



October 2014 Newsletter, September Results

# Monthly Queens



## Chevy Cruze is NOW Lipstick Red!

Consultants who meet Beauty Consultant Grand Achiever qualification or requalification requirements July 2014 through June 2015, have the additional option of selecting the use of a "red" Chevy Cruze!

### Ordering Deadlines

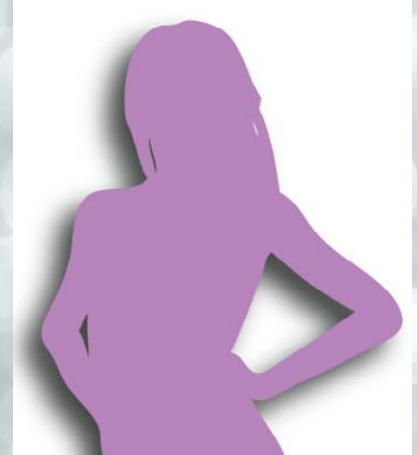
- 30: Last day for phone orders
- 31: Last day of month

### Important Promo Deadlines

Quarter 2 Star Consultant quarterly contest (September 16 - Dec 15, 2014)



Queen of Sales:  
Robin N. Webster



Queen of Sharing:  
Christine V. Watkins

# Look Book Enrollment!



The holidays are just around the corner, and this is the season to sparkle! With new limited products perfect for holiday gift-giving and party-ready color looks, your customers will find everything they need to make the holidays sparkle and delight! Plus, they'll get to preview seasonal trends and discover a romantic new scent. Enroll your customers to receive The Look through the Preferred Customer Program, and they'll receive a seal sampler.

Enroll Sept. 16 – Oct. 15, 2014

Mails Nov. 17

Only 70¢ per name

# Let's live **FREE!**



You were meant to live free... DEBT  
FREE! Choose the extra  
income you would like below and  
let's get started!

**Sell \$200 per week = \$800 income for the month**  
Use \$400 to replace product sold (leaving \$400)  
Give \$100 to yourself—have fun! (leaving \$300)  
**\$300 to pay off other debt!**

**Sell \$300 per week = \$1,200 income for the month**  
Use \$600 to replace product sold (leaving \$600)  
Give \$200 to yourself—have fun! (leaving \$400)  
**\$400 to pay off other debt!**

**Sell \$400 per week = \$1,600 income for the month**  
Use \$800 to replace product sold (leaving \$800)  
Give \$300 to yourself—have fun! (leaving \$500)  
**\$500 to pay off other debt!**

**Sell \$1,000 per week = \$4,000 income for the month**  
Use \$2,000 to replace product sold (leaving \$2,000)  
Give \$400 to yourself—have fun! (leaving \$1,600)  
**\$1,600 to pay off other debt!**

## Here's tracking for a **\$1,200 Month!**

Simply color in your circles for each \$100  
sale you have. Only got a \$50 Sale? No  
worryes, just fill in 1/2 the circle! You CAN  
DO IT! Pass out your cards! Pass out your  
Look Books! Call me...I can get you there!





# AWARENESS BAGS!

BREAST  
CANCER  
AWARENESS

This is a great idea that has been done LOTS throughout the Mary Kay community. You can create **Breast Cancer Awareness Fragrance Sachets** to give while you are out and about. Here's how it works:

- ◆ Purchase cotton balls and spray with MK fragrances
- ◆ Go to a local hobby store and purchase small "bead" bags to use as your baggies
- ◆ Insert a card in each baggie about reminding customers to do their breast exam
- ◆ On other side of card, include information on the MK fragrance that you used and a discount off fragrances when customers book with you
- ◆ Also include sampler, piece of candy and your business card

While you are out and about, give the baggies out to women and say, "This is for you in honor of **Breast Cancer Awareness month**. I'm from Mary Kay and I am giving these to women to place in their lingerie drawer to remind them to do their breast exam this month." Tell her there are samples in the baggie and your business card. Ask her if you can contact for a free makeover! It's fun, simple and she will love it!



## On Target Stars and Star Consultants

\$400+ Second Quarter Ends—December 15, 2014

	Total	Sapphire	Ruby	Diamond	Emerald	Pearl
ROBIN WEBSTER	\$514.00	\$1,286.00	\$1,886.00	\$2,486.00	\$3,086.00	\$4,286.00

Who will be our next star?

