



# Worthy News



March 2016 Newsletter, February Results

## March Ordering Deadlines

- 30: Last day for consultants to place orders
- 31: Last day of month for orders

## Take note of ending dates

- \*Quarter 4 Star Program (through June 15, 2016)
- \* Class of 2016 (until July 1, 2016)

# Our Queens!



Queen of Sales:  
Anne M. Brooks

Queen of Sharing:  
It's a 3-way tie! See page 2!



# Spring Business Tips!

With spring time and summer rapidly approaching, it is a great idea to consider planting new seeds for your "business garden" to grow. Here's a couple of great tips.

- **How many customers do I really have?** Firstly, go through your customer list and mark and notate all the customers that you have relationships with. Secondly, find all the ones that have said "maybe" or "later" and write their names down. Any of the people on your list that are definitely a "No", you may decide to remove their name from your list or hold on for another few years or so. Situations change.
- **The maybe customers that you wrote down**, consider calling them and asking them to book a party. Ask them if they'd like to get a couple of their girlfriends together for a fun pampering party. No pressure, just fun. Everyone will have a customized skin care regime ready for them and get to try some beautiful new spring colors. Those that do not have time, consider booking a facebook party or asking them to be a silent hostess. If they are still not interested, mail them a look book, coupon and follow up with them.
- **Team building.** Go through your list and look at your "Maybes" to the opportunity or those that signed up and are no longer with us, call them and ask them to listen to the opportunity to go into a drawing for a free \_\_\_\_\_. The second chance consultants... explain the perks of starting their business!

# Summer of Reds

**MARCH 1 – MAY 31, 2016**

Stand out in sophisticated style!

These fabulous bracelets are yours when you:

- 1 Sell the Product.
- 2 Build Your Team.
- 3 Move Up the Mary Kay Career Path!



## How It Works

		Who ▶	Star Team Builders* (3 to 4 active <sup>†</sup> team members)	Team Leaders* (5 to 7 active <sup>†</sup> team members)	Future Independent Sales Directors* (8 or more active <sup>†</sup> team members)
		Do This ▶	\$1,200 cumulative team production**	\$1,800 cumulative team production**	\$2,400 cumulative team production**
PERIOD March 1 – May 31	Any One Month Receive ▶		Crystal Bracelet	Crystal Bracelet	Crystal Bracelet
	Any Two Months Receive ▶		Ruby Bracelet	Ruby Bracelet	Ruby Bracelet
	All Three Months Receive ▶		Onyx Bracelet	Onyx Bracelet	Onyx Bracelet



### Consistency Pays!

Earn this fabulous tote when you achieve all three months of the contest. It's waiting for you at Seminar 2016 at the prize party. Check *online* for contest prizes and details.

Independent Sales Directors: You can win too! Just have a minimum three unit members achieve the challenge within each month to get the same bracelet your unit member receives.

RACE FOR RED



# Spring

into business!



**Hurry!**  
limited supply!

March 2016 Promotion



When you place a single wholesale Section 1 order of \$450 or more, you will receive this pretty pink cosmetic bag shipped directly from the Company with your qualifying order. Hurry! Supplies are limited! Call me if you have any questions!

## On Target Stars and Star Consultants

Third Quarter Ends—March 15, 2016



	Total	Sapphire	Ruby	Diamond	Emerald	Pearl
ALICIA HAWES	\$1,542.75	\$257.25	\$857.25	\$1,457.25	\$2,057.25	\$3,257.25
TABATHA BLUFORD	\$1,337.25	\$462.75	\$1,062.75	\$1,662.75	\$2,262.75	\$3,462.75
BEVERLY ADAMS	\$1,222.25	\$577.75	\$1,177.75	\$1,777.75	\$2,377.75	\$3,577.75
JOHNNIE STEPHENS	\$1,177.25	\$622.75	\$1,222.75	\$1,822.75	\$2,422.75	\$3,622.75
ANNE BROOKS	\$989.25	\$810.75	\$1,410.75	\$2,010.75	\$2,610.75	\$3,810.75
TRUDY WILLIAMS	\$764.00	\$1,036.00	\$1,636.00	\$2,236.00	\$2,836.00	\$4,036.00
BONITA WHEELER	\$681.00	\$1,119.00	\$1,719.00	\$2,319.00	\$2,919.00	\$4,119.00
ALBERTA KIRKPATRICK	\$619.00	\$1,181.00	\$1,781.00	\$2,381.00	\$2,981.00	\$4,181.00
CHRISTINE WATKINS	\$602.75	\$1,197.25	\$1,797.25	\$2,397.25	\$2,997.25	\$4,197.25
DAWN BOOZER	\$602.00	\$1,198.00	\$1,798.00	\$2,398.00	\$2,998.00	\$4,198.00
ROBIN WEBSTER	\$458.75	\$1,341.25	\$1,941.25	\$2,541.25	\$3,141.25	\$4,341.25



