



Worthy News



November 2014 Newsletter, October Results

Ordering Deadlines

26: Last day of month
30: Last day for online orders

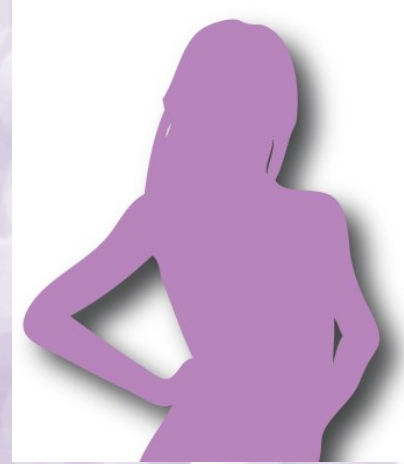
Star Consultant Note!

Quarter 2 Star Consultant quarterly contest ENDS December 15, 2014

Monthly Queens



Queen of Sales:
Christine V. Watkins



Queen of Sharing:
You could be here!



Have you ordered the New Product yet?

- Pomegranate Satin Hands Set
- Winter Wishes Eau de Toilette Wand,
- Mary Kay Little Gifts Lip Balm Set
- Shimmeriffic Shower Gel and Body Lotion



Our Money Plan!

Let's start off this season with a blast and pay cash for everything you want! Here is a great money making plan for the holidays! Have at it and make this your most successful selling season!

- **Have 10 Silent Hostesses each sell \$200** in orders. That is \$2000 in sales!!
- Contact **10 husbands for their wives' WISH LIST at \$150 in sales each** or 20 Husbands for their wives WISH LIST at \$75 each...That is \$1500 in sales!
- **7 Holiday Coffees** or Mary Kay Jingle & Mingle at **\$200 in sales each**. These take no time and are quite profitable. \$1400 in sales!
- **Hold 1-3 classes a week** for a month with **\$200 in sales per class**. \$2400 in sales!
- **Hold 1 Holiday Open House with \$500 in sales** (10 guests at \$50 each) or 2 Open Houses (5 guests at \$50 each) with \$250 in sales. That is \$500 in sales!
- **Contact businesses**. Office managers, Doctors, Realtors, anyone who you give your business to. This could be as much in sales as you are willing to take advantage of.
Example: 9 businesses that purchase five \$40 gifts is \$1800!



\$14

NEW SHADES

MARY KAY® NOURISHINE PLUS® Lip Glass

Silver Moon, Golden Sun Blossoms, Sparkle Berry, Berry Dazzle, Shock Tart and Pink Wink

\$18

THINKING OF Love™ BODY LOTION



THINKING OF Love™ EAU DE PARFUM

\$32

FREE! GIFT WITH PURCHASE

MARY KAY® NOURISHINE PLUS® Lip Glass Set



MARY KAY® Mineral EYE COLOR QUADS

\$18



Chai Latte,
Sandstorm,
Autumn Leaves,
and Black Ice



DISCOVER WHAT YOU LOVE™ BEAUTY CASE

Purchase the Mary Kay® Miracle Set® and you can purchase the Beauty Case for \$5. The entire purchase price from each sale of the Beauty Case will be donated to the MKF (from October 26-December 15).

MARY KAY

**It's Friday,
November 28, 2015**

Black Friday Ideas

Here is a great way to market your Black Friday sales to your customers!

With what:

- ◆ Create a flyer to send to all of your customers and potential buyers. The flyer can be posted on facebook, given out at classes and in person, or posted on a website.
- ◆ Have a mailer that ARRIVES to your customers 3 days before Black Friday announcing your sale and a special gift for those who buy by _____.
- ◆ Change your voicemail to advertise when your BLACK FRIDAY sales will be.

Share specials:

- ◆ Don't just say, "I have lipsticks available, skin care products, etc." Target your big sellers and promote those on the flyer. Example of specials: Black Friday sale with Deluxe Wrinkle Kits, BEAUTIFUL! Red Lipsticks, Trio Sparkle Eye Palettes, Concealing Foundations, Botanical Skin Care and MORE!

Sample of Offers:

- ◆ Have deadlines on specials, the BIGGEST sales EARLIEST, smaller sales LATER.
- ◆ Everyone gets a FREE gift.
- ◆ Have a drawing for a FREE gift basket.



