



The Beth English
**ABUNDANTLY
PINK Unit News**



January 2013 Recognition & Results

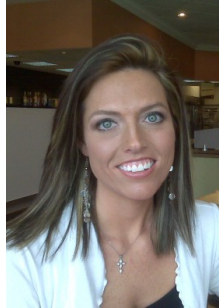
Congratulations On-Target Stars:

Here's how much you need to finish your next Star By 03/15/13

Star Achieved	Name	Current Wholesale	WS Needed for Next Star
Ruby	Mary Phillips	\$2,436	\$564
	Carol Thomas	\$1,784	\$16
	Renee' Gordon	\$957	\$843
	Tracy Self	\$946	\$854
	Joni Smith	\$816	\$984
	Deanna Stells	\$721	\$1,079
	Karen Carpenter	\$675	\$1,125
	Kristen Huggins	\$671	\$1,129
	Tina Ellis	\$641	\$1,159
	Rhonda Shafer	\$609	\$1,191
	Sandy Riley	\$603	\$1,197
	Modesta Clark	\$600	\$1,200
	Kay Shoaf	\$457	\$1,343
	Gina Wood	\$449	\$1,351
	Brittany Jackson	\$406	\$1,394
	Karen Edkins	\$317	\$1,483
	Gaye McKinnon	\$304	\$1,496
	Laura Jeffcoat	\$283	\$1,517
	Tina Tipton	\$269	\$1,531
	Lyndra Satterfield	\$261	\$1,539
	Erin Weathers	\$247	\$1,553
	Brie Pogue	\$231	\$1,569
	Christy Payne	\$230	\$1,570
	Jamila Inman	\$212	\$1,588
	Jennifer Barber	\$211	\$1,589



Carol Thomas
Queen of Wholesale



Stephanie Goldsby
Queen of Sharing



Tracy Self
Top Love Check

Welcome New Consultants

Name:

Karen Carpenter
Rhonda Shafer
Melody Ellis
Carol Thomas

Sponsored By:

Tracy Self
Stephanie Goldsby
Stephanie Goldsby
Erin Weathers



Within you the person of your tomorrow is struggling to get out. Awaken to your hopes within and the gifts within you ready to be brought forth. These gifts are free, but the success

and happiness that they bring must be brought forth through effort, commitment and discipline. It is faith, not reason, that will be your guide. Your person of tomorrow will be determined by how you see with faith-filled eyes today. Through faith you will see a vital emerging magnificent you. You are writing your life story. ~ Mary Kay Ash



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

Happy Valentines Day Abundantly Pink Unit,

It's time to have a Red Hot February and Think Pink! Mary Kay has so many wonderful things going on this month, it's easy to share the love! Share your love of the products and the opportunity and share your love for your personal business by joining us at Career Conference! Registration has begun, so I hope you've already visited Intouch to reserve your spot. It's going to be so exciting this year! Call me today with questions or if you need ideas on how to join us with Mary Kay money.

It's been just over a month since the holiday season was in full swing. Are you missing the excitement and inspiration the holidays can provide? It's so fun getting together with your friends and family. I love focusing on giving, sharing, and hospitality. Then again- I think our Mary Kay classes provide the same kind of feeling for our customers. It's an excuse to get together with friends, play in makeup, have some fun, and learn something new. They'll leave feeling like a million dollars! Don't wait to call all those prospects! Book your follow up facials, or call your current customers and book our One Woman Can Makeover Contest. This contest celebrates the 50th anniversary of a Company started by ONE woman, who made a difference in the lives of many women. 50th anniversaries are huge- calling for big celebrations, tons of recognition and great prizes! The contest launches on International Women's Day: the day when women's accomplishments are celebrated around the globe! What perfect timing!

A month into the new year is a great time to track your plan and see how you're progressing towards meeting your goals. If you're not where you want to be- there is no time like the present to start over. Work each day. As Eleanor Roosevelt once said, "Do one thing every day that scares you." Approach that woman you've noticed at the store that intimidates you ever so slightly. Ask your friend to listen to our career opportunity. Set a goal and don't go home until you've gotten 5 new names. By overcoming your fears, you'll become that much stronger and braver every day. One Woman Can Make a Difference: Mary Kay did that for us- now what will you do to make a difference today?

