



The Beth English
ABUNDANTLY
PINK Unit News



February 2014 Recognition & Results

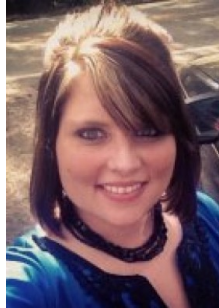
Congratulations On-Target Stars:

Here's how much you need to finish your next star by 3/15/14

Star Achieved	Name	Current Wholesale	WS Needed for Next Star
Sapphire	Mandy Kirwan	\$2,094	\$306
Sapphire	Joni Smith	\$1,963	\$437
	Tina Ellis	\$1,322	\$478
	Carol Thomas	\$1,100	\$700
	Krystal Baker	\$1,032	\$768
	Bree Creamer	\$738	\$1,062
	Katrina Calleiro	\$659	\$1,141
	Kay Shoaf	\$531	\$1,269
	Charlotte Hof	\$489	\$1,311
	Jessica Whelan	\$433	\$1,367
	Sandy Riley	\$344	\$1,456
	Karen Edkins	\$322	\$1,478
	Karen Carpenter	\$315	\$1,485
	Emily Byrd	\$302	\$1,498
	Anissa Briscoe	\$295	\$1,505
	Jennifer Barber	\$280	\$1,520
	Rosa Macias	\$272	\$1,528
	Erin Weathers	\$250	\$1,550
	Kim Haskins	\$246	\$1,554
	Tina Tipton	\$244	\$1,556
	Pam Releford	\$241	\$1,559
	Carolyn Trousdale	\$229	\$1,571
	Janice Eidson	\$220	\$1,580
	Renee Collins	\$218	\$1,582
	Vickie Spurling	\$218	\$1,582



Joni Smith
 Queen of Wholesale



Krystal Baker
 Queen of Sharing



Erin Weathers
 Top Love Check

Welcome New Consultants

Amanda Gamez

Sponsored By:

Krystal Baker

When I first conceived the idea of Mary Kay Cosmetics, it was my dream to build a company based on the Golden Rule. It was and is my sincere desire that each and every one of our Consultants learns to live by this beautiful rule, not only in her career but also in her personal life. I have found the Golden Rule is the secret of a happy, fulfilled life. If there ever is a question about how to deal with a situation, simply put yourself in the place of the other person and treat that person as you would want to be treated. I promise you that, in the long run, you will always gain much more than you may lose.

~Mary Kay Ash



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

Dear Abundantly Pink Unit,

We're in the final four months of this seminar year! How will yours end? These four months are similar to the close of a skin care class. You've done the work. You've spent the year showing our product to others, telling your I-story, painting a picture of what our product can do for them, and you've come to the part where you ask them, "What would you like to take home tonight?"

March is the moment for movement, fun and color! What color should you paint your world this month? I vote for Green or RED! We usually associate green with March for St. Patrick's Day- and who isn't looking forward to some extra money this time of year? It's earned by holding classes! Lots and lots of classes. This is the perfect month to book them as well. We have fabulous new products, Discover What You Love, and the weather is changing so that we all want to get out of the house and are looking for the next fabulous thing to do with our girlfriends! It's time. Time to come out of the "hibernation" you've been in all winter and give your business some air! It's time to dust off your calendar, call your clients and book, coach, sell and share! Mary Kay is giving you all the tools you need to make it a success!

Do you want a free car? A family vacation? How about grocery money? Just what do you want to "take home" and achieve by seminar? Together, we can map out a plan to make your dream a reality- all you have to do is keep at it till it's done! You can achieve whatever goal you have by building your team and helping them step on up! Mary Kay is making it so easy with their great team-building promotions, the launch of some amazing spring products, and our incredible opportunity.

It's time to move on up to Red Jacket! It takes just a little more effort to share our career opportunity. It's easy to go from Sr. Consultant to Red Jacket, but that extra effort can make all the difference in the world! A Red Jacket shows that you're willing to work a little longer, a little harder, a little more. It shows you are willing to step on up from a fun hobby to a part-time consultant. Red Jackets are more likely to be star consultants, since they're out holding appointments to meet those prospects. Anyone who has been in this business for a little while and is working full circle should be a Red Jacket! If you hold 1 class a week, you should definitely be one!

Focus on moving up just one step, and you'll be amazed what it can do for you! Without a goal- you won't be able to measure your success! Not only can you wrap up your end-of-the-year goals, but you can shoot for the moon next year with the momentum you'll have!

