



The Beth English
ABUNDANTLY
PINK Unit News



August 2013 Recognition & Results



Top Love Check
Erin Weathers



Sharing Queen
Erin Weathers



YTD Sharing Queen
Beth English



YTD Retail Queen
Katrina Calleiro

5 Sabotage Strategies

Excerpts from *Stop Self Sabotage* by: Pat Pearson, MSSW
According to Pat Pearson, there are 5 strategies to self sabotage.
Which one sounds like you?

1. **Throwing It Away.** You achieve your goal, then, because you feel you don't deserve it, you blow it. You throw away your dream.
2. **Denial.** "If I don't pay any attention to the problem, it will go away. It's not really important or significant if I achieve what I set out to do."
3. **The Fatal Flaw.** You elevate yourself by taking all the right steps but have a crucial personality problem - an addiction, excessive drinking, hair trigger temper, bi-polar personality disorder, perfectionism - that undoes all your best efforts.
4. **Resignation.** Deep down you don't feel that you deserve your dream, so you won't even go after it. You don't want to get your hopes up. Then if you don't achieve your goal it won't hurt so much.
5. **Settling.** You want it but don't believe you are good enough or deserve it, so you settle for less. You don't want to try too hard because your goal isn't going to happen anyway.

Which strategy do you use to keep yourself frustrated? Are you ready and willing to overcome those strategies to acquire all that you truly deserve?

Dear Abundantly Pink Unit,

As we begin this 50th Anniversary Holiday season, I encourage you to take a moment and consider what you envision for your business. When I think back on my favorite Mary Kay holiday seasons, I think about the men and women whom I've helped. Sometimes it's as simple as a holiday class with a mother and daughter, where the mother suddenly knows the perfect gift she can treat her daughter to this year. Sometimes it's an excited father who trusts you to provide the perfect gift for his wife and daughters. Often I've been able to offer the career opportunity to an unsuspecting woman who suddenly can see a way to afford wonderful gifts for her friends and family. Holidays bring warmth and joy and fun times with friends. Many of us want to look a little more glamorous this time of year, and Mary Kay's new Color Confident is the perfect tool to help! I am looking forward to this holiday more than ever before. I love being a beauty **consultant**, someone who my customers *consult* for the perfect holiday gifts!

The kids are back to school and schedules are getting back to normal. Women have more time now, so make sure you are one of the things they are putting in their schedule. Start with a basic class (after all, we have great new skin care products for them to try), and book your follow-up facials for that special holiday look! Watch your appointments roll in and your sales skyrocket! All it takes is consistency to make it happen. The more appointments you book now, the easier it will be to book holiday follow-up classes and open houses in the coming months. You want to be on the forefront of your customers' minds. Have your holiday wish lists with you at each class so you can contact those husbands and family members with ideas.

Be on the lookout for each opportunity that comes your way. We want to see you at meetings and hear about the great things you are out doing. You are an important part of our unit. Don't you just love being part of a company that is so go-give? Where else do you get to hear great ideas that are working out in the field each day? Who wouldn't want to be a part of this great company? I'm so glad you joined us. By preparing for the holidays now, you will be on track for this holiday season! You will make it work for you rather than working hard to catch up later. I know you can do it!

Love and Belief, Beth

Anatomy of a LEADER

By: Carl Mays

There are many roads that lead to success. It may not always be easy to know which one to travel, but with the right skills, planning, ambition, and energy, you can produce a direct route to the goal of your choosing. All it takes is:

- A **Heart** that enables you to recognize your own qualities.
- A **Backbone** that is strong and supportive, yet flexible.
- **Muscles** that provide energy, perseverance, and health.
- **Hands** to help others and to write out your goals.
- **Shoulders** that carry the burden of responsibility.
- A **Mind** that possesses limitless creativity and potential
- **Eyes** that can visualize goals and possibilities.
- **Ears** that listen to your conscience and to new ideas.
- A **Mouth** that vocalizes thoughts and gives compliments.
- **Feet** that carry you on the road to success.



This is a great time to go back to school yourself. Go onto Intouch and study Mary Kay's basic booking, coaching, selling and sharing scripts. They've been tested and are proven winners. Keep it simple, and your business will go far! Just focus on the basics each day and get out the door!

*"Hard work is its own reward, but it also rewards the people we work for."
~Victoria Ricchiuti*



Focus on the basics this month!

