



The Beth English
ABUNDANTLY
PINK Unit News

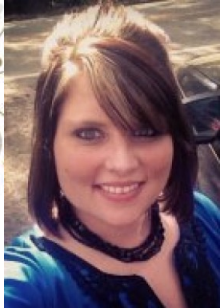


April 2013 Recognition & Results

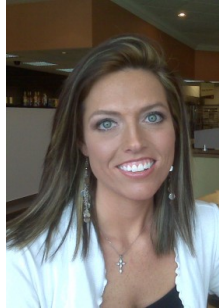
Congratulations On-Target Stars:

Here's how much you need to finish your next Star By 06/15/13

| Star Achieved | Name | Current Wholesale | WS Needed for Next Star |
|-----------------------|-------------------|-------------------|-------------------------|
| Ruby | Krystal Baker | \$2,476 | \$524 |
| | Shannon Arms | \$1,612 | \$188 |
| | Stephanie Goldsby | \$1,305 | \$495 |
| | Cindy Roddy | \$1,001 | \$799 |
| | Cassie Clark | \$913 | \$887 |
| | Tracy Self | \$729 | \$1,071 |
| | Crystal Bryant | \$689 | \$1,111 |
| | Deanna Stells | \$657 | \$1,143 |
| | Rae Evans | \$648 | \$1,152 |
| | Vickie Spurling | \$606 | \$1,194 |
| | Joni Smith | \$604 | \$1,196 |
| | Sandy Riley | \$588 | \$1,212 |
| | Renee' Gordon | \$506 | \$1,294 |
| | Kay Shoaf | \$418 | \$1,382 |
| | Carol Thomas | \$408 | \$1,392 |
| | Jennifer Barber | \$349 | \$1,451 |
| Brittany Jackson | \$348 | \$1,452 | |
| Charlotte Hof | \$316 | \$1,484 | |
| Deb Evetts | \$306 | \$1,494 | |
| Laquitta Harvey-Boges | \$301 | \$1,499 | |
| Rhonda Shafer | \$301 | \$1,499 | |
| Erin Weathers | \$300 | \$1,500 | |
| Karen Edkins | \$289 | \$1,511 | |
| Rosemary Reese | \$281 | \$1,519 | |
| Cheri Boghos | \$274 | \$1,526 | |



Krystal Baker
 Queen of Wholesale



Stephanie Goldsby
 Queen of Sharing



Tracy Self
 Top Love Check

Welcome New Consultants

Name:

- Krystal Baker
- Alida Bell
- Jessica Whelan
- Stephanie McCormack
- Maria Ayala
- Jennifer Haley
- Leigh Ann Goldsby
- Nicole Hinson
- Beverly Tese
- Cassie Rogers
- Christina Herrera
- Sharon Robinson
- C. Pitts
- Rae Evans
- Vickie Spurling
- Tiffany Maddox
- Deb Evetts
- Lenor Price
- Geneva Sanchez
- Amy Biendicho
- Jenn Lamie
- Lorene Watson

Sponsored By:

- Tracy Self
- Tracy Self
- Tracy Self
- Stephanie Goldsby
- Stephanie Goldsby
- Stephanie Goldsby
- Stephanie Goldsby
- Stephanie Goldsby
- Marji Clark
- Marji Clark
- Marji Clark
- Marji Clark
- Marji Clark
- Krystal Baker
- Karen Carpenter
- Karen Carpenter
- Cindy Roddy
- Cindy Roddy
- Cassie Rogers
- Beth English
- Beth English
- Angie Thomas



Celebrating 50
years: Mary Kay Ash
taught us how— go
live your dream!
One Woman Can!

