales and Sharing, from July 1, 2014, through Feb. 28, 2015, will receive a name badge ribbon, onstage recognition and a special gift. You must attend Career Conference 2015 to receive recognition and gifts.

### On-Target Seminar 2015 Courts or Unit Circle

Independent Beauty Consultants or Independent Sales Directors who achieve at least one of the following:

- At least \$26,600 in estimated personal retail production from July 1, 2014, through Feb. 28, 2015, will receive a name badge ribbon and onstage recognition.
- At least 16 new personal team members from July 1, 2014, through Feb. 28, 2015, will receive a name badge ribbon and onstage recognition. New team members need not be qualified at this time.

### Class of 2015

Independent Sales Directors who debut from Aug. 1, 2014, through March 1, 2015, along with their unit members, will receive a name badge ribbon and onstage recognition.

# develop a FINISHING MINDSET!

## by NSD Maria Aceto



1. See it done! See the goal achieved! See yourself living your dream!  
Once you do this, you'll begin to see entirely new results!
2. Push through your doubts, fears and frustration because the end result is so worth it! Love what you do, love what it can offer you, and learn to love the emotional strength it will develop within you!
3. Never apologize for pushing your consultants, your offspring and your prospects to be the best they can be!
4. Stay closely connected to one or several mentors. Your NSD, your ESD, your Senior or a Mary Kay friend who is where you want to be!
5. Pay no attention to the 'realists' because they will let you off the hook.
6. Realize how normal you are if you have times of doubt, fear or questioning of your ability.  
BUT, call your mentor to help you work through them. Above all, you must not stop to listen!
7. Ask yourself everyday, "Who's next?" Make a new list. Go through your profile box and Unit list.  
Don't prejudge. Find out who on your team wants more. Find out who in your customer base needs an opportunity.
8. Be willing to do it all yourself. You are more committed than anyone else in your Unit.  
Miracles happen to those who believe that anything is possible.
9. Never stop looking for key players! When you don't recruit, you fire the best player on the team!  
Schedule 5 new classes for the first week of every month. This will lead you to 30 new people and will change the complexion of your business.
10. Don't let your frustration show – don't look stressed! No one will want your job! Inspect your appearance and guard your tongue. You never know who's watching or who's listening. Remember Mary Kay and emulate her.

# IT'S ALL possible



Congrats on last months orders!

# Career Conference Red Supper Club

Name	Amount
Christine V. Watkins	\$614.00
Anne M. Brooks	\$480.50
Robin N. Webster	\$341.00
Tabatha V. Bluford	\$327.00
Zakiyyah W. Nelson	\$254.50
Shavada Lee	\$230.00
Felicia L. Langley	\$143.50
Lonita M. Humphrey	\$119.50
Beverly D. Adams	\$81.00
Dashia K. Meeks	\$67.00
Monique M. Brown	\$60.00
Shelley S. Seegars	\$56.00
Latisha Murray	\$31.00
Tracie F. Jones	\$7.00

You don't want to miss this year's Red Supper Club at Career Conference 2015. We want to recognize you with a new and fabulous experience, and this year we are transitioning from a special luncheon to a special dinner. This Red Supper Club dinner will start at 5 p.m. on Day 1 and last until 6:15 p.m. to give you time to walk over for early entry to the general session at 6:30 p.m. We cannot wait to see you at Career Conference 2015!

- Independent Beauty Consultants and Independent Sales Directors who from Dec. 1, 2014, to Feb. 28, 2015, add two qualified\* new personal team members are invited to a special dinner held in their honor.
- Individuals who become qualified\* new Independent Beauty Consultants from Dec. 1, 2014, to Feb. 28, 2015, and who add one new qualified\* team member also are invited to attend the dinner.
- Independent Sales Directors who from July 1, 2014, to Feb. 28, 2015, achieve at least \$330,000 or more in estimated unit retail production also are invited to a special dinner held in their honor.

Way to go!

Note: You MUST be registered for Career Conference 2015 on or before Feb. 28, 2015, in order to attend the Career Conference special dinner you may have qualified for. We cannot accommodate on-site registrants.

## Be Positive!

Don't worry about the sales at your party or whether or not your team member will say, "YES!" Let it go!! Tell yourself that you are the best CONSULTANT in the world and that everything that you want will align in time. Focus on the class.

Who at the class that you can help? Who can you make laugh or who can you make feel special??

When you focus on others and not on yourself, you can help others get what you want, and in turn, you will get what you want too!

A truly wonderful concept! Continue to repeat affirmations daily and to not repeat any negative thoughts to yourself! Give yourself credit! You are amazing!

## TOP COURT OF SALES



7/1/2014 - 6/30/2015

1	Christine V. Watkins	\$6,793.00	\$215.00	\$7,008.00
2	Anne M. Brooks	\$5,592.50	\$160.00	\$5,752.50
3	Robin N. Webster	\$5,244.00	\$200.00	\$5,444.00
4	Tabatha V. Bluford	\$3,362.50	\$195.00	\$3,557.50
5	Weslica L. Johnson	\$3,496.00	\$20.00	\$3,516.00
6	Tracie F. Jones	\$2,754.00	\$235.00	\$2,989.00
7	Lonita M. Humphrey	\$2,766.00	\$0.00	\$2,766.00
8	Johnnie M. Stephens	\$2,293.00	\$195.00	\$2,488.00
9	Felicia L. Langley	\$1,816.00	\$20.00	\$1,836.00
10	Dashia K. Meeks	\$1,367.00	\$100.00	\$1,467.00



## TOP COURT OF SHARING

7/1/2014 - 6/30/2015

1	Beverly D. Adams	2	\$135.92
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# 5 CALLS TO GET THE BOOKING!



It has been said that 80% of all sales are made after the 5th contact.....but only 10% of sales people are willing to make those 5 calls! Be part of that 10% by being PLEASANTLY persistent. Here are 5 Suggested Messages by NSD Tammy Crayk.

