



*The Beth English*  
**ABUNDANTLY**  
*PINK Unit News*

Building  
**WALL**  
 to**WALL**  
 Leaders

December 2013 Recognition & Results

**Go for the Gold!**  
**Reach Your Dreams.**  
**Congrats to OUR**  
**Quarter 2 stars!**

~~Pearl~~  
 Beth English

~~Diamond~~  
 Mandy Kirwan

~~Ruby~~  
 Joni Smith

~~Sapphire~~  
 Katrina Calleiro



**Mandy Kirwan**  
 Queen of Wholesale



**Please Email Me Your Photo**

**This Could Be You**  
 Queen of Sharing



**Rosa Macias**  
 Top Love Check

If you haven't taken the plunge, it's time to get your own Mary Kay website! Mary Kay offers us a very inexpensive way to stay up-to-date and meet our customers' needs, and they do all the work and updates!

**Reasons to have your own personal MK site:**

- **Instant Access:** Your customers can find you all the time, everywhere, on any wireless device.
- **Instant, Accurate Information:** You can depend on Mary Kay Corporate to market their products in the perfect way. Your customers can find specific product details and learn more about the products they are interested in.
- **Consistent Excellence:** You deliver excellence, all the time and everywhere, through your MK website. Customers will have access to the latest programs and perks and will be "in the know" since MK updates their website regularly.
- **Anywhere, Anytime Ordering:** Your customers buy on their terms, their way, all the time, anywhere!



**A MK Personal Web Site comes with fantastic features! Get yours today!**



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

Happy New Year Abundantly Pink Unit,

I love the excitement, hope and dreams that each new year brings in a business like ours where everything is possible. Each day is filled with possibilities. Which prospect might turn out to be a new director? A star hostess that holds countless classes to earn hostess credit and is one of your biggest fans? Which warm chatter will turn out to be most excited about our new products? When you're making customer calls, which customer will decide to invest in our Timewise Repair to take better care of her skin in the new year? Each day is always full of potential- we just happen to see it better the first of each year.

I find January begins the battle for my mind. For example- worry is an abuse of our amazing, God-given imagination. Instead of using it to dream up beautiful futures filled with wonderful things, worry creates nightmares where we imagine the worst. Things don't work out, we daydream about things we don't want to happen, and worry can even kill our hopes, dreams and intuition. Our brain goes about trying to figure out a way for the worst case things to happen instead of using our intelligence and intuition to figure out ways to make our dreams come true.

Choose to manage your thoughts this month, instead of letting them flow spontaneously. Think of your conscious mind like running water. When left unattended, water naturally flows downhill- creating ruts, paths, and even potholes of worry, fear- even depression. Your thoughts will stay there and take the path of least resistance until you pump them back out to where you want them to go. Choose to begin this year with positive affirmations, and dare to dream BIG! Focus your thoughts on your goals and how to get to where you want to be. You won't regret a moment of focused work towards something you believe in! When you're feeling down, log in to Intouch and check out all the amazing support Mary Kay has to offer. We can make 2014 our best year ever, where all your dreams come true!

Love and Belief, Beth

**Are you ready to take your business to new heights this year?**

Remember:

*"Your imagination is your preview of life's coming attractions"*

~Albert Einstein

**Make sure to dream big this year!!!**



**The Top 10 Time Eaters:**

1. Crisis Management, Shifting priorities
2. Telephone Interruptions
3. Lack of objectives, priorities, planning
4. Attempting too much
5. Drop-in visitors
6. Ineffective delegation
7. Personal disorganization
8. Lack of Self-discipline
9. Inability to say no
10. Procrastination

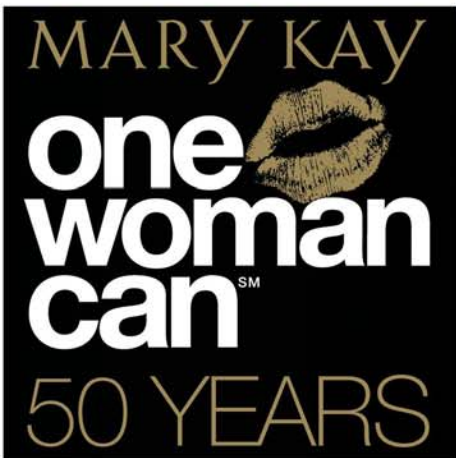
*Where does the time go? Management expert Alec MacKenzie, author of Time of Success, surveyed the time logs of thousands of executives to come up with this list of the biggest hour eaters.*

