



Worthy News



July 2015 Newsletter, June Results

July Ordering Deadlines

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

Happy New Year!

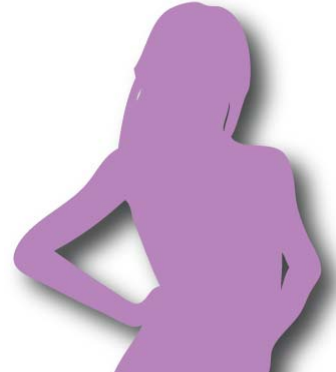
The beginning of the NEW 2015-2016 Year is here! This is the time for you to set big goals!



Top Monthly Queens



Queen of Sales:
Christine V. Watkins



Queen of Sharing:
Bonita C. Wheeler
Cheryl E. Isibor

New Year Planning!



Set your New Year up for success by planning your steps this year! If you have goals, but do not set a plan into place, you will probably not meet your goal to its fullest potential because you do not have a path to run on. When you do not have a path to run on, it is like you are shooting an arrow up in the sky, hoping it will hit the target. When you have a plan in place, you know where your target is located, you know how to shoot the arrow so it hits the target and you know what to do; if you don't reach the target the first time. Any successful entrepreneur knows that it takes focused planning to make things happen!

So take some time this week to really think about your goals and where you want to be in your business. Aim as high as you want. Then discuss your goals with your director so she can help you put an effective plan in place.

You can make it happen and achieve whatever you set out to do!

HEADING TO

RED



Start today, why wait?

The following 5 closing questions have been taught from the very beginning and Cheryl Warfield is here to share!

1. If you were to do this what do you think you would enjoy the most?
2. What assets do you have that would make you an asset to the company?
3. It takes \$100 to become a consultant. If I can show you how to take \$100 and turn it into \$1000 in 30 days could you find the \$100?
4. It takes about 2 hours to hold a beauty show from start to finish. How many 2 hour time slots do you think you could fit into an average week? (From that question - show her the average sales of a class, what her profit for the month and year is) Would that be worth finding an extra (2,4,6, whatever) hours a week?
5. Is there any reason you wouldn't want to give this a try? I think you'd be great!

On Target Stars and Star Consultants

First Quarter Ends—September 15, 2015

	Total	Sapphire	Ruby	Diamond	Emerald	Pearl
BONITA WHEELER	\$1,806.50	STAR	\$593.50	\$1,193.50	\$1,793.50	\$2,993.50
CHRISTINE WATKINS	\$1,575.00	\$225.00	\$825.00	\$1,425.00	\$2,025.00	\$3,225.00

Who will be our next star?

Discover Feel-Good Gloss



Participate in Mary Kay's Beauty That Counts® program and help change the lives of women and children.

In the United States, from May 16 through Aug. 15, 2015, \$1 will be donated from each sale of the limited-edition, Beauty That Counts® Nourishine Plus® Lip Gloss in two new shades, create change and In Harmony. Your purchase benefits The Mary Kay Foundation®, including its support of women's shelters and survivors of abuse.

Mary Kay is committed to bringing an end to domestic violence.

Coaching Tips

Mary Kay used to always say that a class worth booking is worth coaching. In some cases postponements and cancellations can't be avoided and it truly goes with the territory. BUT there are steps you can take to ensure that a class will hold. Coaching may be the answer!

Here are some suggestions once an appointment has BOOKED:

1. The success of that appointment all comes back TO YOU!
2. Give your hostess your datebook and let HER write in her name, address and phone number next to the time you've jotted down. Psychologically, this is like signing a contract. Your hostess will see that your datebook is full and that you are serious about your business (so make sure your datebook LOOKS and IS full).
3. Shake hands with your hostess! This may seem silly, but it is a subconscious signal that says: "This is a GENTLEMAN'S AGREEMENT!" This lets her know that your Mary Kay business is not a hobby with you!
4. Be ENTHUSIASTIC when talking about her class or collection preview, and don't be in a hurry to leave once you have the date on your books. TAKE THE TIME TO LET HER KNOW THAT YOU CARE ABOUT HER!
5. Suggest to her that you will be BUSINESS PARTNERS for that day. If she will do everything to help you, you will do so much to give her the greatest class or collection preview you've ever done! THEN DO IT!
6. Tell her exactly how to invite her guests and how many. Never assume they know how to do this, just because they attended one. Some hostesses overdo while some underdo.
7. Find out what your hostess wants. WHAT'S IN IT FOR HER? Have her write this on a "wish card," which could be a 3 x 5 card. Then suggest other things she might WISH for. Then YOU write on the back of her card what it will take in sales to get what she's wishing for.
 - a. For hostess orders, suggest one or two things she could sell and give her a goal of selling \$50 - \$100 before the appointment.
 - b. Call her every few days to see how many more items you need to deliver to her. This will keep her enthused and let her know you are thinking of HER!
 - c. She will also see how easily the product sells, thus priming her as a prospective team member.
8. When two or three appointments are booked for the same week, put the hostesses in a contest against each other.
 - a. Give 1 point for every dollar sold; 10 points for every appointment booked before you arrive; 50 points for every prospective team member signed
 - b. Then present a SURPRISE GIFT to the highest hostess for the week
9. Send a personal note or give her a call. You might say, It's because of you that my business as a professional Beauty Consultant is so rewarding! I'm looking forward to doing your class!
10. Let each hostess know that your High Hostess of the Week will be your guest at the next unit meeting. Your Sales Director will be happy to present her with a special ribbon, if you let her know ahead of time. Remember, many Sales Directors were once a hostess at a class!
11. In order to avoid a postponement, don't give a hostess a reason to postpone. Stay in touch with her and enthusiastically encourage her in everything she does, no matter how small or insignificant it may seem. Group-selling appointments are the life of our business. If you don't let your hostess down, she won't let you down.

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

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

Recruiter :Johnnie M. Stephens
Ebony Black

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

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

Welcome New Consultants!

Starting Something
Beautiful...

From

Sharing Dreams...

Shaleah Blount
Sharita Parks

CHARLOTTE, NC
SPARTANBURG, SC

C. Isibor
B. Wheeler

Welcome to our Unit!

Dream Big

Create your Dream Board!

Grab a poster and start posting and clipping our your dreams!
Visualize living in and with those dreams! You can have ALL
YOU WANT! Just visualize and feel it!



BOOKING WITH COLLEGE PEEPS VS. GROWN UPS!

1. OMG- Oh My Gosh. Target college peeps and grown ups- use mainly texting. Love simplicity and love mineral products, and always in the market for a flexible business. College peeps have money for specific things! Mary Kay blog at marykay.com- have them check that out. You check it out too.

2. TMI- too much information- college peeps want a lot of choices, but not a lot of details- no flip charts and beauty books. Grown ups want a lot of choices and a lot of details. Shelf the technical terms and use these instead.

- a. Day & Night- little construction workers!
- b. Indulge Soothing Eye Gel- who doesn't get a lot of sleep?

3. LOL- laugh out loud- be relatable, have fun at parties. Women do not need another negative experience. Be enthusiastic.

Creative Appointment Ideas!

- a. Extreme Mineral Makeovers
- b. Pedicures
- c. Microdermabrasion PJ Parties

4. BIF- Before I Forget: Women need constant reminding! Creative ways to help them remember your contact. Book & relate to college students through a portable facial box. "Oh My Gosh, I give away free makeup every single week- do you like free makeup? Jot your name & number down!!" Honor professional women during the week- call the manager and say, "I choose an office every single week to honor the professional women- not handing out business cards or networking... only passing out flowers & chocolate." Thank them and do a giveaway! Make sure you follow up! Text everything! Just say that I don't know if you remember me... but I'm the one who gave you the flower! Who won't remember that? College peeps- text and say you won a gift card!

5. LD- Long distance: Constant opportunity to meet new people each semester; grown ups love no territories- love that they can market anyone anywhere- keeping in touch with high school friends through facebook.

6. POS- parents over shoulder- beware when selling to and recruiting college students- focus on junior and seniors- more independent of parents. They are able to sign without permission and generally have credit to start the business the right way.

7. F2F- face to face: They want face-to-face contact! Research tells us that marketing should be

1. Credible!! Deliver on brand promise better than anyone else!
2. YOU are the next big thing! Talk about the NEW.
3. Be confident- act like a leader whether you are or aren't.
4. Be Unique, personalized service.
5. BE BOLD- have a point of view, be a leader & not a follower.
6. Be a connector- have the products on hand.
7. Be passionate, not pushy.