On Target Stars and Star Consultants

Second Quarter Ends—December 15, 2014

	Total	Sapphire	Ruby	Diamond	Emerald	Pearl
CHRISTINE WATKINS	\$795.00	\$1,005.00	\$1,605.00	\$2,205.00	\$2,805.00	\$4,005.00
ANNE BROOKS	\$729.00	\$1,071.00	\$1,671.00	\$2,271.00	\$2,871.00	\$4,071.00
ROBIN WEBSTER	\$650.00	\$1,150.00	\$1,750.00	\$2,350.00	\$2,950.00	\$4,150.00
MARY BROWN	\$600.00	\$1,200.00	\$1,800.00	\$2,400.00	\$3,000.00	\$4,200.00
WESLICA JOHNSON	\$493.00	\$1,307.00	\$1,907.00	\$2,507.00	\$3,107.00	\$4,307.00
JOHNNIE STEPHENS	\$470.50	\$1,329.50	\$1,929.50	\$2,529.50	\$3,129.50	\$4,329.50

Who will be our next star?

Here's what it takes...

Here is a break down of the qualifications in order to achieve Star Consultant Status in one quarter.

SAPPHIRE STAR
\$1800 WHOLESAL

RUBY STAR
\$2400 WHOLESAL

DIAMOND STAR
\$3000 WHOLESAL

EMERALD STAR
\$3600 WHOLESAL

PEARL STAR
\$4800 WHOLESAL



A Concentrated 4 Weeks in DIQ

THIS IS SOOOOO TRUE! Thank you Mary & Darlene for sharing. This is EXACTLY how to do it. Quickly and with a sense of urgency. ALL DIQ'S pay attention to this. Print it out, read and reread it. Classes will get you the money and your future team members. While I truly believe that each consultant who comes into the company has 5 new recruits in their circle of acquaintances and should share with the people she knows, the next recruits will come from the people you meet at classes and facials.

Director Qualification is a concentrated 4 weeks...you can spread it out to 16 weeks or finish in 4 weeks! Your choice...You can get into qualification in a week or so... Do it now ...Much love and belief in you and your dreams,

Linda Quillin

Yesterday, while training a new consultant, I was reminded of a key principle I used in recruiting to build my unit. I'm going to share the story with you; I met my recruiter at a glamour class where no one else showed up, so we had plenty of time to talk. She told me about Mary Kay and the money she was making and how little time she had to spend working to earn that money! I was excited! I was ready to hear it all and sign up.

But, she explained to me, I had to come to a meeting as her guest first. So I agreed to go with her the next Monday night. When my husband came home from work I enthusiastically announced the Good news and told him about all the money I would be making.

It took him 2 days, but he convinced me that it was a terrible idea and I'd lose my money. Then he had a friend of his call me to tell me how much he lost with a direct sales company that went under. I was convinced, and put *Mary Kay totally out of my mind*.

On Sunday evening when Lucy called to remind me of the meeting, I remembered I said I would go. But I wasn't going, so I made up an excuse. She asked me if she could call me the next week to take me. I said sure, thinking she'd never call. She did, she surprised me again since I had again put it out of my mind. Again I made up an excuse. **She called me again!**

I finally gave in and told her my husband and I would both be at her meeting. (he was going to tell them "no" for me) I asked where the meeting was, and it was 70 miles away!!!! We went, and practiced all the way up on how he was going to tell them "no" under no uncertain terms.

By the end of the meeting, we had both changed our minds. I left there an excited, brand new beauty consultant!!!! Here's my point. I went through 3 rough weeks!

I almost lost this opportunity! And I was ticked at my recruiter!!! She could have recruited me right away and avoided all of the irritation and delay. I was VERY ticked! So I decided right then and there, that no one would ever go though what I did.

When I started recruiting **2 months later**, I would always give women the facts **THAT DAY OR THE VERY NEXT DAY** after meeting her at a Beauty Show. And, the first 10 I asked came into the company!

My motivation was to spare them the discomfort I went through, and was able to do that, but what I really had going for me was that I was explaining the company to them and asking them to join me while they were still on the "high" of the Beauty Show. They had just had the fun, they had just seen women buy, and they hadn't cooled off from the excitement of it at all!! No wonder they all came in!!!

You don't need any recruit prospects to have **1 or 2 recruits** this week!!!! All you need are classes on the books!! You CAN find a way to get with your prospect the very next day!

Meet her for breakfast, lunch, after work, whatever! Mary Kay Beauty consultants are the only ones who will meet people at midnight if that's what needs to be to get the job done!!

(Nancy Tietjen always laughed and told us that...and sometimes it happened!) **Recruit with the 24 hour rule!**

When a prospect says she doesn't have time to get together with you this week, respond with "do you have a lunch break today?" "How would you like coffee and dessert after work?"

