



Worthy News



September 2014 Newsletter, August Results

Company Promotions to Keep Your Eye On!

RACE FOR RED



Ordering Deadlines / August

29: Last day for phone orders

Important Promo Deadlines

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

Top Monthly Queens

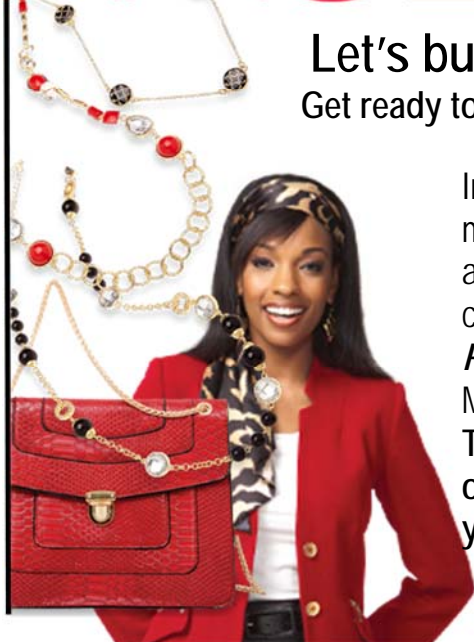


Queen of Sales:
Christine V. Watkins

Queen of Sharing:
Beverly D. Adams
Robin N. Webster

RACE FOR RED

Let's build a solid foundation of REDS!!!
Get ready to earn BIG by being in Red by Leadership 2015!



Independent Beauty Consultants who reach the minimum team production and earn necklaces for a minimum of three out of four months during the contest period will receive a ritzy red *Ready for Red* handbag as a consistency prize. Check out Mary Kay InTouch to learn more and get motivated! There are 6 Weeks of videos to keep you on track!



NEW! Classes Script!

RACE FOR RED

Race for Red with this 40 second script taught by David Cooper! Get ready to boost your business by giving facials!

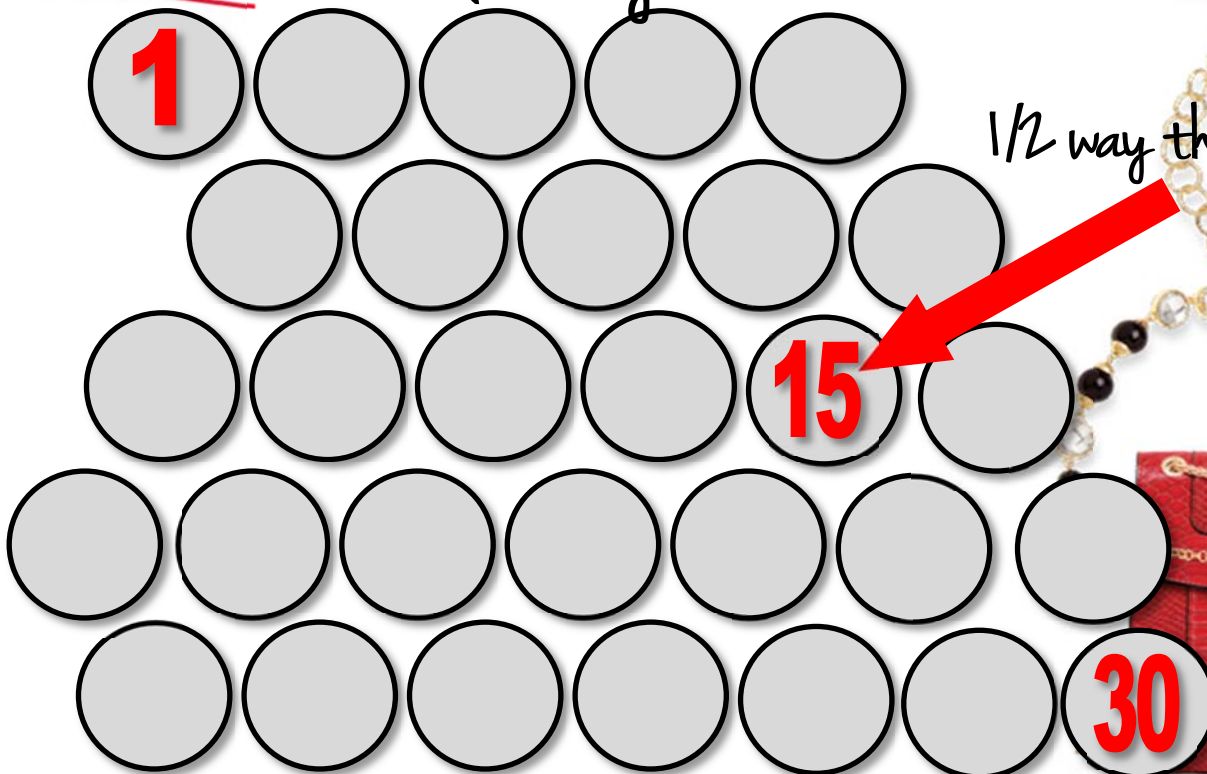
Use your customer list, or list of friends and family you have not yet facialed for this booking script. You need to practice this script 15x standing up and walking around before getting on the phone.

YOU CAN DO IT!!!

"Hi this is _____ your MK consultant!!! I am so excited, I am having one of the best and _____ happiest days that I've had since I started doing Mary Kay!!! I am trying to hold more classes in the next 10 days then I have held in any 10 day period since I started with Mary Kay!!! It could be a state record!!!! It is so easy to get the guest there, all you have to say is, 'come as you are and leave looking like a star'. For just having a class with 8 or more adult non-MK users, you get your choice of either \$10 per guest in free product with a minimum of 4 guest up to a maximum of 8, or a 30% discount on everything you buy in the next 3 months. I appreciate you having a class but I want to make it the easiest for your schedule. Would you rather have your class before the weekend, during the weekend or right after the weekend? Really whichever seems easier for you would be just fine with me.

(Be quiet for 4 seconds) Do not say anything else until you get an answer. The first one to speak loses!

Color in your Faces!



1/2 way there!



Fall in Love Promotion!

Sept. 1 - 30, 2014

At Mary Kay, we love women who write their own success stories, and you can help women build their dreams this September with the *Fall in Love* Team-Building promotion.

When a new Independent Beauty Consultant starts her Mary Kay business in September, she can get the Starter Kit for only \$75! Get amazing incentives and learn more at Mary Kay InTouch! There are TONS of tools to help get you started!



Now only
\$75

On Target Stars and Star Consultants

First Quarter Ends—September 15, 2014

	Total	Sapphire	Ruby	Diamond	Emerald	Pearl
CHRISTINE WATKINS	\$1,125.50	\$674.50	\$1,274.50	\$1,874.50	\$2,474.50	\$3,674.50
WESLICA JOHNSON	\$945.00	\$855.00	\$1,455.00	\$2,055.00	\$2,655.00	\$3,855.00
TRACIE JONES	\$928.50	\$871.50	\$1,471.50	\$2,071.50	\$2,671.50	\$3,871.50
ANNE BROOKS	\$893.25	\$906.75	\$1,506.75	\$2,106.75	\$2,706.75	\$3,906.75
LONITA HUMPHREY	\$699.50	\$1,100.50	\$1,700.50	\$2,300.50	\$2,900.50	\$4,100.50
ROBIN WEBSTER	\$667.00	\$1,133.00	\$1,733.00	\$2,333.00	\$2,933.00	\$4,133.00
TABATHA BLUFORD	\$630.00	\$1,170.00	\$1,770.00	\$2,370.00	\$2,970.00	\$4,170.00
FELICIA LANGLEY	\$510.00	\$1,290.00	\$1,890.00	\$2,490.00	\$3,090.00	\$4,290.00

Be a STAR this quarter!!!

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



WORKING WITH TWO DIFFERENT age groups

Ever feel as though you're just not connecting with a customer or prospective customer. Wonder whether it is you or her? Maybe you're just caught in "The Age Difference!" Never before have we had such distinct age groups of customers – the 20 year olds, the inbetweeners, the Baby Boomers and the Silver Sirens. AND – they all communicate in different ways and through different media.

Today's beauty consultant has to be ever so more mindful of how her dress, her style, her haircut, her nails and her words translate to the woman in front of her. Silver Sirens are not loving purple hair streaks and jeans with holes in them. 20 year olds, on the other hand, are all about fads, what the stars are doing and texting you to tell you about it.

At this point let me remind you there are exceptions to the rule and that these are generalities but they can really help you get a handle on why people are not answering your calls or taking time to meet with you.

Using age 35 as a dividing point, let's look at some basic characteristics:

/// **Age 35 and Under:** Usually are energetic, have lots of stamina, are fresh, moldable and excited.

/// **Age 35 and Older:** Usually are mature, professional, loyal, have more money to spend and a bigger circle of influence.

And here's a "Compare and Contrast" chart to help you understand them more.

	Characteristics	Communication		Characteristics	Communication
Age 35 and under	* Speaks Fast	* Email	Age 35 and older	* Speaks Slow	* Email
	* Spontaneous	* Facebook		* Thinks About Things	* Facebook (limited)
	* Likes Today's Fashion	* Twitter		* Looks Put-Together	* Cell Phone
	* Likes Short Appointments	* Customer Newsletter		* One Hour or More Appts	* Home Answering Machine
	* Has Less Money	* Birthday Club		* More Money	* Customer Newsletter
	* Spur of Moment Purchases	* Text Messages		* Loyal Customer	* Personal Phone Calls
	* Likes Immediate Results as a TM (in a week)	* Web Site		* RSVPS	* Birthday Club
	* What's In It For Me? Mentality	* Postcards		* Likes Immediate Results as a TM (in a month)	* Web Site
		* PCP (if they are settled)		* Likes to Build Relationships	* Postcards
					* PCP

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
Weslica L. Johnson
Felicia L. Langley
Shavada Lee
Bridget S. Mangle
* Tisa Johnson
* Shameka S. Williams
* Yolanda L. Williams
Cassandra Garrett
Catreecha McCray
Shay Rosemond

Senior Consultants

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

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

Recruiter :Shelley S. Seegars
Kimberly R. McClain

Recruiter :Christine V. Watkins
Lonita M. Humphrey
Courtney S. Meredith
* Baheerah S. Rogers

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

WELCOME NEW CONSULTANTS!

Starting Something
Beautiful...

From

Sharing Dreams...

Shermeine Hammie
Shameka S. Williams

CHARLOTTE, NC
GREENVILLE, SC

R. Webster
B. Adams

Welcome to our Unit!



THE CHEVY CRUZE GOES RED

(FOR NEW AND REQUALIFIED ACHIEVERS: JULY 2014 THROUGH JUNE 2015)

EARN IT!

On-Target

- 5 or more active personal team members
- \$5,000 combined personal/team wholesale S1 production in a calendar month
- You must be active
- These requirements must be met each month to be on-target

To GET the Car

You may qualify in 1-4 months based on when you achieve:

- \$20,000 combined personal/team wholesale S1 production
- 14 active personal team members
- You may contribute \$5,000 in personal wholesale S1 production towards total \$20,000 requirement
- Team must contribute a min. of \$15,000 wholesale S1 production toward total \$20,000 requirement
- Must have a min. of \$5,000 combined personal/team wholesale S1 production each month of the qualification period while maintaining five or more active personal team members
- Must be active

Month 1 TRACKING

of new personal team members: _____
Current personal S1. wholesale production: _____
Current total unit S1. wholesale production: _____

Month 1 FINALS

Total # of active personal team members: _____
FINAL personal S1. wholesale production: _____
FINAL TOTAL UNIT S1. wholesale production: _____

Month 2 TRACKING

of new personal team members: _____
Current personal S1. wholesale production: _____
Current total unit S1. wholesale production: _____

Month 2 FINALS

Total # of active personal team members: _____
FINAL personal S1. wholesale production: _____
FINAL TOTAL UNIT S1. wholesale production: _____

Month 3 TRACKING

of new personal team members: _____
Current personal S1. wholesale production: _____
Current total unit S1. wholesale production: _____

Month 3 FINALS

Total # of active personal team members: _____
FINAL personal S1. wholesale production: _____
FINAL TOTAL UNIT S1. wholesale production: _____

Month 4 TRACKING

of new personal team members: _____
Current personal S1. wholesale production: _____
Current total unit S1. wholesale production: _____

Month 4 FINALS

Total # of active personal team members: _____
FINAL personal S1. wholesale production: _____
FINAL TOTAL UNIT S1. wholesale production: _____

Happily Ever After

Once upon a time...an attractive, ambitious woman went into a beautiful store with a reputation for exceptional quality merchandise. **She said to the owner, "Sir, I would like to work for you. I will work hard. In fact, I'll do a great job; but I ask the following:**

- For everything I sell, I want to keep 50% as my commission.
- I will get others to sell for you too, and when I have another associate, I want to be paid 4% commission on what she does. When I have more associates, I would like that commission to increase to 13%. I want to work my own hours and have no quotas, so that sometimes I can work a lot, but sometimes I'll just take off a day or two.
- My family must always come first, regardless of other appointments.
- I want you to provide a FREE car for me in 1-4 months after I prove myself to you, and I want you to pay license fees and 85% of my insurance.
- When I do well, I want ample recognition and good bonuses, no meaningless little things, but things like diamond jewelry and trips.
- I want to be able to promote myself to management entirely through my own efforts.