***One curious fact: Meetings didn't even make the top 10!***





# Our Top 5 Wholesale Orders For December



Mandy Kirwan



Carol Thomas



Katrina Calleiro



Linda Entrekin



Teresa Schisler

## Year To Date Court of Personal Sales

1	Mandy Kirwan	\$10,801.50
2	Joni Smith	\$10,429.00
3	Katrina Calleiro	\$8,619.50
4	Carol Thomas	\$6,946.50
5	Kay Shoaf	\$3,063.00
6	Cindy Falkenberry	\$2,216.00
7	Gina Wood	\$2,070.50
8	Renee' Gordon	\$1,901.50
9	Lauren Stringer	\$1,781.50
10	Phoebe Bermudez	\$1,713.50
11	Tina Ellis	\$1,675.00
12	Charlotte Hof	\$1,667.50
13	Danean Crawford	\$1,398.50
14	Michele Gillardon	\$1,394.00
15	Piper Hill	\$1,368.00
16	Janet Stringer	\$1,366.00
17	Erin Weathers	\$1,131.00
18	Gennel Lassen	\$1,130.50
19	Rosa Macias	\$1,093.00
20	Teresa Schisler	\$1,039.00



## Thank You Consultants Who Invested in Their Business in December

Mandy Kirwan	\$923.25
Carol Thomas	\$699.75
Katrina Calleiro	\$557.50
Linda Entrekin	\$376.00
Teresa Schisler	\$313.00
Tina Tipton	\$266.50
Gennel Lassen	\$234.50
Nivey Rivera	\$202.50
Renee' Gordon	\$202.50
Sheral Styles	\$201.00
Lula Hudson	\$35.00

It's time to renew your commitment to skin care in the New Year! **Our Skinvigorate Cleansing Brush \$50** Get your true clean. Removes makeup 85% better than cleansing by hand. Set includes a Cleansing Brush, Two Replacement Brush Heads & Batteries.  
Replacement Brush Heads, pk./2, \$15



It's easy to look at other people and see all of their great qualities. It's so much harder to look at ourselves and see the same greatness. Take time and look inside yourself right now. Take the risk to get quiet so you can listen to your heart and soul. Take time to find the gifts that belong in your spotlight.

### Success Work:

- What are your best qualities?
- What risks have you taken in your life that you are proud of?
- What did you learn by taking those risks?
- Who do you know that is a great risk taker? What qualities do they have?
- Name three people you know who have a strong sense of who they are and show it daily. Did you put yourself on that list? If not, why not?
- What experience forced you out of your comfort zone? Can you see the lessons you learned from the experience?



## Welcome Back Consultants

Maria Aleman-Rive  
Linda Entrekin  
Tina Tipton



# Recruiters and Their Teams

## Star Team Builders

### Erin Weathers

Carol Thomas

Gennel Lassen

Renee' Gordon

\* Lindsey Graham

## Senior Consultants

### Key Shoaf

Sheral Styles

### Rosa Macias

Nivey Rivera

\* Yessika Pamplona



## Imagine Building A Wall...

And with every brick you lay, a leader is born. Before long, you will have built a monumental force.

With that much leadership power, with that much experience, you can't help but change the world. That's what it means to build Wall-to-Wall Leaders. Women standing shoulder to shoulder, rallying others to follow their lead to greatness, building their futures brick by brick. It's more than a mission. It's a movement.

**Will you join the movement to be one of our Wall-to-Wall Leaders?**



Building  
**WALL to WALL**  
Leaders

MARY KAY  
**one woman can™**  
50 YEARS



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

Earn Your Own Small Bee Fabulous Diamond Pin  
14-karat yellow gold Diamond body, .75 carats



## Love Checks: Sharing the Opportunity

### 4% Recruiter Commission

Rosa Macias	\$8.10
Kay Shoaf	\$8.04

### February Birthdays

Janice Eidson	7
Nivey Rivera	13
Piper Hill	15

### February Anniversaries

Lindsey Graham	3
Janice Eidson	1
Mary Phillips	1

"The only way to overcome darkness is to flood it with light. The only way to overcome your fears is step up with action. Action is the light to cure your fear."

(author unknown)

# Will you join the movement to be one of our Wall to Wall Leaders?

Until September 1, 2014, every Consultant who debuts as a Sales Director will earn her name on the Wall of Leaders at the MK world headquarters in Dallas.