# HOW TO GET 100 LEADS IN 1 WEEK

1) Take a gallon zip lock bag (the kind with the zipper so the stuff won't fall out).

In it put:

- a) 10 skin care surveys
- b) An ink pen with a curly ribbon tied on it (so it won't get lost)
- c) The Look Book and/or Beauty Book - make sure your contact info is on it
- d) Several business cards & a few sales tickets

2) Make 10 bags

3) Call 10 women you know and ask them to help you

These should be "Chatty Cathies"...women who know a lot of women, work in an office around women, women who head up committees and like to talk. This is what you say:

Hi, Betty, I need your help! I've been challenge to get 100 skin care surveys filled out this week but I don't know 100 women. However, I do know 10 women who know 10 women! Would you take 10 of these surveys to work and ask 9 other women at work to fill one out? For helping me out, you can select any item you want from my catalog at 1/2 price! (Or offer her a gift, a hand cream, a Preferred Customer Program (PCP) gift or some of our discontinued glamour colors.)

4) Deliver the bags to your 10 helpers and

Set a DEFINITE TIME to pick the bag up - within 48 to 72 hours.  
Let her see you write the appointment in your date book.

5) When you pick them up, you'll call those who want facials and say this:

Hi, Caroline! My name is Debra Bishop and last week, you filled to a skin care survey for Betty at work. I was Calling to thank you for filling it out. (pause and see if she has any comments) I see that you marked that you'd like to have a mineral powder makeover session so I was calling to schedule the appointment. Which is better for you...this week or next? (Book the appointment) I also see that you checked that you'd like to have a few friends join you. Let me tell you about my hostess credit. (Explain whatever hostess credit you are using.)

## AND THE AVERAGES ARE....

Here are the averages after doing this for about 10 years...If you give out and get back all 10 bags, you'll have about 65-75 names. Not everyone will get all 10 done. Out of those, about 20-25 will check that they aren't interested or else have a consultant. Out of the 40-45 that are left, if you call all of them, you'll book about 25 and about 1/2 of those will hold. You'll end up holding about 12-15 classes. If they average \$300 a party, that is almost \$5,000 in sales! So....is it worth it to give out those bags? Definitely!!!!

### KEYS TO SUCCESS!!

- 1) Choose women who will do this for you!
- 2) Pick up the completed bags within 2-3 days after you give them out.
- 3) Start calling within 24 hours and call everyone within 3-5 days after you get the names.
- 4) Coach, Coach, Coach your hostess!
- 5) Carry extra bags to those classes to give out to the new customers to get more leads!



# 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

Shavada Lee

Bridget S. Mangle

Catrecha McCray

Lisa A. Moon

\* Felicia L. Langley

# Angela Anderson

# Deanna Brownlee

# Weslica L. Johnson

# Shay Rosemond

# Shameka S. Williams

Recruiter :Bonita C. Wheeler

Alyssa N. Fisher

Mia Gentry

Alicia C. Hawes

Sharita Parks

Tamala Robinson

\* Crystal Tinch

\* Dorothy Whittington

### Star Team Builders

Recruiter :Alicia C. Hawes

Tina M. Foggie

Utrena Kershaw

Tawanna N. Tate

Ashley M. Wheeler

\* Breanna M. Sterling

\* Cephina D. Williams

### Senior Consultants

Recruiter :Tabatha V. Bluford

Bonita C. Wheeler

\* Lakeedra Cannon

\* Nicole L. Colvin

\* Jennifer L. Prince

# Veronica Black

# Tonya D. Bracey

# Joyce Crosby

# New Consultants

Starting Something Beautiful....

From

Sharing Dreams...