Love and Belief, Beth

What's Your Personal Measure of Success?



You can make your own luck in Mary Kay, so

decide this month what you'd like to achieve and make your goals and dreams a reality!

- I can donate ____ to my favorite charity.
- I have a roster of clients that I love working with.
- I make more money than I do now.
- I am working no more than ____ hours a week and have time for other things too.
- I see myself or my work on the front cover of a magazine or paper.
- I land an invitation to speak at a conference.
- I can afford to put a down payment on a house/car/kid's school/piece of art.
- I find myself looking forward to Monday morning.
- I earned a free car.

March is Medals Month!

There has never been an easier time to earn your own Gold Medal! Think of the pride you'll feel when sharing our opportunity and changing someone's life! Begin today by sharing with one person. Then watch your team grow into a unit of your own!

The Mathematical Power of Simple Duplication

- Month 1: You + 1 = 2
- Month 2: 2 + 2 = 4
- Month 3: 4 + 4 = 8
- Month 4: 8 + 8 = 16
- Month 5: 16 + 16 = 32
- Month 6: 32 + 32 = 64
- Month 7: 64 + 64 = 128
- Month 8: 128 + 128 = 256
- Month 9: 256 + 256 = 512
- Month 10: 512 + 512 = 1024
- Month 11: 1024 + 1024 = 2048
- Month 12: 2048 + 2048 = 4096

The choice is yours!

Our Top 5 Wholesale Orders For February

MARY KAY
one woman canSM
 50 YEARS



Joni Smith



Krystal Baker



Bree Creamer



Carol Thomas



Katrina Calleiro

Year To Date Court of Personal Sales

1	Joni Smith	\$14,504.00
2	Mandy Kirwan	\$13,366.00
3	Katrina Calleiro	\$9,967.50
4	Carol Thomas	\$8,305.00
5	Joey Lopez	\$8,164.00
6	Trish Lopez	\$4,533.00
7	Kay Shoaf	\$4,165.50
8	Tina Ellis	\$3,562.00
9	Tracy Self	\$3,521.00
10	Bree Creamer	\$3,112.00
11	Jessica Whelan	\$2,719.00
12	Charlotte Hof	\$2,646.00
13	Krystal Baker	\$2,447.50
14	Renee' Gordon	\$2,311.50
15	Cindy Falkenberry	\$2,216.00
16	Jamila Inman	\$2,137.00
17	Phoebe Bermudez	\$2,121.50
18	Gina Wood	\$2,070.50
19	Michele Gillardon	\$1,803.00
20	Janet Stringer	\$1,775.00



Top 20 Consultants Who Invested in Their Business in February

Joni Smith	\$959.50
Krystal Baker	\$622.50
Bree Creamer	\$577.50
Carol Thomas	\$542.75
Katrina Calleiro	\$446.50
Mandy Kirwan	\$425.50
Tina Ellis	\$410.00
Charlotte Hof	\$379.00
Karen Edkins	\$321.50
Emily Byrd	\$301.50
Kay Shoaf	\$266.25
Erin Weathers	\$249.50
Tina Tipton	\$243.50
Carolyn Trousdale	\$229.00
Janice Eidson	\$219.50
Vickie Spurling	\$217.50
Rosa Macias	\$213.50
Andrienne Jackson	\$206.25
Jessica Whelan	\$206.00
Mary Phillips	\$205.50

PCP Participants:

- Sheral Styles
- Joni Smith
- Rosemary Reese
- Rosa Macias
- Jamila Inman
- Renee' Gordon
- Tina Ellis
- Katrina Calleiro
- Beth English



Welcome Back Consultants

- Phoebe Bermudez
- Karen Edkins
- Janice Eidson
- Andrienne Jackson
- Mary Phillips
- Vickie Spurling
- Carolyn Trousdale



Recruiters and Their Teams

Team Leaders

Tracy Self

- Angie Thomas
- Jennifer Barber
- Jessica Whelan
- Karen Carpenter
- Kim Moore
- Krystal Baker
- * Alida Bell
- * Anissa Briscoe
- * Charissa Gray
- * Cheryl Deloach
- * Danielle Combs
- * Darlene Johnson
- * Deanna Stells
- * Deenen Eller
- * Jamila Inman
- * Kara Magill
- * Marji Clark
- * Mia Kendrick
- * Michelle Jackson
- * Robin Tennant
- * Sherry Holley
- * Taylor Johns