And that's not all you'll earn! As a Wall to Wall Leader, you'll also earn all the fantastic rewards bestowed on the Class of 2014! Plus, you'll receive an invitation to an ice cream social at Seminar.

Building  
**WALL  
to WALL**  
Leaders



Whatever your lot in life, build something on it! – Mary Kay Ash

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Want to become a member of the Class of 2014? Your path to success will be rewarded with fabulous perks and prizes befitting a Mary Kay Independent Sales Director. When you debut by July 1, 2014, you will receive several fantastic rewards:

- A beautiful **Class of 2014 ring** to match your 2013-2014 Sales Director suit
- A stunning **Badgley Mischka handbag**
- **Free registration to Seminar 2014** if you debut between Feb. 1 and July 1, 2014
- Receive an elegant **Badgley Mischka wallet** to complement the handbag when you debut one offspring Independent Sales Director during the contest period
- Receive a **\$100 bonus** for each additional offspring when you debut two or more offspring Directors during the contest period

Receive your awards at Seminar if you debut February 1- July 1! DIQ's as of January 2014 who have submitted their commitment cards, register and attend

Leadership Conference 2014 and then debut as a new Director between Feb. 1 – July 1, 2014, will earn a free Sales Director suit valued at \$300!

See Intouch for complete details.





*"It's that time of year again when we become surrounded by hearts and cupid angels. Although Valentine's Day typically is a celebration of romance, I prefer to think of it as an extra special day to celebrate love. And while it's always wonderful to show our love for others, there's nothing wrong with showing yourself some love!"*

*These are words shared by Mary Kay's Chief Marketing Officer, Sheryl Adkins-Green about the importance of valuing yourself as we celebrate Valentine's Day!*

## sweet somethings for Valentine's Day

- **Mother/ Daughter Program**: Invite Mothers & Daughters to come together for special Valentine's Class. Have a hostess plan a Mother/Daughter Class, or invite a few of your favorite hostesses, with their daughters, for a great turn out & lots of fun! It's a great way to meet your daughter's friends too! Remind them to bring their camera for a Great Valentine's Day Portrait!
- **Web Site Sales**: For all of you who love the web and have a large e-mail connection, e-mail out a Valentine's Day Special for all day Saturday or Sunday. Try having them call certain hours for product specials, or just offer a special for ordering more (3 lipsticks for \$30, etc.)
- **Gift Program**: Did you miss out on those Corporate accounts for Christmas? Call them now for Valentine's Day! If they aren't planning on buying something for their employees for Valentines, ask to stop by with a basket full of Valentine's Options for them. Make sure to make it extra cute—remember for companies, Valentine's Day falls on a Friday! Remember: Doctors, Insurance, Real Estate Agents, and don't forget Husbands who hate to shop!
- **Bridal Program**: Start working with bridal shops, caterers, & bridal consultants. Look in the newspaper and get the list of brides getting married. Send a letter and you have a whole avenue of new people to work with. The Bride, Mother of the Bride, Bridesmaids, Grandmothers, the list goes on and on! Valentine's weekend is a great time to do a Bridal Workshop for a bunch of them. Cover glamour tips & have a "You Deserve It All" Bag put together marketed as "Everything you will need for beautiful Honeymoon Photos"
- **Glamour Photo Shoots**: Before and after, ask your clients to be your Model. They love before and after shoots!
- **Family Gifts**: Don't forget your family! Have you been looking for a way to introduce a family member or friend to your New Mary Kay business? Schedule a Valentine's Day Class with your family. If they are out of town, send them a goodie bag as a Valentine's Day gift!

# **LET'S TALK TIME!**

If you had a bank that credited your account each morning with \$86,400, carried over no balance from day to day, allowed you to keep no cash in your account, and every evening cancelled whatever part of the account you had failed to use during the day, what would you do? Draw out every cent of course!

Well, you have such a bank, and its name is TIME! Every morning it credits you with 86,400 seconds. Every night it rules off as a loss any of this you have failed to invest to good purpose. It carries over no balances. It allows not overdrafts. Each day it opens a new account with you. Each night it burns the records of the day. If you fail to use each day's deposits, the loss is yours. There is no getting back. There is no drawing against the "tomorrow." You must live in the present- on today's deposits. Invest it so as to get from it the utmost in health, happiness, and success.

