



Worthy News



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* **Spring Clean Sale/Trash it Party:** Hold a party for customers and prospective customers to trash products that are out of date, colors aren't working for them or another brand—offer specials to those that buy new products on the spot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 Easter:** 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 Day:** 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.

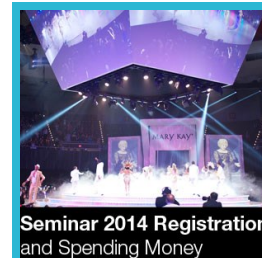
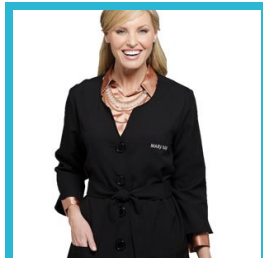
SAPPHIRE STAR
\$1800 WHOLESALE

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
Latoya R. Gary
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
Uytaria 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...

Lakendra N. Anderson
Tisa Johnson
Latoya Jones-Lovett
Ronnetra D. Lykes
Dundra D. McLemore
Jamie-Rae F. Parks
Christine E. Pitts
Celena Rice
Tenisha Rice
Nikki Richardson
Dianne D. Washington
Robin N. Webster

GREENVILLE, SC
SIMPSONVILLE, SC
AUGUSTA, GA
COLUMBIA, SC
CHARLOTTE, NC
ROCK HILL, SC
LAURENS, SC
COLUMBIA, SC
SIMPSONVILLE, SC
FOUNTAIN INN, SC
LAURENS, SC
CHARLOTTE, NC

C. Burnside
B. Adams
T. Jones
M. Brown
S. Byrd
T. Bluford
T. Bluford
C. Burnside
C. Burnside
C. Burnside
C. Burnside
S. Byrd

Senior Consultants

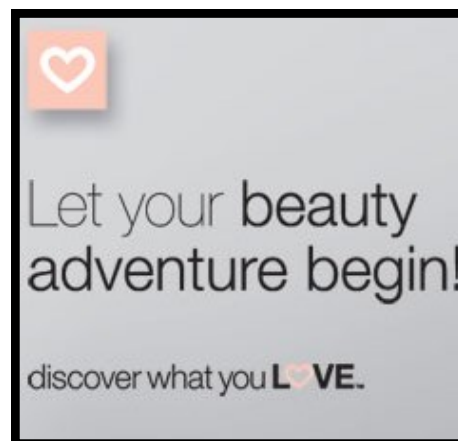
Recruiter :Tabatha V. Bluford
Francia Paulino
* Veronica Black
* TyKeshia McElveen
* Jamie-Rae F. Parks
* Christine E. Pitts
Pamela D. Jones
Roberta Mazyck

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



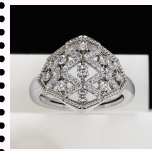
Look who invested in their business!

team building tips ideas and MORE!

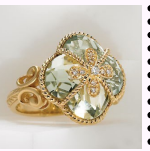
Here are some great team building tips that you will want to remember and take note of. When you build your team, remember, that you are enriching lives and helping other women; keep that your focus solely.

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

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.
2. 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 rumbings" 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

Congrats!



TOP COURT OF SHARING

7/1/2013 - 6/30/2014

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

\$1,007.86



4% Recruiter Commission Level

Tracie F. Jones

\$48.29

Debra J. Foster

\$46.88

Beverly D. Adams

\$42.28

Meneatrice Choice

\$24.90

Monique M. Brown

\$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?



April

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		



YOU! CAN BE DRIVING IN *Style*



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**



Power Hour

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

Spring FUN & EASY CLASSES



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
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!





Created by Court of Achievers



To the beautiful:

Sharon Byrd
5541 Tipperinn Way
Charlotte, NC 28278



**DON'T JUST
MEET YOUR
GOALS
DESTROY
THEM**

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