Star Team Builders

Erin Weathers

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

Senior Consultants

Bree Creamer

- Pam Releford
- * Trish Lopez

Kay Shoaf

- Sheral Styles

Krystal Baker

- Bree Creamer
- * Amanda Gamez
- * Destiny Caraway
- * Hailey Ward
- * Leigh Haney
- * Rae Evans
- * Suncilray Haygood

Rosa Macias

- Nivey Rivera
- * Yessika Pamplona

Tina Tipton

- Sandy Riley



Qualified Year to Date Sharing Court

Bree Creamer

2 Qualified

\$114.04

Erin Weathers

1 Qualified

\$25.41



Make plans now to be in the 2014 Court of Sharing! Just 24 qualified new team members for the year!



Love Checks: Sharing the Opportunity

4% Recruiter Commission

Erin Weathers	\$31.11
Krystal Baker	\$23.10
Bree Creamer	\$8.06
Kay Shoaf	\$3.38

<u>April Birthdays</u>		Tiffany Maddox	1
Joni Smith	1	Sharon Robinson	1
Pam Releford	2	Rae Evans	1
Mandy Kirwan	9	Lorene Watson	1
Krystal Baker	10	Krystal Baker	1
Rosa Macias	11	Amy Biendicho	1
Lorene Watson	12	Beverly Tese	1
Erin Weathers	17	Carol Erica Parker	1
Michelle Jackson	20	Cassie Clark	1
Cassie Clark	23	Christina Herrera	1
Angie Thomas	26	Geneva Sanchez	1
		Jenn Lamie	1
<u>April Anniversaries</u>		Jessica Whelan	1
Jackie Bowen	6	Alida Bell	1
Carolyn Trousdale	6		
Lula Hudson	5		
Michele Gillardon	3		
Charissa Gray	3		
Rosemary Reese	2		
Vickie Spurling	1		

The reason a lot of people do not recognize opportunity is because it usually goes around wearing overalls looking like hard work.

~THOMAS EDISON



WHAT IT MEANS TO WEAR RED!

RED signifies vibrancy and confidence. It is an exciting color that arouses emotion and represents vitality and intensity. How appropriate that our company selected this color to identify those who employ these qualities to make their careers a success. Those with **RED JACKETS** feel very special about them. My **RED JACKET** evokes a deep sense of pride whenever I wear it.

Thanks Deborah Roebuck!



WAYS TO SHARE THE CAREER OPPORTUNITY

- Have your interviewee take a DVD home, or send them a web link and call for follow up.
- Bring Guests to weekly Unit Success Meeting.
- Bring Guests to special guest events.
- Three-way calls with your director.
- One-on-one interviews at classes, facials, or interviews!

So how do YOU go red? It's easy! All you need is 3 new team members! I earned my Red Jacket within 3 weeks of signing my agreement - so I bet you can do it faster! *Why do you want to earn your Red Jacket?*

- Red Jackets are the top 6% of our company - what other company allows you to move into a management position so quickly?!
- No more deciding what to wear to unit meetings!
- Money Money Money Money! Receive a Love Check on the 15th of each month!
- The jacket has been redesigned and is very trendy! Plus- you can choose from great options!
- Red Jackets are on their way to driving free! All it takes to go on target for your car is 5 team members! You are sooo close!
- You can do this! You are all ready for promotion - so market everyone! Get those leads, and I will help you close the recruits. Good Luck!! Thanks Leigh Ann Bender

To me, it means several things:

SELF CONFIDENCE My **Red Jacket** shows trust, belief, boldness and assurance. Many of us have lacked in this area at one time or another. My **Red Jacket** gives me confidence. It tells me I have reached a certain level of achievement. I have set a goal, attained it, and am making a success out of my business.

DETERMINATION It shows that my work is purposeful and worthwhile and that what I am doing is a credit to those represented by this jacket and to myself. It gives me determination to keep going forward and to let nothing hinder me from becoming successful.

PERSISTENCE It shows that I can hurdle obstacles that appear in my path and keep my mind shut against negativity. It means "stick-to-it-iveness" and refusing to let people or projects sidetrack me from my primary objective.

In a word, my **Red Jacket** symbolizes **SUCCESS** !! Not just mine, but also the successes of all those women who have made it possible for me to wear it.

MOVING ON UP IN MARCH!

