



Wonderful Worthy Women

Independent Senior Sales Director Sharon Byrd

UNIT GOAL: Cadillac, 10 Stars, 10 Reds



October 2019 Newsletter

September 2019 Results



YTD Queen of Retail
Alicia Wheeler



September Queen of Sharing
Alicia Wheeler



September Queen of Wholesale
Anne Brooks

Accelerate Your Success!



Moving On Up!!



Who will be moving up next?



Alicia Wheeler



Beverly Adams



Tabatha Bluford





Be Jeweled!

The October jewelry piece is a chic adjustable beaded bracelet that features sparkling pink and clear crystal drops, a golden bee charm and an inscribed medallion that says "You Can Do It"!

Be Fearless!

Grab on to the courage it takes to make your dreams come true! That could help you earn the October bracelet from the You Can Do It! Challenge.



you can do it

Each month during the 2019 - 2020 Seminar year that an Independent Beauty Consultant places a cumulative \$600 or more wholesale Section 1 order, she can earn a monthly jewelry piece from the super chic **You Can Do It! Challenge Collection** by R.J. Graziano. And that's just the beginning!

October Starter Kit Product Bonus!

Get a FREE* *TimeWise Repair*® Lifting Bio-Cellulose Mask when you start your business in October!

Check InTouch for details!



On Target Star Consultants

Star Consultant Quarter September 16 - December 15



Consultant Name



Current Wholesale Production

Sapphire

— Wholesale Ruby

Production Needed— for Star Diamond

Emerald

Pearl

Anne Brooks
Brequita Rogers

\$574.50
\$409.00

\$1226
\$1391

\$1826
\$1991

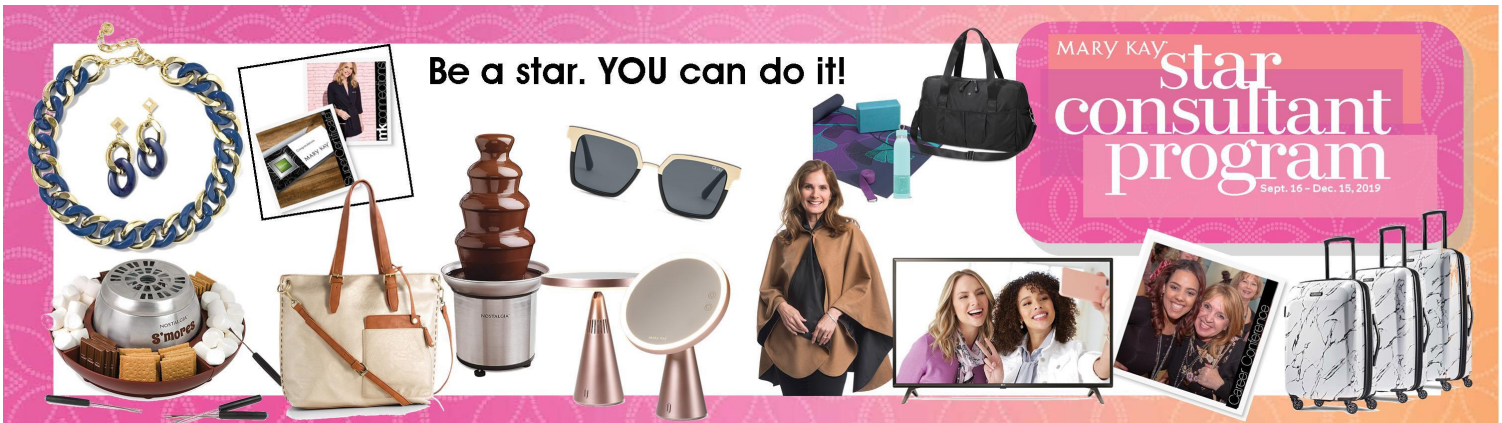
\$2426
\$2591

\$3026
\$3191

\$4226
\$4391

Be a star. YOU can do it!

MARY KAY **star consultant program**
Sept. 16 - Dec. 15, 2019





Congratulations

on investing in your business last month!