Book Coach Sell Share

They can take you anywhere you want to go!



Thank You Consultants Who Invested in Their Business in August

Carol Thomas	\$713.75
Joni Smith	\$601.00
Erin Weathers	\$339.00
Tina Ellis	\$326.00
Gennel Lassen	\$308.25
Yessika Pamplona	\$285.50
Charlotte Hof	\$278.00
Kay Shoaf	\$223.75
Teresa Schisler	\$206.50
Katrina Calleiro	\$202.50
Brittany Jackson	\$201.50
Catherine Watson	\$201.50
Lauren Stringer	\$122.25
Janet Stringer	\$101.50
Phoebe Bermudez	\$9.00

Confidence

By: Larry Thompson

Just imagine how different your life could be if:

- You could feel good about yourself all the time.
- You felt comfortable saying no to people.
- You could talk in front of people without feeling silly or nervous.
- You could control that negative voice in your head.
- You could communicate with confidence.
- You had the confidence to change careers.
- You didn't let what other people said to you get you down.
- You could act, walk and talk with assurance.
- You were never afraid of failure.

When you have an aura of self-confidence, you attract attention.

Before long, others start seeing you the way you want them to see you. And increasing self-confidence doesn't have to be an agonizingly long and painful process.



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



Recruiters and Their Teams

Star Team Builders

Erin Weathers

- Carol Thomas
- Gennel Lassen
- Lindsey Graham
- Renee' Gordon

Senior Consultants

Janet Stringer

- Lauren Stringer

Kay Shoaf

- Sheral Styles

Rosa Macias

- Yessika Pamplona
- * Jacquelyn Guzman
- * Nivey Rivera

Are you using your past as an excuse?

- o Failed in business in 1831
- o Defeated for Legislature in 1832
- o Second failure in business in 1833
- o Suffered nervous breakdown in 1836
- o Defeated for Speaker in 1838
- o Defeated for Elector in 1840
- o Defeated for Congress in 1843
- o Defeated for Congress in 1848
- o Defeated for Senate in 1855
- o Defeated for Vice-President in 1856
- o Defeated for Senate in 1858
- o Elected President of the United States in 1860- Abraham Lincoln

Mary Kay has always said that anything is possible if you believe it enough and are willing to pay the price! How do you want to start this holiday season? Take a day this month to reevaluate where you are and choose a stretch goal that is attainable. Then, get out there each day and do your very best to make it happen. Use the momentum to land among the stars!!



Top Love Checks



Erin Weathers
\$40.88



Janet Stringer
\$4.89



Earn Your Own Love Check

**1-4 Active Team Members:
4% Commission**

**5+ Active Team Members:
9% Commission**

**5+ Active Team Members +
your personal \$600 order:
13% Commission**



Welcome New Consultants

Name:

Gennel Lassen

Piper Hill

Cynthia Collins

Sponsored By:

Erin Weathers

Beth English

Beth English



Welcome Back Consultants

Yessika Pamplona
Catherine Watson

Map your plan to be in the Queen's Courts



Queen's Court of Sales:
Order \$375 Wholesale Each Week

Queen's Court of Recruiting:
2 Qualified Recruits Each Month

Our Top 5 YTD Personal Retail Court According to MK Orders



Katrina Calleiro



Carol Thomas



Joni Smith



Lauren Stringer



Cindy Falkenberry

Year to Date Retail Court

1 Katrina Calleiro	\$4,548.50
2 Carol Thomas	\$2,583.00
3 Joni Smith	\$2,576.00
4 Lauren Stringer	\$1,748.50
5 Cindy Falkenberry	\$1,508.00
6 Phoebe Bermudez	\$1,483.50
7 Kay Shoaf	\$989.50
8 Charlotte Hof	\$823.50
9 Erin Weathers	\$678.00
10 Tina Ellis	\$652.00
11 Gennel Lassen	\$616.50
12 Yessika Pamplona	\$591.00
13 Gina Wood	\$583.50
14 Janet Stringer	\$545.00
15 Michele Gillardon	\$416.00
16 Teresa Schisler	\$413.00
17 Danean Crawford	\$412.50
18 Brittany Jackson	\$403.00
19 Catherine Watson	\$403.00
20 Lindsey Graham	\$401.00

Year to Date Sharing Court

Make plans now to be in the Court of Sharing!
Just 24 qualified new team members for the year!

Make our 50th Anniversary your best year ever! Each time you share our fabulous career opportunity, you reach past your own comfort zone to help someone else. If our career isn't for them, nothing has changed. However, you may be offering them the opportunity of a lifetime—exactly what they need to SHINE! Dream big this seminar year, and you'll be walking down the red carpet in style for Awards Night!



Happy 50th Anniversary Mary Kay! One Woman Can!



PCP Participants:

Carol Thomas
 Sheral Styles
 Janet Stringer
 Joni Smith
 Renee' Gordon
 Tina Ellis
 Beth English



Conditional Free Shipping on Your MK Web Site!



Awesome news: Your Mary Kay Personal Web Site now gives you some great new options for offering free shipping to your customers!

You now can select a free shipping offer based on how much your customer is purchasing! You'll have the choice to offer free shipping with a \$25, \$50 or \$75 purchase. You can make changes at any time to these selections in PWS Manager/Options. Your changes will be updated and displayed on your site immediately.

Conduct Your Own Fall Into Beauty College Classes!

Mary Kay will once again conduct an exciting college tour, visiting approximately 10 campuses across America in



September & October. Consider promoting your own college tour with our fabulous @Play products. You can also promote the upcoming season of Project Runway All-Stars on Lifetime to your Gen-Y customers as a way to help boost your Mary Kay business! See *Intouch* for details.



October Birthdays

Katrina Calleiro	5
Phoebe Bermudez	22
Shelby Rehberger	22
Charlotte Hof	23
Sharon Girolami	24
Jane Herr	30

October Anniversaries

Nancy Vallor	5
Rosa Macias	4
Nary Oeur	3
Sheral Styles	2
Nadia Martin	1
Mercedes Simpson	1
Nivey Rivera	1
LaToya Copeland	1
Karen Smith	1
Jamela Morgan	1
Jacquelyn Guzman	1
Erica Gervacio	1
Christy Williams	1
Cagney Heyward	1

MARY KAY
 one woman canSM
 50 YEARS



Build a reputation for valuing others' time by calling them on the telephone only when you have something important to discuss.

If you're making a business call, get down to business quickly. Most businesspeople appreciate your getting right to the point. To get in the habit of keeping your conversation brief, keep a timer next to your phone.

TO SUCCEED & MOVE UP: FOCUS ON INCOME- PRODUCING ACTIVITIES

Ask yourself . . . “Is what I’m doing at this moment putting money in my pocket or getting me one step closer to my goal?”



Income-Producing Activities

1. Holding a skin care class or facial
2. Booking a skin care class or facial
3. Calling for reorders
4. Networking for leads by telephone, warm chattering out-and-about or referrals
5. Training at an event/meeting with a guest for marketing plan or skin care class
6. Interviewing someone after a class
7. Interviewing someone at lunch
8. Confirming appointments
9. Pre-profiling class guests on the telephone
10. Follow-up activity from class or interview
11. Follow-up with team members
12. Follow-up with hostess
13. Coaching
14. Filling orders to mail that day
15. Calling customers on your Preferred Customer Mailing
16. Listening to tapes while cooking dinner or making-up your face or driving, etc
17. Setting daily goals in order of importance for 5-10 minutes
18. Attending special company functions with a guest or your support system (husband, friend, etc.)
19. Doing a presentation of Mary Kay at a business debut
20. Having a booth at a show or event and handing out cards and brochures and collecting names and numbers

Necessary & Important for Productivity

- Paperwork of any kind
- Checking in/organizing product on shelf
- Ordering product or business supplies
- Setting goals
- Filling out weekly accomplishment sheet and weekly plan sheet
- Reading educational material for business
- Packing recruiting, hostess, etc. packets
- Packing “looks” from the Color Select System
- Mailing hostess packets
- Making copies
- Cleaning office
- Bookkeeping
- Packing your showcase or tackle-box
- Labeling product or brochures
- Organizing and filing handouts
- Reading your Consultant’s Guide
- Practicing in the mirror (dialogues, smiling, etc.)
- Any and all kinds of “creative avoidance”
- Organizing customers on Preferred Customer
- Addressing birthday cards, brochures, etc.

What Can Two Classes A Week Mean for You in Your MK Business?

5 Hours a Week... Look
What You are SO
Capable Of:
By: NSD Kathy Goff-
Brummett



It is my observation that every consultant can find the time to hold an average of 2 classes per week. Yes, even the consultant who has 1 1/2 jobs and family responsibilities. Rarely do you meet a person who does not spend 6-10 hours per week in front of the television, playing Bunko, or engaged in some other activity which has nothing to do with her job or her family. What could it mean to her to invest that time into preparing for, traveling to, and holding 2 classes per week?

Find 2 times per week that you would be willing to hold classes. Then, highlight those times in your date book for an entire year. Then, get on the phone for an Hour of Power to schedule 2 appointments in each of those times. Don't be afraid to double book - it doesn't mean you'll be holding 2 classes (that almost never happens). It does mean that when one of them postpones, you'll still have a

class to hold. Double booking is all about smart use of your time - it's about dealing with the disappointment of postponements. (In the event that both hold, just do both classes at your home or at one of the hostess's homes, offering her an extra gift for pulling up 4 more chairs.)

Decrease postponements and increase sales by doing all the steps of hostess coaching (check Intouch for coaching tips).

Now, what can the 2 classes do? Let's say your first classes meet the national average for new untrained, unskilled consultants of \$150 - \$200 in sales. Two classes per week at \$175 would give you \$350 in sales. Your 40% paycheck (once you get your inventory built to profit-taking level) is \$140. That's \$140 profit for 2 classes. Couldn't you find 4-6 hours a week for \$140? Just think what will happen as your skills increase and you build just a

small reorder business. It has been my observation that consultants who are consistently holding 2 classes per week will have their sales to \$500 per week in just a few short weeks. These are averages, not guarantees.

\$500 weeks = \$2,000 months. Your 40% paycheck for a \$2,000 month is \$800 a month. 60% to replace what you sold is \$1200 wholesale. \$1200 wholesale every month is Emerald Star status every quarter. Being an Emerald Star each quarter puts you within a few dollars of National Court of Sales. What could an extra \$800 a month mean to your family? Vacation, swimming pool, braces!

That's not all. Let's look at what 2 classes a week can do for recruiting. It has been my observation that there is at least one good recruit prospect at every class (a person who needs money, is already working 2 jobs,

needs to get out of the house, is looking for a way to get back home). Company statistics teach us that every new consultant can expect to recruit one out of every 5 prospects. So, if there is one prospect at every class and you make the effort to do some follow-up (give her a recruiting packet, book a class with her, invite her to weekly events, set up an interview with her), you should get a new recruit from every 4-5 classes. That's 2 recruits per month. That's a free car for anyone in 6 months. And, if each of them orders a minimum of \$600 wholesale before the Seminar year ends, that mean you walk onstage at Seminar as a member of the Court of Recruiting.

You deserve the financial supplement 2 classes a week can mean, as well as the company prizes. Are you willing to discipline yourself to hold 2 classes per week? IF IT IS TO BE, IT IS UP TO ME!

EIGHT STEPS TO GREAT TIME MANAGEMENT

Updated from the original by: Lanissir James

1. Identify your priorities! Decide what is important in your life. Be specific and write your "why" to these priorities. What roles do you have?
2. Get a system to manage your time! Keep your schedule in one place (like on your phone) and keep your information up-to-date on Mary Kay's website so you can access your records from anywhere.
3. Manage your emotions! Spend some quiet time alone to identify why you are so emotional about particular areas of your life. What happened in your past that makes these emotion sneak up on you? (i.e. childhood memories, past failures, negative conditioning, poor role models, etc.)
4. Write out your life management blueprint of success! This idea came from a great book called The Power to Be Your Best by Todd Duncan. So many of us spend more time planning our wardrobe or vacation than planning our life. What do you want to accomplish in 2013? 2014? 2015? 2016? 2017? Without a plan, you will be in the exact same spot year after year after year!
5. Get some help! Learn the art of delegation. You have plenty of people around you who will support you with your roles and your business. Don't play super woman. Don't say you can't afford--say I can't afford not--to have some help. Get creative. There are kids in your neighborhood who would love to make some money to stock your shelf, prepare your bags for skin care classes, or enter your customers online for PCP! There are plenty of jobs you can delegate so that you can free up more time for your priorities--priorities like classes & interviews!
7. Find yourself a mentor! So many women are struggling alone in their roles. You may need several mentors for different areas of your life. Find someone who is doing it the way you would love to do it -- if you were doing it right!
8. Go to work! What good is it if people tell you the right things to do, but you never get to work? Remove all your doubts and fears! Get clear and go to work. Your Mary Kay business will support your efforts to pay for college expenses, purchase a new home, eliminate debt, pay for your vacations, plan for retirement lifestyle, & so much more!
9. Find out what God says about your roles & your time! You know that this step is the most important step towards success. Take the time to read your Bible and see what God says about your roles. Read Proverbs 31 -- look at her roles. What steps did she take to make everything flow together?