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

**SAPPHIRE STAR**  
\$1800 WHOLESALE

**EMERALD STAR**  
\$3600 WHOLESALE

**RUBY STAR**  
\$2400 WHOLESALE

**PEARL STAR**  
\$4800 WHOLESALE

**DIAMOND STAR**  
\$3000 WHOLESALE

### Check out these PRIZES!



# All it takes is **Believing**

## **1. BELIEVE IN THIS COMPANY AND OPPORTUNITY**

- Attend weekly Success Meetings – if you want to move up and succeed.
- Attend other area events to learn about the business, people, and company.
- Listen to educational and motivational tapes/CD's daily. Start with those included in the Starter Kit.
- Read Mary Kay's Autobiography – It is such a well-written inspirational book.
- For product knowledge, read the LOOK Book and Beauty Book quarterly.
- Read the monthly Applause Magazine cover to cover upon arrival.
- Read your monthly newsletter!
- Check your mail, e-mails, marykayintouch site, and answering machine daily! Stay plugged into your Mary Kay Family!



## **2. BELIEVE IN THIS PRODUCT**

- Use all the products yourself – you will love them! When you love them, you won't have any trouble talking about them!
- Listen to product knowledge tapes/CD's when new products debut.
- Call Mary Kay Medical Relations Department for extra help with special needs.
- Let your customers know how you feel about the products, "I have total confidence in this product, and I will work with you to make sure you are a satisfied customer."
- Cheerfully stand by and honor our 100% Satisfaction Guarantee on our products.

## **3. BELIEVE IN YOURSELF**

- Get excited about YOU!! Your key to success is within you!
- Always seek out positive people and model people who are succeeding.
- Read *The Magic of Thinking Big* by David Schwartz and *Feel the Fear, AND DO IT ANYWAY*, by Susan Jeffries.
- Make goal posters and trash your house! This will keep you focused.
- Create and write down the vision of the successful person that you want to become.
- Self-talk – Be positive with yourself.
- Learn that when people say no, they are not saying no to you, and it is NOT personal! They are saying no to what you are offering them at this time with the limited information that they currently possess. Just think "NEXT" and talk to someone else! Don't waste precious time analyzing too much.
- Dress for success. We are in the beauty business. Image is a very important part of your Mary Kay Career. We wear dress/suits to all Mary Kay events.

## **4. BELIEVE IN YOUR SALES DIRECTOR**

- I believe in you, even when you do not believe in yourself. God did not have time to create a nobody. You can find your full potential with Mary Kay!
- My belief in this company and opportunity is rock solid – lean on me when your belief level is weak.
- When you are excited – call everyone! When you are not so excited call your Director! Only share problems with those who can help solve it! Continually seek to lift others up and never bring them down. This demonstrates character and integrity.

## **5. THE 3 KEYS TO SUCCESS IN MARY KAY COSMETICS**

- Start NOW and NEVER GIVE UP and you will make YOUR dreams come true.
- Attend every meeting, event, conference, and Seminar. This is where you keep your dream alive and catch the vision of all that you can be.
- Have products on hand for your customers by building to and maintaining enough to



# 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  
Weslica L. Johnson  
Felicia L. Langley  
Bridget S. Mangle  
\* Jasmine M. Brock  
\* Mary Brown  
\* Shavada Lee  
\* Shameka S. Williams  
\* Yolanda L. Williams  
# Tisa Johnson  
# Catreecha McCray  
# Shay Rosemond

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  
\* Tracee N. Gallimore  
\* Holly Tucker  
# Quintoria M Brockman  
# Telicia W. Reeves

Recruiter :Shelley S. Seegars  
Kimberly R. McClain

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

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

# WELCOME NEW CONSULTANTS!

Starting Something  
Beautiful....

From

Sharing Dreams...

Mary Brown  
Deb A. Copeland  
Shandi Golden  
Shalunda M. Smith

FOUNTAIN INN, SC  
SPARTANBURG, SC  
GREENVILLE, SC  
CHARLESTON, WV

B. Adams  
C. Watkins  
S. Byrd  
C. Watkins

## Welcome to our Unit!

# Weekly Updates!

These are 5 things that you need to make sure that you are telling your Sales Director to remain accountable in your business.

1. WEEKLY: How many faces you saw, how many classes you had, your sales, how many women you shared the MK opportunity with, and how many new recruits
2. WEEKLY: If you attended last week's meeting and/or Mary Kay function
3. WEEKLY/MONTHLY/QUARTERLY: Share your goals with your Sales Director on what you are planning to achieve and where you are heading
4. WEEKLY: What you have been doing WELL with and what you are struggling with. Your director will offer you praise and encouragement.
5. QUARTERLY: Your Star Consultant goal, whether you will shoot for Sapphire, Ruby, Diamond, Emerald or Pearl



# BOOKING Models

## for your meetings!



Hi, this is \_\_\_\_\_ with Mary Kay. Do you have a quick minute?

