

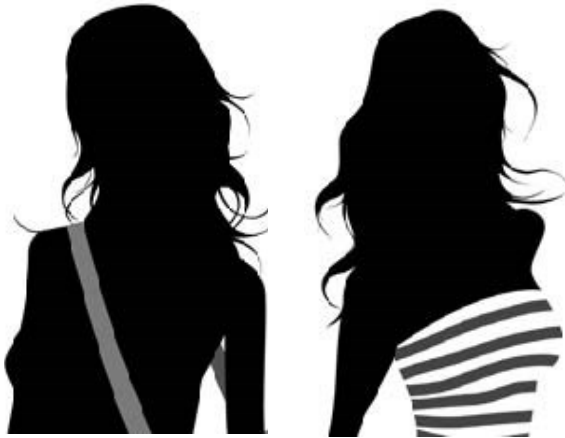


Worthy News



May 2014 Newsletter, April Results

Top Queens!



Queen of Wholesale:
Lashay Morgan

Queen of Sharing:
Robin N. Webster

Ordering Deadlines for May

29: Last day for phone orders
31: Last day for online orders

Important Promo Deadlines

- **Quarter 4 Star Consultant quarterly contest** (March 16 - June 15, 2014)
- **Star Consistency Challenge** (June 16, 2013 through June 15, 2014)
- **Class of 2014** (through July 1, 2014)

Building
WALL
to**WALL**
Leaders

Join the Movement.
Build Wall to Wall Leaders.

Sept. 1, 2013 - Sept. 1, 2014

From Sept. 1, 2013, to Sept. 1, 2014, every **Mary Kay Independent Beauty Consultant** who debuts as an Independent Sales Director will earn her name on the Wall of Leaders.*

Plus, every **Independent Sales Director** and **Independent National Sales Director** who debuts an offspring **Independent Sales Director** will earn her name on the Wall of Leaders.

Keep Your Eyes on the Prize!

Every new Independent Sales Director who debuts as part of the Wall to Wall Leaders movement will receive an invitation to have her picture taken with Darrell Overcash, President, Mary Kay U.S., at the Prize Party at Seminar 2014. And that's not all you'll earn! As a Wall to Wall Leader, you'll also earn all the fantastic rewards bestowed on the **Cass of 2014**. Plus, you'll receive an invitation to the ice cream social at the Prize Party at Seminar 2014 where you'll pick up one or more of these gorgeous crystal-studded pyramid bracelets.



Have fun with your earnings!



We all know that you work hard in your business, and I am sure you have a financial "WHY" for working your business. Though, it is important to make sure that your financial "WHY" includes some of the FUN things that **YOU and YOUR family like to do**. If you haven't made appropriate "FUN TIME" use of your money, why not start today? Here are some great FUN ways to spend your FUN Mary Kay money! (Don't forget though, to always work your business 60/40. Please ask me for more details)

- ◆ Plan a twice a year vacation or ONE HUGE family vacation
- ◆ Plan a spa trip for you and the girls or you and your honey
- ◆ Buy your kids the thing that they haven't stopped talking about
- ◆ Buy new items to decorate your house with
- ◆ Go to a concert or take the kids to one
- ◆ Make use of a personal trainer
- ◆ Buy bikes for you and your family and go mountain biking
- ◆ Have memorable birthday parties



On Target Stars and Stars

Fourth Quarter Ends—June 15, 2014



	Total	Sapphire	Ruby	Diamond	Emerald	Pearl
TABATHA BLUFORD	\$2,181.50	STAR	\$218.50	\$818.50	\$1,418.50	\$2,618.50
ROBIN WEBSTER	\$1,392.00	\$408.00	\$1,008.00	\$1,608.00	\$2,208.00	\$3,408.00
LASHAY MORGAN	\$807.50	\$992.50	\$1,592.50	\$2,192.50	\$2,792.50	\$3,992.50
ANNE BROOKS	\$753.50	\$1,046.50	\$1,646.50	\$2,246.50	\$2,846.50	\$4,046.50
TRACIE JONES	\$601.50	\$1,198.50	\$1,798.50	\$2,398.50	\$2,998.50	\$4,198.50
SHELLEY SEEGARS	\$600.50	\$1,199.50	\$1,799.50	\$2,399.50	\$2,999.50	\$4,199.50
JOHNNIE STEPHENS	\$567.00	\$1,233.00	\$1,833.00	\$2,433.00	\$3,033.00	\$4,233.00
CHRISTINE WATKINS	\$450.50	\$1,349.50	\$1,949.50	\$2,549.50	\$3,149.50	\$4,349.50
TISA JOHNSON	\$416.00	\$1,384.00	\$1,984.00	\$2,584.00	\$3,184.00	\$4,384.00