SELLING Full Circle

Product Knowledge = higher sales and better customer service! The best way to sell products is to know about them. Do you know what each product does? What it's made of? How it looks on? If you don't know the answers, do you know where to find them?

For product knowledge, go to Intouch and click on Products. You'll find our Product Promise, Product Guide & Product Ingredient and Reference List. You'll also find education on Ingredients and Safety under the education toolbar (product education).

MARY KAY SAID MANY
TIMES: "NOTHING HAPPENS
UNTIL SOMEBODY SELLS
SOMETHING."

Learn Mary Kay's Power Statements! Under the Product Guide, you'll find information and descriptions of each product we sell. With most products, you'll also find a "Power Statement."

Power Statement Examples:

Lipstick- Long-wearing, stay-true color glides on with a lightweight, creamy texture and delivers maximum color impact that lasts.

Satin Hands Pampering Set: Rough, dry hands are instantly cleansed, softened and moisturized in three easy steps with the Satin Hands Pampering Set.

There are two great reasons for speaking in positives. First, people understand what you have to say more readily when it's stated positively. In fact, Johns Hopkins psychologist Dr. Herbert Clark quantitatively demonstrated that, on average, a person understands positively-worded statements one third more quickly than those with negative phrases. The second, more powerful reason is that positive, active words and statements are exactly the kind of "gets things done" images that do help get things done. To be perceived as a person who has definite answers, knows where you are going, and has authority, you must speak that way! By: George R. Walther

To Recruit 5 this Month and Earn a **GOLD MEDAL**, Do ALL These Things ALL Month Long

1. **Commit! verbally & paper:**

- To your unit.... Announce to your friends & team members that you will earn a Gold Medal this month. Does anyone want to run with you?
- To your Family.....Tell your family you are working very focused on a goal and are counting on their support and help by telling you often, **"YOU CAN DO IT!"**
- Write memos all over your house and in your car: "Gold medal in March!" "5 recruits in March!"

2. **Know why you are doing it.**

How will it benefit your business, your confidence, your progress? Where are you going?

4. **Existing customers are perfect; they like the product, like you, and know what you do.**

- "I am now becoming a.....with Mary Kay and am hand-picking the women I want to come with me. I have chosen YOU! I think you will be wonderful. Let's get together and at least talk about it. There is a free lipstick in it for you."
- "Judy, we have a special program at our meeting this week that I know you would love. Please come. You may even see how much fun we have and want to be part of our Company. I think you'd be great! I will pick you up."



Earn A **GOLD MEDAL**

Business Tips and Recruiting IPA's

By: SNSD Jeanne Rowland

3. **The best prospects are those whom you have facialed.**

- Every day, book at least 2 new sharp women. "My National or Director is challenging me to facial 10 sharp women this month, and you are perfect! I would love to offer you a complimentary facial; would you like that?" Say this until you have recruited 5!
- Before you start her facial, tell her that she is so sharp, you would love to work with her. "Watch what I do, and see if you might enjoy having your own business." Interview and sign her right at the facial.

5. **Work with numbers.**

- Interview 20 to sign 5. Your expertise grows with your experience.
- Bring guests to everything. Ask 10 to bring 1. Four will say yes, and by 5 PM of the day, you will be down to 1. (Normal stuff!) Pick her up!

6. **Have a long prospect list.**

Add to it. Work on many at once. Star every recruit 'til you get to 5.

7. **Have a sense of urgency.**

What's in it for her to come in now? Figure 3 reasons for each prospect and tell her.

- Most possible recruits want to be convinced. They are afraid and want you to tell them it will be OK to spend \$100 to try something new and different.
- Do not take NO personally. Go on with a smile and a sense of destiny. **THIS WILL GET DONE!**

Be a duck who swims gracefully around with a smile, even when it rains. Under the water she is paddling like crazy! You are the most positive, committed person in Mary Kay!

Enjoy the great feeling of accomplishment on the last day of the month when you will say,

"I DID IT! I earned my GOLD MEDAL!"

Don't be afraid of a NO. Everyone gets them, and the world doesn't come to an end. If you don't ask, you won't get a no, but you'll never get a yes!

Recruiting Tips



Don't prejudge. You'll want to give her the opportunity to make her decision.