Dawn Boozer  
Nicole L. Colvin  
Alyssa N. Fisher  
BeLinda M. Kendall  
Utrena Kershaw  
Vernessia McDowell  
Jennifer L. Prince  
Crystal Tinch  
Cephina D. Williams

LAURENS, SC  
CHARLOTTE, NC  
SPARTANBURG, SC  
CHARLOTTE, NC  
UNION, SC  
LAURENS, SC  
LAURENS, SC  
GREENWOOD, SC  
INMAN, SC

S. Byrd  
T. Bluford  
B. Wheeler  
C. Isibor  
A. Hawes  
S. Byrd  
T. Bluford  
B. Wheeler  
A. Hawes

Recruiter :Anne M. Brooks  
David A. Hughes  
\* Meagan P. Gregg

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

Recruiter :Trudy A. Williams  
Sabrina R. Evans  
\* Fran Jones  
\* Timika Williams  
# Gretta Betsill  
# Gabrielle Brown  
# Carolyn D. Simmons

*Congrats!*

## DIQ

### Requirements

- \$18,000 cumulative whls. unit production in one to four months.
- At least \$4,000 per month wholesale unit production. DIQ must have at least \$1,800 in personal cumulative wholesale production.
- 24 active unit members (includes the DIQ) at least 10 active unit members must have at least \$600 in cumulative whls. production during qualification.

### Compensation

- Eligible to become Director
- Unit Commission and Unit bonuses
- Eligible to wear the Director Suit



## FUTURE DIRECTOR

### Requirements

- 8+ active personal team mbrs
- You must be active

### Compensation

- 9% or 13% personal team commis.
- Team-building bonus

## CAREER CAR

### Requirements

- 14+ active personal team mbrs
- \$20,000 in one to four months
- You must be active

### Compensation

- 9% or 13% personal team commis.
- Team-building bonus
- Career Car or \$375 per month



## TEAM LEADER

### Requirements

- 5 - 7 active personal team mbrs
- You must be active

### Compensation

- 9% or 13% personal team com.
- Team-building bonus



# Easter Selling Ideas

As Easter approaches, we all feel a sense of renewal and new beginnings with the budding and blossoming of nature all around us. Many of your customers will follow the Easter tradition of giving Easter baskets to friends and family, or maybe to themselves, as a needed boost after winter weather. This could be a great time to pass along the emphasis of fresh starts to your customers by creating your own Easter basket gift sets to sell for spring.

## Independent Executive Senior Sales

Director Pam Higgs of Newburg, Md., has awesome spring sales by offering the following Easter gift ideas for her eggs-tra special customers.

### For Some Bunny Special

Customized color sets in vinyl bags

### For My Honey Bunny

One each of MK Lipstick, MK Eye Color and MK Cheek Color

### Spring Chick Collection

Age-Fighting Eye products (choose your selection!)

### For Sun-Bunny Special

Any combination of Sun Care products

### Basic Bunny

Basic skin care products with a bunny

### Pretty Peepers

Any combination of color or skin supplement eye products

### Theme: A New Spring Look

It's time to pack away the winter look and start anew with fresh spring colors! Mary Kay lip colors for spring are the best way to begin your new spring wardrobe. Teaching your customers how to achieve the lip look they always wanted, using our fabulous lip products and online application tips is sure to boost your spring sales.

## Getting Leads

Purchase 4 dozen plastic eggs, and put inside put a "\$10 gift certificate with makeover" with your name and phone # along with some jelly beans. Put the eggs in a pretty basket.

Go to area businesses where you know women are working. What do you say to these ladies when you handed them the egg? "I am here to honor the working women in your office with candies, Easter eggs and gift certificates! Would you like to be honored? Here, you get to choose your egg!

The egg has a prize in there from me, so I need to get your name and a number to reach you so we can get together for your prize!" Then hand them the name/ phone number side of your business card, have them choose their egg, and after getting their name and number, say, "What is the best time to reach you? Thanks! Have a Happy Easter!!"

Be sure to ask if there are any other women they know who'd like to be honored, and if so, I follow the same script with all of them. If no, then I say thanks and head to the next office!

Tomorrow there will be lots of bored and frustrated working women who wish they were off work!! Banks, doctors' offices, etc.!! Go find them and brighten their day!