## **Keeping on Top of Time**

1. Each night, list the six most important things you have to do the next day- and do them.
2. Be flexible. If schedules are too rigid, you can bog down in worry about meeting each deadline.
3. Delete unasked-for activities. Talk to your husband and children. Ask them what they expect of you instead of assuming what they expect.
4. Make decisions without fear of failure.
5. Learn to say "no" to other peoples' requests.
6. Don't always subordinate your time to your husband.
7. For personal goals, plan to do things that interest you, and the chores will start to take care of themselves.

***Experience is not what happens to a person. It is what a person does with what happens to him. ~Aldous Huxley***



# Eyeing My Career In A World Without Mascara

By Lucy Chablé Reed (editor of [South Florida Journal](#))

I don't wear makeup. I'm productive and efficient, and I'm good at what I do. Spending an extra 15 minutes each morning to make my eyes look bigger or put a little life in my lips never seemed all that important.

I've asked people over the years if they thought **I was hurting my career by not wearing makeup**. Usually bosses (and usually men) invariably told me no. Then recently I posed the question to a girlfriend in public relations. Her bluntness startled me.

**"Yes,"** she said.

After couching her comments with her affection for me and her belief that she thought I was adorable, she told me that, **without makeup, I do not present a professional picture**. Ouch! In her world of public relations, where professionals are called on to represent companies to clients and the media, **image is everything**. Even something as simple as leaving off the lipstick means you are too rushed to bother, that it's too much trouble, she said.

"If you don't bother with lipstick, it makes people wonder what other details you can't be bothered with." She recounted stories of qualified, talented women she's known who she would never refer to clients or for business because of their appearance....long, un-styled hair (like mine), more casual than professional clothes (like mine), no makeup. **It got me thinking**.

I searched the Internet for other renegade professionals who didn't ink up each morning. There weren't any. What I found instead were interview tips and how to compete in the boardroom, each one including advice on how to be groomed. **"Don't step out of the house without makeup,"** one site admonished.

I found a column on BlueSuitMom.com by Sherry Maysonave, an author and the Founder and President of Empowerment Enterprises, a communications image firm. She said that **women who wear makeup earn 20 to 30 percent higher incomes**.

The corporate playing field for women isn't equal. Welcome to our world. I'm a grown-up now. **People judge me on my appearance**, and in this society, **makeup is part of that image**. Maysonave wrote that women who wear no makeup or too much makeup communicate low self-esteem. Well, that's not me. I went to the store that night and bought new mascara, powder and lipstick.

**I came into the office the next morning to compliments on my appearance**, despite donning an outfit I've worn a dozen times before. Within an hour I'd received a phone call from the Small Business Administration telling me I had won the Small Business Journalist of the Year award for the South Florida district and the state. Coincidence? Now I'm waiting for my 30% raise.







# Some Sample Verbal Affirmations

- I AM THE TYPE OF PERSON WHO GOES OVER, UNDER, AROUND, & THROUGH ANY OBSTACLE THAT GETS IN MY WAY. WHEN THE GOING GETS TOUGH, THE TOUGH GET GOING.
- EVERYDAY AND EVERY WAY, BY THE GRACE OF GOD, I AM GETTING BETTER AND BETTER!
- I FEEL HAPPY, I FEEL HEALTHY, I FEEL TERRIFIC!
- AFTER ALL, THE MARK OF A PERSON IS NOT HOW FAR AND HOW FAST THEY RUN FROM THEIR PROBLEMS, BUT HOW WELL THEY MEET, FACE, AND DEAL WITH THOSE PROBLEMS EACH DAY...
- I CAN, I WILL, AND I'M GOING TO SUCCEED TODAY!
- I AM RADIANT, RADIATING WOMEN TO ME, WHO BOOK, BUY, SELL AND RECRUIT THE #1 BEST-SELLING BRAND OF SKIN CARE AND COLOR COSMETICS!
- I AM A MASTER BOOKER. I BOOK \_\_\_\_ SELLING APPTS. EACH AND EVERY WEEK.
- I AM A BOOKING MACHINE--EVERYONE WANTS TO BOOK A CLASS WITH ME. I SELL BASICS AND I BOOK CLASSES. I AM GOOD!
- I LOVE THE PHONE AND AM EXCITED TO GET ON IT AND BOOK INTERVIEWS AND NEW SELLING APPOINTMENTS, SERVICE MY CUSTOMERS, AND WORK WITH MY TEAM.
- I SELL \$\_\_\_\_ IN NEW MARY KAY SALES EACH AND EVERY WEEK.
- I BOOK \_\_\_\_ INTERVIEWS EACH AND EVERY WEEK.
- I PERSONALLY INTERVIEW \_\_\_\_ NEW PROSPECTS EACH AND EVERY WEEK.
- I PERSONALLY RECRUIT \_\_\_\_ NEW QUALIFIED RECRUITS EACH AND EVERY MONTH.
- I LOVE BOOKING AND HOLDING SKIN CARE CLASSES AND INTERVIES, I AM GOOD.
- I AM CONSISTENT AND PERSISTENT.
- I PUT OUR FANTASTIC PRODUCT ON \_\_\_\_ NEW FACES WEEKLY.
- IT FEELS SO GREAT HAVING A RECRUITING CHECK OF \$\_\_\_\_ OR MORE EACH AND EVERY MONTH STARTING \_\_\_\_.
- I DARE YOU TO PICK SOME OF THESE AFFIRMATIONS AND USE THEM DAILY FOR THE NEXT 21 DAYS. CALL ME AND LET'S TALK ABOUT IT AFTER YOU COMMIT TO DOING THIS.