"I'm going to be in your neighborhood tonight, may I drop in and leave you some information?" (another one of Nancy's...of course I was going to be in her neighborhood, I was coming to see her!!)

Another caution...waiting to talk about MK with her at the class she booked is disaster!!!! There are way too many variables!! What if her child becomes ill and she can't hold the class? What if she just cancels!! Too many what ifs...even if she's booked a class with you, interview her the VERY NEXT DAY after meeting her at a show!! if she comes in...great!

Her class will be a training class. If she doesn't...great! You still have one more time to convince her at her class. Recruiting quickly and effectively isn't a slow steady process. It's a race!!! A full speed sprint!!! Another one of Nancy's is..."they either jump on board or are left in the dust." We didn't go in for layering then.. in or out? Who's next? You know some famous Mary Kay women who came out of the environment....a race to DIQ and Directorship. 6 months as a consultant and into DIQ!!

Set your recruiting goal, and then have enough classes on the books to support that goal! Work your Director to the bone to teach you with practice interviews, and take off!!! **You can be a DIQ by the end of this month if you really want to!!!**

-Mary

Recruiters and their team!

* You are currently inactive. It only takes a \$225 wholesale order to get back on track!
#T Status

Star Team Builders

Recruiter :Beverly D. Adams
Mary Brown
Weslica L. Johnson
Bridget S. Mangle
* Jasmine M. Brock
* Felicia L. Langley
* Shavada Lee
* Shameka S. Williams
Tisa Johnson
Catreecha McCray
Shay Rosemond
Yolanda L. Williams

Senior Consultants

Recruiter :Tabatha V. Bluford
Veronica Black
Bonita C. Wheeler
Roberta Mazyck
TyKeshia McElveen
Jamie-Rae F. Parks
Francia Paulino
Christine E. Pitts

Recruiter :Felicia L. Langley
Joyce A. Starks
* Holly Tucker
Quintoria M Brockman
Tracee N. Gallimore
Telicia W. Reeves

Recruiter :Shelley S. Seegars
Kimberly R. McClain

Recruiter :Christine V. Watkins
Lonita M. Humphrey
Courtney S. Meredith
* Deb A. Copeland
* Shalunda M. Smith
Baheerah S. Rogers

Recruiter :Robin N. Webster
Shermeine Hammie
Shelley S. Seegars
Shanton D. Smith

WELCOME NEW CONSULTANTS!

Starting Something
Beautiful....

From

Sharing Dreams...

Zakiyyah W. Nelson

CHARLOTTE, NC

S. Byrd

Welcome to our Unit!

GREAT Sales Idea!



USE technology to your advantage! Many consultants have a Facebook fan page. Do you have one? If not, sign up for a fan page to share your specials and beauty tips with your customers!

Start uploading your holiday gifts to create an online boutique for your customers!

Go ahead and assemble ALL gift baskets that you plan to sell or have at your open house during Christmas/holidays. Take pictures and post on your Facebook. Customers can then see all of your gifts and let you know what they would like!



You can update your customers on which products have sold and remind them on the gift baskets that are still available!

“

NOBODY SAID THAT
IT'D BE
EASY
THEY JUST PROMISED
IT WOULD BE
WORTH IT

”

-Anonymous



Holiday Coffee Tips!

1. **Select your 10 Best customers/ Friends**--"How would you like to get anything you want from Mary Kay at half price? Well, it's easy & it's fun. Have a Holiday Shopping Coffee--Invite as many women as you would like & when we sell at least 10 items, you can order anything you want at half price?"

2. **Set a Date and Time.** "Which would be better for you _____ or _____?"

3. **Arrive early and set up all of the new products**

4. When the guests arrive-

- ✓ **Do Satin Hands** on every guest.
- ✓ Have everyone sit down & give them a pencil, sales ticket, Skin Care Profile (ask them to fill out) & a Holiday Look Book.
- ✓ Take each **new holiday product** & romance it one collection at a time. Explain each item layering & give prices. **Have a Gift With Purchase offer for that night.**
- ✓ **Very Important** to say during total presentation, *"When you see something you like-just put it on your ticket."*
- ✓ **After you go thru all the products say, "I don't know if you came tonight to hear about the products or maybe to learn a little more about Mary Kay but I would never forgive myself if I didn't share a little about our company. Go over MRS CAB**
 - ✓ **Watch your time.** At the closing say, "I promised (hostess) I would only be an hour, so it's time to have a Drawing for a Special Gift."
 - ✓ **Do not** have them total their sales--just take up all the orders--do the Drawing (doesn't have to be a big item--just wrapped beautifully).
 - ✓ Then say, "While ___ gets your coffee served, I'll help you with your orders. I take MC/VISA, DISCOVER, American Express, check, or cash--which ever would be best for you." Offer a signing bonus (like satin hands) if someone joins your team today. You now have sales (average. \$18-\$30) +you have skin care profiles to follow-up on. You can talk about Glamour or Nail Classes & you should have many new business associates.
- ✓ Offer a Bonus for Booking a SCC or Holiday Coffee before Dec. 15.