8. KIR- Keep it Real: When it comes to sharing marketing plan, keep it real...find a need & fill it! Say, "I am so excited about _____." (TW Repair right now) Share a strong i-story- your i-story should be told differently to different audiences. For college peeps- focus on cash & flexibility... personal growth- being able to put this on resume! Grown ups- supplemental income and advance at their own pace, no politics, networking opportunity.

9. GTG- Go To Go! College peeps are the most entrepreneurial group ever. 18-29, 75% say they want to own their own business. College peeps are already in learning mode. They are fearless, they move fast! Bored easily. Grown ups are business smart, good work ethic- working hard for someone else so why not work hard for someone else. Busy- give MK their all when able to work. Grown ups have money to spend!

10. BHAG- Big Hairy Audacious Goals- A true BHAG is clear and compelling! Creates immense team spirit- a clear finish line.. so the organization is clear on the end result! What are you shooting for this year? Say what you are shooting for at EACH appointment- there are three ways you can help me out!

- a. 1. You can become my customer! When you fall in love with the product today you can become my customer!
- b. 2. Faces- I have a personal challenge each month to put the product on 30 new people!
How many of you have friends with skin??? Business is 99% referral based.
- c. 3. MK Beauty Consultants!



Congrats on last MONTH'S ORDERS!

Christine V. Watkins	\$2,577.00
Cheryl E. Isibor	\$1,921.50
Bonita C. Wheeler	\$1,831.50
Alicia C. Hawes	\$1,175.00
Johnnie M. Stephens	\$450.00
Robin N. Webster	\$419.50
Anne M. Brooks	\$342.50
Trudy A. Williams	\$300.50
Courtney S. Meredith	\$229.50
Tabatha V. Bluford	\$226.50
Shelley S. Seegars	\$75.50
Gloria A. Ross	\$40.00
Tracie F. Jones	\$25.00
Martha J. Rucker	\$22.00

Way to go!

Summer burn to tan!

THE most amazing product. I can not say enough about the Sun Replenishing Gel!! From burn to total tan in less than 24 Hours these are my own personal pics/testimonial. Photo 1 was taken at 10pm last night, photo 2 at 8am this morning and photo 3 at 3pm this afternoon. Get your customers hooked! No retouching and no gimmick. Thank you Lauren Weis Peterson Mary Kay Independent Sales Director



TOP COURT OF SALES

7/1/2015 - 6/30/2016

1	Christine V. Watkins	\$20,099.00	\$215.00	\$20,314.00
2	Anne M. Brooks	\$11,149.50	\$160.00	\$11,309.50
3	Robin N. Webster	\$9,755.00	\$200.00	\$9,955.00
4	Tabatha V. Bluford	\$8,566.50	\$195.00	\$8,761.50
5	Bonita C. Wheeler	\$6,675.50	\$20.00	\$6,695.50
6	Weslica L. Johnson	\$6,657.50	\$20.00	\$6,677.50
7	Johnnie M. Stephens	\$5,804.00	\$195.00	\$5,999.00
8	Beverly D. Adams	\$5,903.50	\$0.00	\$5,903.50
9	Cheryl E. Isibor	\$4,967.00	\$0.00	\$4,967.00
10	Tracie F. Jones	\$4,576.00	\$235.00	\$4,811.00

TOP COURT OF SHARING

7/1/2015 - 6/30/2016



1	Beverly D. Adams	2	\$287.64
2	Robin N. Webster	1	\$95.80
3	Bonita C. Wheeler	1	\$84.35
4	Christine V. Watkins	2	\$81.57

The best way to get things

Done

is to simply

Begin

Tips on moving up!

Motivation To Move Up - Your Why! Write it down - be clear about your goals and why you want them- your why will keep you going when your initial enthusiasm wears off. Think of your WHY when you face challenges.

Open Mind - Don't Prejudge People, Think New Thoughts about your Career and about yourself. If anyone has done it before - then you can as well! Look for new opportunities - to meet people - to get out in front of a crowd. Volunteer to speak at Social & Civic Club Meetings.

Visualize Your Success - Do Goal Posters with YOUR picture on it and your goal written and in photos. Put in 5 places - bathroom mirror, bottom of computer screen, fridge & car dash. Look at them at least 10 times a day - say your goal out loud as if it is already done. "I am a Director and I look great and feel even better! My family and my friends are proud of me and I am proud of myself!"