# 5 Habits to Cultivate This Year

Ah, the New Year. I love the hopefulness of this time, a time to break up with all the stuff you hated about 2013 and dream again for better things in 2014. Whether you are an optimist or realist, it's hard to ignore that January is a time of fresh starts and new beginnings. But instead of setting unrealistic goals for yourself and then losing your dignity in a late-night doughnut run, consider these five simple habits that can help you be a better human.

## 1. Ask More Questions

Asking good questions seems easy, but it's demanding on many levels. First, it demands that you actually listen. You must suspend your own thoughts, stories, and advice while you make sure you hear what the other person is actually saying.

Second, it requires curiosity. Maybe you think your girlfriend's story about her mother is completely boring, but there's a reason she's telling you. So think about a question or two you can ask. Often, I find asking questions about how someone felt in the situation can help bring a conversation to a deeper level. What started out as a boring story might turn into a very meaningful conversation.

Third, asking good questions brings dignity and value to the person you are talking with—whether it's the bagger at the grocery store or a mentor you admire. Make it a goal for 2014 to be a person who is often told, "that's a great question."

## 2. Write Gratitude

I recently received a letter in the mail (I know! So 1990!). I was delighted to open a note of encouragement from a young friend in my church. The letter was unprompted and not related to any one event. "What's funny about that experience is that I was in a terrible mood when I sat down to write those notes," he told me later. "But by the time I finished writing them, my mood was completely changed."

Intentional gratitude shifts something inside of you, altering your perception of the world and your worries. Make it a goal to write one thank you email or letter each month. Unlike a mundane thank you that follows a gift, an unprompted note of gratitude does two things: it forces you to recognize the ways you are blessed, and it blesses someone else. It may be difficult at first, but you'll find that intentional gratitude shifts something inside of you, altering your perception of the world and your worries.

## 3. Be On Time

Some of us operate with a huge mental clock that's constantly ticking down the seconds, and others of us ... well, we are lucky if we know what year we are in. But whether it comes easily or not, being on time is about intentional choices. It's about not always choosing the most efficient thing ("I'll just write one more email before my next meeting") or the most enjoyable thing ("I'll just hit the snooze one more time"). Being on time is about honoring the people around you. And sure, I get it, the doctor always runs late or your friend is always 15 minutes behind for your coffee date—but that doesn't mean you have to be. Pack a book, or better yet, bring your thank you cards. Those extra minutes can give you the opportunity to be peaceful and present.

## 4. Choose real-time interaction

Here's the thing: I hate the phone, but what I hate even more is trying to craft text messages or tweet replies that convey subtle emotions. Last year, I made a conscious decision to only use electronic communication to convey information or encouragement. If it's anything else, it tends to get skewed.

So when you start to wonder what your friend really means by that text message, stop texting and call. You can save yourself a lot of wasted emotional energy, and you also convey something else: that your friend is important enough for you to cease Candy Crush, turn down the football game and actually converse. Use the phone, or better yet, get face to face (even if it's over skype). You may not be able to keep up with as many people, but your true friendships will benefit.

## 5. Use the weekend rule of decision-making

If you've suffered from lack of margin in your life or often feel confused about what direction you're headed, consider using the weekend rule for decisions. Maybe you are ready to break up a relationship or quit your job, or write off your parents for good. Maybe you feel too tired to investigate that volunteer opportunity.

Consider what you can do to honor those around you—and you might just become the better human you're longing to be. Before you act (or don't act) on anything, give yourself two intentional days of discernment. Two days gives you time to pray about it, to consider your motives. Two days gives God time to change your mind. And two days will make you a more intentional person.