Have some gift baskets on display (including glamour, body care etc. as well as Fragrance) & stress that they can be any price--each is customized!

Congrats on last months orders!

Use MK Head to Toe!

Make sure that you are using Mary Kay head to toe! If you aren't using Mary Kay products, how can you tell your customers about the benefits or how much you love the products?

Plus, when you wear the products from head to toe, you **can SELL it while you are out and about**. Here's a great idea:

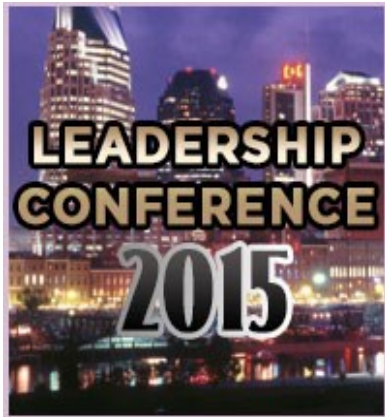
Someone around you says, "I love that lipstick!" You say, "Thanks!! It's from Mary Kay. Would you like a catalogue and sample?"

What about the lady at the cash register that says that she loves your eye makeup? Say, "Thank you!!! It's Mary Kay. I am a consultant. If you want to give me your name and number, I can send you some samples."

Order product and shop from your store. It's 50% off and the products are great. Why would you go somewhere else?



Name	Amount
Christine V. Watkins	\$795.00
Mary Brown	\$600.00
Weslica L. Johnson	\$493.00
Anne M. Brooks	\$422.50
Tracie F. Jones	\$282.00
Shermeine Hammie	\$267.50
Johnnie M. Stephens	\$240.50
Trudy A. Williams	\$231.50
Courtney S. Meredith	\$230.00
Beverly D. Adams	\$225.00
Robin N. Webster	\$136.00
Lonita M. Humphrey	\$107.00
Tabatha V. Bluford	\$102.50
Latisha Murray	\$68.00
Bonita C. Wheeler	\$61.50
Martha J. Rucker	\$44.00
Shelley S. Seegars	\$42.50



Join us in **Music City, Nashville, TN!** The beautiful, happening city full of Southern Charm. Tennessee is home to beautiful mountains and great people!

You do not want to miss Leadership this year!

Conference Dates

- ◆ Ruby, Sapphire and Emerald Jan. 18-21, 2015
- ◆ Pearl, Diamond and Canada Jan. 21-24, 2015



TOP COURT OF SALES



7/1/2014 - 6/30/2015

1	Christine V. Watkins	\$4,681.00	\$215.00	\$4,896.00
2	Anne M. Brooks	\$3,179.50	\$100.00	\$3,279.50
3	Weslica L. Johnson	\$3,138.00	\$20.00	\$3,158.00
4	Robin N. Webster	\$2,936.00	\$60.00	\$2,996.00
5	Tabatha V. Bluford	\$1,896.50	\$195.00	\$2,091.50
6	Tracie F. Jones	\$1,756.00	\$195.00	\$1,951.00
7	Lonita M. Humphrey	\$1,854.00	\$0.00	\$1,854.00
8	Johnnie M. Stephens	\$1,488.00	\$195.00	\$1,683.00
9	Mary Brown	\$1,347.00	\$0.00	\$1,347.00
10	Beverly D. Adams	\$1,013.00	\$0.00	\$1,013.00



TOP COURT OF SHARING

7/1/2014 - 6/30/2015



1	Beverly D. Adams	2	\$128.76
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...Selling for Success!

SUGGESTED ITEMS TO BRING

- Entry Forms
- Clipboards
- Ink Pens
- Door Prize Bag
- Door Prize Flyer
- Business Cards with Holder
- Datebook
- Look Books
- Money Bag: *calculator, sales tickets, pen, cash & change*
- Satin Hands Set to Demo
- Goodie Bag: *business card, party postcard, product sample, candy, etc.*
- Products to Display: *TRB, skin care, glamour, body care – less is more so keep it simple*
- Display Items: *boxes, vases, pedestals, trays, flowers, crystals, etc.*
- Table Cloth: *black or white looks best, floor length is best so you can store things below*
- Framed Flyers &/or Pictures: *Party Perks, Applause magazine also has great options*
- Laptop: *can play music or show videos*
- On the Go Office: *scissors, tape, etc.*
- Something to Eat & Drink
- Cash for Parking



WHAT TO WEAR

- ❖ **Professional Skirt or Dress:** Think about the event you're going to and what age group you'll be in front of. This will help market to them
- ❖ **MK Pin &/or MK Nametag:** keep to 3 pins or less.
- ❖ **Cute Comfy Shoes:** you'll probably be standing for a while – make sure they're closed toe.

OTHER SUGGESTIONS

- ❖ **Main Goal:** gain new contacts that can later lead to skin care classes, product sales and new team members. Following up with contacts is a MUST!
Do so within 24 to 48 hrs from event.
- ❖ **When you call:** Understand the customer will be getting lots of calls from other businesses at the event that they might have given their name and contact information. How can you differentiate yourself from the other businesses and special offers?
- ❖ **Plan ahead!** Ask if there will be a table provided and make arrangements if not.
- ❖ **Take orders only!** You cannot exchange product for money at the booth.
Please set up a time to deliver later or ship.
- ❖ **Don't feel constricted to table** – walk around or stand outside booth.
- ❖ **Draw people to the table** by offering Satin Hands and to enter door prize drawing.
- ❖ **Send thank you note** to business or organization for allowing you to participate and express interest in working the event again in the future, especially if the event was free & successful!

Love Checks!

4% Recruiter Commission Level

Beverly D. Adams	\$52.80
Christine V. Watkins	\$13.48
Robin N. Webster	\$12.40
Tabatha V. Bluford	\$2.46



December 2014 Business Briefing

- 15: Deadline to be a Quarter 2 Star
- 16: Quarter 3 Star Consultant contest begins
- 20: Online prize selection available for Quarter 2 Star Consultant contest
- 25: Christmas Day, all company branches closed, postal holiday
- 26: MK Company holiday, all company branches closed
- 30: Last day of month for phone orders
- 31: Last day of month, New Year's Eve

Remembering Mary Kay Ash



Please take a moment this month to honor **Mary Kay Ash** and the legacy that she stood for. She passed away on **Thanksgiving Day, November 22, 2001** in Dallas, TX. Mary Kay has changed so many women's lives and has given them the possibility to dream big and accomplish everything that they want to with a lot of faith and a lot of work. Honor Mary Kay Ash by saying, "Yes, I can!" to a challenge that you face today.

"Everybody has an invisible sign around her neck that says 'MAKE ME FEEL IMPORTANT'" - Mary Kay Ash

"She did that whether it was with people waiting in line for her autograph or in a tense corporate meeting. She did that

with the cook staff in the back of hotels or with the waitress at her table." -Pamela Shaw

On-Going December

*Quarter 2 Star Program (through December 15, 2014)

*Class of 2015 (through July 1, 2015)



December Celebrations!

Birthdays	Day	Anniversaries	Years
Jamie-Rae F. Parks	3	Michelle Glover	1
Latisha Murray	5		
Shalunda M. Smith	11		
Mary Brown	15		
Chaka Watson	21		
Veronica Black	30		
Anne M. Brooks	30		



Let's have some cake!

To the beautiful:

Sharon Byrd
5541 Tipperlin Way
Charlotte, NC 28278



Get Challenged!



All-Star Consistency Challenge

Every All-Star (consultant/director who is a Star Consultant all four quarters) will earn a 5th prize if YOU achieve Star Consultant status all four quarters from June 16, 2014, through June 15, 2015. All-Stars must also attend Seminar 2015 to win!

Prizes range in value from \$25 to \$400. You don't want to miss your chance to win one of these fabulous prizes!



Race for Red Challenge..still going on!

Awards for reaching team wholesale production!

Star Team Builder, 3-4 Active Recruits

- ◆ \$1,200+ Monthly Cumulative Team Production
- ◆ Receive Necklace 1

Team Leader, 5-7 Active Recruits

- ◆ \$1,800+ Monthly Cumulative Team Production
- ◆ Receive Necklace 2

Future Director, 8+ Active Recruits

- ◆ \$2,400+ Monthly Cumulative Team Production
- ◆ Receive Necklace 3