*You Can Do It winners are bolded

| | |
|------------------------|--------------|
| Anne Brooks | \$649 |
| Alicia Wheeler | \$619 |
| Tabatha Bluford | \$601 |
| Regina Sullivan | \$601 |
| Bonita Wheeler | \$601 |
| Ashley Wheeler | \$600 |
| Wanda Jackson | \$277 |
| Robin Webster | \$271 |
| Andrea Mccray | \$265 |
| Johnnie Stephens | \$253 |
| Veronica Spearman | \$253 |
| Damita Parks | \$234 |
| Michele Quick | \$229 |
| Shalonda Scurry | \$229 |
| Tierra Bridges | \$225 |
| Princess Johnson | \$225 |
| Belinda Alexander | \$121 |
| Angelia Wilkins | \$117 |
| Crystal Harvey | \$84 |
| Beverly Adams | \$84 |
| Felicia Langley | \$76 |
| Lisa Branic | \$32 |



Welcome to our Team!

New Consultant

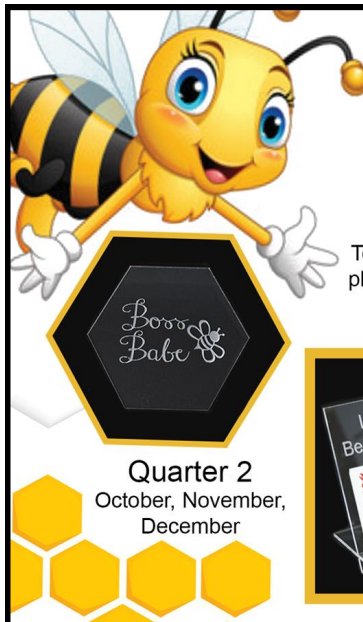
Soquetta Dunlap
Calista Woodward-fowler

From

Columbia, SC
Duncan, SC

Recruited by

Sharon Byrd
Alicia Wheeler



FOCUSED & Fabulous

To earn your Consistency Club Boss Babe Accessory Set place a \$250+ wholesale order each month in the quarter!
New consultants ask me how to earn the complete set!
*Quarters based on calendar quarters

Quarter 2
October, November,
December



Seminar Scoreboards



Mary Kay Queen's Court of Sales

Achieve at least \$40,000 in Retail production during the contest year 7/01/19-6/30/20 & earn your Diamonds



| Name | YTD Total |
|-------------------------|-----------|
| 1. Alicia Wheeler | \$7241.50 |
| 2. Ashley Wheeler | \$4070.50 |
| 3. Anne Brooks | \$3950.00 |
| 4. Regina Sullivan | \$3867.00 |
| 5. Tabatha Bluford | \$3600.50 |
| 6. Bonita Wheeler | \$2483.00 |
| 7. Damita Parks | \$2140.00 |
| 8. Carrie Hawes | \$1699.00 |
| 9. Veronica Spearman | \$1571.00 |
| 10. Brequita Rogers | \$1351.80 |
| 11. Michele Quick | \$1180.50 |
| 12. Temisha McClintock | \$952.00 |
| 13. Floueritta Urquhart | \$919.00 |
| 14. Beverly Adams | \$798.00 |
| 15. Felicia Langley | \$700.00 |
| 16. Crystal Harvey | \$694.00 |
| 17. Angelia Wilkins | \$689.00 |
| 18. Jennifer Staton | \$638.00 |
| 19. Ashley Black | \$576.00 |
| 20. Wanda Jackson | \$560.00 |



Mary Kay Queen's Court of Sharing

Qualify for your Diamond Bumble Bee from Mary Kay Inc. by reaching 24 Qualified New Recruits 7/01/2019-6/30/2020



Who will be first?

Royal Recognition and Fabulous Prizes Can Be Yours at Seminar 2020.
 Sparkle in breathtaking diamonds as you walk across the Seminar stage. It could be you being crowned Queen. The difference between where you are today and where you'll be at Seminar next year depends on you!

We know You Can Do It!

Make Seminar the place where all your dreams come true. You deserve it.

Join us on the Seminar Stage in 2020!