Love and Belief, Beth

BOOKING SCRIPTS: BEFORE & AFTER PORTFOLIO

"Hi _____, this is _____, I'm very excited about something. Do you have a minute? Great! I am building a professional portfolio of 'Before & After' makeovers in honor of Mary Kay's 50th Anniversary, and I would love to feature you in my portfolio. You have such (beautiful eyes, warm smile, beautiful hair & then compliment her). I would love to pamper you with a facial & a makeover & feature you in my book. Does it sound like fun? Grab your calendar and let's set a date. Which would be better for you _____ or _____?"

I have a great idea, do you have a couple of friends that might enjoy getting a makeover & then they can give you their honest opinion of your new look that will be featured in my book? You would earn free product for having some friends join you & then they can give us feedback too."



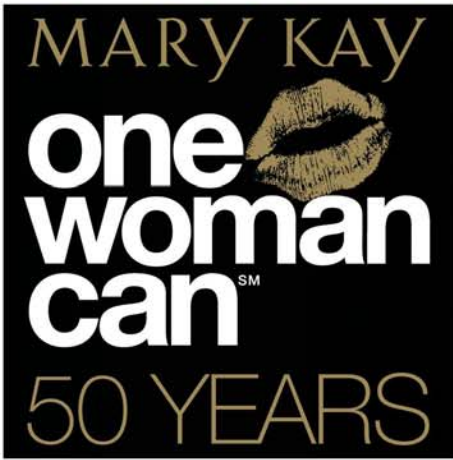
HAT BOX!

BOOKING IDEA!

(Thanks! National Sales Director Sherril Steinman)
Put pink netting in a hat box, crack the lid, and put it in the center of the table. Someone will say, "Who's that for?" If not, you say, "You're probably wondering who that's for." Explain that when 2 or more guests book a class of their own, the Hostess will get to select a gift from the hat box. Inside are 3 to 4 gifts: Empty Color Compact, Hand Cream, Past Preferred Customer Gifts, etc.....



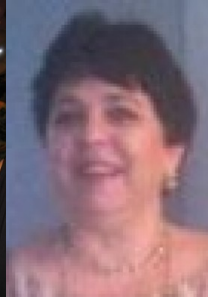
Our Top 5 Wholesale Orders For January



Carol Thomas



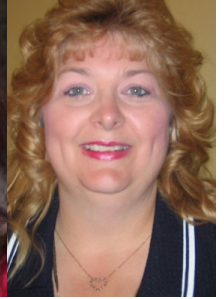
Joni Smith



Karen Carpenter



Deanna Stells



Tina Ellis

Year To Date Court of Personal Sales

1	Tracy Self	\$10,235.00
2	Joni Smith	\$9,406.50
3	Stephanie Goldsby	\$7,719.00
4	Brie Pogue	\$5,401.00
5	Deanna Stells	\$5,322.50
6	Kay Shoaf	\$5,095.50
7	Jessica Seitz	\$4,391.00
8	Cindy Roddy	\$3,455.00
9	Tina Ellis	\$3,318.50
10	Renee' Gordon	\$3,267.00
11	Carol Thomas	\$2,684.00
12	Anissa Briscoe	\$2,596.50
13	Sheral Styles	\$2,489.00
14	Charlotte Hof	\$2,464.00
15	Christy Payne	\$2,149.00
16	Brittany Jackson	\$2,066.00
17	Jessica Champlin	\$2,058.00
18	Sandy Riley	\$2,038.00
19	Nivey Rivera	\$1,962.00
20	Carolyn Trousdale	\$1,924.50