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
Bridget S. Mangle
Catrecha McCray
Yolanda L. Williams
* Shavada Lee
* 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 :Monique M. Brown
Ronneta D. Lykes
* D D. Walker

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

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! APRIL

Starting Something
Beautiful....

From

Sharing Dreams...

Jasmine M. Brock
Quintoria Brockman
Fran Jones
Shavada Lee
Evelyn C. Massey
Kimberly R. McClain
Kendra McLemore
Courtney S. Meredith
Lashay Morgan
Telicia W. Reeves
Shelley S. Seegars
Monisa Shell
D D. Walker

GREER, SC
PIEDMONT, SC
MOORE, SC
FOUNTAIN INN, SC
CHARLOTTE, NC
CHARLOTTE, NC
TALLAHASSEE, FL
SPARTANBURG, SC
CHARLOTTE, NC
GREENVILLE, SC
CHARLOTTE, NC
SIMPSONVILLE, SC
CHARLOTTE, NC

B. Adams
F. Langley
T. Williams
B. Adams
A. Brooks
S. Seegars
D. McLemore
C. Watkins
S. Byrd
F. Langley
R. Webster
T. Johnson
M. Brown

YOU
MUSN'T
BE AFRAID
TO SPARKLE
A LITTLE
BRIGHTER,
DARLING.

- Kristin Kuhn

\$1000 Profit

Would you like an
extra \$1000 in cash
by the end of spring
or summer?

Do you know that 10
pampering sessions with Mary
Kay can cause your bank
account to EXPLODE?

Can you find 20 hours in the
next 2-4 months?

How you generate
\$1000 - oh my goodness - so
super easy!

It's all about pampering
sessions!

10 pampering sessions with
\$200 in sales each,
you will generate \$2000 in
sales, which is \$1000 profit

Look who invested in their business!

Team-Building Script

Name	Amount
Lashay Morgan	\$700.50
Tracie F. Jones	\$601.50
Shelley S. Seegars	\$600.50
Robin N. Webster	\$551.50
Christine V. Watkins	\$450.50
Anne M. Brooks	\$359.50
Bonita C. Wheeler	\$295.50
Jasmine M. Brock	\$285.00
Yolanda L. Williams	\$263.50
Johnnie M. Stephens	\$262.00
Felicia L. Langley	\$242.50
Monique M. Brown	\$239.50
Beverly D. Adams	\$238.50
Tabatha V. Bluford	\$235.50
Kishandra B. Davis	\$232.50
Baheerah S. Rogers	\$230.50
Evelyn C. Massey	\$228.50
Gloria A. Ross	\$225.75
Lonita M. Humphrey	\$225.50
Trudy A. Williams	\$225.00
Tisa Johnson	\$191.00
Latisha Murray	\$122.50
Martha J. Rucker	\$72.00
Catrecha McCray	\$17.00

Hi _____, this is _____...do you have a second? Great! ...The reason why I'm calling is that I'm really excited about some special leadership training I am taking with my Mary Kay business, & I want to ask if you would be willing to help me with one of my assignments. The lesson is on how to interview prospective Mary Kay Beauty Consultants. To complete it, I need to be like an interviewer, and interview with 5 of my sharpest, smartest customers who are both good with people & familiar with what I do, & you are my first choice! I realize you are not really interested in selling MK, _____, that is why we're practicing with you. It will only take about 30-45 minutes, & I will give you a free gift for listening. It could either be a 3-way phone call with me listening quietly on the other line taking notes, while you role play with my teacher, or we could buy you lunch & meet you on your lunch hour. If lunch is not convenient, I will have a special product gift for you for helping with the assignment. Would you prefer a product gift or a free lunch? Thanks so much! ((Schedule time — then say)) And if something comes up, could you please alert me by the day before if you need to reschedule? Thank you so much. I really appreciate your time!

3 Points!

These are your 3 points that you should focus on so you can continue to make sure you are serving your customers in the best manner:

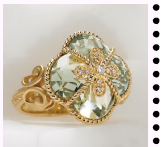
1. What does she need to replenish
2. Preferred Introductory Offer on items she isn't using....(PCP gift when appropriate)
3. Update Facial, reprogram for season, new look for FALL, WINTER, SPRING, SUMMER

Some other suggestions for Number 3:

- *Gift giving for upcoming holidays:
- *Get together to be your model
- *Host a party with friends
- *Referrals for girlfriend pampering gifts with \$10 gift certificate for her friends at no cost to her
- *Guest at upcoming Success Meeting/Event
- *Get together for Coffee so she can give you her opinion of the Marketing Plan



TOP COURT OF SALES



7/1/2013 - 6/30/2014

1	Tracie F. Jones	\$14,673.00	\$2,009.00	\$16,682.00
2	Christine V. Watkins	\$11,176.00	\$425.00	\$11,601.00
3	Tabatha V. Bluford	\$10,358.00	\$496.00	\$10,854.00
4	Johnnie M. Stephens	\$6,500.50	\$603.00	\$7,103.50
5	Beverly D. Adams	\$5,177.00	\$343.00	\$5,520.00
6	Robin N. Webster	\$4,312.00	\$110.00	\$4,422.00
7	Monique M. Brown	\$4,325.50	\$90.00	\$4,415.50
8	Anne M. Brooks	\$3,527.00	\$60.00	\$3,587.00
9	Felicia L. Langley	\$2,482.50	\$40.00	\$2,522.50
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	Monique M. Brown	1	\$26.28
3	Robin N. Webster	1	\$24.02



Love Checks...it starts with Love!

9% Recruiter Commission Level
Beverly D. Adams

\$121.28

4% Recruiter Commission Level

Robin N. Webster
Christine V. Watkins
Tabatha V. Bluford
Tracie F. Jones
Anne M. Brooks

\$24.02
\$18.24
\$11.82
\$9.58
\$9.14



June Dates

*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)

Team Building Tips

Women are everywhere—and everyone has a need. There are many women out there that wish to quit their J.O.B. and have a career that is satisfying and pays them for their efforts. A career that helps them have an enriched life. These women are out and about. This is what you might look for in others that are great cues.

- She is enthusiastic about Mary Kay products
- She mentions that she could use extra money.
- She is looking for “something more” out of life.
- She asks you how you got started in your business.
- She mentions that she never has enough time with her family.
- She talks about starting a business of her own one day.
- She expresses unhappiness with her current job.
- She talks about returning to work when her children are in school.
- She says that she would like more freedom and to be her own boss.
- She talks about working part time to keep herself busy.
- She says she could never do what you do.



June Celebrations!

Birthdays	Day	Anniversaries	Years
Shanton D. Smith	4	Kishandra B. Davis	3
Pamela D. Jones	7	Tracie F. Jones	1
Shay Rosemond	11		
Bonita C. Wheeler	13		
Telicia W. Reeves	15		
Felicia L. Langley	21		





MARY KAY®
HONEYDEW SATIN HANDS®
PAMPERING SET

\$35

A limited-edition item! Check out the new Satin Hands® set - it has a light, fruity scent and contains three Satin Hands® pampering products.

SIZZLIN
NEW SUMMER
PRODUCTS



BEAUTY THAT COUNTS®
JOURNEY OF DREAMST™
EAU DE TOILETTE

\$25

From May 16, 2014, through Aug. 15, 2014, \$2.50 will be donated from each sale to help change the lives of women and children.

Has a light and fresh, floral scent that is reminiscent of Journey® Eau de Parfum, but with a refreshing twist.



- the real teal
- blue my mind
- hello violet
- gold metal

MARY KAY AT PLAY™
BOLD FLUID EYELINER

\$10

High-impact color to light up eyes. Available in *Blue My Mind, The Real Teal, Hello Violet and Gold Metal.*



Purchase the TIMEWISE REPAIR® VOLU-FIRM™ SET and receive a Satin Pillow Case (ask me for details).



- in the plum
- pink again
- orange you lovely
- atomic red

MARY KAY® AT PLAY™
TRIPLE LAYER TINTED BALM

\$10

Lips feel supple, smooth and cushioned in moisture. Layer color, pampering and fun in one lip-loving balm. Available in *Pink Again, In the Plum, Orange You Lovely and Atomic Red.*



TRUE DIMENSION™
LIPSTICK
(NEW SHADES)

\$18

Buttery-smooth feeling formula melts onto lips, instantly drenching them in moisture and locking it in. Formula includes age-defying ingredients. Available in *Tangerine Pop, Citrus Flirt, Coral Bliss, Exotic Mango, Sassy Fuchsia, Lava Berry, Berry a la Mode, First Blush, Tuscan Rose and Chocolate*



MARY KAY®
MINERAL EYE COLOR
(NEW SHADES)

\$7

Five new neutral shades that work on all skin tones, providing long-lasting wear. Also fade and crease resistant. Available in *Ballerina Pink, Rosegold, Driftwood, Stone and French Roast.*

- Ballerina Pink (matte)
- Rosegold (shimmer)
- Driftwood (matte)
- Stone (matte)
- French Roast (shimmer)

HOW TO HAVE A GRAND WEEK IN MAY!

Mary Kay's birthday is May 12. And no one loved a challenge more than Mary Kay Ash! So to honor the Founder, sell \$1,000 in suggested retail sales in a week!



To help you do that, here are some great tips from **Independent Future Executive Senior Sales Director Lisa Stengel**, who also wants you to know that there's always a grand reason to have a grand week: May is the perfect time to honor Mary Kay Ash. June is ideal to help finish the Seminar year strong. And July can help you kick off the new Seminar year with a bang! *Lisa Stengel believes that if you follow all of these tips, you're sure to have a week that's Grand!*

GRAND TIPS FROM THE TOP

- 1. Skin Care Parties.** Skin care will always be the foundation of our business, so you've got to hold skin care parties. Consider holding three of them this week.
- 2. The Look Party.** Ask an existing customer to bring a copy of *The Look* to a gathering and pass it around. It's a casual way to create interest in the *Mary Kay*® products. And don't forget to attach your Company-approved business card to *The Look* so people can reach you to place an order or to ask for your advice!
- 3. Virtual Makeover Party.** Invite customers to use the Virtual Makeover tool on your *Mary Kay*® Personal Web Site. Once they order and receive the products they love, you can follow up by encouraging them to post selfies of their new looks on Facebook®.

4. Time of Day Party. You can pick a day during your Grand Week in May to offer incentives to your customers via text or email. And here's the kicker – you choose a different incentive for different times of the day. For example, from 7 to 9 a.m., your customers could get a discount on their purchases. From 9 to 10 a.m., you could offer a bonus with purchase. From 10 a.m. to noon, there's a different discount offer, and so on. The time frames and the incentives are totally up to you.

5. Facebook® Party. You can post the challenge on your Facebook® page for your *Mary Kay* business. Then send a link to your *Mary Kay*® Personal Web Site to 10 people. Ask them to place an order and then to share the link with 10 more people.

WIN A GRAND!

Simply submit your tips* on our **"Let's Talk" blog post**, sharing how you plan on achieving the *Have a GRAND Week* sales challenge, or share your success stories (also on the "Let's Talk" blog post) once you've completed the challenge!

When you do so, you will **have your name entered into a drawing* of all eligible posts** submitted that week **for a chance at winning \$1,000 in American Express gift cards!** There will be **three winners each week**, and the winners' posts will be featured on the Company's "Let's Talk" blog.

MARY KAY
discover what you **L♥VE**™

*Read the official contest rules on *Mary Kay InTouch*® for more information. Facebook® is a registered trademark of Facebook Inc.

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Getting Names and Leads!

This is a great idea to use to gather new leads and get new names, also while supporting a great cause. The script below takes place during October, but you can tweak it however you want to work for whatever cause or holiday that you are promoting.

WHAT TO SAY TO A RESTAURANT MANAGER:

"Hi! I'm _____ with Mary Kay Cosmetics and one of our passions is raising awareness of Breast Cancer and actually, October is Breast Cancer Awareness month. We are partnering with restaurants in the area to get the word out to women, and I would love for you to partner with us. I would love to come by for 30 minutes to an hour at lunch/dinner time and pass out pink roses to the women in your restaurant and let them know it is Breast Cancer Awareness month. I'll also do some drawings that will be from your restaurant and Mary Kay – and there's no cost to you! Would you be interested in giving back to the community and partnering with Mary Kay?"

If yes, set up a day and time that you will come back. Be sure to tell the manager that you will not be soliciting – just appreciating women in his restaurant.

YOUR SUPPLIES:

Come back on the day of your flowering, with 30-50 roses or carnations; a Mary Kay gift bag (to collect the entries); several pens, and the registration slips.

WHAT YOU SAY WHEN YOU APPROACH A WOMAN IN LINE OR AT A TABLE:

"Hi! I'm with Chili's and Mary Kay and we would like you to have this pink rose in honor of Breast Cancer Awareness month! And also, we are drawing for TONS of giveaways, so if you like free stuff, be sure to fill out this registration slip and I'll be back by your table in a minute to collect it – or you can place it in the bag on the way out of the restaurant. Enjoy your meal!"

GIVEAWAY BOOKING APPROACH:

****Be enthusiastic, and whatever you do, don't leave messages!***

"Hi! Is _____ (her name) there please? Hi _____ (her name), this is _____ (your name) with Mary Kay and Chili's. I gave you a flower at Chili's on _____, and you entered into a giveaway. Do you remember me? (Pause) Great.

Well, I have some exciting news for you! You were actually one of the WINNERS in the giveaway! (Pause) If you have a second, I can tell you what you won. (Pause) You actually won your choice of a pampering session and \$____ in FREE product! You can choose from either a microdermabrasion skin polishing treatment OR a mineral makeover. Which would you prefer? (Pause) Great. I'm scheduling appointments for this week and next, which works best for you (Pause)? Great. Weekday or weekend? (Pause) Morning, afternoon or evening? I have ____ at ____ available. Will that work for you? OK, _____ (her name), it's totally up to you: I can come to you or you can come to me. Which would you prefer? (offer to text directions to your place)

OK, _____ (her name), I have you down for ____ on _____. Just to let you know, I typically reserve my _____ (mornings, afternoons or evenings) for parties of three or more, so you are more than welcome to have a couple of friends join you. My services are free, and you'll receive an additional \$5 in FREE product for each friend you bring with you. I'll also call the day before to confirm and get a headcount.

I'll see you on _____ at _____.
Congratulations!"

BUILD YOUR BUSINESS TO 25 CUSTOMERS IN THE NEXT 5 DAYS AND SELL AT LEAST \$600, MAKING AT LEAST \$300 PROFIT. "Yes, please!"



2 Lip Glosses



3 Satin Hands Hand Cream

Challenge Yourself to Sell Twenty Five \$25 Mary Kay Sets in 5 days!



Mineral Foundation w/ Brush



Eye Deal Set
(Oil Free Eye Makeup Remover and a Mascara)



Created by Court of Achievers



To the beautiful:

Sharon Byrd
5541 Tipperlin Way
Charlotte, NC 28278



be a fourth quarter star!

Want to be a fourth Quarter Star, why not? The fourth quarter ends June 15, 2014. You have MORE than enough time to get your GEARS a TURNING! Here are REAL breakdowns on being a STAR CONSULTANT — investing your sales directly to being a STAR. If you want to MAKE MORE money, up your numbers! (ie instead of selling 20 sets, sell 40!) If you don't think it can be done, be sure to read success stories to prove that anything is possible!



1. **Sell 20 TimeWise Repair Sets** = $\$199 \times 20 = \3980 IN SALES! Immediate STAR CONSULTANT!
2. **Have \$400 in sales per party and have 10 parties.** $\$400 \times 10 = \4000 . Immediate STAR CONSULTANT!
3. **Have 15 silent hostesses collecting orders for you with a goal of collecting \$200 in sales per each silent hostess.** $\$200 \times 15 = 3000$. Sales from classes and other attempts can be added directly to your Star Consultant fund to make up any differences.
4. **Sell 20 "Ultimate Miracle Sets"** - set includes Miracle Set, Foundation, Foundation Primer, Foundation Brush and Microdermabrasion Set. You can sell these at a VALUE PRICE of \$199, sell 20 of them $\$199 \times 20 = \3980 IN SALES!
5. **Sell a filled custom compact at value price of \$80.** $\$80 \times 20 = \1600 . Then focus on 25 Microdermabrasion sets at \$50 each. $\$50 \times 25 = \1250 . Have 4 silent hostesses at \$200 per sales each. $\$200 \times 4 = \800 . Any additional sales, add to your totals!