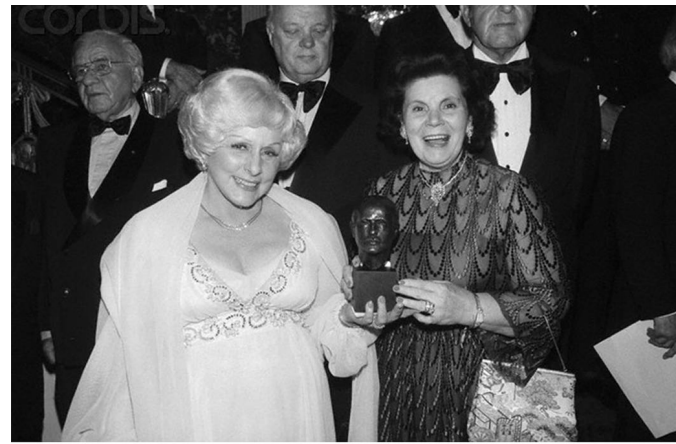
Dear Abundantly Pink Unit,

May is such a wonderful month for Mary Kay. Our products make the perfect gift for Mother's Day this month. I hope you've chosen to invite all of your customers to schedule mother-daughter makeovers during the month of May. This is such a fun thing to do and a great way to get young women on great skin care that they'll enjoy for years to come.

We remember Mary Kay Ash in a special way this month since May 12th was her birthday. We hear a lot about how wonderful Mary Kay was. Her inspirational quotes, words of wisdom, and kindness are all over the Intouch website, and I'm sure at least one of them has touched your life in a special way. I want to take a moment to think about what a hard worker Mary Kay was. Her mother had to work 14 hour days to support her and her ailing father, so she learned the lesson of hard work as a young girl. While other young girls were playing, Mary Kay was faced with household tasks and caring for her father. When she called her mom for help, she also received encouragement. This is a lesson she taught us all: A little encouragement can make any job easier to undertake. We all know the story of how she started her business, but have you taken a moment to consider the hard work that went into building a business for women in 1963? Did you know that she started her business a month after her second husband had passed away? She had a number of obstacles to overcome, and the company turned a profit in its first year. By the end of its second year, they sold close to \$1 million in products. She's an inspiring example that you can achieve any dream you set your heart on and are willing to do the work to achieve.

We're in the final stretch of this year! The heat is on! The time for action is now! The things you do today will bring next month's successes! How do you want to end the seminar year? Begin the next one? Set yourself up now to succeed. Get into the habit of holding 3 classes and interviews each week this month to go on-target next month and be a successful director in the new year. Add 5 active team members to celebrate Mary Kay's birthday and you'll gold medal and earn an amazing free red jacket when they qualify! Remember, your habits today determine your future. What kind of future do you want?

Love and Belief, Beth



Seminar is always a special time for me. It's a time I look forward to, because it gives me the opportunity to share with you what you have shared with me. To reward your dedication, love and achievement. And to give you the recognition you so richly deserve! Every year at Seminar I can't help but feel more proud of each and every one of you.

You've all come so far and accomplished so much. All of you are stars, and this is your time to shine.



Imagine the Academy Awards and a Broadway show rolled into one. That's Seminar, Mary Kay's Three-Day Extravaganza and Biggest Event of the Year! And with this year's 50th anniversary celebrations in the mix, get ready for an extra dose of fabulous!

Pack your best glitter-glam, grab your girlfriends, and head to Dallas for world-class entertainment and more.

MARY KAY
one woman canSM
 50 YEARS

Our Top 5 Wholesale Orders For April



Krystal Baker



Stephanie Goldsby



Cindy Roddy



Tracy Self



Cassie Rogers

Year To Date Court of Personal Sales

| | | |
|----|-------------------|-------------|
| 1 | Tracy Self | \$15,052.00 |
| 2 | Stephanie Goldsby | \$13,891.00 |
| 3 | Joni Smith | \$12,764.00 |
| 4 | Cindy Roddy | \$8,778.50 |
| 5 | Kay Shoaf | \$6,417.50 |
| 6 | Deanna Stells | \$6,372.50 |
| 7 | Christy Payne | \$5,659.00 |
| 8 | Mary Phillips | \$5,542.00 |
| 9 | Brie Pogue | \$5,461.50 |
| 10 | Carol Thomas | \$5,272.50 |
| 11 | Renee' Gordon | \$4,853.50 |
| 12 | Krystal Baker | \$4,262.50 |
| 13 | Tina Ellis | \$3,720.00 |
| 14 | Charlotte Hof | \$3,521.00 |
| 15 | Shannon Arms | \$3,493.00 |
| 16 | Anissa Briscoe | \$3,418.50 |
| 17 | Sheral Styles | \$3,297.00 |
| 18 | Brittany Jackson | \$3,169.00 |
| 19 | Carolyn Trousdale | \$2,584.00 |
| 20 | Rosemary Reese | \$2,551.00 |