Top 20 Consultants Who Invested in Their Business in January

Carol Thomas	\$1,204.50
Joni Smith	\$815.50
Karen Carpenter	\$674.75
Deanna Stells	\$642.00
Tina Ellis	\$641.00
Rhonda Shafer	\$608.50
Renee' Gordon	\$474.50
Gaye McKinnon	\$304.25
Lyndra D Satterfield	\$261.00
Laura Jeffcoat	\$260.75
Erin Weathers	\$246.75
Kay Shoaf	\$240.00
Jamila Inman	\$211.75
Jackie Bowen	\$211.00
Jennifer Barber	\$210.50
Kim Moore	\$206.50
Yessika Pamplona	\$206.50
Huguette Foster	\$206.00
Christy Payne	\$205.25
Carolyn Trousdale	\$205.00

"I wanted to create a company that would give women an opportunity to accomplish anything they were smart enough to do," Mary Kay Ash says, and she apparently thinks that

the people who work for her are smart enough to do anything. When one enters the gold, glass building which houses the home offices of the firm, larger-than-life photographs of the national sales directors stand out.

"While some Companies use paintings or sculptures or perhaps images of their products to make a statement,"

she says, "**we want our message to be: 'We're a people company.'**"

Stories of other people convince us because they appeal to our hearts rather than our heads.

Taken from: Bringing Out the Best In People: How to Enjoy Helping Others Excel By: Alan Loy McGinnis

Paul "Bear" Bryant, the coach who won 323 college football games-more than anyone in history, had every member of his squad write out personal goals for the year. When he asked for their goals, he was conveying at least a threefold message: (1) I care about you and what you want; (2) you should be thinking ahead; and (3) we are building a team in which we are hoping everyone can pursue their goals, and I'm going to incorporate into our general plan as many ways as possible for you to reach yours.



Recruiters and Their Teams

Future Directors

Stephanie Goldsby

- Brandie Grant
- Brie Pogue
- Christy Payne
- Cindy Roddy
- Gaye McKinnon
- Hope Pratt
- Jessica Champlin
- Lyndra D Satterfield
- Malinda Hunter
- Rhonda Shafer
- * Courtney Daigle
- * Jessie Dean
- * Kara Hall
- * Melody Ellis
- * Taylor Barrett

Team Leaders

Tracy Self

- Anissa Briscoe
- Charissa Gray
- Deanna Stells
- Jamila Inman
- Jennifer Barber
- Karen Carpenter
- Kim Moore
- * Corrin Stinchcomb
- * Darlene Johnson
- * Dee Dee Smith
- * Kendra Walton
- * Leeanne Gregg
- * Megan Sellers
- * Michelle Jackson

Star Team Builders

Erin Weathers

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

Senior Consultants

Kay Shoaf

- Sheral Styles

Rosa Macias

- Nivey Rivera
- Yessika Pamplona
- * Jacquelyn Guzman

Tina Ellis

- Nary Oeur

Tina Tipton

- Sandy Riley



Qualified Year to Date Sharing Court

Stephanie Goldsby	6 Qualified	\$535.86
Tracy Self	3 Qualified	\$458.24
Erin Weathers	1 Qualified	\$48.18
Rosa Macias	1 Qualified	\$33.64



Make plans now to be in the 2013 Court of Sharing! Just 24 qualified new team members for the year!



Love Checks: Sharing the Opportunity

9% Recruiter Commission

Tracy Self	\$183.11
Stephanie Goldsby	\$178.56

4% Recruiter Commission

Erin Weathers	\$70.26
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<u>March Birthdays</u>	
Jessica Astin	4
Chasity Miller	8
Beth English	15
Rhonda Shafer	18
Karen Carpenter	21
Catherine Watson	23
Mercedes Simpson	23
Huguette Foster	28
<u>March Anniversaries</u>	
Tina Tipton	4
Charlotte Hof	3
Stephanie Goldsby	3
Christy Payne	2
Kay Shoaf	2
Renee Collins	2
Corrin Stinchcomb	1
Kara Hall	1

* Means inactive. A \$200+ wholesale order will reinstate your 50% discount & your Active Team Member status.

You have made a decision to work your business in the new year. You have committed to holding 3 classes a week. But where do you find the new clients?