These are what I would like. Can you give me these things?" The store owner was in shock. Finally he roared with condescending laughter, saying, "No, I won't give you any of those! And I dare say you'll not find such an opportunity anywhere!"

So she went elsewhere and discovered a rich and rewarding life in Mary Kay Cosmetics. And now, her earning and job opportunities are endless:

- Unlimited income potential
- Earn the use of a Free car
- Flexible hours- Ability to set your own hours and vacation times
- Promote yourself and increase your pay when you choose
- Tax Benefits
- No quotas/no territories
- Job security
- Prizes and Awards
- Recognition and Appreciation
- The confidence in representing the #1 brand of skin care and color cosmetics in the U.S.
- Company philosophy of Faith, Family, Career as your priorities
- Work your business around your personal priorities
- Company belief in the Golden Rule
- New friendships
- Being in business for yourself but never by yourself
- Increase in your self esteem and self-confidence.
- Free training from those who have built this business
- Mentors
- National Seminars and Regional Career Conferences
- On-going training in a positive atmosphere during weekly sales meetings
- On-line resources
- Monthly "Applause" magazine
- Continuous self-improvement
- Run you own business
- 100% satisfaction guarantee for customers
- 90% buy-back for consultants returning product within one year of purchase

... She Lived Happily Ever After

Congrats on last months orders!

Christine V. Watkins	\$812.50
Anne M. Brooks	\$695.75
Tracie F. Jones	\$525.00
Robin N. Webster	\$497.50
Lonita M. Humphrey	\$301.00
Weslica L. Johnson	\$291.50
Johnnie M. Stephens	\$260.50
Veronica Black	\$255.00
Beverly D. Adams	\$233.00
Kimberly R. McClain	\$229.00
Tabatha V. Bluford	\$227.00
Felicia L. Langley	\$179.00
Shelley S. Seegars	\$143.50
Latisha Murray	\$117.00



Tips to Make YOU Money!



- Have a hostess hold a Facebook party where she gets outside orders through Facebook!
- Setup mommy appreciation booths at 3 daycares. Come early in the morning with donuts. Have them enter a drawing to win a mommy pampering package.
- Hold classes where you donate a portion of sales to Susan G. Komen foundation
- Setup facial boxes at local bridal salons to enter for a free custom compact
- Offer 15% off to customers on their birthdays, call it the Happy Birthday Club
- Give punch cards to customers. One product 50% off when they restock on products (must be min. \$40 order each time)
- Go to a gym and have a beauty booth!

Now go have fun!



TOP COURT OF SALES



7/1/2014 - 6/30/2015

1	Weslica L. Johnson	\$2,152.00	\$20.00	\$2,172.00
2	Christine V. Watkins	\$1,697.00	\$20.00	\$1,717.00
3	Anne M. Brooks	\$1,612.50	\$0.00	\$1,612.50
4	Lonita M. Humphrey	\$1,337.00	\$0.00	\$1,337.00
5	Tracie F. Jones	\$1,096.00	\$0.00	\$1,096.00
6	Tabatha V. Bluford	\$1,023.00	\$0.00	\$1,023.00
7	Robin N. Webster	\$995.00	\$0.00	\$995.00
8	Felicia L. Langley	\$816.00	\$0.00	\$816.00
9	Latisha Murray	\$714.00	\$0.00	\$714.00
10	Veronica Black	\$563.00	\$20.00	\$583.00

FOR
WHEN I AM
WEAK,
THEN I AM
STRONG.

1 CORINTHIANS 13:10



TOP COURT OF SHARING

7/1/2014 - 6/30/2015

1	Beverly D. Adams	1	\$85.04
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There was a conference call given by Senior National Sales Director, Karen Piro. Always warm and friendly, her conference call featured ONE MONTH WONDER, Jordan Helou.