Top 20 Consultants Who Invested in Their Business in April

| | |
|-------------------|------------|
| Krystal Baker | \$1,856.25 |
| Stephanie Goldsby | \$1,014.50 |
| Cindy Roddy | \$1,000.50 |
| Tracy Self | \$729.00 |
| Cassie Rogers | \$606.75 |
| Vickie Spurling | \$606.00 |
| Joni Smith | \$604.25 |
| Renee' Gordon | \$429.75 |
| Carol Thomas | \$408.00 |
| Crystal Bryant | \$366.50 |
| Deb Evetts | \$305.50 |
| Karen Edkins | \$289.00 |
| Rosemary Reese | \$280.75 |
| Gina Wood | \$259.50 |
| Brittany Jackson | \$230.25 |
| Angie Thomas | \$226.00 |
| Shannon Arms | \$221.50 |
| Jane Herr | \$216.50 |
| Lindsey Graham | \$214.75 |
| Jamila Inman | \$214.00 |

PCP Participants:

- Deanna Stells
- Joni Smith
- Kay Shoaf
- Tracy Self
- Christy Payne
- Jamila Inman
- Stephanie Goldsby
- Crystal Bryant
- Beth English



Welcome Back Consultants

Jane Herr



Recruiters and Their Teams



Qualified Year to Date Sharing Court

DIQS

Stephanie Goldsby

- Brandie Grant
- Brie Pogue
- Christy Payne
- Cindy Roddy
- Crystal Bryant
- Deb Evetts
- Gaye McKinnon
- Hope Pratt
- Jennifer Haley
- Jessica Champlin
- Jessie Dean
- Leigh Ann Goldsby
- Lenor Price
- Lyndra Satterfield
- Malinda Hunter
- Maria Ayala
- Melody Ellis
- Nicole Hinson
- Rhonda Shafer
- Shannon Arms
- Stephanie McCormack

Tracy Self

- Alida Bell
- Angie Thomas
- Anissa Briscoe
- Beverly Tese
- C. Pitts
- Cassie Rogers
- Charissa Gray
- Christina Herrera
- Danielle Combs
- Deanna Stells
- Geneva Sanchez
- Jamila Inman
- Jennifer Barber
- Jessica Whelan
- Karen Carpenter

- Kim Moore
- Kristen Huggins
- Krystal Baker
- Lorene Watson
- Marji Clark
- Rae Evans
- Robin Tennant
- Sharon Robinson
- Tiffany Maddox
- Vickie Spurling

Star Team Builders

Erin Weathers

- Carol Thomas
- Lindsey Graham
- Renee' Gordon
- * Renee Collins

Karen Carpenter

- Janice Eidson
- Mary Phillips
- Vickie Spurling
- * Tiffany Maddox

Senior Consultants

Cindy Roddy

- Deb Evetts
- * Lenor Price

Kay Shoaf

- Sheral Styles

Marji Clark

- Cassie Rogers
- * Beverly Tese
- * C. Pitts
- * Christina Herrera
- * Sharon Robinson

| | | |
|-------------------|-------------|------------|
| Stephanie Goldsby | 9 Qualified | \$1,020.36 |
| Tracy Self | 6 Qualified | \$967.10 |
| Karen Carpenter | 3 Qualified | \$148.25 |
| Erin Weathers | 1 Qualified | \$99.15 |
| Rosa Macias | 1 Qualified | \$33.64 |
| Marji Clark | 1 Qualified | \$24.27 |



Love Checks: Sharing the Opportunity

13% Recruiter Commission

| | |
|-------------------|----------|
| Tracy Self | \$400.43 |
| Stephanie Goldsby | \$349.02 |

4% Recruiter Commission

| | |
|-----------------|---------|
| Erin Weathers | \$42.10 |
| Marji Clark | \$24.27 |
| Karen Carpenter | \$24.24 |
| Cindy Roddy | \$12.22 |
| Kay Shoaf | \$8.06 |