- If she is rich, she may need Mary Kay for personal growth.
- If she is successful, she can be successful through Mary Kay without compromising her priorities.
- If she is busy, busy people get the most done.
- If she needs money, that's why she needs Mary Kay!
- If she can borrow the money for her showcase and/or inventory, she can repay that loan from her Mary Kay profits, not her already tight budget. Remember, many NSDs had little or no money when they started!

Bring a guest to everything!

- Ask someone to come as your model.
- Ask her because she was your high hostess last week, she was your highest reorder for the week, etc.
- Ask because you want to share your unit meeting with her. Ask for whatever reason, and bring a guest to everything!
- Ask her because you CARE. You'll never know whether she'll love it unless you bring her.

Don't be afraid of inventory. I would tell a prospective recruit that I decided to stock inventory from the beginning because it enabled me to provide on-the-spot delivery. You may want to tell them that they can make that decision after they decide they want to become a Consultant. It isn't a requirement to have inventory, so their first decision simply needs to be their commitment to begin.

Don't be like the man who approached W. Clement Stone and asked for referrals. Stone suggested he use the phone book since there were lots of people there. The man assured him he couldn't do that but knew he could sell if Mr. Stone would give him some leads. He left with a list the secretary prepared and was back a week later raving about his results and asking for another list. He was again advised to go to the phone book and again said he could never do that. "But you just did!" was Mr. Stone's reply. "I asked my secretary to take one name from the A's, one from the B's, etc."

There is no shortage of people but there is often a shortage of belief. MARY KAY SAYS "IF YOU THINK YOU CAN, YOU CAN.....IF YOU THINK YOU CAN'T, YOU'RE RIGHT!" A BOOK THAT WILL PROVE TO YOU HOW MUCH WHAT YOU SAY & THINK TO YOURSELF WILL MAKE A DIFFERENCE IN YOUR SUCCESS IS **The Power of Your Subconscious Mind.**
~Joseph Murphy, Revised by Ian McMahan

Always follow up! Unless someone says absolutely no, they may be scared and need more information. Let them know you are thinking of them. Call them and thank them again for being your guest. You don't want time to slip away before you follow up.

Misconceptions of Team Building

*JUST WANTED TO CLEAR UP A
FEW MISCONCEPTIONS OF
RECRUITING OR TEAM
BUILDING...*



- 1. You will lose money.** Yes, 50% seems to be more than 4, 9, or 13%, BUT I guarantee you that she will work harder to build her client base than she would to help you. She will reach women that you never knew about in her life...even if she's your sister. Look at this: If she is a Star Consultant, your 4% is \$72, 9% is \$162 and 13% is \$234!! The average client buys \$50 in a Star Quarter---that's only \$25 profit. So which is more money?
- 2. You are too busy to do more Mary Kay.** Precisely why you should recruit. She works...you make more money. If you aren't heading for Directorship, then it's your director's responsibility to train her. You have a few things to do to help...but #1 is to hook her up with your Director!! You can dovetail for 15% of the appointment sales to a team member, and you make that fee. Plus, when she orders, you will make a recruiting commission too. Perfect...no extra work for you...but more money for you.
- 3. You are too new.** You don't have to know more about the business to bring someone in the business. You don't have to do anything but bring a potential recruit to your director and ask her to interview her for you. Who are the potentials? Anyone who buys Mary Kay from you, and you like her!!! Remember that you are NOT giving her YOUR job, but the potential of the MK business for HER. She might want a free car and you don't. It's the director's job to train her. If you know enough to say "Yes" to MK, you know enough to recruit.
- 4. Will they think that I am some pyramid scam artist?** No, they will think that you love what you do and are proud to share this with others. That is even more of a reason why sharing all the facts about a MK business is so important--once they understand the truths of MK...they could never think poorly of you. Oh contraire, they will respect you more, even if they are a "no-for-now." This business is very impressive.
- 5. You don't think you know anyone who would be interested!!** 95% of people had to be asked first before joining MK. Chances are, they are waiting for someone to believe in them enough to ask them, or they don't know the truths and have made their own prejudgments about what we do. Don't wait for someone to recruit one of your clients before talking to them. If you don't ask them...eventually, someone will.