Involve Your Family - Get them excited about your goal - what's in it for them. Have younger children help you in office - set up goals and reward family when you reach them! Be accountable to them each day - and each week. Chart your progress where everyone can see it! Put yourself out there!

Never Give Up - Change the Date - but NEVER the goal! If you can conceive it, and believe it - you can achieve it! Don't let self-doubt creep in!

Get on the Books - Booking 3 and hoping they will all hold is not enough. You must have massive action - book 10 and keep 10 on the books at all times. Holding classes will keep your sales up so you can stay a STAR and give you NEW people to share your career with. Plus you will have people to invite to your unit meetings and events.

Organize with Spiral Notebook - Track your success daily - keep notes of your phone calls - your new contacts - every promise you make and your list of things to do.

No Means Next - Get 10 No's from TEN 10's! Look for the quality people to share your opportunity - don't worry about the results - just keep asking! Don't let the fear of rejection stop you!

Understand the Rules - Know what it takes to move up - be clear on what you have to do - don't rely on your Director or anyone else to tell you what you need to finish your month. Get online - figure it out and track your progress daily!

Prepare Yourself for Leadership - Read good positive books - listen to MK Media - pick Mentors that are where you want to be to learn from. Stay away from Dream Crushers!

Dress for the next level - dress like a Director - think like a Director and you will become one!

Lovin' the Love Checks!

4% Recruiter Commission Level

Robin N. Webster
 Tabatha V. Bluford
 Bonita C. Wheeler
 Christine V. Watkins

\$79.88
 \$73.26
 \$47.00
 \$9.18



*Quarter 1 Star Program
 (through September
 15, 2015)

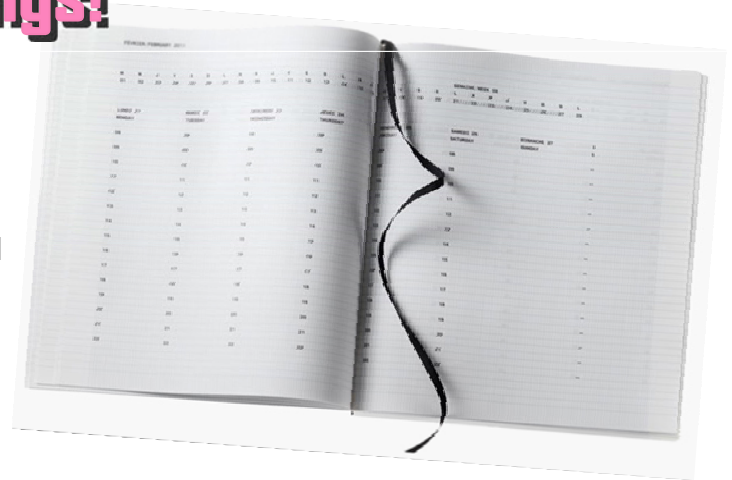
* Class of 2016
 (until July 1, 2016)

Congrats!

Make a date for your meetings!

It is so important that you attend your weekly meetings, every week without fail. There is a meeting in everyone's area. And if not, check with me and I will find you one! Attending your weekly meeting is so important because it pumps you up for the week that you have ahead. You also receive GREAT EDUCATION and recognition that you so much deserve!

Not only that, you are awarded for your accomplishments and you can see others being awarded too. So make it a date to always attend your meetings!



August Birthdays & Anniversaries

Birthdays	Day	Anniversaries	Years
Shermeine Hammie	8	Martha J. Rucker	6
Trudy A. Williams	16	Shameka S. Williams	1
Sharon Byrd	29	Shermeine Hammie	1
Clemie J. Anderson	31		
Deborah Eatmon	31		



Sharon Byrd
5541 Tipperlinn Way
Charlotte, NC 28278



Get Ready for Red!

Get ready for Red today! You are going to be a RED JACKET! YOU are going to get to wear the BEAUTIFUL RED JACKET, you are going to be one of our top consultants; the time is now!

Get into red by conducting team building appointments this month.

Make a goal of 30 and offer those that listen a free lip gloss for signing within 24 hrs and everyone that listens goes in a drawing for a _____ (whatever you want to give away). 1 in 5 generally will say YES, so go ahead and get started!