**Easter is  
March 27**





# February Orders!

Anne M. Brooks	\$761.75
Alicia C. Hawes	\$742.75
Dawn Boozer	\$602.00
Beverly D. Adams	\$561.75
Tabatha V. Bluford	\$498.75
Johnnie M. Stephens	\$433.25
Trudy A. Williams	\$305.25
Christine V. Watkins	\$302.75
Alyssa N. Fisher	\$301.75
Tracie F. Jones	\$299.00
David A. Hughes	\$254.25
Lisa A. Moon	\$242.50
Vernessia McDowell	\$240.00
Sharita Parks	\$237.00
Sabrina R. Evans	\$230.50
Mia Gentry	\$230.00
Tawanna N. Tate	\$227.00
Bonita C. Wheeler	\$226.50
Utrena Kershaw	\$225.75
Ashley M. Wheeler	\$81.50
Mary Brown	\$60.00
Catrecha McCray	\$39.50
Alberta Kirkpatrick	\$34.00

# Who's a great prospect?

Hearing "YES!" to someone starting a brand new business as an Independent Beauty Consultant is an exciting thing! There are so many women out there that can benefit from this amazing business. Here are some ideas on great prospects that may really benefit from a our career!

- ◇ **Teachers:** Did you know that many top director were once teachers? Teachers are naturally care-givers and have a heart for learning and sharing. They know how to work a schedule and get things done. Most have summers off, which gives them ample time to work their businesses.
- ◇ **The one who loves the product:** If she loves the product, she may love selling it. She already silently sells it when she wears it and then audibly sells it when she shares with her friends. A makeup lover will also love to be able to purchase products for half-off for herself, friends and loved ones! Her making money by selling the product she loves? Awesome!
- ◇ **The social butterfly:** is the woman with lots of friends. She might be a PTA mom, pastor's wife, active woman in the community and more. She loves to share with others and has strong relationships. A great consultant in the making b/c she has a great base of possible customers to start with and she probably isn't shy.
- ◇ **A homeowner:** a homeowner is a great prospect because they are probably well grounded in their life. They may have a regular job or may be a stay at home mom. A great prospect because they start at a wonderful place.

Never, ever prejudice but consider the possibilities of the above!

## upcoming special dates

Holiday	Date	Day of Week
Daylight Saving	13-Mar	Sunday
St. Patrick's Day	17-Mar	Thursday
Good Friday	25-Mar	Friday
Easter	27-Mar	Sunday
Easter Monday	28-Mar	Monday
April Fool's Day	1-Apr	Friday
Earth Day	22-Apr	Friday
Cinco de Mayo	5-May	Thursday
Mother's Day	8-May	Sunday
Armed Forces Day	21-May	Saturday
Memorial Day	30-May	Monday
Flag Day	14-June	Tuesday
Father's Day	19-Jun	Sunday
Independence Day	4-Jul	Monday
Parents' Day	24-Jul	Sunday



## TOP COURT OF SALES

7/1/2015 - 6/30/2016

1	Alicia C. Hawes	\$9,775.50	\$1,430.00	\$11,205.50
2	Trudy A. Williams	\$5,715.00	\$1,450.00	\$7,165.00
3	Anne M. Brooks	\$6,345.00	\$798.00	\$7,143.00
4	Tabatha V. Bluford	\$6,669.00	\$329.00	\$6,998.00
5	Johnnie M. Stephens	\$5,826.50	\$459.00	\$6,285.50
6	Christine V. Watkins	\$4,670.00	\$828.00	\$5,498.00
7	Beverly D. Adams	\$4,181.50	\$82.00	\$4,263.50
8	Andrea L. Mccray	\$3,480.00	\$508.00	\$3,988.00
9	Robin N. Webster	\$3,120.00	\$0.00	\$3,120.00
10	Bonita C. Wheeler	\$3,076.00	\$0.00	\$3,076.00



## TOP COURT OF SHARING

7/1/2015 - 6/30/2016

1	Trudy A. Williams	1	\$24.64
2	Anne M. Brooks	1	\$24.36

# Dealing with Objections in the Team Building Process



## **1. "Too busy, no time"**

I totally understand. I felt that same way when I first started. But I find in MK that time is a mute point because in MK you set your own schedule. The busier women are the best in MK. Are you good at organizing your time? Would you find the time for the important things? Busy women get more done!

## **2. "I don't know people/I have no friends"**

I totally understand. I felt that same way when I first started. But this is what I have found. People connect you to people and more people, etc. Give the example....If you have one friend....then that one friend has friends that you do not know and she connects you with them and they connect you with their friends and its just an ongoing snowball.

## **3. "No \$".**

I totally understand. I felt that same way when I first started. However do you feel like you are worth more than going pay check to pay check? Lets just imagine if you had an extra \$500 what would you spend it on? (Paint them a picture).