Consider the following facts and figures gathered by time management expert, Dr. Donald E. Wetmore:



- The average working person spends less than 2 minutes per day in meaningful communication with their spouse or significant other. The average working person spends less than 30 seconds a day in meaningful communication with their children.
- In the last 20 years, working time has increased by 15% and leisure time has decreased by 33%.
- 40% of working people skip breakfast. 39% skip lunch. Of those who take a lunch break, 50% allow only 15 minutes or less.
- 75% of heart attacks occur between the hours of 5:00 a.m. and 8:00 a.m., local time. More heart attacks occur on Monday than on any other day of the week.
- 70% of workers desire to own their own business.
- 75% of workers complain that they are tired. The average worker gets about 6 hours and 57 minutes of sleep per night.
- 25% of sick days are taken for illness. 75% of sick days are taken for other reasons.
- 1 out of 3 workers changes jobs every year. 1 out of 5 people moves every year.
- Survey of 1008 men and women ages 21 – 65 by the Radcliffe Public Policy Center printed in the Women's Business Journal: While nearly half of all workers are on the job for more than 40 hours in a typical week, they have little cushion for an economic downturn
- 60% said if laid off they could maintain their current standard of living for a few months or less. Only 29% of those surveyed said they are able to save for the future.
- 64% said they would prefer to have more time than money.
- 45% said they were on the job over 40 hrs in a typical week. About 20% said they typically work more than 50 hours.
- Less than 33% get the recommended sleep requirement of 8 hours. About 50% of those under 50 years old said they get less than 6 hours.
- 40% said they earn enough to be comfortable but not enough to save for future needs. 27% said they earn just enough to get by and 3% do not earn enough to pay the bills.
- If faced with sudden unemployment, 60% said they would find themselves in financial difficulties within a few months. 14% said they could only live a week or two before falling on hard times.
- Nearly half of the non-retired respondents said they plan to retire before age 65, however – when pressed – 48% said they are only somewhat confident that they will be able to retire in comfort at any age.
- WOW - does that give you as huge an attitude of gratitude as it gives me?? GOD BLESS MARY KAY ASH!

How to get New Names – the easy way!

Take 10 profile cards and slide into a plastic sleeve protector – your goal is to get 10 new ones filled out EACH WEEK! When you see a sharp woman ... ask her, “Have you ever heard of Mary Kay – are you on someone’s mailing list?”

If YES – “Who is your consultant?” – you say – “Oh, I heard she was wonderful”

If NO – Let me tell you about THE LOOK subscription – all new each quarter – on-trend looks with free samples included. It will keep you updated on the latest and greatest in the beauty and cosmetic industry and... I offer a FREE Gift WITH PURCHASE! Can I put you on my mailing list!” Give them the profile to fill out! (Lift up and show them the “answers” when they are done – like a “cosmo quiz!”)

Look at #6 – Whatever she checked that she wants or is interested in – call her later and tell her “The free gift for March is _____ (what she checked) – when you have a makeover and share it with 2 friends – how great is that? It is just the product you wanted!!!”

You can send a \$5 coupon with a makeover or on a post card the day you meet her and then follow up 3-4 days later to tell her that you put her on the mailing list and she should be receiving the new magazine in 4-6 weeks – did she get the coupon? Then offer the free gift!

By: NSD Sherril Steinman

**10 profiles a week
X 52 weeks =
520 new names a year**

**If ½ respond (265) and
½ of those get a facial,
that is 130+ new
faces a year!!!**



**Mary Kay Ash said
1 ounce of Profiles
was worth more than
1 ounce of GOLD!!!
She was right!**

TELL IT LIKE IT IS

Kenny Troutt has become recognized as one of America's premier corporate leaders. (Not just in the network marketing arena, but in the corporate world as a whole.) When he speaks to groups, he often mentions three qualities he believes are necessary if individuals are to succeed in network marketing. He states:

- 1) You need a big dream.
- 2) You must be willing to work hard.
- 3) You must be willing to see the job through.

I appreciate his candor. He is absolutely correct. It is the third quality that makes success inevitable for some and so elusive for others. But what does it mean, and how do we do it?

There is a common linear progression for people with big dreams. It frequently looks like this:

1. Have a dream.
2. Break the dream down into its component parts or phrases.
3. Set goals that reflect the component parts or phrases.
4. Develop a plan (long-term, intermediate, and short term) for achievement of each goal.
5. Make your schedule reflect your plan. Stick to your schedule.

If you suddenly feel your eyes glaze over, there is good news. This is not complicated. You already do it all the time. The progression listed above, as Stephen Covey reminds us, is simply "beginning with the end in mind" and then thinking backward from there. It is nothing more than ascertaining where you want to go and how you are going to get there, and then DOING it.