(It was great to meet you at or if she's a current customer, chat for a second)

I want to run something by you. My job in Mary Kay is to help train consultants on different aspects of our business. We always work with real live people & not mannequins and I'd love for you to be a training model for me.

Basically, we'll treat you to a makeover and ask for your opinion on the products you tried and about our Mary Kay meeting.

As a thank you for your time and for helping us, you'll receive \$\_\_\_\_\_ in free products (your choice) and be entered into a drawing for \$500 cash!

Would you be a training model for me?

Great! Our training meetings are on (Thursdays/Saturdays) at \_\_\_\_\_ (give address) from \_\_\_\_\_ - \_\_\_\_\_ (times). I would need you there by \_\_\_\_\_ because we need to customize your products and colors before we start. Which day would work better for you (Thursday/Saturday)? BOOK HER and ask a few questions about her skin care routine, skin color and if she likes lipstick or lip-gloss better.

(If you want her to bring friends, you may say something like this)

If you'd like, \_\_\_\_\_, you can bring a few friends with you. They will also be treated to a free makeover and will be entered to win \$500! Would you rather come by yourself or would you like to bring a few friends with you, it's totally up to you? (Wait for her response, if she does want to bring friends, ask her for their phone numbers so you can call them to find out about their skin and color preferences.)



# Congrats on last months orders!

Name	Amount
Robin N. Webster	\$824.50
Christine V. Watkins	\$682.00
Anne M. Brooks	\$361.00
Tabatha V. Bluford	\$334.25
Martha J. Rucker	\$331.50
Bonita C. Wheeler	\$294.50
Johnnie M. Stephens	\$230.00
Joyce A. Starks	\$228.50
Gloria A. Ross	\$228.25
Carol A. Laverpool	\$227.50
Shelley S. Seegars	\$225.50
Lonita M. Humphrey	\$151.50
Beverly D. Adams	\$48.50
Tracie F. Jones	\$48.00
Kimberly R. McClain	\$41.50



## Seasonal Ideas

Here are some great seasonal sales ideas to keep you in business throughout the holidays!

### Holiday Skin Care Classes:

- Teach skin care for winter
- Show holiday glamour looks

### Holiday On-The-Go Appointments:

- Carry a tote filled with holiday products
- Carry gift-wrapped items for instant sales

### Employee Gifts:

- Offer gift-buying services to doctors,

# Race for Red Prizes!

Consultants can receive a beautiful necklace each month by reaching the cumulative team production goal in wholesale Section 1 products that corresponds with their career path status.

**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 Independent Sales Director**  
8+ Active Recruits  
\$2,400+ Monthly Cumulative Team Production  
Receive Necklace 3



## TOP COURT OF SALES

7/1/2014 - 6/30/2015



1	Christine V. Watkins	\$3,091.00	\$20.00	\$3,111.00
2	Robin N. Webster	\$2,664.00	\$60.00	\$2,724.00
3	Anne M. Brooks	\$2,334.50	\$60.00	\$2,394.50
4	Weslica L. Johnson	\$2,152.00	\$20.00	\$2,172.00
5	Tabatha V. Bluford	\$1,691.50	\$0.00	\$1,691.50
6	Lonita M. Humphrey	\$1,640.00	\$0.00	\$1,640.00
7	Tracie F. Jones	\$1,192.00	\$0.00	\$1,192.00
8	Johnnie M. Stephens	\$1,007.00	\$0.00	\$1,007.00
9	Felicia L. Langley	\$816.00	\$0.00	\$816.00
10	Shelley S. Seegars	\$738.00	\$0.00	\$738.00



## TOP COURT OF SHARING

7/1/2014 - 6/30/2015



1	Beverly D. Adams	1	\$85.04
---	------------------	---	---------

# Secrets of Six-Figure Women

**FACT:** A woman earning six figures is quite often working fewer hours than those who earn significantly less. She also has the money to delegate the mundane, unenjoyable tasks that life presents. In addition, she was probably an UNDER EARNER at one time, and may not be college educated!

Most Mary Kay Sales Directors earn \$50,000-\$250,000 annually, and the average annual income of our National Sales Directors is \$400,000. Interestingly, the main goal of our Sales Directors and National Sales Directors is to help you in becoming a Sales Director, too!

## Excerpts from Secrets of Six-Figure Women by Barbara Stanny

### 1. A Six-Figure female has a **PROFIT MOTIVE**.

Money may not be her driving force, but she absolutely expects to be well compensated for her work. She wants to make money. She enjoys the choices money grants. Profit, to these women, has a positive ring to it.

### 2. A Six-Figure female has **AUDACITY**

She at some point in her life had to seriously step out of her comfort zone, to do something that she was not entirely sure she could do. She may or may not have succeeded, but she had the audacity to try.