June Birthdays

| | |
|------------------|----|
| Sheral Styles | 7 |
| Cindy Roddy | 9 |
| Renee' Gordon | 10 |
| Laura Jeffcoat | 16 |
| Brittany Jackson | 17 |
| Karen Smith | 21 |
| Teresa Schisler | 23 |
| Marji Clark | 25 |

June Anniversaries

| | |
|-------------------|---|
| Gina Wood | 5 |
| Karen Edkins | 5 |
| Tina Ellis | 4 |
| Courtney Daigle | 1 |
| Sherisa Nicholson | 1 |

"Many persons have a wrong idea of what constitutes true happiness. It is not attained through self-gratification, but through fidelity to a worthy purpose." ~Helen Keller

SUCCESS IS JUST LIKE MICROWAVE POPCORN

Adapted from Sean Smith



Have you ever made microwave popcorn? If not, let me explain...

There's a very simple recipe for making popcorn: Place bag in microwave. Heat for 3 minutes. Remove bag (it may be hot).

Have you ever stood by and watched the popcorn cook through the window? For the first two minutes, the only thing that really happens is the bag starts to inflate, right? If you're expecting to see any pops, you'll be very disappointed. But then something magical happens right around the beginning of minute #3... POP!

And then 5 seconds later... POP! And then 3 seconds later POP-POP!

And then all of the sudden... POP-P-P-P-POP-P-P-POP-P-P-P-POP-P-P-P-POP!!

Microwave popcorn is a full 3-minute process. Yet some people want to open the door and pull out the bag after a minute and 30 seconds because they haven't seen any results yet. If you don't give it the time it needs, you won't have a full bag of freshly-popped kernels. Success in Mary Kay is the same concept.

There is a simple recipe: Find women who want the product. Sell it to them. Find women who want the benefits of the business opportunity. Offer it to them. Show the ones who say "yes" how to do what you do. Repeat often.

Nowhere on the recipe does it say "make her understand why she needs to try the product" or "pretend her comments and actions mean something negative about you" or "decide all by yourself who wouldn't be interested in the business" or "expect your team members to help you reach your own personal goals" or "place really high expectations on women who say they're going to work hard and then get upset when they enter the Witness Protection Program about 3 days after signing up."

Those are all little extras that most women tend to add on their own. But if it's not in the recipe, it doesn't belong. Those kinds of emotional monkey wrenches will continue to stop you dead in your tracks until you quit adding them in yourself. And also understand that you're not in a cosmetics business, you're in a people business. That's the very best thing about Mary Kay and also the worst thing about Mary Kay- you have to deal with people.

When people are a main ingredient in your recipe, you'll never be able to predict how long success is going to take. But there is always a certain, unknown time frame that you must go through until you're done. And anything less than that isn't enough.

What's sad to see is how many Consultants don't get the results they are looking for, so they quit on themselves before allowing the whole process to unfold, just like taking the popcorn bag out after 90 seconds.

So if you're not experiencing the results you want, leave the bag in the microwave- you're probably in the first 2 minutes of a longer journey. Keep going. Allow it to take as long as it takes.

Just keep on doing the actions that lead to results, because pretty soon, the kernels of success will start popping. You'll start feeling the results you want, and oftentimes, once they start popping like crazy, you couldn't stop them if you tried!

Your Habits Will Determine Your Future

Brent Vouri knew he was going to die. The severe asthmatic attack had deteriorated into adult respiratory distress syndrome. To put it simply, his lungs had completely seized, just like a car engine when it finally runs out of oil.

The last thing he remembered that night was the hospital floor rushing up to meet him, then, total blackness. The coma lasted for fifteen days, during which time his weight dropped by forty pounds. When he finally awoke, he was unable to speak for another two weeks. That was good, because for the first time in years it gave him time to think. Why, at only twenty years of age, had his life almost evaporated? The doctors had done a miraculous job keeping him alive, when others thought he had no chance for survival.