Taken from: [Dare to Dream and Work to Win: Understanding the Dollars and Sense of Success in Network Marketing](#) By: Dr. Tom Barrett

This process is so automatic that you have already done it numerous times in your own life. You use it for little tasks and for major life goals. You can even do it unconsciously.

Example 1: Have you ever had a large dinner party that left your kitchen in major disarray? When the guests left, you looked around and thought, "What a mess!" What did you do next? You began with an end in mind. You set a goal to clean up the kitchen. (I can't bring myself to call cleaning the kitchen a dream... so we will just skip that! But the process is the same.) You began to use some type of plan to organize your goal of a clean kitchen into component parts of phases. Maybe you began by bringing everything into the kitchen and then putting all the food away. Then you threw away all the disposable items. From there, perhaps you stacked the dishes, piled the silverware, gathered the glasses, rinsed those things off, and put them into the dishwasher. You already understood all the necessary steps for the completion of your goal.

Example 2: Similarly, do you remember when you went to high school or college? What was your dream (your goal)? In the most basic terms, it was to graduate so you could move on to the next goal in your life. You began with the end in mind. As you were entering, you were already planning your exit. How did you do this? You probably met with guidance counselors who helped you move through the six steps above. They respected your goal and then helped you achieve it one year, one semester, one class, one test at a time. In the end, you reached your goal by taking one step at a time.



You've joined the fun for International Women's Day by participating in Mary Kay's Makeover Day. You've worked full circle by booking follow up appointments.



Now, How do you successfully coach your hostesses?

GET A GUEST LIST!!

Absolutely, the utmost of importance!!!

When the booking is written in your date book, say, "_____, (hostess's name) in addition to **all** those other fabulous hostess perks I have in store for you, I'll have another small surprise for you if I get your guest list within 24 hrs. Would it be better for me to call you back tonight or in the morning?" *Wait for her answer.....write this in your datebook. Soooo important to call back when you've scheduled the time.*

"_____, great, I'll talk to you at _____ (reconfirm the time) to get your list of names, addresses and phone #'s. _____,

to help you get the most from our hostess program, you'll want to invite at least 15 guests; 20 is better. You know how it is when you have a baby shower, usually only about 1/3 can attend. As soon as I get your guest list, I'll be sending invitations to each guest on your list and I'll also be calling them to pre-profile them to make sure I have exactly what I need for their skin type. Thanks so much and I'll talk to you on _____."

With guest list in hand, you'll want to: **Get those postcard invitations mailed out (ideally), or email out the invitations!**

Call each guest and introduce yourself. Tell her you're the consultant who is doing _____'s Mary Kay party on _____. Using the profile card as your guideline, ask what her skin type is and her skin tone. (This way, you know exactly what to take.)

Then ask, "When you wear color cosmetics, what colors do you usually like to wear? I'm putting together these really cute goodie bags for the party and I'd love to have what you love tucked inside." Thank her for her time and tell her you can't wait to meet her on _____.

GOODIE BAGS: (Use a cute cello bag tied with curly ribbon.)

Tuck in: mini hand cream sampler or one of our lotion samplers. Your business card with a magnet glued to the back.

She won't throw it away...she'll stick it on her refrigerator.

Color Card with applicators

1-2 pieces of candy

Thank you, NSDs Tammy Crayk & Vicki Jo Auth, for these incredible ideas



THE MARY KAY IMAGE

YOUR PROFESSIONAL ATTIRE

You certainly don't have to live in a suit or dress, but it is important to wear some sort of skirted outfit when on Mary Kay business/appointments. The very best outfit is a suit or tailored dress! Be sure it is accessorized properly and that it fits well! Always wear hose (even in the summertime). Don't wear anything you have to constantly fiddle with or adjust or anything that is too low-cut or revealing. Don't wear a too-short skirt.... skirts should at least reach the knees.



YOUR PROFESSIONAL BEHAVIOR

Do not smoke, chew gum or drink alcoholic beverages at any Mary Kay functions. If you absolutely must keep a cell phone with you, turn it on vibrate and excuse yourself to go answer it. Never speak negatively about another person or product. Remember, if she asks about it, she uses it! You will never make a sale by knocking another product! Simply say you don't know enough about it to comment. Leave your problems at home when you are out making deliveries or holding classes or makeovers. Concentrate on the person you are there to help. Take the ME out of your presentation and make the other person feel important by meeting her needs.