## Call #1

Hi Carol, this is \_\_\_\_\_ with Mary Kay. We met the other day at \_\_\_\_\_. I promised to call you to set up a time to get together so you can sample our skin care and color products and give me your honest opinion. My Number is \_\_\_\_\_. Please phone me back at your convenience. I am really looking forward to getting together with you! I'll talk to you soon.

## Call #2

Hi Carol, this is \_\_\_\_\_ again with Mary Kay Cosmetics. I'm phoning you back because I am not sure you received my last phone call. I did phone you on \_\_\_\_\_ but I'm guessing you haven't received the message yet. I am following up after having met you at \_\_\_\_\_. I promised you that I would call you to set a time for the facial we talked about where I can get your opinion and feedback on our products. My number is \_\_\_\_\_ please give me a call back at your convenience.

## Call #3

Hi Carol, it's Tammy Crayk again with Mary Kay and.....oh my gosh.....I don't know if you're getting my messages or not but I do want you to know that I pride myself on never becoming a "stalker"/bothersome, etc. It's very important to me that I don't ever become annoying with my phone calls and messages to those that I am trying to connect with but on the other hand, I am worried that you may not be getting my messages at all. I'm not sure, at this point, what to do as I don't want to drop the ball on my end by not following thru on the promise I made you regarding your complimentary facial and makeover. If you've changed your mind about getting together, I completely understand and will totally respect that. If you could just give me a quick call and let me know if you are still interested in getting together (or not) that would be great. I look forward to hearing from you. My number is:  
\_\_\_\_\_

## Call #4

Hi Carol, I don't know if anyone else is checking your messages but this, again, is Tammy Crayk with Mary Kay. I am trying so hard NOT to be buggy or annoying! If someone else is checking Carol's messages if you could just pass this on to her, that would be fantastic. I will attempt to call one more time after this but, Carol, as I said on a previous message, if you have changed your mind about this appointment I promise to honor and respect that. I just don't want to drop the ball on my end if you're not receiving my messages because I am a woman of my word and I really want to follow through on the commitment I made to give you a call. If you'd prefer, you could also send me an email if you'd like. My email address is \_\_\_\_\_ or you can text me at \_\_\_\_\_. Thank you, Carol!

## Call #5

Hello Carol, this is Tammy Crayk with Mary Kay Cosmetics. I just wanted to let you know that this is the final call that I will be placing to you. What I'll do is leave my phone number one more time and if you would like to get together for that facial we talked about, just give me a call. My number is \_\_\_\_\_. Have a fantastic day!



# ♥ Love Checks!

9% Recruiter Commission Level  
Beverly D. Adams

\$54.41

4% Recruiter Commission Level  
Christine V. Watkins  
Tracie F. Jones  
Robin N. Webster

\$4.78  
\$2.40  
\$2.24



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

# Congrats!

## Doing What You Say You Will Do!

I heard the most valuable advice today and by no means was this advice original, but I was reminded the importance of credibility! Do what you say and say what you will do. As a **Mary Kay Consultant**, when you tell a customer, prospective customer, old friend, recruit, potential recruit and so on, that you will meet for coffee, you had better contact them to setup that coffee date and you had better show up for it.

If you say you will email or call her later – you better do it! Credibility is about building trust in your customers that you will do what you say. That you will be there when you say you will be there. That you follow through and always come through when you say you will. How do you expect to for them to trust you and want to build a relationship with you if you are not credible?

**Credibility is Key to your Success in your Mary Kay Business.**

Say it with me now and say it out loud: "Credibility is the KEY to SUCCESS in my Mary Kay Business!"



# February Celebrations!

Birthdays	Day	Anniversaries	Years
Ameritia S. Cavil	8	Sharon Byrd	21
Timika Williams	9	Beverly D. Adams	7
Nicole S. Taylor	12	Robin N. Webster	1
Lashay Morgan	14	Jamie-Rae F. Parks	1
Shavada Lee	18	Christine E. Pitts	1
Baheerah S. Rogers	19	Ronnetra D. Lykes	1
Shelley S. Seegars	21	Dundra D. McLemore	1
Deb A. Copeland	28	Tisa Johnson	1
		Latoya Jones-Lovett	1



Woohoo! Let's have some cake!

To the beautiful:

Sharon Byrd  
5541 Tipperlinn Way  
Charlotte, NC 28278



## WHY BEING A RED JACKET ROCKS

Being a Red Jacket is a HUGE accomplishment as a consultant!!! I believe that Red Jackets go places and are so close to directorship, if they choose. So what are some reasons that being a Red Jacket rocks?

- ◇ You get to wear the stylish Red Jacket at meetings, Career functions and any where that you go! You don't have to "Decide" what to wear
- ◇ You can receive special recognition at events and special seating
- ◇ You have at least 3-4 team members on your team and you have these lives to influence and help make better
- ◇ You are super close to earning your career car and driving in a beautiful car
- ◇ You receive FABULOUS commission checks based upon the orders of your team members
- ◇ You receive the best of the recognition
- ◇ You are in a prestigious place in Mary Kay and everyone loves it!!!

