



Worthy News



June 2014 Newsletter, May Results



Top Queens!



Queen of Wholesale:
Christine V. Watkins

Queen of Sharing:
Felicia L. Langley

Ordering Deadlines for June

27: Last day for phone orders
30: Seminar 2014 contest period ends & last day of month

Important Promo Deadlines

Quarter 1 Star Consultant quarterly contest (June 16 - September 15, 2014)
Class of 2014 (through July 1, 2014)

discover what you **LOVE**™

Follow Your Heart!

The **Follow Your Heart** pendant necklace serves as a token of appreciation from our heart to yours for being a fearless role model and leader. It can be yours when you **place a single \$400 or more Section 1 wholesale order in June 2014!***

This stunning platinum-tone necklace, which hangs on a delicate 17-inch chain, features a unique, heart-shaped pendant adorned with five scintillating stones as well as the *Mary Kay*® logo. When the women in your unit qualify, the necklace will be shipped with their qualifying orders.

We hope you will wear your Follow Your Heart pendant necklace with confidence when you spend time with the women in your unit, so you can encourage them to earn their own necklace in June.



A \$400 w/s order and it's yours!

*One necklace per person.

IDEAS TO SELL MK @ PLAY :: TODAY!!!



IDEA 1: "I do birthday parties!" Contact customers and potential customers and let them know of the special party that you will conduct for tweens and teens. This can be conducted for a special birthday girl and her friends. Share with mom what the party will entail and that she can purchase items for the girls' party bags and *the teens can bring some money from home if they want to purchase extra things!*

IDEA 2: Display MK @ Play products at parties where women are and offer them to try or ask at closing if the customer **wants to add a \$10 MK @ Play product to her order as a gift for her daughter, friend, sister, etc?**

IDEA 3: MK @ Play products sell for \$10 per item. *You can bundle the items and sell in sets at parties, too, to increase sales.*

MK @ Play products are awesome, so **DON'T** forget to sell them!



On Target Stars and Stars



Fourth Quarter Ends—June 15, 2014

	Total	Sapphire	Ruby	Diamond	Emerald	Pearl
TABATHA BLUFORD	\$2,431.00	*****	STAR	\$569.00	\$1,169.00	\$2,369.00
ROBIN WEBSTER	\$1,864.50	STAR	\$535.50	\$1,135.50	\$1,735.50	\$2,935.50
CHRISTINE WATKINS	\$1,490.50	\$309.50	\$909.50	\$1,509.50	\$2,109.50	\$3,309.50
ANNE BROOKS	\$1,158.00	\$642.00	\$1,242.00	\$1,842.00	\$2,442.00	\$3,642.00
JOHNNIE STEPHENS	\$1,125.00	\$675.00	\$1,275.00	\$1,875.00	\$2,475.00	\$3,675.00
TRACIE JONES	\$1,007.50	\$792.50	\$1,392.50	\$1,992.50	\$2,592.50	\$3,792.50
LASHAY MORGAN	\$807.50	\$992.50	\$1,592.50	\$2,192.50	\$2,792.50	\$3,992.50
SHELLEY SEEGARS	\$698.50	\$1,101.50	\$1,701.50	\$2,301.50	\$2,901.50	\$4,101.50
KIMBERLY MCCLAIN	\$683.00	\$1,117.00	\$1,717.00	\$2,317.00	\$2,917.00	\$4,117.00
FELICIA LANGLEY	\$623.50	\$1,176.50	\$1,776.50	\$2,376.50	\$2,976.50	\$4,176.50
TISA JOHNSON	\$570.50	\$1,229.50	\$1,829.50	\$2,429.50	\$3,029.50	\$4,229.50

Here's how to be a star * you can totally do it!