Ways to Find Clients

by Julie Potts

- Referrals-Ask every client and everyone attending facials for the names of at least 5 people who would enjoy a free makeover.
- Model Makeovers for your before and after portfolio. Do a before/after portfolio for only professionals and put their business card with the picture.
- Business card with samples & Facial Boxes - When passing out your business card, ask them, "Would you fill out this info card? I'd be glad to put you on my mailing list."
- Hostess specials & second facials with friends from facials
- Conversational booking for a meeting's model
- Brides, new moms, newcomers to town, teachers, PTA, husband's office
- Signs at apartment complexes and grocery stores...any bulletin boards
- Offices like doctor or dentist -leave Beauty Books or the latest Look Book!
- Re-call cancelled appointments.
- Go to organizations, girl scout troops, retirement homes and offer your service to teach about skincare and glamour techniques.
- Have birthday party makeovers at your home once a month.
- Flyers in your neighborhood or outside neighborhoods
- Pass out Beauty Books and say, "Oh, by the way, this is for you..."
- Fill deliveries to clients with balloons...be sure to give her extra books and sales tickets
- Turn facials into classes, "Oh by the way, I can do 3 or 4 faces as easily as one, so if you'd like to share your appt with a few friends, we'll have lots of fun. And you know as women we don't even like to go to the bathroom alone. Ha ha!"
- Set up displays at clothes stores and help women shop, then ask them to enter into a drawing.

Many have asked me over the years how I move and get new clients so quickly. Two years ago when I moved to Atlanta in February, I completed 20/20 in April, and these are several of the ideas that I used to gain new clients. Convince yourself that you are a Master Booker through self-talk first, and then you will be unstoppable!! You do know that 30 faces in 30 days can put over \$1000 in your pocket!!!

Ways to Find Clients (cont.) by Julie Potts

- Reprogram clients for the new season.
- Call business owners and offer to do a seminar on How to Make A Good First Impression.
- Ask your hairdresser to refer her clients to you and you will do the same for her.
- Ask professionals to be your model at sales meetings so they can network their business.
- Do mother/daughter makeovers & ask co-workers from past jobs.
- Ask dermatologists or plastic surgeons if you can show them our product line and work out a plan to work with them with their recovery patients, or go to hospitals and put coupons in the bags they give to new moms or other patients.
- Have guests write a little note to their friend on a coupon for \$5 off with a makeover that you will send their referred names.
- Always wear your MK pin if your hair and make-up look good. Make sure to put a Mary Kay sticker on your car.
- Use Mary Kay checks so that they can advertise even when you forget to say something.
- Work with a store to set up a fish bowl to enter into a drawing for their gift certificate and yours.
- Give every cashier your business card...if she gets your money, she gets your business card.
- Schedule special events at your home for your clients and ask them to bring a friend...Eyes only...
- Advertise only if it doesn't cost more than the profit of one basic, in church bulletins, school books, etc.
- Always be "in a contest by my director to ____." Then call me and tell me. Set a goal of how many new contacts you will make in a day.
- Schedule tentative dates when they aren't sure if it's good for them; then they can call you and reschedule. Always give them two times that are good for you. If you leave it open-ended, it is too hard to think of when they have an extra hour, so they will just say that they are too busy.
- Never ask them if they'd "like to have a free makeover." Say, "When is the best time for us to get together? . . .during day or evening? I find the lighting is better during the day if you have day time available."
- Always let them know what you do at your makeovers..."I teach skin care and color cosmetics. There is no obligation to buy, yet it does give me the opportunity to let you try the NEW MK line. It's a lot of fun, and you will learn a lot about yourself even if you choose to stay with the line you are currently using."

ATTITUDE

Scheduling Appointments is an Attitude

Thanks to NSD

Sue Kirkpatrick



Success in scheduling appointments begins with our attitude.

We have to believe that everyone deserves to have a makeover and everyone deserves to wear the product. It helps to believe that when a woman wears Mary Kay, she likes herself better. She may even yell at her kids less...she will make a better wife, mother, employee, etc.

