

March 2014 Newsletter, February Results

Top Queens!



Queen of Wholesale: Beverly "Dynamic Denise" Adams

Queen of Sharing:Callie J. Burnside

Ordering Deadlines for Mar

28: Last day for consultant orders

31: Last day for orders

Important Promo Deadlines

- Quarter 3 Star Consultant quarterly contest (Dec 16 -March 15, 2013)
- Star Consistency Challenge (June 16, 2013 through June 15, 2014)
- Class of 2014 (through July 1, 2014)

New Sales Director Callie Burnside

Congratulations to brand new Sales Director Callie Burnside
Callie Burnside is the 1st offspring director from the Wonderful
Worthy Women Unit! She began her Mary Kay business in
1995. Callie consistently worked her MK business alongside her
full time job as a 911 dispatcher. Callie has been a star 48 times,
earned the use of 1 free company car, and a member of the
2013 National Court of Personal Sales. She was most proud of
ranking #10 in the Pearl Go Give Area Court of Sales.



We celebrate Callie as the leader of the Miracle Money Makers. The MMM debuts with 28 divas, 2 distinguished gentlemen, 13 qualified unit members, 2 Red Jackets, and 1 Senior Consultant Mark your calendar for the official debut ceremony of Callie Burnside and the Miracle Money Makers- April 19th at 2pm.

I am so proud of how all you guys rallied together to make the goal happen.

Spring Selling Ideas!







- * Have a TULIP Sale: Buy two lip products and get the third half off or buy one lip product, get the other one 1/2 off
- * Spring Clean Sale/Trash it Party: Hold a party for customers and prospective customers to trash products that are out of date, colors aren't working for them or another brand—offer specials to those that buy new products on the spot
- * Spring Into a New Look: Have a Mineral Makeover party to help ladies learn about the colors that work for them and to help them customize their foundations
- * For Baster: Consider giving plastic Easter eggs with a sample inside/coupon to those that you meet on the go. It can be as easy as, "Hi, I am a Beauty Consultant with Mary Kay and I just wanted to offer you a sample to celebrate Easter. Inside the Easter egg is a sample and a coupon off on products." Then, you can get their name and number
- * Put together Spring baskets and Easter baskets: This is perfect to contact HUSBANDS to give the gifts to their wives.

 MOMs to give their gifts to their DAUGHTERS. GIRLFRIENDS to give their gifts to their GIRLFRIENDS. Etc. etc.
- * Administrative Pay: Visit offices during the work week and give samples to the ladies that work there or visit the secretary to offer samples. You can get names/numbers on the spot. You may also want to let them know that you are honoring Professional Women and give each a gift, Look Book and coupon

On Target Stars and Stars

Third Quarter Ends—March 15, 2014

	Total	Sapphire	Ruby	Diamond	Emerald	Pearl
CALLIE BURNSIDE	\$3,985.00	****	****	****	STAR	\$815.00
BEVERLY ADAMS	\$1,822.00	STAR	\$578.00	\$1,178.00	\$1,778.00	\$2,978.00
MONIQUE BROWN	\$1,808.75	STAR	\$591.25	\$1,191.25	\$1,791.25	\$2,991.25
JOHNNIE STEPHENS	\$1,805.50	STAR	\$594.50	\$1,194.50	\$1,794.50	\$2,994.50
TRACIE JONES	\$1,438.00	\$362.00	\$962.00	\$1,562.00	\$2,162.00	\$3,362.00
VIVIAN HAMILTON	\$1,184.00	\$616.00	\$1,216.00	\$1,816.00	\$2,416.00	\$3,616.00
ALASIA RICE	\$1,103.50	\$696.50	\$1,296.50	\$1,896.50	\$2,496.50	\$3,696.50
DEBRA FOSTER	\$1,005.00	\$795.00	\$1,395.00	\$1,995.00	\$2,595.00	\$3,795.00
CELENA RICE	\$971.50	\$828.50	\$1,428.50	\$2,028.50	\$2,628.50	\$3,828.50
CHRISTINE WATKINS	\$810.50	\$989.50	\$1,589.50	\$2,189.50	\$2,789.50	\$3,989.50
ANNE BROOKS	\$807.50	\$992.50	\$1,592.50	\$2,192.50	\$2,792.50	\$3,992.50

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

DIQS

Recruiter: C. Burnside Lakendra N. Anderson Faye Calhoun Meneatrice Choice Diane J. Clardy Cathy E. Clay Lonjita Dorrah Debra J. Foster Terrence L. Gallman Latova R. Garv Vivian Y. Hamilton Willie F. Henley Peggy A. Nance Synetheia S. Payne Sylvia D. Pulley Tara Ramirez Alasia L. Rice Celena Rice Tenisha Rice Nikki Richardson Sarah S. Shelton Cristy A. Simpson Dianne D. Washington Uvtaria Whitmore Valerie A. Bennett Regena G. Coleman Valerie Glenn **Donald Jones** Shadrika L. Rapley Angela W. Shortt

Star Team Builders
Recruiter :Beverly D. Adams
Felicia L. Langley
Bridget S. Mangle
Catreecha McCray
* Cassandra Garrett
* Tisa Johnson

Recruiter :Debra J. Foster Johnnie M. Stephens Christine V. Watkins Trudy A. Williams

WELCOME NEW CONSULTANTS! FEBRUARY!

Starting Something Beautiful	From	Sharing Dreams	
Laboratos NL Aradonas	ODEENWILLE OO	O. Downside	
Lakendra N. Anderson	GREENVILLE, SC	C. Burnside	
Tisa Johnson	SIMPSONVILLE, SC	B. Adams	
Latoya Jones-Lovett	AUGUST <mark>A</mark> , GA	T. Jones	
Ronnetra D. Lykes	COLUMBIA, SC	M. Brown	
Dundra D. McLemore	CHARLOTTE, NC	S. Byrd	
Jamie-Rae F. Parks	ROCK HILL, SC	T. Bluford	
Christine E. Pitts	LAURENS, SC	T. Bluford	
Celena Rice	COLUMBIA, SC	C. Burnside	
Tenisha Rice	SIMPSONVILLE, SC	C. Burnside	
Nikki Richardson	FOUNTAIN INN, SC	C. Burnside	
Dianne D. Washington	LAURENS, SC	C. Burnside	
Robin N. Webster	CHARLOTTE, NC	S. Byrd	

Senior Consultants Recruiter :Tabatha V. Bluford Francia Paulino * Veronica Black

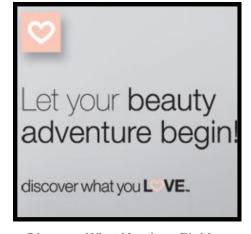
- * TyKeshia McElveen
- * Jamie-Rae F. Parks
 * Christine E. Pitts
- # Pamela D. Jones # Roberta Mazyck

Recruiter : Monique M. Brown Ronnetra D. Lykes

Recruiter :Meneatrice Choice Uytaria Whitmore

Recruiter :Tracie F. Jones Monique M. Brown * Latoya Jones-Lovett

Recruiter :Trudy A. Williams Svetlana Parchuk



Discover What You Love™, Mary Kay's new brand campaign captures the heart of the Company, its products and the incredible legacy of Mary Kay Ash. You and your customers will see this exciting campaign come to life in beautiful graphics and creative tag lines to help them discover what they love about Mary Kay! Visit InTouch for more info!

Home > Resources > Advertising > Discover What You Love





Name	Amount
Beverly D. Adams	\$1,726.00
Monique M. Brown	\$1,207.25
Celena Rice	\$971.50
Vivian Y. Hamilton	\$857.00
Alasia L. Rice	\$823.50
Anne M. Brooks	\$807.50
Johnnie M. Stephens	\$762.50
Callie J. Burnside	\$702.00
Robin N. Webster	\$682.50
Lakendra N. Anderson	\$652.50
Uytaria Whitmore	\$622.50
Latisha Murray	\$604.50
Tenisha Rice	\$603.50
Ronnetra D. Lykes	\$603.00
Dianne D. Washington	\$602.00
Faye Calhoun	\$600.00
Tracie F. Jones	\$400.00
Martha J. Rucker	\$246.00
Gloria A. Ross	\$213.00
Vanetia D. Howard	\$213.00
Meneatrice Choice	\$211.50
Christine V. Watkins	\$208.50
Catreecha McCray	\$206.00
Sarah S. Shelton	\$205.75
Nikki Richardson	\$205.50
Debra J. Foster	\$203.50
Chaka Watson	\$203.00
Latoya R. Gary	\$202.00
Trudy A. Williams	\$201.00
Felicia L. Langley	\$200.00
Tabatha V. Bluford	\$151.50
Willie F. Henley	\$69.00
Peggy A. Nance	\$38.00

team building tips **ideas and MORE!**

Here are some great team building tips that you will want to remember and take note of. When you build your team, remember, that you are enriching lives and helping other women; keep that your focus solely.

- 1. It has been said that you need to call someone back **TEN times** before you give up on them, calling TEN times does not mean that you need to call them everyday. It just means keep their name for a while and make a record of when you call them. When you are leaving a message, give them a time and day that you will retry them. So they can expect your call.
- When you are sharing the opportunity, try sharing a video of a successful Director or NSD that has similar qualities as your prospective recruit. If she is a teacher, share a video from a former teacher. If she is a non-makeup girl, share a video from a Top Director that wasn't a "make-up girl."
- 3. **Time is of the essence,** try to get a decision within 24 hours. After 24 hours, your prospective recruit, may start to let the "head rumblings" start or she may have someone telling her she is CRAZY for trying Mary Kay. She may also get busy in her life and just give up on starting something new. So time is of the essence!
- 4. A great place to bring your prospective recruit is your **local sales meeting**. She will have the opportunity to see women just like herself, as well as the movers and shakers in the company. It will open her eyes and she will have FUN, too!



TOP COURT OF SALES



7/1/2013 - 6/30/2014

1	Callie J. Burnside	\$19,335.00	\$2,189.00	\$21,524.00
2	Tracie F. Jones	\$12,653.50	\$1,919.00	\$14,572.50
3	Debra J. Foster	\$9,424.50	\$620.00	\$10,044.50
4	Christine V. Watkins	\$8,212.00	\$335.00	\$8,547.00
5	Johnnie M. Stephens	\$5,348.50	\$513.00	\$5,861.50
6	Tabatha V. Bluford	\$4,957.50	\$496.00	\$5,453.50
7	Beverly D. Adams	\$4,682.00	\$253.00	\$4,935.00
8	Monique M. Brown	\$3,814.50	\$0.00	\$3,814.50
9	Vivian Y. Hamilton	\$3,747.00	\$45.00	\$3,792.00
10	Alasia L. Rice	\$2,912.00	\$234.00	\$3,146.00



TOP COURT OF SHARING

1	Callie J. Burnside	8	\$957.87
2	Tracie F. Jones	1	\$72.35
3	Meneatrice Choice	1	\$24.90
4	Monique M. Brown	1	\$24.12

Love Checks!

13% Recruiter Commission Level Callie J. Burnside

4% Recruiter Commission Level Tracie F. Jones Debra J. Foster Beverly D. Adams Meneatrice Choice

Monique M. Brown

\$1,007.86 \$48.29 \$46.88 \$42.28 \$24.90 \$24.12



On-Going in April

*Class of 2014 (through July 1, 2014)

*All-Star Star Consultant Consistency Challenge (through June 15, 2014)

*Quarter 4 Star Consultant Quarter Contest (March 16 - June 15)

No car payment, most of insurance paid for, it says "Mary Kay" on the side, it is practically free to drive, it is clean, new, reliable, chic, efficient with gas, it has enough room for you and the kids, it says that you are a hard-working woman and that you get things done! It's your MARY KAY CAREER CAR.

Why would you NOT take advantage of the opportunity to drive FREE? Mary Kay basically has a CAREER CAR waiting for you! All you need to do is get to work. When you work, you make money and earn a free career car.

What's better than that? AND...Where else can you have that opportunity?



Celebrations!

Birthdays	Day	Anniversaries	Years
Meneatrice Choice	2	Christine V. Watkins	3
Alasia L. Rice	2	Francia Paulino	3
Robin N. Webster	3	Roberta Mazyck	1
Monique M. Brown	4	Trudy A. Williams	1
Svetlana Parchuk	6	Darlene Bartee	1
Shameika Whaley	10	Latoya R. Gary	1
Ronnetra D. Lykes	12	Carol A. Laverpool	1
Christine V. Watkins	17	Baheerah S. Rogers	1
Willie F. Henley	18	Ç	





DIQ MONTH 1

Team Orders \$1400 You order \$1200 Add 5 NEW (avg order \$700) \$3500 \$6100 Total Production \$1200 Bonus car credit TOTAL \$7,300 towards car

DIQ MONTH 2

Team Orders \$2200 You order \$1200 Add 5 NEW personals \$3500 One Team Member OT car \$5000 \$11,900 Total Production \$1200 Bonus car credit TOTAL \$13,100 towards car

CONGRATULATIONS NEW DIRECTOR!

DIRECTOR MONTH 1

Unit Orders \$3000
You order \$1000
Add 5 NEW personals \$3500
One Team Member OT car \$5000
\$12,500 Total Production
\$1200 Bonus car credit
TOTAL \$13,700 towards car

DIRECTOR COMMISSION CHECK \$5300

DIRECTOR MONTH 2

Unit Orders \$5000 You order \$1000 Add 5 NEW personal \$3500 Two Team Members OT car \$10,000 \$19,500 Total Production \$1200 Bonus car credit TOTAL \$20,700 towards car

DIRECTOR COMMISSION CHECK \$7990

DIRECTOR MONTH 3

Unit Orders \$5000 You order \$1000 Add 5 NEW personals \$3500 Two Team Members OT car \$10,000 \$19,500 Total Production \$1200 Bonus car credit TOTAL \$20,700 towards Car

DIRECTOR COMMISSION CHECK \$7990





Strive for 3 Power Hours a week and watch your business SOAR!

15 Minutes :: Make "Booking" Calls

> 15 Minutes :: Make "Coaching Your Hostess"

15 Minutes :: Make Calls "to Invite Guests" to Meetings

15 Minutes :: Make "Recruiting" Calls

BOOKING CALLS Name, Phone # and results	COACHING CALLS Name, Phone # And results	INVITING GUESTS Name, Phone # And results	RECRUITING CALLS NAME, PHONE # AND RESULTS

BE A STAR CONSULTANT

ideas by Caterina Harris Earl

Did the quarter get away from you? Do you have a financial need that requires a quick fix? Then it's time to get on the phone with customers and friends! Make a list of everyone you know! Dress the part, write out your script, expect them to say yes, SMILE, and start dialing! You are going to love the results! Below are 2 scripts that give all the details needed for a successful outcome.

"I am so excited! I am working hard to finish a huge goal by _____, so I'm doing a fabulous

contest for my customers who can help! Now, this is a HUGE discount because I REALLY want this goal, so you are not likely to see this offer again! Are you ready? You might want to grab a pen and jot this down. Here are the choices: choose any \$150 in product for only \$100; or choose any \$75 in product for only \$55; or choose any \$50 in product for only \$40; or a 10% discount on anything under that! Isn't that great? This kind of discount is NOT going to be coming around again any time soon! So what do you need to stay gorgeous for the next few months? Or is there something you've been wanting to try? Don't forget gifts!" As they are thinking, "Let's make a wish list and see where you're at and which level would be best for you." When I have done this, over half my customers who order will choose the \$150 for \$100 level! It's a great savings for them and WOW does it ever help me reach my goal quickly!)
"I am so excited! I am working hard to finish a huge goal by, so I'm doing something really fun with my customers! I have been having a BALL scheduling 15 minute On-the-Go appointments - there are so many new things I want to show you, plus I'll bring my bargain basket! With some, I've even been doing 5 minute makeovers, trying a new eye design or lip color. PLUS just for meeting for on On-the-Go appointment, you will be entered in a drawing for a Microdermabrasion Set! Isn't that great? I'd love to see you! What's your schedule in the next day or 2 - can we connect for a quick hello?" When they say yes, "At work or at home? What do you need to stay gorgeous for the next few months? (you could even offer sale prices if you wanted). Oh, I know I'll only be there for 15 minutes, but if you have a friend or two who wants to join us, invite them along! You'll get \$5 free product for each friend who buys something! Can't wait to see you!" Then make up a gorgeous basket and fill it with products, giftsets, bargain items, Look Books, and be sure to bring coaching packets and recruiting packets! The average On-the-Go appointment is \$50 to \$100 in sales! Do you need a quick \$1000? Then get yourself in front of 20 women! Try to go to their work place whenever possible - lots more prospects!	

I can guarantee that these ideas work wonderfully! And they are all true win-win situations! REMEMBER, when you deliver, you will want to work each contact FULL CIRCLE!

- Sell and upsell! Bring that gorgeous basket of EVERYTHING, not just what they ordered. Don't forget to
 get a wish-list from them and future delivery date!
- BOOK! Bring your coaching packets, prepared to book parties galore! They no doubt will see lots of
 product they want. Ask, "Mary, if I were to help you earn \$100 in free product, what would you choose?"
 "Great! Is there any reason you wouldn't like to gather some friends for a Girls Night Out?"
- TEAM BUILD! "Mary, would you be willing to take an extra 10 minutes or so to give me your opinion of our company? As a thank you, you will get to choose a free lipstick! (or eye shadow, depends on how badly you want her!). Go through the Team Building flip chart with her and ask her opinion and interest!

YOU CAN TOTALLY DO IT!



Host a Class. Help a Cause

Host a Charitable Class with 3-4 friends present:

- * Earn Donation in your Honor to a Charity of your Choice
- * Receive a Hostess Gift
- * Get Hostess Credit to earn Free Products
- * Everyone earns a Goody Bag

Mineral Makeover Party You + 3-4 friends learn how

You + 3-4 friends learn how to apply Mineral Makeup:

- * Leave with Knowledge on how to correctly apply Mineral Makeup
- * Receive a Hostess Gift
- * Get Hostess Credit to earn Free Products
- * Everyone Leaves with Mineral Makeup Samples

Girls' Time Out

You + a Few Friends Get to Relax and Get a Facial, Micro Treatment and Hand Treatment:

- * It's Like a Mini Spa Getaway at NO Cost to You!
- * Receive a Hostess Gift
- * Get Hostess Credit to earn Free Products
- * Everyone earns a Special Spa Getaway Bag

Speedy Office Hand Facial

You + Ladies at Office Get a Quick Hand Treatment, Facial on Hand and Micro Hand Treatment

- * For Those with NO Time!
- * Receive a Free Lipstick for Hosting
- * Get Hostess Credit to earn Free Products
- * Everyone Can Order on Spot!







To the beautiful:

Sharon Byrd 5541 Tipperlinn Way Charlotte, NC 28278





Let's go Strong!

With the Seminar year coming to a close, it is important that you don't just set a goal and do nothing. Set a goal and DESTROY it. Here are some goals that you may consider setting and achieving by the end of this Seminar year.

- Being a 4th Quarter Star or an All-Star (achieving all 4 Quarters of Star Consultant program)
- ◆ Earning Red Jacket or submitting for DIQ
- ◆ Earning your Car
- ◆ Have \$300-\$500 in sales each week
- ◆ Recruit a new team member each week
- ◆ Complete a Power Start
- ◆ Attend your meeting each week
- ◆ Register for Seminar
- ◆ Pay your way to Seminar with sales from your classes
- ♦ Work with your director on building a strong team