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



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
Jasmine M. Brock
Tisa Johnson
Felicia L. Langley
Shavada Lee
Bridget S. Mangle
Yolanda L. Williams
* Catreecha McCray
* Shay Rosemond
Cassandra Garrett

Star Team Builders

Recruiter :Tabatha V. Bluford
Veronica Black
Roberta Mazyck
Bonita C. Wheeler
* Jamie-Rae F. Parks
* Francia Paulino
* Christine E. Pitts
Pamela D. Jones
TyKeshia McElveen

Senior Consultants

Recruiter :Anne M. Brooks
Evelyn C. Massey

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

Recruiter :Shelley S. Seegars
Kimberly R. McClain

Recruiter :Christine V. Watkins
Lonita M. Humphrey
Baheerah S. Rogers
* Courtney S. Meredith
Toniza L. Ross

Recruiter :Robin N. Webster
Shelley S. Seegars
Shanton D. Smith

WELCOME NEW CONSULTANTS! MAY

Starting Something
Beautiful....

From

Sharing Dreams...

Tracee N. Gallimore
Ojetta G. Rease
Joyce A. Starks
Holly Tucker
Timika Williams

GREENVILLE, SC
COLUMBIA, SC
GREENVILLE, SC
GREENVILLE, SC
ROEBUCK, SC

F. Langley
M. Brown
F. Langley
F. Langley
T. Williams

Welcome to our Unit!

BOOKING TIPS

BY NSD Kathy Goff-Brummett

The most obvious way to book is ASK!!!!!! Now, that's a novel idea!!!!!! Make a list of 40 - 50 people and just start making calls.

Ask every reorder customer, "Who do you know who might enjoy using our products as much as you do?" Ask for referrals from every class. But, ask for only as many referrals as you are following up with. There is no success in having dozens of referrals stacked on your desk.

The next way to get bookings is from warm chattering. Warm chattering does not mean walking up and down the mall attacking people with our business cards. Warm chattering means building relationships with people and then mentioning Mary Kay. Now, don't get me wrong - it doesn't take 6 weeks to build a relationship. It can be done in 5 - 10 minutes.

And, finally, the best way to get bookings (and the one we all want to work toward) is from skin care classes. The numbers will always be better when you are trying to book people who are in the process of experiencing the product. Set a goal to get your date book full now and to never have to get on the phone again.



Do the best you
can until you
know better.
Then when you
know better, do
better.

- Maya Angelou

Look who invested in their business!

Christine V. Watkins	\$1,040.00
Kimberly R. McClain	\$683.00
Johnnie M. Stephens	\$558.00
Robin N. Webster	\$552.50
Anne M. Brooks	\$440.50
Tracie F. Jones	\$406.00
Shavada Lee	\$367.00
Felicia L. Langley	\$259.50
Martha J. Rucker	\$253.00
Dashia K. Meeks	\$250.50
Tisa Johnson	\$154.50
Lonita M. Humphrey	\$142.00
Tabatha V. Bluford	\$141.50
Gloria A. Ross	\$118.50
Lashay Morgan	\$107.00
Shelley S. Seegars	\$98.00
Beverly D. Adams	\$35.50

what are you doing?

It would be SO awesome to hear what you are doing in your business! If you are already attending meetings, posting weekly accomplishments, sharing your GOOD NEWS with me, than that is awesome!



If you aren't, please take some time each week to let me know how you are doing; give me a call, facebook me, etc.

I would love to know about your weekly sales and goals, too.

And don't forget meetings are a must. Those who show up, go up!

The 5 Finger Prayer!



- Your thumb in nearest you. So begin your prayers by praying for those closest to you. They are the easiest to remember.
- The next finger is the pointing finger. Pray for those who teach, instruct and heal. This includes teachers, doctors and ministers. They need support and wisdom in pointing others in the right direction.
- The next finger is the tallest finger. It reminds us of our leaders. Pray for the president, leaders in business, industry and administrators. These people shape our nation and guide public opinion. They need God's guidance.
- The fourth finger is our ring finger. Surprising to many is the fact that this is our weakest finger; as any piano teacher will testify. It should remind us to pray for those who are weak and in trouble or pain.
- And lastly comes our little finger; the smallest finger of all which is where we should place ourselves in relation to God and others. Your pinkie should remind you to pray for yourself. By the time you have prayed for the other four groups, your own needs will be put into proper perspective and you will be able to pray for yourself more effectively.