Argue with yourself, consider your emotions, lay out the facts in prayer with God. Take a walk or go jogging and converse with Him. If you want His peace to be your guide, you must give him set-apart time. Making space for his direction is an intentional decision to allow Him to be Lord, and to open yourself up to the times when He can change your mind about the next right thing for your life.

These habits all have one thing in common: They are other-centered. Asking questions is about taking the posture of a learner, not assuming you already know it all. Intentional gratitude reminds us that we are not the center of the universe. Being on time and choosing real interactions expresses to other people—from your mechanic to your best friend—that they are valuable to you. And the weekend rule is a choice to live differently—not by the winds of your own decisions but with an intentional choice of inviting Christ to be Lord.

So before you decide to use this year to lose 10 pounds, get a promotion or become more awesome, consider what you can do to honor those around you—and you might just become the better human you're longing to be. Intentional gratitude shifts something inside of you, altering your perception of the world and your worries.



# YOU WERE MEANT TO BE "DEBT FREE"!

By: National Sales Director Linda Toupin

Wondering how you can start a business when you are already in debt? Here is how you can start your business and use Mary Kay to pay off ALL your debt! As in all things in LIFE....Consistency is the KEY!

### *Sell \$200 per week = \$800 income for the month*

# \$200

- ☛ Take \$100 to pay loan for your MK business (Leaves \$700)
- ☛ Use \$400 to replace product sold (Leaves \$300)
- ☛ Give \$100 to yourself (Have Fun!) (Leaves \$200)
- ☛ \$200 to pay off other debt

### *Sell \$300 per week = \$1200 income for the month*

# \$300

- ☛ Take \$200 to pay loan for your MK business (Leaves \$1000)
- ☛ Use \$600 to replace product sold (Leaves \$400)
- ☛ Give \$200 to yourself (Have Fun!) (Leaves \$200)
- ☛ \$200 to pay off other debt

### *Sell \$400 per week = \$1600 income for the month*

# \$400

- ☛ Take \$100 to pay loan for your MK business (Leaves \$1500)
- ☛ Use \$800 to replace product sold (Leaves \$700)
- ☛ Give \$300 to yourself (Have Fun!) (Leaves \$400)
- ☛ \$400 to pay off other debt

### *Sell \$1000 per week = \$4000 income for the month*

# \$1,000

- ☛ Take \$100 to pay loan for your MK business (Leaves \$3900)
- ☛ Use \$2000 to replace product sold (Leaves \$1900)
- ☛ Give \$300 - \$1000 to yourself (Have Fun!) (Leaves \$900 to \$1600)
- ☛ \$900 - \$1600 to pay off other debt

### *Rapid Debt Reduction Plan:*



- ☛ Write down all debt, numbering them 1-10 from the smallest to the largest.
- ☛ Start paying off the smallest one first, making payments as large as you can.
- ☛ Make minimum payments on #2 through #10.
- ☛ When debt #1 is paid off, start paying big payments on #2 and continue minimum payments on #3 through #10.

# ATTITUDE IS THE CONTROL CENTER OF OUR LIVES



Why does Suzi book and hold 20 classes in a month and Nellie struggles to get one booking?

Why does Sally find 5 recruits in a month and Nellie can't seem to get one?

How does Silvia manage to get 2-3 guests to sales meeting and other functions every week and Nellie never has guests week after week after week?

## THE ANSWER IS ATTITUDE!!

But you say, "I have a good attitude." Ask yourself... Do I have a DETERMINED attitude? Are you DETERMINED to make things happen? You need a total MIND SET that ENOUGH IS ENOUGH and you will "fix" whatever it takes.

How BIG do you think? Are you thinking about one class or prospect? Are you hoping for one guest and maybe to put in a \$210 order? Do you say, "The meetings are too far to drive and besides, I went a couple of weeks ago"?

## BIG THINKERS HAVE A DETERMINED ATTITUDE

### THEY THINK:

- 3-5 classes per week for part-time, and 8-10 classes per week for full time.
- \$500 -\$1,000 weeks— every week.
- 5-10-20 recruit prospects at one time.
- \$600 to \$1,200 wholesale orders regularly.
- 5-6 guests who accept with a yes means having 2 show up.
- "I'll drive anywhere to learn more and get motivated for the week. I'll hold an extra facial to pay for the gas or the babysitter."