WRONG STEPS TOWARDS TIME MANAGEMENT

My first response was overwhelmness and I wanted to remove things from my plate. This is such a dangerous first step. When you remove things from your plate as your first step, you sabotage your blessings -- because you are responding to fear!

My second wrong step was to adjust my commitment level to things. I would verbalize the amount of time I would and would not spend doing certain tasks. As a result, my work load increased, my attitude decreased, & my productivity flat lined! It's called spinning your wheels! You don't progress in any area of your life. It's the enemy called average! It's where you don't excel in any area of your life...yep!

My third wrong step was hiding out from my roles. Part of this hiding-out process was the direct result of the lack of time management -- I would just forget where I was supposed to be and what I should be doing.

These wrong steps were helping me build a crisis on an installment plan. You see, when you are a poor time manager, things don't explode the very day you mismanage your time. It's a process where it all builds up and then EXPLODES! Well, that should give you hope! Here are my eight steps to great time management!!!

Simple Steps to Self-Confidence

1. I know I have the ability to achieve the object of my definite purpose in life; therefore, I demand of myself persistent and continuous action toward its attainment, and I here and now promise to render such action.
2. I realize the dominating thoughts of my mind will eventually reproduce themselves in outward, physical action and gradually transform themselves into physical reality; therefore I will concentrate my thoughts for **30 minutes** daily upon the task of thinking of the person I intend to become, therefore creating in my mind a clear mental picture.
3. I know through the process of autosuggestion, any desire I persistently hold in my mind will eventually seek expression through some practical means of attaining the object of it. Therefore, I devote **10 minutes** daily to demanding of myself the development of self-confidence.
4. I have clearly written down a description of my chief aim in life and I will never stop until I have developed sufficient self-confidence for its attainment.
5. I fully realize that no wealth or position can long endure unless built upon truth and justice; therefore, I will engage in no transaction that does not benefit all it affects. I will succeed by attracting to myself the forces I wish to use and the cooperation of other people. I will eliminate hatred, envy, jealousy, selfishness and cynicism by developing love for all humanity, because I know a negative attitude toward others can never bring me success. I will cause others to believe in me because I will believe in them and myself. I will sign my name to this formula of success and repeat it out loud twice a day with faith that it will gradually influence my thoughts and actions so I will become a self-confident and successful person.



From Mary Kay's file

Page Created for the clients of www.unitcommunity.com

Are you *Ready* to have confidence in your colors this season?

Global research shows the two main struggles women have with color are **selecting shades and applying them**. Great news! I can now offer you a simple solution to both! Mary Kay recently launched in-depth color training that I can't wait to pass along to you!

With makeup, a woman can change from an understated beauty to a smart professional to a glamour girl in a matter of minutes. Because of its power to transform, makeup can sometimes seem a little intimidating. The good news? None of it's permanent. Plus, it's the playing and experimenting that makes makeup fun, especially when you share that time with your girlfriends! If you need a little boost of confidence when it comes to makeup, you've come to the right place. Once you learn the basics, you can make up your own rules. Because color rules!

Book your special holiday makeover today! Share it with a few friends and you'll earn some great rewards!

We'll have you feeling
Color Confident
in no time!

MARY KAY

BE REASONS TO Be a STAR

There are tons of great reasons to be a star, but I think the best one is that it shows you're serious about your Mary Kay business by working it consistently.



1. **THE FAME!** You will be recognized in your unit newsletter and events! Your name will be seen by Consultants, Directors and Top Executives at Mary Kay!! You'll receive tons of recognition at your weekly unit meetings and Special Area Events.

2. **THE AWARDS.** You'll be awarded the prestigious Star Consultant pin with a genuine gemstone to wear proudly.

3. **THE PRIZES.** Pick a prize from the quarterly contest brochure. There are so many great options for you to choose from: things for the kids, jewelry, electronics, . . . The options are limitless!

4. **THE INVENTORY.** You'll have enough product to service all of your clients and always have product on hand to take care of your Preferred Customer orders. Plus, you will be on a Profit Level.

5. **BE A TEAM PLAYER.** Help your unit become the best ever by having more qualified Star Consultants than ever before.

6. **THE FUN.** Imagine playing with your inventory, arranging it on your shelves, and watching it fly off those shelves.

7. **THE REFERRALS.** Mary Kay sends new customers to consistent Star Consultants first. They know you are out working your business and can count on you to keep new customers serviced.

8. **STARS EARN CARS.** When you are selling enough product to consistently place a Star Consultant order each quarter,

you are meeting enough women to build a team. Building a team can mean earning the use of a car and helping change another person's life for the better.

9. **THE PRIDE OF ACCOMPLISHMENT** Being a Star Consultant means you are one of the top Consultants in your Unit!

10. **THE 50th ANNIVERSARY SURPRISE.** By being a star every quarter this year, you'll earn a very special surprise gift in addition to your normal prizes this year at Seminar!



LIVE ShARE LoVE
Play marykayatplay
NEW color

Act Like a Success: How Do You Present Yourself?

By: Annabelle Cabrera

It begins even before you say your first word. By the time the customer/prospect walks toward you, an opinion is already being formed. There you sit, waiting to spew out your scripts and dialogues, while you are already being judged by your appearance, posture, smile or nervous look.

A study done at UCLA a few years ago revealed that the impact of a performance was based on:

- ◆ 7% of the words used,
- ◆ 38% on voice quality, and
- ◆ 55% on nonverbal communication.

Look back at speakers or teachers you've listened to. Which ones stand out as memorable? The ones who were more animated and entertaining, or the ones that just gave out information? This is not to say that you have to totally entertain the guests, but it does mean that the conversation should be more interactive. If you say you are excited about the prospect of working for this company, but don't show any enthusiasm, your message will probably fall flat. So smile, gesture once in a while, show some energy, and make the experience more pleasurable **for** both sides.

Nonverbal Pitfalls to **Watch For:**

- ◆ **The handshake:** It's your first encounter with the prospect. She holds out her hand and receives a limp, damp hand in return—not a very good beginning. Your handshake should be firm, but not bone crushing. And your hand should be dry and warm. The insides of your wrists are especially sensitive to temperature control. Warm your hands up, but don't make them sweaty!
- ◆ **Your posture:** Stand and sit erect. We're not talking ramrod posture, but show some energy and enthusiasm. A slouching posture looks tired and uncaring. Check yourself out in a mirror or on videotape.
- ◆ **Eye contact:** Look the person in the eye. You don't want to stare, as this shows aggression. Occasionally, and nonchalantly, glance at the other person's hand as she is speaking. On the contrary, by constantly looking around the room while you are talking, you convey a lack of confidence or discomfort with what is being discussed.
- ◆ **Your hands:** Gesturing or talking with your hands is very natural. Getting carried away with hand gestures can be distracting. Also, avoid touching your mouth while talking. Watch yourself in a mirror while talking on the phone. Chances are, you are probably using some of the same gestures in a warm chatter or interview situation.
- ◆ **Breath:** Altoids. Professionally clean teeth twice a year. Floss.
- ◆ **Don't fidget:** There is nothing worse than someone playing with his or her hair, clicking a pen top, tapping the foot, or unconsciously touching parts of the body.
- ◆ **OUTFIT! Dress for Success! Even if it is the same suit every day!** Change blouses for convenience. But look the part! Why would someone *sharp* (we are looking for *sharp* women, not just warm bodies with \$400) want to do business with you?

Preparing what you have to say is important, but practicing how you will say it is imperative. The nonverbal message can speak louder than the verbal message you are sending.

DISC Personality Styles

Understanding the “Interviewee” allows You to tailor your presentation to meet Her needs!

By using the personality styles to gain a better understanding of yourself and others, you can create the environment which will ensure you greater success. At the same time, you gain appreciation for the different motivational environments required by those with different behavioral styles.

Dominance Style

Characteristics:

- Results oriented
- Makes quick decisions
- Controls people
- Power of authority

How to Deal with the Dominance Style:

Communication:

- Short interview presentation
- Let her do the talking

Benefits She Will Be interested in:

- She will want to “do it Quick/ do it Big”
- Management opportunities (Directorship, NSD)
- High income potential, independence

Her Greatest Fear is:

Being taken advantage of

Questions to Ask Her:

- What past management experience have you had?
- What are your qualifications for management?

Influencing Style

Characteristics:

- People oriented
- Loves to talk
- Motivational
- Enthusiastic

How to Deal with the Influencing Style:

Communication:

- Long interview presentation
- Relationship building
- Let her do the talking

Benefits She Will Be interested in:

- Recognition
- Impact on People
- Seminar / Prizes

Her Greatest Fear is:

Loss of social recognition

Questions to Ask Her:

- Can you see yourself in... (pink car, Director’s suit, diamonds, Queen’s Court)?

Steadiness Style

Characteristics:

- Family oriented
- Loyal
- Slow to change
- Security

How to Deal with the Steadiness Style:

Communication:

- 2-part interview process
- You share facts
- Build credibility

Benefits She Will Be interested in:

- Guarantee
- Time with family
- Training/Support

Her Greatest Fear is:

Loss of Social Security

Questions to Ask Her:

- Would you be able to work a proven system that has worked for thousands of others?
- Are you consistent?

Compliance Style

Characteristics:

- Detail oriented
- Perfectionist
- Critical (of self)
- Analytical

How to Deal with the Compliance Style:

Communication:

- 2-part interview process
- You share facts
- Build credibility

Benefits She Will Be interested in:

- Financial statements
- Annual reports
- Facts in print

Her Greatest Fear is:

Criticism of her work

Questions to Ask Her:

- If you have a Step-by-Step plan, and answers to your questions, could you learn the business?

QUESTIONS TO LEAD INTO THE INTERVIEW:

These questions will give you insight to her DISC Personality Style and will let you know what to include so that you can customize her interview to meet her needs.

1. “Tell me a little bit about yourself or your situation?”
 - D — will tell you about **Her Accomplishments**
 - I — will tell you **Who They Know**
 - S — will tell you about their **Family**
 - C — will ask **“Why, what do you want to know?”**
2. “What do you like most/least about what you do?” (‘Narrowing the menu’ gives insight into what they will like about Mary Kay.)
3. “Describe for me the ideal Career and lifestyle situation for you if you could have it the way you want it.”

— as taught by Bill Cantrell

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Abundance Mentality

This Lesson, Shared by NSD Dorothy Boyd in 2008 is just as applicable today.

Ever since Kimberly Roop became an NSD at age 27, after only 3 years as a director, she and Leah Nelson (who in her mid 20's built a \$1 million unit in her first year), and NSD Allison Lamar (another twenty-something, doing a million in her 1st 9 months as a director) have gotten everyone's attention! What are they doing?!?!? Working hard? Yes, but that doesn't explain the critical difference, in my observation. They think differently. And they don't just think bigger, they think with unlimited abundance!

NSD Linda Toupin says, "The difference between a director making \$4,000 a month and one earning \$40,000 a month isn't so much in the way she works, but in the way she thinks!" MK

Corporate VP Rhonda Shasteen shared with the directors at Leadership Conference about the current diversity of Mary Kay consultants and their demographic trends: Most of our Sales Directors, NSDs, and our most productive and loyal consultants in sales are baby boomers (currently ages 45 – 60).

Those in their 30s - early 40s (Generation X) are our best recruiters – primarily because they became disillusioned with corporate America and came to Mary Kay looking for someone they could trust. Today, the fastest growing age groups in our company are those over 55 and the Velocity girls. Yes, one out of every four consultant agreements processed today is in the 18 - 24 age group! According to Rhonda, those in Generation Y (currently ages 10 - 28) are looking for the valuable life: They want to be needed, define success in relationships, not material things – want a close relationship with family, a comfortable and inviting home, a healthy spiritual life, an enjoyable career – ABUNDANCE. They think and believe in ABUNDANCE! And we Baby Boomers, as a rule, think with more of a scarcity mentality. Why? Here are my thoughts:

Boomers were raised by parents who experienced the Great Depression during their formative years; therefore survival and security were HUGE motivators. Often they didn't have meat for dinner, and if there were 7 peas left, they saved them in the refrigerator! While this "Greatest Generation" handed down many positive, strong values, one unfortunate legacy they gave us as a result of their hardship was a "SCARCITY Mentality." Society, too, has reinforced this small thinking. We rarely heard a foreign language growing up, and had only 3 TV channels and a couple of good radio stations. We didn't go beyond a 10-mile radius of home until adulthood. We were cautioned to play it safe and avoid risk. Dreaming was often discouraged as foolhardy.

The older boomers begat Generation X, the younger ones Generation Y, who cut their teeth in the opulent 80's and came of age with the vast resources of the World Wide Web at their fingertips. Many have traveled abroad by adulthood, and they communicate daily with internet friends on the other side of the globe. How does their abundance mentality contrast with the lifestyle mindset of their parents and grandparents?

Many times when Mary Kay was alive, she would remind us of the Parable of the Talents from the Bible: A rich ruler gave one of his servants one talent, another servant five talents, and yet another ten talents, asking each to do business with the money while he was gone. When he returned, the one with ten had added ten more through investments, and the ruler was thrilled. "Well done, good and faithful servant, I could trust you with that, so here is more. You're promoted!" The one with 5 added five more as well, and he, too, was promoted. Then the ruler visited the man with one talent, to find that he had just buried his talent, because he was so scared of losing it. Instead of praise, the ruler took that man's one talent and gave it to the man who had invested ten and earned ten more.

The moral: We are to take what God gives us and invest and multiply it in faith, so that we have more to give back to Him. There is a vast difference between "Playing to win" and "Playing not to lose." I do not want to pass along the habit of scarcity thinking and its consequences to my children, do you? To break the cycle, we must learn to expand our vision – to see how things look from His perspective. The next time you fly, sit in the window seat. As the plane takes off, watch the world expand exponentially below. That never fails to amaze and remind me how big the possibilities are, and how very shortsighted my thinking can get. How often do we go to the ocean with a teaspoon? Here's the long-range consequence of how we choose to discipline our thoughts: **We choose our thoughts. Our thoughts determine our actions. Our actions determine our habits. Our habits form our character. And our character determines our destiny.**

Take a lesson from our successful younger sisters in the business. Expand your vision for yourself and others. Pray for resources, while you work as if you are the greatest MK beauty consultant who is yet to be noticed. Dream big, think big, and act big. From now on, RESOLVE that you are going to TAKE control of your thoughts, and thus chart your course for an abundant outcome! The choice is yours. Think BIG for an abundant change.

SCARCITY MENTALITY

Focus is on LACK

Thinks Small

Argues for her limitations—owns them

Holds onto things tightly—hoards

Resists change

Ceiling on her thinking, therefore a ceiling on her income

Is risk-averse

Gives reluctantly

Status Quo is good enough

"What does the Average Person Do?"

Resources are limited—not enough time, not enough money, not enough customers to go around, not enough space, not enough help, not enough recruits!

Orders small, so she sells small

Believes she could have been great if she had gotten in on the ground floor

Fears over-committing her schedule, so only books what she wants to hold. Gets frustrated with postponements

ABUNDANCE MENTALITY

The sky is the limit—focuses on possibilities

Thinks big

Accepts no limitations—outgrows them

Holds all things loosely

Embraces change

Has removed the girdle from her brain, therefore

no ceiling on her income

Takes calculated risks

Gives generously

Excellence is her standard

Doesn't do mediocrity well—average is her enemy

Is resourceful. Finds what is needed. There is plenty to go around for all... and then some!

Understands you must spend \$ to make \$

Orders big, so she sells big.

Believes the best consultant has not been recruited and the greatest director has yet to debut

Is relieved by postponements because she intentionally over-booked



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**Words of Wisdom
 From Mary Kay Ash**

I have always maintained that in a confrontation between two people, or between one person and a group of people, a sale is going to be made. You either sell them -- or they sell you! Maybe it's a product, or an intangible, or an idea, but something is going to be sold. And the sale will be made by the person who is determined, persistent, committed and confident about what he or she is trying to sell.

Celebrate 50 years with the commemorative
One Woman Can™ globe!

Sept. 1 – 30, 2013



The Mary Kay World is Yours!

This exclusive keepsake box for our 50th Anniversary year can be yours when you place a single \$400+ Sec. 1 w/s order during the month of September 2013!

This month has SO much to offer! A free gift, amazing new products, and a great kickoff to the 2013 Holiday Season. Now is the time to start holding holiday classes! Book skin care classes this month, and book that follow up facial for great holiday glamour tips you've learned on the Color Confident section of Intouch.

We're officially celebrating the 50th Anniversary of the start of Mary Kay Cosmetics, Inc on September 13th. How will you choose to celebrate this month?