YOUR PROFESSIONAL COURTESY

Always be polite at Meetings! Listen while others are speaking and be sure to introduce yourself to guests who are present. We love children but Success Meetings are not the place for them! Be certain that the guests you bring have their children provided for and know how much time is involved in the evening. It is also a good idea to tell them how to dress. I usually say... "Feel free to dress as you wish, but I always like to let my guests know that most of our consultants usually wear some sort of skirted outfit." This keeps her

from feeling uncomfortable if she was planning on dressing very casually.

YOUR PROFESSIONAL RELATIONSHIPS

Keep your promises! If you tell someone you will deliver her products on Wednesday, BE THERE! It is a good idea to give your customers a definite day, an approximate time, and have a back-up plan. "Susie, I plan to be there sometime Thursday afternoon. Where could I leave your products if you should have to go out?"

Be sure to sell the TimeWise Basic as a 3-Step Program to a first-time user! Believe Mary Kay when she says that breaking the basic will hurt your business! Remember that the Foundation is PART of the Basic and should not be sold separately to a first time user. Respect the Consultant/customer relationship. If someone else's customer comes to your class, you would need to service her for that evening ONLY since it involves hostess credit for your hostess. Do not put her on your Preferred Customer List or invite her to any kind of guest event. Send her back to her Consultant. If in doubt about any situation, simply apply Mary Kay's standard -- the Golden Rule! If the situation was reversed, think what you would want done for you. If she doesn't have a Consultant, of course, you can add her to your list!



YOUR PROFESSIONAL PRESENTATION

Be sure anything you say or do can be backed up by company published information. To be absolutely certain, follow the Look Book at all classes or makeovers. It will make your presentation easier, too. Be sure you use the disposables! This is so important!! Then THROW THEM AWAY! This is for your protection. NEVER apply makeup for anyone!! We are not cosmetologists and we are NOT ALLOWED to do this. There is also a very sound business reason for not applying makeup on someone else. Why should she buy the product if she can't apply it the next day herself? Our role is to TEACH the customer to do it herself!



YOUR PROFESSIONAL FACE

Wear the product!! Get rid of all your other cosmetics! Become your own best customer! Remember that the items you use for yourself are tax deductible! If you need help with your personal makeup application, please call me or your sponsor. Your hair frames your face and you should be certain that it is clean and well cut. Extremely long hair should be up for classes and makeovers!



BETH ENGLISH
INDEPENDENT SENIOR SALES DIRECTOR OF
THE BETH ENGLISH ABUNDANTLY PINK UNIT

285 Old Ivy
Fayetteville, GA 30215
Phone: (404) 259-0059
beth@bethenglish.com

Return Service Requested



Words of Wisdom From Mary Kay Ash

The real success of our company is measured to me in the lives that have been touched and been given hope, and a new lease on life that a career as a Mary Kay Consultant has given to so many.

Dealing With "NO"

By Sarah Scaffidi

It's a one-word answer. The word "NO." Some people really have a tough time accepting the fact that they are going to hear the word NO fairly often. They get discouraged and feel rejected because they look at the word NO as a negative. Nothing could be further from the truth. The word no simply means that nothing changes. Think about it. You approach your neighbor and ask her to be a hostess; she says NO - what changed? Is she still your neighbor? Yes. Did your income go up or down? NO. Nothing changed. It can't be a negative; to be negative, things would have to get worse, and they didn't. Everything remained exactly the same.

On the other hand, suppose she had said YES. Now, there are some positive changes. She received YOUR COMPANY'S INCENTIVE FREE (a positive). You gain several more customers, potential hostesses and consultants (another positive), and you earn more money (another positive). You can see by this example that there are no negatives in our business. There are only positives and times when nothing changes. Set a goal for yourself of getting 100 NO's crossed out within the next five days. If you want to see your business explode with growth, take this exercise seriously. Here is a hint that will make this easier. Triple up. Ask someone to:

1. Become a Consultant with YOUR COMPANY. If they say NO, cross out NO and ask them to....
2. Become a Hostess. If they say NO, cross out a second NO and ask them to...
3. Give a customer referral. If they say no again you have already gotten three NO's!

You will never be better at getting NO's than you are right now. The more you do this, the tougher it becomes to get those 100 NO's. You will find that a YES will creep in there every once in a while. Don't take this exercise lightly . . . it works! Get those NO's now while it is still easy for you to do so. Don't wait until it becomes difficult for people to tell you NO! That time will come soon enough.

NO