TOP COURT OF SALES



7/1/2013 - 6/30/2014

1	Tracie F. Jones	\$15,505.00	\$2,029.00	\$17,534.00
2	Christine V. Watkins	\$13,296.00	\$425.00	\$13,721.00
3	Tabatha V. Bluford	\$10,641.00	\$496.00	\$11,137.00
4	Johnnie M. Stephens	\$7,636.50	\$603.00	\$8,239.50
5	Beverly D. Adams	\$5,248.00	\$343.00	\$5,591.00
6	Robin N. Webster	\$5,417.00	\$130.00	\$5,547.00
7	Anne M. Brooks	\$4,408.00	\$60.00	\$4,468.00
8	Monique M. Brown	\$4,325.50	\$90.00	\$4,415.50
9	Felicia L. Langley	\$3,001.50	\$40.00	\$3,041.50
10	Trudy A. Williams	\$2,136.50	\$90.00	\$2,226.50



TOP COURT OF SHARING

7/1/2013 - 6/30/2014

1	Tracie F. Jones	1	\$82.57
2	Beverly D. Adams	1	\$41.61
3	Robin N. Webster	1	\$27.94
4	Shelley S. Seegars	1	\$27.32
5	Monique M. Brown	1	\$26.28



Love Checks...it starts with Love!

9% Recruiter Commission Level Beverly D. Adams	\$78.53
4% Recruiter Commission Level Shelley S. Seegars	\$27.32
Christine V. Watkins	\$5.68
Robin N. Webster	\$3.92



Let's Crunch!



Way to go!

why being a star consultant rocks

- You get to pick out a **LOVELY Star Consultant prize** that is shipped to your door
- You receive **praise, recognition and applause** for your amazing choice to stock your store and for working your business
- You get **first "dibs"** on referrals from the company (they refer people to you for those close to your area that need product)
- You have a **stocked store**, so don't need to pay for shipping smaller orders each time you order.
- With your stocked store, it means you **have all the products that you need for yourself, friends and family**. You don't have to run to the "store" in hopes your products are in stock. You always have your personal products in stock..and in your shade and formula!
- You are at the top level of our company, you aren't sitting on the sidelines, **you are playing and playing to win!**

Let's crunch some numbers to see how income producing activities can **FLOOD** your bank account!

- ◆ Hold 3 skin care classes a week with \$200 in sales each. $3 \times \$200 = \600 a week, profit is \$300. 4 weeks in a month $\$300 \times 4 = \1200 . [\\$600 profit a month.](#)
- ◆ Everyone needs a lipstick. Sell 5 lipsticks a week: $5 \times \$15 = \75 . $\$75 \times 4 = 300$. [Your profit is \\$150.](#)
- ◆ Sponsor 3 new team members who order the Ruby Star package, which is \$2400 wholesale. You will earn 4% on all team members' orders. $4\% \text{ of } \$2400 = \$96 \times 3 =$ [\\$288 PROFIT](#)

July Celebrations!

Birthdays	Day	Anniversaries	Years
Gesha Sanders	1	Cassandra Garrett	2
Fran Jones	6	Deborah E. Eatmon	1
Carol A. Laverpool	8		
Latoya Jones-Lovett	27		



Bee the Best Bee You Can Bee!

Remember the Bee? It's not suppose to be able to fly...but someone forgot to tell it and it flies just fine! YOU are the BEE.... you can be all that you want to be...BUT you must first decide to FLY!

Are you ready to FLY (Finally Loving Yourself)? Eagles - They have such regal, such majesty as they soar around effortlessly in the sky. Remember too that unless they first jumped off the cliff they would never have discovered that they COULD!

1. **Setting your Sights** - if you shoot for the Moon you will always land amongst the STARS!! Your first goal when moving on up is to ALWAYS be a STAR CONSULTANT! That is minimal sales even part time consultants can do this, \$300 Retail weeks, everyone deserves to be a STAR & earn her star each quarter and to get her beautiful prizes!!
\$300 = Sapphire \$400 = Ruby \$500 = Diamond \$600 = Emerald

2. **Taking it to the next level is - NATIONAL COURT OF SALES** - by consistently holding \$600 to \$700 weeks you will grace the stage in your exquisite gown and win a beautiful diamond prize!! You can control this, but you must CHOOSE this!!

3. **Red Jacket** - If you worked for someone else and they told you they had openings for 3 fabulous positions that would pay \$25 to \$50 an hour with the potential of earning \$50,000. A year to \$\$\$\$\$\$\$...would you know anyone to recommend? Make a list of 10 people who you want to share this with. You may not even know their names it could be the girl at the corner store, etc. Go for a bronze medal this month! This is a great time to recruit for tax deductions, holiday selling, buying holiday gifts at cost, great time to finish training, you meet lots of people over the next few weeks, after the holidays its such a let down and people are in the 'party' mode. As Mary Kay's husband Mel Ash said....just change the H to a K and "A...S...K..."

4. **It only takes 2 more to track your car and 7 more to earn it...DRIVE FREE!** Why not go for a double gold medal and get the job done. Become a Recruiting Machine...GET EXCITED....Ask, and Ask, and Ask....that's all it is...a numbers game. There are a lot of people out there working, ask them. There is someone at every gas station, fast food, dry cleaners, florist, etc, ask them. Do you know most of them are working for minimum wage? **Do you also realize that if all they sold was a mascara, lipstick etc. an hour they are making minimum wage?**

5. **Taking it to the next level 2 a month every month is NATIONAL COURT OF RECRUITING!!** Make the choice to be in the court....if you have ever had 1 recruit you can do this, you just have to decide to ASK!

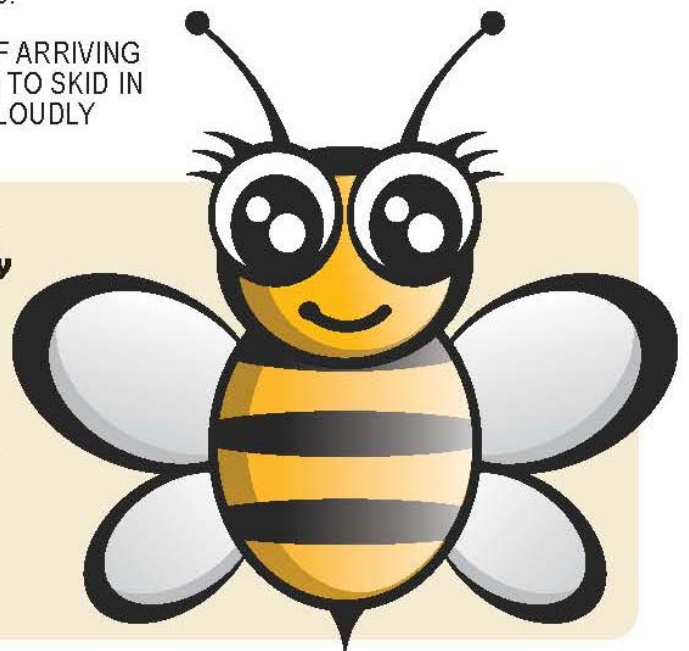
6. **CHOICES** - Choose to be great! Choose to give it your best! Choose to book your 10 classes! Choose to bring a guest this week! Choose to interview 2 a week! Choose to coach those hostesses! Choose to set a Goal! Choose to get control of your time! Choose to call your director weekly! Choose to go to meetings! Choose to be a Star! Choose to drive FREE! Choose to MOVE ON UP!! It is not up to anyone but YOU to choose what Mary Kay can be for you!

"Long-range goals keep you from being frustrated by short-term failures."

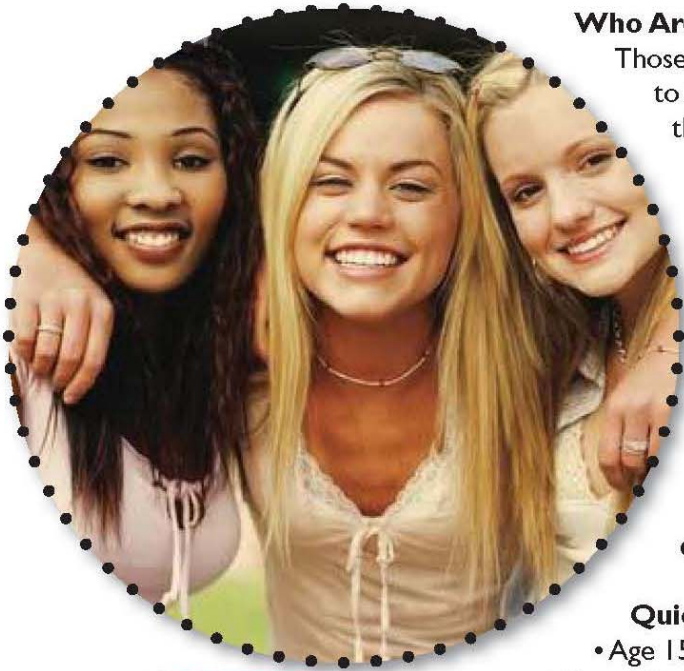
"LIFE IS NOT A JOURNEY TO THE GRAVE WITH THE INTENTION OF ARRIVING SAFELY IN A PRETTY AND WELL PRESERVED BODY, BUT RATHER TO SKID IN BROADSIDE, THOROUGHLY USED UP, TOTALLY WORN OUT, AND LOUDLY PROCLAIMING: WOW.... WHAT A RIDE!!!"

Women are natural salespeople. Once they believe in a product, they sell it to everyone they meet. They have spent their lives selling their husbands, children, neighbors and friends on whatever they believe in. Selling a product they are sold on themselves is second nature. I am amazed by the ingenuity, creativity and ability to see that women possess. (From My Heart to Yours, Page 25)

-Mary Kay Ash



Working with Gen Y



Who Are They?

Those born between 1982 and 2000 are generally considered to be Gen Y members. The current 20-somethings are the children of younger Boomers and older Gen Xers. The “boomerang” tag comes in part from their numbers. Boomer children were so called because of the sharp increase in births after World War II. Generation X saw a sharp decline.

Generation Y is back up again, within ten million of Boomer’s numbers. The women that will grow with your business are placed in three age categories:

- o 15 – 18 still in high school
- o 18 to 21 in college
- o 21 to 24 working at their first job

Quick Facts and Figures

- Age 15-32 (est.)
- Approximately 42 million women
- Born between 1977-2001 (est.)
- Highly Educated & affluent
- On average, has \$20,000 in student loan debt
- 60% still live with their parents
- Ethnically diverse
- Incredibly tech savvy
- Addicted to social media - 42% visit a social network site several times a day
- Independent and individual
- Highly adaptable, confident and open to change
- Thinks like an entrepreneur



Words that Work for them:

- Fun & Free
- Girls Night Out
- Lash Bash
- Beauty Bar
- Giveaways
- “If it’s free, it’s for me”
- Themed events
- (Little black dress, etc.)

Notice words that work and use them for marketing, but try not to sound like a 20 year old, because it can come off not genuine.

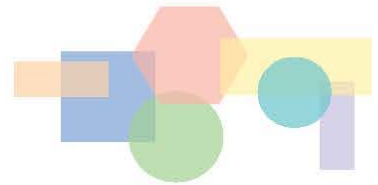
Getting Started:

- Free is a good place to start
 - o free sampling
 - o cello bag with business card, sample and piece of candy
 - o “have you tried the new Mary Kay?”
 - o Then invite them to an exciting event (to be held soon)
 - o Text them right away to follow up
- Do ask them how they want to be contacted.
- They love to give their opinion so are great for test panels on new product
 - o Glamour opinion
 - o Trend items
 - o Limited edition
- AND THEN they fall in love with the skin care!



Great Ideas

to consider incorporating into your business



how well do you know your hostess? game

This is really fun when the ladies are all friends or family of the hostess. They get to see who really does know her best. Hand out some paper and pens for each guest to write down her answers on, have it numbered 1-10. Have everyone write down their answers including the hostess. So here are the questions:

- 1) What is your hostess's favorite color?
- 2) If she could have any vehicle, what would it be?
- 3) How many kids does she have?
- 4) What is her favorite hobby?
- 5) Who is her favorite actor?
- 6) What is her favorite animal?
- 7) What is her favorite TV show?
- 8) What is her favorite food?
- 9) What is her favorite scent or smell?
- 10) If you were in need of something, would your hostess give it to you if she can?