## **4. "I'm not a saleswomen"**

That's good! This business is really about building relationships. Building trust in relationships and good at keeping those relationships. All you need is a good attitude and people skills. This product is #1 in the country and it sells itself.

## **5. "Now is not the right time"**

There is not ever a perfect time in our lives to try something new. If your life is like mine then there is always something going on. In all actuality, things always stay pretty busy. If I could share my perspective with you? Most of the time when we are waiting for the perfect time we are doing just that...waiting. Sometimes when we wait opportunities and benefits pass us by. I would hate for you to pass up all the great things that lie in store for you.

## **6. "I'm too shy"**

Do you want to have those characteristics forever? Would other people say that about you? Because if you are in MK you will come out of that shyness and be with supportive women. Tell me if you like to work with people? And do you prefer one on one or a group? In MK you have the choice and its up to you who you work with.

## **7. "I have to ask my husband?"**

Do you think he will be supportive? What will be most important to him? \$. Ok....do you remember all the ways we make our \$ in this business? (Then set up a time to call her the next day to get back in touch because you know her husband will have questions). If your husband wants you to be happy I believe he will support you".



# Love Checks!

## 9% Recruiter Commission Level

Bonita C. Wheeler	\$136.04
Beverly D. Adams	\$64.04

## 4% Recruiter Commission Level

Alicia C. Hawes	\$21.37
Anne M. Brooks	\$10.17
Trudy A. Williams	\$9.22
Tabatha V. Bluford	\$9.06



## April 2016 Business Briefing

- 8: International Women's day
- 11: Week 1 of Career Conference begins
- 15: Postmark deadline for Quarter 3 Star contest begins, deadline to mark Quarter 2 Star Consultant prize selections
- 16: Quarter 4 Star Consultant contest begins, Summer 2016 PCP online enrollment for the Look begins
- 18: Week 2 of Career Conference begins
- 20: Online prize selection available for Quarter 3 Star program
- 25: Good Friday, company holiday, all company and offices closed
- 30: Last day of month for consultants to place phone orders
- 31: Last day for orders

# St. Patrick's Day Ideas!

Here are some WONDERFUL marketing and selling ideas to capitalize on the upcoming holiday of St. Patrick's Day!

- ♣ Highlight the "eyes of March" by offering eye makeup specials and special eye makeup advanced color techniques
- ♣ Marching into St. Patrick's Day/Spring with a new look—offer customers a new Spring look
- ♣ Be Beautiful, Be Bold, Discover your True Beauty, your own Pot of Gold—another great way to market NEW LOOKS for Spring
- ♣ Offer LUCKY YOU! goodie bags, maybe throw in a gift certificate for \$5 off, a green eye shadow (so she doesn't get pinched!!) and your business card
- ♣ Display a "POT OF GOLD" at your skin care classes, putting objects that represent the acronym of MRS. CAB in the pot. Go through MRS. CAB, pulling out different objects from the POT OF GOLD to represent the different portions of MRS. CAB



## April Dates to take note of

\* Class of 2016  
(until July 1, 2016)

\*Quarter 4 Star Program  
(March 16 - June 15, 2016)

# April Celebrations!

Birthdays	Day	Anniversaries	Years
Robin N. Webster	3	Christine V. Watkins	5
Monique M. Brown	4	Trudy A. Williams	3
JaToya Hargrett	4	Baheerah S. Rogers	3
Carolyn D. Simmons	4	Shavada Lee	2
Jennifer L. Prince	11	Shelley S. Seegars	2
Christine V. Watkins	17	Courtney S. Meredith	2
Cheryl E. Isibor	20	Kalani C. Fields	1
Crystal Tinch	29	Kia M. Clark	1
		Deanna Brownlee	1
		Rosalyn D. Sullivan	1
		Alicia C. Hawes	1
		Angela Anderson	1
		CaRita V. Mickle	1
		Valencia M. Wentz	1
		JaToya Hargrett	1
		Yam Vann	1
		Edna Jones	1





Sharon Byrd  
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## Focus on 2 Bookings a Day, 6 Days of the Week

CHART YOUR PROGRESS HERE BY WRITING IN NAME + NUMBER & WHAT YOU BOOKED HER FOR  
(C = CLASS, F = FACIAL, G = GUEST TO EVENT, I = INTERVIEW)

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY