



Worthy News



May 2017 Newsletter, April Results

May Ordering Deadlines

31: Last day to place your MK order in May!

Seminar 2017

Registration deadline for Seminar 2017 is July 1. Register before the deadline!

Our Queens



The New Look!



Queen of Sales:
Alicia C. Hawes



Queen of Sharing:
Tash Beverly

Tips to GROW Your Business!

1. Book and hold **5 NEW parties** in the next 2 weeks.
2. Book **3 guests to your meeting** this week and offer 1 glamour item at 50% off when she orders \$30.
3. Contact Preferred Customers to set up **10 On-The-Go appts** to show them NEW products.
4. Book **5-10 customers** who work outside of the home to be Silent Hostesses. Offer them **\$25 free for every \$100** retail they sell. Prepare packets with The Look and sales tickets.
5. Demo **Satin Hands, TimeWise Repair or Microdermabrasion** on 5 people/day this week.
6. Have a **24 in 24** Challenge.
7. Have a **24 in 24 Lipstick Challenge**.
8. Be a One Day Wonder at work, with your family, with customers & friends – **sell 24 items in 24 hours**. Who could do the One Day Wonder Challenge for you at work?
9. Sell **STAR Gift Certificates**.
10. Contact customers with birthday this month to book their **Birthday Makeover**. Offer them **15% off** when they share their appt with 2 friends.
11. Contact husbands of customers with **anniversaries** to offer gift buying services.
12. Contact husbands for **gift buying ideas** for the current holiday.
13. Contact basic skin care customers and introduce one other product line. Offer **15% off purchases** of body care, sun care & fragrances.
14. Challenge family members – challenge mom, husband, son, daughter, etc to **sell \$100**.



New Summer Products

Available Now

Clear Proof®
Deep-Cleansing
Charcoal Mask
\$24



TimeWise®
Age-Fighting
Lip Primer
\$24



White Tea &
Citrus Satin Hands®
Satin Smoothie®
Refining Shea
Scrub \$18



Beauty
That Counts
Mary Kay Baked
Cheek Powder \$18



Charcoal Mask &
Renewing Gel
Mask Bundle \$46



On Target Stars and Star Consultants



4th Quarter Ends - June 15, 2017

	Total	Sapphire	Ruby	Diamond	Emerald	Pearl
ALICIA HAWES	\$2,006.15	STAR	\$393.85	\$993.85	\$1,593.85	\$2,793.85
ANNE BROOKS	\$1,509.50	\$290.50	\$890.50	\$1,490.50	\$2,090.50	\$3,290.50
TRUDY WILLIAMS	\$1,240.50	\$559.50	\$1,159.50	\$1,759.50	\$2,359.50	\$3,559.50
TASH BEVERLY	\$1,096.50	\$703.50	\$1,303.50	\$1,903.50	\$2,503.50	\$3,703.50
CRYSTAL HARRIS	\$968.50	\$831.50	\$1,431.50	\$2,031.50	\$2,631.50	\$3,831.50
JOHNNIE STEPHENS	\$913.00	\$887.00	\$1,487.00	\$2,087.00	\$2,687.00	\$3,887.00
SHAKIA WILLIAMS	\$861.80	\$938.20	\$1,538.20	\$2,138.20	\$2,738.20	\$3,938.20
TABATHA BLUFORD	\$790.00	\$1,010.00	\$1,610.00	\$2,210.00	\$2,810.00	\$4,010.00
BEVERLY ADAMS	\$679.00	\$1,121.00	\$1,721.00	\$2,321.00	\$2,921.00	\$4,121.00



4th Quarter Prizes

WE'RE  ALL IN!

#teamMK

We're all in! Are you? If so, then let us know and you could be rewarded! Thousands of Independent Beauty Consultants have posted that they're All In using #teamMK. They're having fun putting skin care on new faces, and MANY have been rewarded. You could be too!