Jordan is the daughter of National Sales Director, Kathy Helou. Jordan came into Mary Kay right before leaving to study abroad in Europe in winter. Jordan recruited two women on the plane home in April, then built her team enough to submit DIQ June 1. Jordan completed Sales Director Qualification in one month with over \$20,000 in production, Jordan was also 21, has a double major in Religious Studies and Women's Studies.

Here are her tips to make it happen:

1) CLASSES! Jordan did 28 classes in JUNE to complete DIQ in one month. Work every class FULL CIRCLE! At the individual close, if they were purchasing \$100 (primarily skin care), she showed them the showcase and agreement.

2) Jordan used her roll up to work from--closed with the roll up, BUT ROMANCED THREE SETS:

Timewise Skin Care, Miracle Set & Microdermebrasion. Make the focalpoint of your classes the skin care.

3) Jordan gave this analogy that she used to explain the difference between skin care and Micro. Timewise is like brushing your teeth. You do it every day, twice a day as part of regular hygiene. Day & Night is like flossing, you get better results, and you take better care of your skin like flossing does your teeth. Microderm is COSMETIC. It is something that is done to ENHANCE what the Timewise is designed to do on a DAILY BASIS.

4) Jordan booked from every class she had by talking SECOND FACIAL, SECOND FACIAL, SECOND FACIAL. The people who attend your classes are ENTITLED to two facials. The check up from the neck up as Jordan called it was kept very low key! If they had two friends, they got a special gift!

5) Jordan talked about a Pink Wholesale Club, where her potential team members could do just the minimum if they wanted, or they could have full time careers like herself.

**** You must have a good time at your classes so that those guests WANT WHAT YOU HAVE!!**

THEN NATIONAL SALES DIRECTOR, LISA MADSON, chimed in and gave this tip: Your ATTITUDE & PASSION will DRIVE your success! Find something to be PASSIONATE about!

Karen Piro ADDED: Don't just be busy, BE PASSIONATE!! What are you willing to adjust TO MAKE YOUR MONTHLY GOAL HAPPEN??

When things get tough, it's easy to trash dreams. What is trash to one person is a treasure to someone else. JUST DEPENDS ON WHOSE VIEWPOINT YOU ARE LOOKING FROM!!

Love Checks!

9% Recruiter Commission Level Beverly D. Adams	\$43.07
4% Recruiter Commission Level Christine V. Watkins	\$12.04
Tabatha V. Bluford	\$10.20
Shelley S. Seegars	\$9.16
Robin N. Webster	\$5.74



October 2014 Business Briefing

- 3: Last day to submit online DIQ form
- 8: New Sales Director Education begins
- 13: Columbus Day observed, postal holiday
- 30: Last day of month for consultants to place phone orders
- 31: Last day of month

On-Going October

- *Quarter 2 Star Program (through December 15, 2014)
- *Class of 2015 (through July 1, 2015)

Reminder to be Active!

In order to qualify for your 50% wholesale discount, your order with the Company needs to be at least \$450 in retail value of Section 1 items (your cost: \$225 wholesale). Please note that the prices on the Company website are listed as full retail prices. When you are placing an order on InTouch, hit the "update" button on InTouch and you will see the totals increase. As soon as your order reaches \$450 retail value, the wholesale line will update and the 50% discount will apply. Please note that Section 2 items (sales aids) do not count toward your \$450 retail (\$225 wholesale total).



Consultants who have not placed a \$225 wholesale order in the past 3 months are considered "Inactive". When a Consultant is Inactive, she does not have the benefit of the Earned Discount Privilege and is not paid commissions on the production of her team members.



October Birthdays & Anniversaries

Birthdays	Day	Anniversaries	Years
Courtney S. Meredith	11	Dashia K. Meeks	13
Pearline McNeil	19	Tabatha V. Bluford	5
Catreecha McCray	20	Gloria A. Ross	5
Kendra McLemore	30	Levier E. Hunt	2
		Tia S. Alston	1

Let's celebrate!



To the beautiful:

Sharon Byrd
5541 Tipperlin Way
Charlotte, NC 28278



Class of 2015 Prizes!



Would you like to **increase your earnings** and be part of an exclusive group of leaders in the company? Why not you? Give me a call and we can discuss a game plan to get you there **QUICKLY**.

Being a director is one of the most rewarding things that you can do for yourself and your family.

Leadership 2015



Independent Sales Directors who debut from Aug. 1, 2014, through Jan. 1, 2015, and their Independent Senior Sales Directors will receive name badge ribbons and standing recognition at Leadership 2015.