### 3. A Six-Figure female has **RESILIENCE**

She had the grit to get back up and keep going when she didn't succeed or when she encountered setbacks.

### 4. A Six Figure female has **ENCOURAGEMENT**

Six figure women have incredibly nurturing relationships with one or more people who believe in them, continually root for them, and sometimes prod them along. This could be a friend, business mentor, spouse, or parent.

### 5. A Six-Figure female has **SELF-AWARENESS**

She strives to know who she is and what she wants. She constantly monitors her goals, values, priorities, skills, and talents.

### 6. A Six-Figure female can **DETACH**

She is willing to let go of what does not work, or what holds her back, and is able to keep a hold on what she values the most and that which is most successful.

### 7. A Six-Figure female has **FINANCIAL KNOW-HOW**

The most successful women in this world understand and follow the rules of money!



**If you are not currently earning six figures, and you do not foresee your current career choice paying you that much.....you might want to consider the aspects of a Mary Kay Career, and join the ranks of those who ARE earning six figures!**

thank you Stephanie Showers



# Love Checks!

4% Recruiter Commission Level

Beverly D. Adams	\$16.26
Tabatha V. Bluford	\$11.78
Felicia L. Langley	\$9.14
Robin N. Webster	\$9.02
Christine V. Watkins	\$6.06
Shelley S. Seegars	\$1.66



November 2014  
Business Briefing

3: Last day to submit online DIO form

On-Going  
November

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

\*Class of 2015  
(through July 1, 2015)

## Become Red in 1 MONTH!

1. Make a list of 50 names of women - start with your customers
2. Your goal is to have 20-30 women agree to listen
3. 5 should join, so if you do not have 5 recruits, make some additional calls

Here is your script:

" , I have been chosen for a (middle management or management position) in Mary Kay Cosmetics. As part of my training I need to share the Mary Kay story with at least 10 sharp women in the next 10 days. This is where my Director presents the Mary Kay story, you listen, and I take notes. You are under no obligation whatsoever. In fact, we don't want anyone in Mary Kay that doesn't want to be. You will receive a \$10 gift certificate just for listening, and it will only take between 15 to 20 minutes of your time over a cup of coffee or lunch. Can you help me out? My Director is available on and \_\_\_\_\_. Which date is better for you?"

**Be quiet until she speaks. Answer her questions and put her at ease. Make sure to schedule the appointment right then (on the spot... not later). Make sure you get all her phone numbers.**

Thank her! Do NOT try to sell her on the company and DON'T keep her on the phone. Resist the temptation to give her facts right then. That is your Director's job.



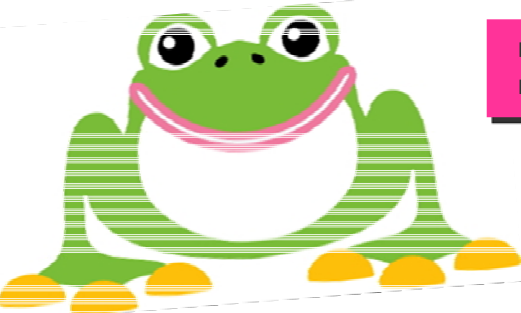
# November Celebrations!

Birthdays	Day	Anniversaries	Years
Quintoria M Brockman	2	Johnnie M. Stephens	4
Jasmine M. Brock	3	Catreecha McCray	1
Gloria A. Ross	4	Chaka Watson	1
Kishandra B. Davis	10		
Ashlee D. Ford	19		
Lonita M. Humphrey	19		
Joyce A. Starks	30		



## To the beautiful:

Sharon Byrd  
5541 Tipperinn Way  
Charlotte, NC 28278



# Eating a Frog!

There's an old saying that says..."If the first thing you do when you wake up in the morning is eat a live frog, then nothing worse can happen for the rest of the day!"

Brian Tracy, author and personal and professional development trainer, says that your "frog" should be the most difficult item on your things to do list, the one you're most likely to procrastinate; because, if you eat that first, it'll give you energy and momentum for the rest of the day.

But, if you don't...and let him sit there on the plate and stare at you while you do a hundred unimportant things, it can drain your energy and you won't even know it. Here's a small sampling in Brian's chapter titled: Apply the 80/20 Rule to Everything.

The most valuable tasks that you can do each day are often the hardest and most complex. But the payoff and rewards for completing these tasks efficiently can be tremendous. For this reason, you must adamantly refuse to work on tasks in the bottom 80 percent while you still have tasks in the top 20 percent left to be done! Before you begin work, always ask yourself, "Is this task in the top 20 percent of my activities or in the bottom 80 percent?" The hardest part of any important task is getting started on it in the first place.