That all may seem a little extreme, but it is meant to stress the importance of believing that **you are doing a SERVICE**. If you feel like people are having a facial or skincare class for you as a favor, it will come across as a lack of confidence. I know that there will be times when some people will schedule because you need their help in reaching a goal, etc. However, most of the time, it will be because of your enthusiasm for the product and how excited you are to share it with them or to get their opinion.

The question should never be, "Would you be interested.....?" If you don't know whether she would be interested or not, she will doubt her interest. Instead, **the question should be, "Has anyone treated you to a makeover recently? Do you currently have a consultant who is servicing you?"** "No? Then I want to make you a priority in my schedule to treat you to one. In fact, you can be a model in our (current promotion) (Then tell her about that.) I can't wait to get your opinion of our new products!"

If the objection is that she tried it before and it broke her out, find out how long ago it was, and then you might say, "Oh good, I have been looking for someone who had that problem. If I were willing to do a makeover and work with you, would you be willing to be a model in our contest and give me your opinion of the new Mary Kay (or my facial)?"

If the objection is that she wears Brand X, you might say, "Oh good, I have been looking for someone who uses that brand to get their opinion of how the New Mary Kay compares. Even if you end up still preferring Brand X, I would enjoy the time with you and treating you to a new look.....and I sure would value your opinion. Which is best in your schedule, mornings or evenings..... Tuesdays or Thursdays, etc.?" NEVER run down another product.

BELIEVE that you have one of the best products available and that YOUR service is the best. Be so busy that you are working people in on your schedule. People love to do business with successful people. And.....you ARE such a person! Have fun scheduling!!!



MEMORIZE THESE SCRIPTS! DON'T YOU WANT A FREE CAR OR DIRECTORSHIP???

So often we tend to complicate the team-building process by using too much material and information, when in fact, all the information we really need is a clear analysis of our prospect's life and HER needs so that we can give her customized information about Mary Kay –ONLY what she needs in order to make a YES decision. You can do this in 5 easy steps! But the key is, you must be a good listener, and you must ask logical questions based on her responses!! A good interviewer develops good questions that invite information, and a good interviewer LISTENS! As easy as 1,2,3,(4,5)
Thanks to NSD Gloria Mayfield Banks

1 GATHER INFORMATION!

- “Tell me about yourself.”
- “What do you like most about your life/job? What do you like least?”
- “What do you value most in your life right now?”
- “What do you NEED most in your life right now?” (LISTEN!!! THIS IS HER HOT BUTTON AND THE PLACE THAT MARY KAY MIGHT BE ABLE TO FILL!!!)
- “If I can show you how to keep what you value and get what you need, is there any reason why you wouldn't consider Mary Kay as a part-time business for yourself?”

2 EXPLORE!!

- “TELL me what you know about Mary Kay, the products, and the people.”
Validate what is correct.
- Ask permission to add or alter areas she has mentioned that need more clarification.
- “What would you need to know about Mary Kay in order to make a YES decision?”
- Stick to her issues ONLY!!! We are interested in answering her questions, not our own!!
- After each question, “What else?” (would you need to know ...or what other questions would you need to have answered?)
- CREATE A FOCUS ON HER MOST POSITIVE THOUGHT WITH, “If in your wildest dreams you decided to do this, what would you enjoy the most?”

3 ESTABLISH INTEREST LEVEL

- “On a scale from 1-10, 1 being you would never do

this, 10 being you are ready to order your showcase now, 5 is for chickens, so it's out, where are you right now?”

- “What would you need to know in order to get to a 10?”

4 OVERCOME OBJECTIONS

- Be prepared to overcome at least 3 and probably 4 objections. If you don't get this many and you don't have an agreement, you did not get the real objection yet.... so persist!
- Be professional by getting to the bottom of what she is saying so you can support her to get the needs in her life met by our Mary Kay opportunity.

The process to overcoming objections is as follows:

- REPEAT what she says (after listening carefully). “So what you're saying is _____.”
- RELATE (“I know how you feel...” felt, found...)
- RESPOND Overcome by sharing someone else's brief

story or going back to an earlier part of the interview. If you know her HOT BUTTON, there is NO objection you can't overcome short of “I don't want to do this,” which you almost never get!! So, refer back to her NEED, her HOT BUTTON.