Not sure what to post? Pictures of:

- Your skin care parties
- New customers – and existing ones too!
- Smiling faces with their favorite skin care products.
- You, having fun with your customers!

And be sure to add #teamMK! That's how we'll know that you're All In!



Congratulations to Independent Sales Director-in-Qualification Keli Bronson, in Raleigh, N.C. (shown on the right), who was recognized and rewarded for being All In and sharing this post using #teamMK.

Keli says:

"The All In Movement keeps us motivated. We are focused on 30 faces in 30 days and we don't let 'no' stop us. We just keep asking until we find a 'yes!' It all starts with your energy – you'll get what you attract. So I find that if I carry myself with positive energy, I receive positivity in return. I try to lead by example, so I hold at least three parties a week and ask my team members to do the same. Earning the *Embrace Your Dream* Challenge bracelets comes pretty naturally now because it's the consistent parties that lead to consistent sales. I can't wait to go to Career Conference in Charlotte to show that I'm All In on Mary Kay!"

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
NyUmmisha Johnson
Felicia L. Langley
Shavada Lee
Bridget S. Mangle
Lisa A. Moon
Regina Sullivan
Tamika L. Brock
Monique E. Hunter
Weslica L. Johnson
Annette Richardson

Star Team Builders

Recruiter :Tabatha V. Bluford
Velma Bluford
Hannah W. Crews
Roberta Mazyck
Dominique Montgomery
* Bonita C. Wheeler
Chasity L. Adams
Shantis L. Bluford
Rotunda A. Choice
Letitia A. Hope
Jaselyn S. Jennings
Johnny Johnson
Akebia M. McCree
Francia Paulino
Christina E. Pitts

Recruiter :Alicia C. Hawes
Shatoria Ballenger
Carrie Hawes
Damita L. Parks
Ashley M. Wheeler
* Tina M. Foggie
* Urena Kershaw
* Latonya Littlejohn
* Chasity C. Lyles
* Tamonya Murphy Smith
* Camryn A. Scott
* Loretta J. Singleton
* Tawanna N. Tate
* Mary M. Wheeler
* Lakita Young
Christina R. Arthur
Melissa Johnson
Breanna M. Sterling
Cephina D. Williams
C. Woodward-Fowler

Welcome!

Starting Something
Beautiful....

From

Sharing Dreams...

TaKisha A. Cowley
Wanda Jackson

CHARLOTTE, NC
CHARLOTTE, NC

T. Beverly
S. Byrd

Welcome to our Unit!

Senior Consultants

Recruiter :Felicia L. Langley
Crystal Y. Pannell
Tonette L. Johnson
Katurah S. King
Deriek Wharton

Recruiter :Crystal Y. Pannell
Shakia A. Williams

Recruiter :Johnnie M. Stephens
Ashley M. Black
Vickey A. Peake
* Nicole Black
* Carrie D. Stephens

Recruiter :Robin N. Webster
Cheryl E. Isibor
Andrea L. Mccray
* Shelley Seegars

Recruiter :Bonita C. Wheeler
Alicia C. Hawes
* Alyssa N. Fisher
Arianna Noble
Daisy Webb

Recruiter :Shakia A. Williams
Nikki Mcmannus

Congrats!

Steps to Success

Senior Consultant
1-2 active Team Members.
4% Commission.

Star Recruiter
3+ active Team Members.
4% Commission.
Wearing the Red Jacket.

Team Leader
5+ active Team Members.
Wearing the Red Jacket.
9-13% Commission Team.



On Target for Car!

5+ active personal team
member & \$5,000 w/s
growing to 16 actives and
\$23,000 w/s in 1-4 months.

Beautiful Red Jackets

Three to Four Active Team Members puts you in a Beautiful Red Jacket. Which Red Jacket would you like?



KEEP IT CLASSIC IN THE DOUBLE-BREADED JACKET WITH A SIMPLE BLACK SKIRT AND WHITE BLOUSE.



SHOW OFF YOUR CHIC STYLE IN THE JEWEL NECK ZIPPER JACKET AND A PERKY CIRCLE SKIRT.



LET EVERYONE KNOW YOU ARE ON YOUR WAY TO THE TOP IN THE TOPPER JACKET PAIRED WITH A GRACEFUL PRINT DRESS.

**Congrats on
last month's order!**

Soar on Silver Wings!



Alicia C. Hawes	\$1,605.15
Tash Beverly	\$971.00
Shakia A. Williams	\$671.55
Cheryl E. Isibor	\$646.00
Anne M. Brooks	\$638.50
Trudy A. Williams	\$632.00
Crystal Harris	\$630.00
Donna M. Allen	\$614.00
Beverly D. Adams	\$608.50
Johnnie M. Stephens	\$608.00
Christine V. Watkins	\$602.50
Tabatha V. Bluford	\$602.00
Dominique Montgomery	\$601.00
Yolanda L. Cobb	\$331.25
Robin N. Webster	\$278.00
Lisa A. Moon	\$274.50
Nikki Mcmannus	\$228.50
Leeangle Williams	\$228.00
Catherine Reid	\$228.00
Ashley M. Wheeler	\$228.00
Roberta Mazyck	\$227.00
Regina Sullivan	\$157.50
NyUmmisha Johnson	\$137.00
Crystal Y. Pannell	\$102.00
Vernessia McDowell	\$90.00
Ashley M. Black	\$7.50

The *Embrace Your Dreams* Challenge is in its last quarter, and the *All In* movement is gaining momentum. The Company is tracking the number of cumulative \$600 wholesale Section 1 orders each month through June 2017 and has set a 13% increase in the total number of these orders each month as a goal. When these monthly goals are achieved, the Company will host a huge *All In* Party at Seminar 2017. As you achieve the *Embrace Your Dreams* Challenge every month, you are contributing to the Company's goal. Demonstrate skin care on new faces to help you achieve the *Embrace Your Dreams* Challenge, help the independent sales force achieve the Company's *All In* goal, and let new faces take you to the thrilling *All In* Party filled with food, music and dancing after the Seminar 2017 Awards Show.

You are
AMAZING.
You are
IMPORTANT.
You are
SPECIAL.
You are
UNIQUE.
You are
KIND.
You are
PRECIOUS.
You are
LOVED.



TOP COURT OF SALES

7/1/2016 - 6/30/2017

		YTD Retail	YTD PC Credit	YTD Total
1	Alicia C. Hawes	\$19,689.10	\$5,534.00	\$25,223.10
2	Anne M. Brooks	\$15,025.10	\$4,736.00	\$19,761.10
3	Trudy A. Williams	\$13,987.00	\$5,628.00	\$19,615.00
4	Johnnie M. Stephens	\$11,874.80	\$3,627.30	\$15,502.10
5	Cheryl E. Isibor	\$11,785.60	\$1,450.00	\$13,235.60
6	Christine V. Watkins	\$9,551.50	\$1,490.00	\$11,041.50
7	Tash Beverly	\$9,232.00	\$0.00	\$9,232.00
8	Beverly D. Adams	\$7,940.50	\$1,202.00	\$9,142.50
9	Damita L. Parks	\$7,378.60	\$1,325.00	\$8,703.60
10	Tabatha V. Bluford	\$6,543.50	\$1,162.00	\$7,705.50



TOP COURT OF SHARING

7/1/2016 - 6/30/2017

1	Alicia C. Hawes	1	\$54.72
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Ways to Finish Star

- Contact **current month birthdays** and offer birthday makeovers and a 1 birthday discount on all items purchased.
- Contact customers who work outside the home to do a **"\$100 Sales Bag Challenge"**. Give her product valued at \$100 and see if she can sell it. Offer each customer who completes the challenge a set of designer brushes or the travel rollup bag.
- Call husbands and offer your **gift buying** services for the holidays. You'll be surprised at how many take you up on the offer.
- **Book selling appointments:** Basic first and second appointments, but also Pajama Parties, Mother and Daughter Parties, etc.
- Have a **\$1000 Day Challenge**.
- Call customers and **introduce a skin supplement** she would enjoy and benefit from. Give her a discount if she buys it right then.
- Challenge a son, daughter or husband to sell \$100. Give them an **exciting prize** as a reward if they do the challenge.
- Contact your **preferred customers** and set up "personal service appointment". We always sell more when people get to try before they buy.
- Deliver **reorders** and up-sell by bringing other tempting beauty products to try and buy on the spot. This is where inventory comes in handy!
- Hold a **phone lottery** (call or text as many customers you can in an hour, get their orders and tell them that one of the orders you get in that hour will be free).
- Demo the **Microderabrasion** or Satin Hands Set on people and offer it for \$5 off if they buy it on the spot.
- Contact customers for **seasonal reprogramming**, especially if you live in a place where the weather varies dramatically.
- Offer your **gift buying service** to women you know. They may want to come by or have you come by for a personal shopping appointment. It saves them loads of time and running around.
- **Hand out samples** and follow up on them for feedback. Give them a discount if they want to purchase the product they surveyed as a thank you for doing the survey, and of course, book them for an appointment to try other and give their opinion on other Mary Kay products.
- **Call 10 customers** who you have not yet met with for their check up facial, and offer them your free service and an opportunity to meet with you.
- **Book guests** for your weekly meeting to be a model. Offer them a gift or an item at half price.
- Do the **Adopt a Grandparent Program** at a government run facility.
- Sell **gift baskets** from the trunk of your car. Go where ever men work. They won't mind. In fact, they will love the service.
- Do a **neighborhood survey**. Neighbors are great customers; they are close by and easy to connect with for delivers and appointments.
- Have your customers do the virtual makeover on your **Mary Kay website**.

Love Checks!

9% Recruiter Commission Level
Beverly D. Adams

\$71.46

4% Recruiter Commission Level

Tabatha V. Bluford

\$33.12

Crystal Y. Pannell

\$26.86

Robin N. Webster

\$25.84

Shakia A. Williams

\$9.14

Alicia C. Hawes

\$9.12

Felicia L. Langley

\$4.08

Johnnie M. Stephens

\$0.30



Birthdays & Anniversaries!

June Celebrations

Birthdays	Day
Weslica L. Johnson	2
Alyssa N. Fisher	8
NyUmmisha Johnson	12
Bonita C. Wheeler	13
Maryann F. WestNunn	17
Felicia L. Langley	21

Anniversaries	Years
Kishandra B. Davis	6
Tracie F. Jones	4
Shantis L. Bluford	1
Edna R. Jones	1
Ebony Coleman	1
Jaselyn S. Jennings	1

Skin Care Brand Comparison

MARY KAY TIMEWISE REPAIR PLUS SET WITH VOLU-FIRM

Volu-Firm Foaming Cleanser	4.5 oz	\$28
Volu-Firm Day Cream Broad Spectrum SPF 30	1.7 oz	\$52
Volu-Firm Night Treatment with Retinol	1.7 oz	\$52
Volu-Firm Eye Renewal Cream	.5 oz	\$42
Volu-Firm Lifting Serum	1 oz	\$70
TimeWise Repair® Revealing Radiance™ Facial Peel	1.7 oz	\$65
TimeWise Repair® Volu-Fill® Deep Wrinkle Filler	.5 oz	\$45
		\$354 total

* Purchase these Mary Kay Repair products as full set for **only \$315**



CLARINS SUPER RESTORATIVE

Cleanser		
Super Restorative Day Cream SPF 20	1.7 oz	\$127
Super Restorative Night Wear	1.6 oz	\$135
Total Eye Concentrate	.5 oz	\$85
Super Restorative Remodelling Serum	1.0 oz	\$137
Facial Peel	0 oz	\$0
"Deeper" Wrinkle Filler	0 oz	\$0
		\$484 total

RODAN + FIELDS REDEFINE LINE

Refine Daily Cleansing Mask	4.2 oz	\$43
Refine Pore Minimizing Toner	4.2 oz	\$48
Refine Triple Defense Treatment Broad Spectrum SPF 30	1 oz	\$84
Refine Overnight Restorative Cream	1 oz	\$78
Refine Multi-Function Eye Cream	.5 oz	\$62
Refine Night Renewing Serum	60 capsules	\$91
Refine Lip Renewing Serum	60 capsules	\$56
Facial Peel	0 oz	\$0
"Deeper" Wrinkle Filler	0 oz	\$0
		\$462 total

ELIZABETH ARDEN PREVAGE

Anti-Aging Treatment Boosting Cleanser	4.2 oz	\$49.50
City Smart Broad Spectrum SPF 50 Hydrating Shield	1.3 oz	\$68
Anti-Aging Overnight Cream	1.7 oz.	\$137
Anti-Aging Eye Serum	.5 oz.	\$100
Face Advanced Anti-Aging Serum	1.7 oz.	\$162
Facial Peel	0 oz	\$0
Anti-Aging Wrinkle Smoother	.05 oz	\$72
		\$588.50 total

LANCÔME ABSOLUE PREMIUM BX

Precious Pure Cleanser	5 oz.	\$58
Absolue Replenishing Cream SPF 15	1.7 oz.	\$168
Absolue Night Premium Bx Cream	2.6 oz.	\$202
Absolut Replenishing Eye Cream	.7 oz.	\$120
Absolue Sublime Oleo-Serum	1.0 oz.	\$192
Facial Peel	0 oz	\$0
"Deeper" Wrinkle Filler	0 oz	\$0
		\$740 total

Hip Hip

HOORAY

RAY

5TH TRY DOES IT! TEXTING SCRIPTS

This is a new way to reach clients shared by some top leaders at my company and its taken my company by storm!

It suggests that 85% of bookings happen on the fifth try, yet most sales people stop asking after try #1 and #2.

Instead of just texting your clients ONE TIME, if you reach out to them over the course of 7 days, you will actually book several on the second try and more on the third try. And even MORE when you pair that with phone calls.

I haven't personally been making the calls that are recommended to go with this, cause the kids are with me most of the time, but I have had lots of success booking appointments just by text and I've met wonderful women along the way!

P.s. I am sure you would probably book even more if you could make the 3 phone calls recommended. You can even use an app called SLY DIAL to dial **directly into their voicemail**.



Day 1: Hi [name]! You don't know me, but Sara Smith recommended I text you. She is helping me with a huge goal; I am working on becoming the youngest "Company Name" girl in the area to earn a FREE Name of Car! I need to do 100 free facials each month as part of my qualification. Any interest in a free facial? Thanks either way!

Day 3: Hi [name], this is Michelle again with "Company Name". I just wanted to follow up with you regarding the free facial that was gifted to you by Sarah. Is texting or calling you better to get the details to you? I know you're probably super busy. So if it's helpful, I will follow up again in a few days. Thanks!

Day 7: Hi [name]...this is Michelle trying one last time to reach you regarding the free facial gifted to you by Sarah. I'm getting close to finishing my 100 facials and I still have more to go. I'm reaching out to see if you'd be able to help? I hate to bug you if you are not interested, so let me know either way! Thanks!

Sharon Byrd
5541 Tipperlin Way
Charlotte, NC 28278



My Weekly Plan

FOR THE WEEK OF

SUN

MON

TUES

WED

THURS

FRI

SAT

morning

afternoon

evening

	SUN	MON	TUES	WED	THURS	FRI	SAT
morning							
afternoon							
evening							

Weekly Goals