See you at the TOP

TEAM BUILDING

DIQ / FUTURE DIRECTOR



Alicia Wheeler



TEAM LEADER

STAR TEAM BUILDER

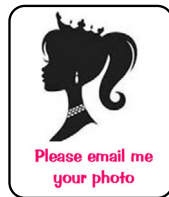


Beverly Adams

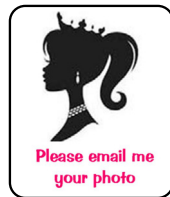


Tabatha Bluford

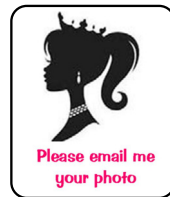
SENIOR CONSULTANTS



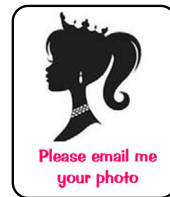
Jennifer Staton



Robin Webster



Johnnie Stephens



Sylvia Vandroff



Anne Brooks

This Can Be the Year of Your Dreams!

Set your goals and stretch beyond what you think is possible.
Challenge yourself to embrace your dreams and grow.

1. Determine your "why." What motivates you in your Mary Kay business?
 2. Set a goal and a plan to reach it. Set a time frame.
 3. Focus on the basics: Book, Sell and Team-Build.
 4. Choose someone you would love to have on your team.
 5. Work with your coach to determine your strategy.
- Remember to share the Mary Kay opportunity at your skin care classes. Guests will experience wonderful Mary Kay ® products, see your enthusiasm and want to be part of the fun!

- DIQ**
- 8+ Active Team Members
- FUTURE DIRECTOR**
- 8+ Active Team Members
 - 9-13% Team Commission
 - \$50 Team Building Bonus
 - Eligible to earn the use of a Car
 - Eligible to wear Future Director Scarf

- TEAM LEADER**
- 5-7 Active Team Members
 - 9-13% Team Commission
 - \$50 Team Building Bonus
 - Eligible to go on-target for Car



- STAR TEAM BUILDER**
- 3-4 Active Team Members
 - 4-8% Team Commission
 - \$50 Team Building Bonus
 - Eligible to wear Red Jacket

- SENIOR CONSULTANT**
- 1-2 Active Team Members
 - 4% Team Commission
 - \$50 Team Building Bonus

Congratulations to our 1st Quarter Stars!



EMERALD STAR



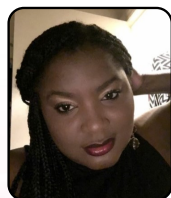
Alicia Wheeler



SAPPHIRE STAR



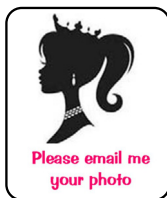
Anne Brooks



Bonita Wheeler



Regina Sullivan



Ashley Wheeler



Tabatha Bluford

Be a star. YOU can do it!

You can earn exciting prizes in the Star Consultant Program while building your Mary Kay® business. And the achievements you enjoy through the Star Consultant Program can help you earn rewards in other Mary Kay programs!

MARY KAY star consultant program
Sept. 16 - Dec. 15, 2019

How to Get to Leadership

By NSD Tammy Crayk

Finish DIQ Strong by January 1st
to attend Leadership!

Shoot for 30 Active Team Members!



$$30^* \text{ — NUMBER OF ACTIVE RIGHT NOW} = \text{NUMBER OF NEW ACTIVES YOU NEED}$$

*24 is the minimum - but who wants the minimum?

1 out of 5 interviews recruit!

NUMBER OF
NEW ACTIVES
YOU NEED
(ABOVE)

$$\times 5 =$$

Your Magic
Number

This is the number of people to share the business with!



You find these people at classes. An average of 1 person from every class will listen to the business, so you also know that the **Magic Number** is how many classes you & your team need to hold between now & December 15th!

DEBUT BY *January 1st* & ATTEND LEADERSHIP
PLUS RECEIVE:

- Costume Pearl Jewelry Set
- Ted Baker Bow Tote Bag



What It Means to Wear **RED!**



RED SIGNIFIES VIBRANCY AND CONFIDENCE. IT IS AN EXCITING COLOR THAT AROUSES EMOTION AND REPRESENTS VITALITY AND INTENSITY. HOW APPROPRIATE THAT OUR COMPANY SELECTED THIS COLOR TO IDENTIFY THOSE WHO EMPLOY THESE QUALITIES TO MAKE THEIR CAREER A SUCCESS. THOSE WITH **RED JACKETS** FEEL VERY SPECIAL ABOUT THEM. YOUR **RED JACKET** EVOKES A DEEP SENSE OF PRIDE WHENEVER YOU WEAR IT.

It means several things:

SELF-CONFIDENCE Your Red Jacket shows trust, belief, boldness and assurance. Many of us have lacked in this area at one time or another. Your Red Jacket gives you confidence. It tells you that you have reached a certain level of achievement. You have set a goal and attained it, and you are making a success out of your career.

DETERMINATION It shows that your work is purposeful and worthwhile, and that what you are doing is a credit to yourself and those represented by this jacket. It gives you determination to keep going forward and to let nothing hinder you from becoming successful.

PERSISTENCE It shows that you can hurdle obstacles that appear in your path and keep your mind shut against negativity. It means stick-to-it-iveness.

**Your Red
Jacket
Symbolizes
Success!**

So How Do YOU Go RED?

It's Easy! All you need is 3 new Active Team Members!
Who can you think of that you would love to share our great opportunity with?
Building a team is fun!
Why do you want to earn your Red Jacket?

Ways to share the career opportunity:

- Have your prospect take a CD, DVD or marketing packet home, and call for follow up.
- Take guests to weekly Success Meeting.
- Take guests to special guest events.
- Make three-way calls with your director, guest on Live Marketing or Marketing Hotline.





Holiday Party Tips & Gifting Ideas



This holiday, Mary Kay is helping you become the Merrymaker for your customers! You can be their one-stop shop for hostess gifts, gift sets and stocking stuffers! Now is the perfect time to start reaching out to your customers to let them know you are their all-in-one beauty go-to for Black Friday.

You can schedule pop-ins at their homes or even at their workplaces. Ask them to invite friends or co-workers to check out fun gift ideas such as a cute coffee mug containing a small ornament, candy and the new limited-edition Mary Kay **Ultra Stay™ Lip Lacquer Kit**. Or a stocking containing the new limited-edition Mary Kay **Mad About Masking™ Mask Pod Gift Set** and the new Mary Kay® **Mask Applicator!** Your customers will appreciate the convenience you provide by bringing the shopping to them.

Holiday open houses can be fun treats for you and your customers! Plan ahead by sending save-the-date emails to your customers. On the day of the event, have festive music playing and offer light refreshments like hot cocoa and cookies to get shoppers into the holiday spirit! You could feature different gift bundles that vary in price for all your customers' shopping needs.



Fragrance is always a popular and thoughtful gift. Consider highlighting the new limited-edition Mary Kay® **Fragrance Travel Sprays** along with the new limited-edition Cityscape® **Silkening Dry Oil**. Display them with festive ribbons and bows or even fake snow, as seen in the Holiday 2019 edition of The Look.

As weather gets cooler, skin gets drier, so products that provide moisture are sure to be a hit! Display the limited-edition **Be Delighted® Body Mousse** for an all-over softening experience!

When you feature the holiday Product Spotlight, Mary Kay® **Oil Mattifier**, at your open houses, you can talk to your customers about how this product controls shine for hours, making it a beauty must-have for holiday parties.

Consider making copies of the Holiday Wish List! You can share the copies with your customers to help make shopping with you fun and easy!



OCTOBER

be
fearless!

Mary Kay Ash believed that action cures fear. So pick up the phone to book, stand up at a party or at a meeting to speak, share the opportunity, say yes to your dreams. **Be Fearless!**, and earn the October bracelet in the **You Can Do It! Challenge**.

It all starts with setting and achieving a retail selling goal to support a \$600 or more monthly wholesale Section 1 order. Each month during the 2019 - 2020 Seminar year that an Independent Beauty Consultant places a cumulative \$600* or more wholesale Section 1 order, she can earn a monthly jewelry piece from the must-have **You Can Do It! Challenge Collection by R.J. Graziano**. That \$600 wholesale Section 1 order a month could be just what you need to help you achieve other Mary Kay challenges, too, like earning quarterly Star Consultant status or crossing the Seminar stage in the Queen's Court of Personal Sales.



Everyone is
buzzing about
the **You Can Do It!**
Challenge!



Mary Kay Ash always
believed a woman could do
whatever she put her mind to.
And we know
You Can Do It! too.

Go to **Mary Kay InTouch**[®]
for complete challenge
rules and details.

you can

do it 
MARY KAY

*The \$600 or more wholesale Section 1 order requirement can be placed in one single order or placed in cumulative orders as long as the orders are placed in the same calendar month. Customer Delivery Service, Guest Checkout and EZ Ship order amounts will also count toward your \$600 or more wholesale Section 1 order requirement. You'll receive your jewelry inside your qualifying order. One jewelry piece per achiever each month.

Makeup Tip of the Month

Courtesy of Lori Hogg, Makeup Artist



Mascara me PLEASE!

Who's ready to take "Mink-ing Your Lashes" a step further? I'll show you a way to get the maximum length from your lashes, with more volume than you ever knew you had! BEST part about this....

No need for 3D lashes or extensions! This can be done with your NATURAL lashes! To get the "Minked" look to the lashes: Apply a black/brown mascara and tip the lashes with a black. Dealing with blonde clients, I notice women with lighter lashes can have a disconnected look to the lash line when mascara is applied. So keeping the root of the lashes lighter, doesn't create any depth.

Instead of tipping the lashes... Try this!

1. Curl the lashes first. Don't Crimp! Holding down with a massive amount of pressure just makes an L shape with the lashes. Think about curling a Holiday ribbon, you want to curl down the lashes. Several squeezes moving toward the end of the lashes.
2. Choose a mascara that lengthens to apply for your first coat in black/brown. When applying mascara... Push the lashes in towards the nose while shaking the wand at the base of the lashes. This will thoroughly coat each individual lash. Feel free to mix your own "Mascara Cocktail" to accomplish your goal!
3. NOW.... Grab a mascara that gives volume in black for your final coat!! Love Lash in black is MY FAVORITE to top off with!
4. Starting out at the outer corner lash line, gently push and shake lashes in towards the nose!
5. Once all lashes have been coated, gently sweep lashes up and outwards to the outer corner of the eye!



For MAX results...

Use the Mary Kay Lash and Brow Serum.



It's a Special November Celebration

| Birthdays | Day | Anniversaries | Year |
|-----------------|-----|------------------|------|
| David HUGHes | 4 | Johnnie Stephens | 9 |
| Gloria Ross | 4 | Levier Hunt | 5 |
| Yolanda Perry | 7 | Marlene Barber | 1 |
| Kizzie Hunter | 11 | | |
| Tash Beverly | 14 | | |
| Jennifer Staton | 23 | | |



Independent Mary Kay Senior Sales Director



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FIRST CLASS MAIL
U.S. POSTAGE PAID
EVART, MI
PERMIT NO. 9

Start With a Bonus!

New Independent Beauty Consultants can get a FREE *TimeWise Repair*® Lifting Bio-Cellulose Mask when they start their businesses in October with a \$100 Starter Kit!



Special Delivery for

HO HO HELLO, October!

Plan now to reap big in November and December.

INDEPENDENT FUTURE EXECUTIVE SENIOR SALES DIRECTOR KARLA PLANTAN, LAKEWOOD, COLO., shares tips on how to find excited new customers and team members when you start planning now!

Mark calendar with personal commitments. Organize and slot family commitments to help you schedule your work availability over the next three months.

Book parties. Keep skin care and second appointment color bookings going strong. See as many faces as possible now, and reach out later with holiday giftables.

Share the Holiday Wish List. It can help generate sales leads in November and December.

Update your Mary Kay® myCustomers+™ App. Organize your customer information to make it easier to target your communications next month.

Share Mary Kay. Other women may want the opportunity to make extra holiday cash.

Plan and prepare inventory. Getting sales this month can help you reorder and stock products and giftables so you're ready next month.

Set your holiday business goal. Pay for all Christmas spending, take family on a dream vacation, earn the use of MK career car, enter Sales DIQ or complete the National Sales Court.

Words of Wisdom

“Many times, the things we fear most happen because we expect them to happen. Fortunately, the opposite also is true. When we expect great things, great things will happen! We are surrounded by abundance, and we can draw it to us by expecting it.”



Mary Kay
WISDOM