- ASK QUESTIONS. “Remember earlier when you said _____? What other plans do you have to (fix, remedy) that (need)?”
- INVITE... the next objection! “If it weren't for _____, what would keep you from getting started?” You'll eventually get to a response of “nothing” or “I have to think about it.”

5 CLOSE IT! ASK FOR THE CHECK!

Memorize this question:
“Great, _____! Is there any reason we couldn't get your showcase ordered? How would you like to take care of it? M/C, VISA, or check?” WAIT FOR HER TO RESPOND BEFORE YOU SAY A WORD!!

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 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 datebook 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' 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 \$1,200 wholesale. \$1,200 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 CAN TWO CLASSES PER WEEK MEAN FOR YOUR MARY KAY BUSINESS?

By: Kathy Goff-Brummett

HOW TO HANDLE THE 4 MOST COMMON OBJECTION RESPONSES . . .

It may take 3 or 4 objections to get the REAL objection. Just keep repeating the process until you get the last response to your question, "What, if anything, would keep you from giving it a try?" which will either be "Nothing," "Fear," or "I just don't want to."



"Fear"

You reach out, physically touch her hand and reinforce your belief in her - "If I teach you everything I know and you faithfully attend your training, do you think you could learn?" (Pause) "I will always match my time with your effort, and I know you'll be great because . . ."



"Nothing"

"Great, because I know you'll be successful, and I'm eager to work with you! All we need to do is get your showcase ordered - that would be a total of \$110 - How would you like to take care of that?"



She needs to "Think About It"

If she "ponders" her decision and feels like she needs to talk to her husband or "think" about it - say, "I can appreciate the fact that you feel you need more time and information."



"I just don't want to"

Sounds like she wouldn't have been a very good fit into our Mary Kay world at the moment. Thank her for her time, and ask her to be a talent scout for you in the future!

What other questions do you have? (Pause) Why don't we do this - to avoid playing telephone tag or scheduling another time, why don't you go ahead and put your check (or VISA #) with this? Sleep on it. If you don't think anything else about Mary Kay when you leave here today, it's not for you; if, however, you keep thinking about Mary Kay and what we've talked about, you need to get started. I'm sure you know there is never a perfect or good time to make a change. I'm sure you also know that your friends and family would have all kinds of very well-meaning advice (teasingly). All I can tell you is I'm so grateful I didn't take all of that advice, that I followed my heart. I know you will too. If tomorrow, you've decided it's not for you, call me by noon and I'll mail your check right back to you. If, however, you sleep on it and you have a green light, I can go ahead and get your showcase ordered and we can set up your training. I know you'll be great! How would you like to take care of it?" (Pause)

See Consultant's Guide for other objections/responses. Follow the same procedure. Notice that "Feel, Felt, Found" is always followed by a question to her! Get her to express herself and LISTEN!

USE "FEEL, FELT, FOUND" METHOD:

"I know how you FEEL, I FELT the same way when . . . , but what I FOUND was . . ."

Using yourself, a sister consultant, or Director as an example to overcome the objection and follow it with, *"If it weren't for that, what would keep you from getting started?"*



By Sr. National Sales Director Pam Shaw

How to Achieve Success With a 16-Hour Work Week

These are just a few examples of way to make contacts. Remember, this is a people business. Stay in contact with them at all times. Work every area of your business, and it will grow so quickly that you will not have enough hours in the day to take care of the business you have generated! Soon you will not have to wonder who to call, see or write. Be sure to make your list of Six Most Important Things to do the night before! Then you will know each day exactly what you are going to do. With this plan working for you, you cannot help but be SUCCESSFUL! It's the consistency that counts and that pays off, not the thinking about it! Remember: I CAN, I WILL, I MUST! Then you will find yourself enjoying the price you are paying for SUCCESS!