Brent reflected deeply. The asthma had been a part of his life since birth. He was well known at the hospital after numerous visits to stabilize his condition. Despite having lots of energy as a child, he was never able to participate in any physical activities like other kids, such as skating or hockey. At age ten, his parents divorced and all of his pent-up frustrations finally boiled over. The next few years were a continuous downward spiral leading to drugs, alcohol abuse and a smoking habit that consumed thirty cigarettes per day.

He didn't finish school and aimlessly drifted from one part-time job to the next. Even though his health was steadily getting worse, he chose to ignore it—until that fateful night when his body said, “No more.” With time to reflect, he came to this all-important conclusion: “I brought this on myself through years of making bad choices.” His new resolve was, “Never again; I want life.”

Brent gradually became stronger and was eventually released from the hospital. Soon after, he mapped out a positive game plan to improve his life. First, he enrolled in a fitness program. One of his initial goals was to win a T-shirt for completing twelve sessions. He did it. Three years later he was teaching aerobics. The momentum was building. Five years after that, he completed the National Aerobics Championships. Along the way he decided to further his education—first, completing his high school diploma and then successfully working his way through university.

Next, he and a friend started their own manufacturing business, Typhoon Sportswear Ltd., specializing in producing apparel for retail chains. Starting with only four employees, the company recently celebrated its fifteenth anniversary.

Today it's a multimillion-dollar enterprise with sixty-six people and an international distribution network supplying high-profile clients such as Nike. By deciding to make better choices and create better habits, Brent Vouri turned his life around— from yesterday's zero to today's hero!

*This excerpt taken from: **The Power of Focus**
by: Jack Canfield, Mark Hansen and Les Hewitt*

Isn't that an inspiring story? Here's what's important: Life doesn't just happen to you. It's all about choices and how you respond to every situation. If you are in the habit of continually making bad choices, disaster often occurs. Your everyday choices ultimately determine whether you end up living with abundance or living in poverty. However, life never completely closes the door to opportunity!

Thinking Patterns:

Everyone does not perceive or think things through in the same manner. People do not all understand, absorb, relate, or react to words, phrases, or concepts in the same way. It has been proven that rapport with any prospect can be magnified significantly if you, as a salesperson, are able to talk in the same perceptual language as your prospect thinks.

How do you know how she thinks? Neurolinguist programming (NLP) is a relatively new science that studies how we can use language to program or condition our own brains as well as the brains of others to better relate, influence, and get what we want.

According to the theory of NLP, there are three primary ways that individuals perceive the world: **Visually, Auditory, or Kinesthetically**. Most people you encounter will reveal the thinking category that they personally fall into through the words that they speak and the eye movements that they favor.

The Auditory Person

Auditory oriented people are more sound-oriented. They relate well to, and tend to focus on, sounds, words, and voices that surround them. Pictures and feeling are less appealing for them to relate to.



Speaking Patterns:

- **They use words like:** hear, listen, attune, sounds, harmonize, silence, rings, and utterly.
- **They use phrases like:** clear as a bell, express yourself, tell me, sounds good to me, I hear you loud and clear, voice an opinion, what an earful, state your purpose, etc.
- **Eye movement patterns:** The auditory person's tendency is to look to the side when thinking about, digesting, or relating information. Most people will look laterally naturally when asked to recall or construct a sound. It is just that auditory oriented people favor this form of thinking, and you can see it in their eyes.

The Kinesthetic Person

Kinesthetically oriented people think in terms of feelings. These feelings can be either emotional or tactile, or both. These are the type of people who buy something because it feels right, like someone because there are good vibes, and tend to follow their "gut" instincts.



Speaking Patterns:

- **They use words like:** feel, touch, grasp, concrete, hard, solid, hold, and guts.
- **They use phrases like:** make contact, get a handle on, get in touch with, hang in there, hand in hand, pain in the neck, pull some strings, sharp as a tack, come to grips with, etc.
- **Eye movement patterns:** Kinesthetic people have a tendency to look downward and to their right when thinking about, digesting, or relating to information. Most people will look down and to their right naturally when asked to recall or construct a feeling. It is just that the kinesthetic person favors this form of thinking, and you can see it in their eyes.

The Visual Person:

Visually oriented people think in terms of pictures. They are more sensitive to, and relate better to, the visual environment than to sounds and feelings.