### THEY SAY:

- "I'm so excited— my date book is getting fuller every day!"  
**NOT-** "I have a class booked."
- "I'm so happy to have Mary as my special guest!"  
**NOT-** "I was supposed to have 4 guests, but I only have one."
- "I'm on target for my STAR Consultant goal— making every day count!"  
**NOT-** "Maybe next quarter I'll work more."
- "I'm learning to work more effectively every day!"  
**NOT-** "I haven't done much lately," or "I've been lazy."

At meetings, we all want to hear what you ARE doing, not what you're not doing. Tell us what you're excited about, not what you're not happy with. **Meetings are for uplifting!** If you have some negative feelings you need to talk about, call your director and we can work it out!

# ATTITUDE DETERMINES YOUR ALTITUDE— HOW HIGH DO YOU WANT TO FLY?

# ORGANIZING YOUR SECTION I PRODUCTS



1. **ON YOUR SHELF** - Your Mary Kay products are best kept on your shelves in the same order as they are listed on a Consultant's order form. The first products in should be the first products sold. I personally always take from the left when filling customers' orders. When unpacking my newest order from the Company, it goes in the back of the row or to the right, so the oldest products on the left go out first. By the way, most of our products have a 3-year shelf life! They have the MANUFACTURING DATE coded on the bottom.
2. **LABELING YOUR PRODUCTS** - You should place your NAME & PHONE NUMBER LABEL on the back of each product container, (not the boxes), towards the bottom, over the Mary Kay 800 #. so they call you when they want to reorder, and not the Company. (Try not to cover the shade name on color products.)
3. **CONTAINING SMALLER PRODUCTS** - can be done using shoe boxes or plastic lidded shoe boxes. You could even cut the flaps off any shallow box and use it to hold all your eye, cheek and lip colors. Stand them on end so you can read the shade name, and put them in alphabetical order. If there aren't enough items to fill the box, crunch up tissue paper or white paper to put in the empty spaces to keep them from falling over.
4. **MAKING MORE ROOM** - Try adding hanging baskets on your shelves to double your shelf space. They have 2 thin arms that slide onto your existing shelf, with a basket hanging below. (Put cardboard on the bottom so items don't fall through.)
5. **STASH IT UNDER THE BED** - Many Consultants that are very limited on space in their apartment or home have found it easy to buy large plastic storage bins that can fit under your bed or couch to store their Mary Kay products.
6. **GIFT BASKETS ARE EVERYWHERE** - Getting them off the floor and in the air can open up your work space. Hanging your gift baskets (that are yet to be filled with your products and sold to your customers) from the ceiling can be the answer. From two strong anchored hooks, hang a 6' chain and then hang baskets from it with S hooks.
7. **TRACK THE PRODUCTS YOU TAKE FOR YOURSELF AND GIVE AWAY** - Write up a sales ticket for the items you use, so you can pay your business for them, and any items you give away as gifts to family and friends or charitable organizations. Include items opened for demonstration or display purposes. If you'd rather, you could simply have a sheet of paper in your closet where you log what the product was and who it went to.