When you are done reading the questions, including the hostess, have the hostess read her answers outloud. Give each person a point for each answer they get right. Now rearrange the questions, if you want to, but leave number 10 last. It is a great lead in for you to mention that she will get free product based on the amount they spend and if they book any parties. So even if they do not have a lot to spend that night then they can still help her out. I really like party games and I encourage my consultants to use them as well. If the party is fun there is a better chance of someone at that party booking a party. We love new bookings, don't we?

contact long lost customers

A way to contact long lost customers is to mail them a letter and a few samples. You type out a letter or flyer letting the women know about a special you are having. The special is up to you, offer 10% off or buy two get one 50% off, whatever works best for you. With the flyer include a couple samples of products you know that they like or would like. Then you can make the call to them a week or so later to make sure they received the envelopes.

Then there is the opportunity to open the conversation on if they need to order and if you can contact them next month to check in.

enhance your parties

Here are some things that just could make your party run a little better or make it enjoyable, the list could go on and on but here are a few. First, I always like to have some refreshments, like some beverage and then some fruit or veggies and little something sweet. This usually will help people to mingle who may not know each other. Also I like to have music playing soft in the background. I will usually use jazz or classical. You can also have the hostess pick one of her favorites. Another good thing to have is a parting gift, a little favor they can take with them. You can wrap up something sweet in tulle and tie the bag up with ribbon and a business card. You can also have some samples for them to try, like the Microdermabrasion Set.

parties for young moms

One of the reasons that some women may give for not being able to attend a party is because they do not have child care or cannot afford child care, plus the cost of an order. Try and remedy this situation for them. Have child care available at the party, in a separate room of course. Show the hostess the benefits to having the child care, i.e. if there are more people at the show, she will receive more in hostess credits and the more free product. Who pays for the sitter is up to you. I usually pay for the child care to encourage attendance and gain more sales. Use a sitter or two that the hostess is familiar with and has even used a time or two. Hopefully this will help women to get together and have a break from the kids and do something they really enjoy.

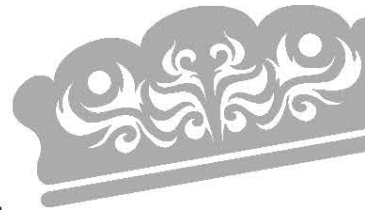


How to Develop Your Own I-Story!

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." You may not have achieved what most of the top Directors and Nationals have thus far, but we ALL start at the beginning and have a story to tell! If you learn very quickly to get out of yourself and get into others, God will tremendously bless your business. You will become all that you were meant to be, if you show passion for what you believe in. 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. Now, I want you to go back before Mary Kay came into your life. **Ask yourself these questions because your answers may relate to someone else.**

- * **What were your thoughts about Mary Kay before?**
- * **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?**
- * **Why did it impress you?**
- * **Did you know you could make that kind of money in Mary Kay?**
- * **Were you a practice interview?**
- * **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 try it?**
- * **What is your purpose?**
- * **Why did you make the decision?**
- * **How have you grown in Mary Kay?**
- * **What are your goals?**



Use your answers to the above questions to create your I-story and have fun creating your I-story with passion and charisma! It is a choice to be great in life—remember you are selling the DREAM of Mary Kay—believe in the POWER OF THE DREAM!



Created by Court of Achievers

discover what you
LOVETM

To the beautiful:

Sharon Byrd
5541 Tipperlin Way
Charlotte, NC 28278



ENDING THE SEMINAR YEAR!

Ready to get to your Seminar Goal? The end of the year is approaching us! As you run to the finish line, keep these questions in your mind; ponder your answers. Then finish your year with a **HUGE BAM!**

- « What do you want to be recognized for?
- « What do you want to say that you've overcome this year?
- « What rewards do you want to earn?
- « How much money do you want to have made this year?
- « How many new faces do you want to have saved?
- « How many new models in your Model Portfolio?
- « How many new team members do you want on your team?
- « Do you want to move up to a new career level?
- « Do you want to go On Target for something?
- « Do you want to attend Seminar?

So many possibilities, so much that you can still do. Do not let yourself say, "Oh well, it's too late in the year now.." I tell you that it is not. You have **DAYS** to accomplish your goals, to put **CASH** in your pocket, to help be a part of our unit accomplishing our goals—**YOU CAN DO IT!**