Speaking Patterns:

- **They use words like:** see, picture, look, watch, focus, imagine, envision, reflect, scan, and glance.
- **The use phrases like:** in view of, it appears to me, I can plainly see, it looks like, in light of, scope it out, eye to eye, etc.
- **Eye movement patterns:** The visualizer's tendency is to look upward when thinking about, digesting, or relating to information. Most people will look up naturally if asked to picture something. It is just that visualizers favor this form of thinking, and you can see it in their eyes.

The key is to listen and watch for the clues that will allow you to make an assessment of which way of thinking your prospect favors. Though some people may be more difficult to peg in this manner than others, and though some may seem to use a combination of styles, in 90 percent of your client contact, using NLP techniques will really help you to establish rapport. Through listening and watching, you will be able to determine the way your clients think and adjust your verbal presentation style to match their way of thinking and better relate to them.

- **Visual Sales Talk:** "Can't you just picture," "Can't you just imagine," "Can't you see," "Just envision how this phone system could make your life easier," "Take a look at this brochure," "See these testimonial letters," "Imagine how much better your reports will look."
- **Auditory Sales Talk:** "Let me tell you about it," "Talk to me about your needs," "This product speaks for itself," "Is this in tune with what you are thinking?" "Let me hear your concerns," "Doesn't it sound like your company could really benefit from this?"
- **Kinesthetic Sales Talk:** "It has to feel right, doesn't it?" "It's important to grasp the concept," "Hold on to that thought," "I want to stay in touch with you," "I know you don't want to fumble around with this decision," "You seem able to grasp that quite easily," "You have a gut sense that this is the way to go, don't you?"

Remember, our aim here is to create a common feeling, an essence of comfort, and an environment that will bring about a feeling of rapport.

Taken from: [Selling is a Woman's Game: 15 Powerful Reasons Why Women Can Outsell Men](#)
By: Nicki Joy with Susan Kane-Benson



Mothers - Where would we be without them? Nowhere!

The Images of Mother:

- 4 YEARS OF AGE ~ My Mommy can do anything!
- 8 YEARS OF AGE ~ My Mom knows a lot! A whole lot!
- 12 YEARS OF AGE ~ My Mother doesn't really know quite everything.
- 14 YEARS OF AGE ~ Naturally, Mother doesn't know that, either.
- 16 YEARS OF AGE ~ Mother? She's hopelessly old-fashioned.
- 18 YEARS OF AGE ~ That old woman? She's way out of date!
- 25 YEARS OF AGE ~ Well, she might know a little bit about it
- 35 YEARS OF AGE ~ Before we decide, let's get Mom's opinion.
- 45 YEARS OF AGE ~ Wonder what Mom would have thought about it?
- 65 YEARS OF AGE ~ Wish I could talk it over with Mom.



Call your Mom today & tell her you love her.

**Call Me Today to schedule your Mother-Daughter
Makeover in the month of May!**

*Let me pamper you both on
Mom's special day!*



Men's Fragrance Travel Collection, \$36

It's the perfect Father's Day gift! This collection includes miniatures in Domain, MK High Intensity, Tribute for Men, Velocity for Him and True Original. You're both sure to love them! Our Gift box includes 5 fragrance miniatures in a special gold & black 50th Anniversary packaging.



Happy
Father's
Day



Advanced Facial Hydrator Sunscreen Broad Spectrum SPF 30, \$22

Hydrates for over 10 hours and contains our patented MKMen Complex that helps to reduce the look of fine lines & wrinkles. It immediately hydrates while protecting skin from damaging UVA and UVB rays.

Advanced Eye Cream, \$26

This multitasking formula helps to firm the look of skin around the eyes as it dramatically minimizes the appearance of fine lines, dark circles, puffiness and wrinkles. Look to this lightweight, oil-free formula to help tired eyes look revived.



Lash Love Lengthening Mascara, \$15
Long, strong, seriously separated lashes. What's not to love?

- Creates bold, instantly intensified length of lashes.
- Lifts, curls and perfectly separates while it conditions and strengthens lashes.
- Nonclumping, flake-free formula wears all day (for over 10 hours), while lashes feel soft and healthy without that spidery, stiff look.