## **Habits of Highly Successful Salespeople**

- **Habit #1: Communicating the message that it is sound business to trust you.** Don't cut corners at the expense of your own credibility- it's one of your most powerful weapons. Build mutually beneficial long-term partnerships.
- **Habit #2: Asking the Right Questions.** Ease in with simple questions that get the prospect talking about himself. Use getting-to-know-you questions when appropriate, and gradually move towards questions focused on your goal. You must take responsibility for keeping the cycle moving forward.
- **Habit #3: Taking the Lead** Tell the prospect where you are at the end of any given point of the sale cycle. Don't be afraid to steer the conversation in the direction you want it to go. If there are questions or problems, you'll hear about them- and that's what you want.
- **Habit #4: Engaging the prospect.** Discuss that with which you are comfortable and familiar. Discuss the surroundings and her previous experiences. "Lean in" when the prospect begins to talk about herself. Show care by really caring.
- **Habit #5: Finding key requirements.** The days of relying exclusively on first-time customers has passed. Now is the time to find a need and fill it. What isn't their current service providing? Address that need in her follow-up facial, and her friends will want to book their own follow-up class!
- **Habit #6: Converting the leads that "fall into your lap."** Take the time to establish a relationship with clients who call you first, and find out what their needs are rather than just selling them the product they call for. Ask to set up an in-person appointment so you can meet her personal needs!
- **Habit #7: Knowing how to make your product or service fit somewhere else.** Our Extra Emollient Night Cream turned out to be the perfect fit in our Satin Hands Set. What other needs can our products fill? Do your clients think of you for gifts as well as their personal needs? Fragrances? Men's products? Body Care for skin care customers?
- **Habit #8: Pretending you're a consultant (because you are!)** Don't improvise. If you need to take time out to come up with a workable solution for their skin care needs, do so. Ask for help! Solving problems is the name of the game- and you have to listen before you can come up with a solution.
- **Habit #9: Asking for the next appointment while you are still at the first visit.** Perhaps the simplest, easiest-to-follow piece of advice. Don't make excuses- make appointments. Always book classes while you are at the skin care class and they are excited!
- **Habit #10: Taking Notes.** Taking notes during your meeting with the prospect helps you listen, puts you in a position of authority, encourages your prospects to open up, and sends positive signals. It says you care enough to take notes, and it will help you remember what they said later.
- **Habit #11: Creating a plan with each new prospect.** It may be routine to you, but the prospect has never gone through the sales cycle with you before. Produce a customized, written plan for them. Use our hostess brochure and then MK's sharing brochure CD. Tell them what's the next step.
- **Habit #12 Asking for referrals.** Don't be shy-you can't afford it. Referrals are the life blood of a successful career in sales. Ask for referrals at classes, appointments, when clients say no to booking a class, and when prospects say no to selling MK. Always take the time to ask!
- **Habit #13 Show enthusiasm.** Talk up our company & our tremendous opportunity! Enthusiasm builds bridges and excitement about what we offer.
- **Habit #14 Tell the truth (it's easier to remember).** Misleading the prospect about your ability to meet a deadline or deliver quality is never acceptable. Remember, your credibility is a precious asset. Defend it! Call when you say you will, not 30 minutes later. Be on time for appointments. If you ask for 5 minutes of their time, make sure you don't spend 20 minutes telling them what we offer. Respect your clients and they will respect you.
- **Habit #15 Selling yourself on yourself.** Motivate yourself! Listen to motivational tapes. Be specific with your goals, totals- and your rewards. Get positive reinforcement. Attend our sales meetings and events! Keep things in perspective.
- **Habit #16 Starting Early!** Join the early bird club and get up 30 minutes earlier- just see how much more you will get done!
- **Habit #17 Reading industry publications (yours and your clients).** The Applause, Intouch, and various magazines in which we advertise are invaluable data sources: read them. These publications are great sources of information, glamour tips, etc. Take advantage of them!
- **Habit #18 Supporting your visit the next day.** Call or write your prospect/hostess the date after your appointment. Thank them for the booking or holding the class/interview. The vast majority of people who mean to do this never actually get around to it. Build this step into your schedule.
- **Habit #19 Giving speeches at success meetings and events.** You will benefit tremendously from the boost in confidence and the practice of speaking in front of a group. Ask your director for the opportunity to share a 5-10 minute lesson at your weekly meeting.
- **Habit #20 Telling everyone you meet who you work for and what you sell.** Why not make a point of broadcasting your profession to anyone and everyone-with pride? This is not the same as subjecting everyone you meet to a sales pitch! Simply pass along your name, profession, and company affiliation to every new person you meet. You may be surprised at the result!

*Adapted from The 25 Sales Habits of Highly Successful Salespeople by Stephan Schiffman*



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### **Words of Wisdom From Mary Kay Ash**

I have found that one intense hour is worth a dreamy day...Join the five o'clock club. Remember that three early risings make an extra day. Learn to delegate responsibility. Make a list of all your household tasks and check off those that you must do personally and delegate the rest to family members or a maid. Remember not to spend dollar time on penny jobs. It just does not matter who irons the clothes, scrubs the floor or cooks the dinner, as long as it gets done.

## **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**

1. Paperwork of any kind
2. Checking in/organizing product on shelf
3. Ordering product or business supplies
4. Setting goals
5. Filling out weekly accomplishment sheet and weekly plan sheet
6. Reading educational material for business
7. Packing recruiting, hostess, etc. packets
8. Packing "looks" from the Color Select System
9. Mailing hostess packets
10. Making copies
11. Cleaning office
12. Bookkeeping
13. Packing your showcase or tackle-box
14. Labeling product or brochures
15. Organizing and filing handouts
16. Reading your Consultant's Guide
17. Practicing in the mirror (dialogues, smiling, etc.)
18. Any and all kinds of "creative avoidance"
19. Organizing customers on Preferred Customer
20. Addressing birthday cards, brochures, etc.