New! Translucent Loose Powder, \$16

Translucent. Sheer. It's every woman's perfect shade with a sheer, invisible finish. One shade works for ALL skin tones, so it eliminates the need for shade matching. The best part: it diffuses light and helps diminish the appearance of fine lines.



New! Special-Edition *Beauty That Counts* Lip Gloss in Celebrate (\$14) or Creme Lipstick in One Woman Can (\$15)

In honor of Mary Kay's 50th Anniversary, you can join us and change the lives of women and children worldwide. From now until Nov. 15, \$1 will be donated from each sale.

HAPPY MOTHER'S DAY

The ABC's of Booking

(Things to keep in mind when booking!)

- **Attitude:** We are offering a service. You have the product that the customer should have. By finding you, they have the best consultant because you have confidence in the product, the company and yourself. Learn to appreciate your customers. Have an attitude of gratitude. Customer care will take you everywhere.
- **Business Cards:** Use them for EVERYTHING! Include one when you send in bill payments. Never give one out without getting the person's name and phone number or her card in exchange. Write on it where you met her and what she looks like. When you leave a tip in a restaurant, leave your card. Give some to your best customers to give out - remind them to make sure they get the person's name and number.
- **Choices:** Offering choices and you'll be helping them pick a date for an appointment. "What's better for you, the first part of the week or the last?" "Morning or afternoon?"
- **Datebook:** A consultant's very best friend. Keep it full. The busier the better. It is the most valuable aid you possess. Record all your facials, classes, unit meetings, recruiting interviews and workshops in it. People like to do business with busy, successful people.
- **Enthusiasm:** For booking, coaching, selling and recruiting is the key. "I am looking forward to letting you try our new colors. You're going to love them!" "Just wait until you smell our new fragrance!" Let your hostesses take advantage of every kind of class - skin care, advanced glamour, sun management, pamper sessions.
- **Facial Boxes:** Use them!! Florists, ladies' retail stores, hair salons, doctors and dentists' offices. With Mary Kay, there is no such thing as a money problem, only an idea problem!
- **Goal:** Have a goal. Hostesses need goals too. They must have a reason for keeping the show date and enthusiasm when booking guests. Be it a hostess gift or free or discounted product—they need something to work towards.
- **Hostess Coaching:** Clearly define the hostess's role in the class and it will result in higher class sales and outside sales (insurance). Outside orders also provide you with referral lists and lead to additional bookings and recruiting interviews. Proper hostess coaching will avoid postponements and cancellations.
- **Image:** Always look the part of a beauty consultant—you never know who you'll run into. SMILE! Ask yourself: Am I wearing my product? Do I look professional and poised? Do I look like I am all together? Am I wearing my Mary Kay pin or another piece of company jewelry?
- **Joy:** Have fun!! This is not a hard business. Enjoy it. Life is not a dress rehearsal. Positivity attracts positivity. People will build a bridge to an island of happiness. Keep a list of people for possible facials. If you have a postponement, you can call someone else. "Hi Jane! It's Stephanie from Mary Kay calling. I can't wait to show you our new color collection. Is there any reason why I couldn't pay you a half-hour visit?" No pity parties allowed.
- **Kindness:** Our business is founded on the Golden Rule. Treat others like you want to be treated and you can never go wrong!
- **Ladder of Success:** Climb the star "ladder of success" by consistently placing orders. Have plenty of inventory to serve your customers.
- **Men:** Skin care for men! Who do you know? Husbands, friends, business associates, team mates.
- **No:** Don't take no literally. No may mean maybe and it may even mean yes. Maybe means yes eventually. No is a safe word. People can always change their minds later. Yes is too much of a commitment for them. Even if they say no, ask "Is there any reason why we couldn't tentatively book a date for later this month?"



Are you having successful classes???? Coaching Tips on Pre-Profiling!

Thank you Kristi Nielsen!

Get a guest list 2 days AFTER you book the class....not 2 days before the class. If you don't get the entire list, call her again the next day and the next. "Ok, why don't you call your other friends tonight and I will give you a call tomorrow and see what you have come up with?" Call until you have a completed guest list.



ALWAYS pre-profile your guests-call them 2-3 days prior to the class. Cross profile - when you get the guest list, ask the hostess why her guest is coming (tired of current product, as a favor, interested in learning, etc...)? Then when pre-profiling, refer to that. After pre-profiling call back your hostess and let her know who you have talked with and that they are enthused. The most important part of pre-profiling is bonding with her over the phone and getting her excited about attending. I only ask about 3 questions...what type skin do you have, what are you using now on your skin and what would you like to change about your skin? Whatever they say, I say GREAT...I have just the product for you to try. Then I remind her to be on-time, I have products to take home that night but she's not obligated to purchase and how much fun we will have.



Arrive 30 minutes early to set up - chat with your hostess while setting up and find out a little more about who's coming. (Honestly, with TimeWise, you only need to show up 15 min early, unless you have a lot to unpack.) I don't squirt anything into the tray until I see the class starts and then it usually goes in their hand...except the foundation, concealer and powder which was done at the beginning of the class once they got there.



Choose foundations as the guests arrive, if they are straggling in. If they arrive all at once, just do it as a part of the class. Always begin with Satin Hands and then give your hostess the Satin Hands Sampler as a thank you gift. Remember, you do the Satin Hands to bond with the guest.



Begin no more than 10 minutes late, and if it is 7 and you are missing 2 guests, have the hostess call them to make sure they are still coming. (Actually you aren't starting late because the class began with the Satin Hands and checking foundation shades.) Once everyone has been done, then begin with the Look Book.



- **Opportunities:** They really are everywhere. Listen for dialogue openings. A true story: A director was in the cosmetics area of a department store and overheard a woman complaining that a certain company didn't service her well and never had her shade of foundation. The director waited outside the store and approached the woman as she walked out. "I couldn't help but overhear how disappointed you were. I am a director with Mary Kay. I know I have a foundation shade just right for you. Is there any reason why....?" You see, opportunities do present themselves; you just have to listen.
- **Pamper Treatment:** If you hear someone in a grocery store line-up say "I am so tired!" turn around and say, "Then you deserve a pamper session! I am a consultant for Mary Kay Cosmetics and I am booking appointments for Tuesday and Thursday—which is better for you?" Make sure you have your datebook with you!
- **Queen:** Treat your hostesses like queens! Everyone at the class will want to be treated the same way and book their facial/class. Give the royal treatment to all your customers.
- **Responses:** Make sure yours are always positive. If someone objects by saying, "It's too cold out" turn it around into, "Well, it'll be warming to get together with a couple of friends." Romance everything. Turn their frowns upside down.
- **Schedules:** Schedule your appointments as soon after the initial contact as possible. Keep them hot! Hostesses will pick the date furthest down the road. Book only for the next two weeks. The later the date, the more likely of a postponement.
- **Thank You's:** Be quick to show gratitude. Hostesses love recognition and appreciation. Send thank you notes to hostesses before the class if possible. Example: "Dear Mary, I just wanted to thank you for scheduling your check-up facial with a few friends. I have everything organized for June 10. I am really thrilled about this opportunity. We'll have a wonderful time. Can't wait to see your new look! Thank you, Stephanie"
- **Unique:** You are unique and special. Just be the best that you can be and do the best that you can do. Everything will fall into place. Look at everyone as if they are wearing a sign that says "Make me feel special or important."
- **Variety:** Offer your customers variety. Take impulse items along with you to your re-order deliveries. They deserve everything they want. Romance fragrances, body care, gift baskets and free delivery. People don't know how much you know until they know you care.
- **Women:** They love to buy, but they do not want to be sold. By teaching skin care and color cosmetics, you'll find the side effect is selling Mary Kay! Our soft sell techniques really work. Belief in the product, company and yourself transfers over to the customer.
- **Xtra mile:** Go one step further with your customer service. Be quick to respond to a query, refund or product return. Always keep a promise. Your reputation will be a booking magnet.
- **You:** Take time for yourself. You also deserve a pamper treatment. Use an answering machine during mealtime. Exercise! Take time for family. Remember, your career comes third - not tenth.
- **Zillions:** Yes, you will have zillions of bookings in your datebook with skill, techniques and a Mary Kay attitude. It's fun to scan your datebook and see no blanks!





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