There Is No Greater Freedom Than the Freedom That Comes From Self-Discipline

The following plan will work if you do. Consistency for four weeks is the key. Choose four days a week to work your business. Four hours per day (in addition to unit meeting) will do it, if you get organized.

Make a minimum of 10 telephone calls per day:

- New contacts: friends, relatives, acquaintances you have not contacted for a facial or skin care class. Offer them something special.
- Ask for referrals when you call anyone.
- Call customers – have something new or special to talk to them about. Offer them a glamour or check-up facial. Offer them a gift for having friends join them.
- Choose a list to call – cold calling: church, new mothers, brides, newcomers.
- Call prospective recruits: invite to unit meeting, set a time for coffee, or ask them to go with you to a skin care class to assist you.
- Check on your hostess: coach her, mention outside orders, get guests' names.
- Call guests for next classes and fill out skin care profiles over the telephone.

Make a minimum of three personal contacts per day:

- Warm chatter: talk to everyone you see while you are out.
- Facials and classes count as personal contacts.
- Deliver a recruiting packet, have coffee with your prospect, take prospect to unit meeting.
- Deliver product to your customers: suggest new product, mention the opportunity, and ask for referrals for facials or prospective recruits.
- Coach a hostess in person. Give her an outside order goal with extra incentive to sell a particular amount or 10 of her favorite product. Cover the opportunity.

Write a minimum of 10 personalized notes per day:

- Thank you notes to all who attend your classes or facials.
- Thank you notes to each new customer you obtain ... also to whoever referred her to you.
- Birthday cards to customers at the beginning of the month, offering a discount.
- Appreciation notes to people who have helped you in your business.
- Congratulation notes to people who have done something special that you have read or heard about. Offer a complimentary facial.
- Notes to out-of-town prospects – including recruiting packets. Follow up by phone in three days.
- Hostess packets mailed to anyone who does not have one. Re-excite her about her special gift or new glamour look. Thank her in advance for holding the class.
- Notes to your personal recruits or sister Consultants who are doing great or need a boost.

HOW TO

QUIT YOUR JOB & REPLACE YOUR INCOME

Write down your yearly salary	Subtract out daycare expenses for the year	Subtract out other expenses that you would not need to pay if you were able to stay at home (dry cleaning, gas driving to and from work, eating out for lunch, etc.)	This new total is what you would need to make in order to replace your income from your job. Write it here again	Figure out what your average per face is. Take all your sales from facials and skin care classes and add them up. Then add up how many total faces those sales came from. That will be your average per face. Write that dollar amount here.	Divide your Net Total Salary by your average per face. This will equal the number of faces you would need to see in order to replace your income.	Keep in mind that we need to double the amount in #6 because you need to reinvest 1/2 of what you sell to keep your inventory at full inventory. So, you need to multiply your number of faces X 2. # of faces X 2	Take your number of faces in #7 and divide by 52 weeks. This is how many faces you would need to see per week and replace your income.
Example: \$22,000	Example: \$10,000/ \$12,000 total	Example: \$5,200	Example Net Total Salary \$11,480:	Example (If unsure, use the company average of \$84/face- \$250 class divided by 3 women)	Example: 137 Faces	Example: 137x2= 274 faces	Example: 274 divided by 52= 5.3 faces

In the example above you would need to see 6 faces per week in order to replace your take home salary of \$11,480. Do you think you could do 6 faces per week and work a total of about 6-8 hours doing so? It really makes you think about how easy it can be to replace your income in a fraction of the hours that you give to your job. Keep in mind that this formula ONLY takes into consideration new faces. You will also be receiving reorders and recruiting commissions that are not factored in!

If you are worried about your health insurance, I want you to start calling health insurance companies and getting quotes for your family. Factor the price a month, in number of faces you would need to facial in order to pay for your insurance! Or better yet, your recruiting commissions could pay for your insurance each month. I hope this helps you see how easy it can be to replace your income and become a full-time consultant and then Sales Director.





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Words of Wisdom From Mary Kay Ash

It will take a few more years before women's considerable progress will be universally embraced. It's a carryover from the old dictate that "a woman's place is in the home." If you sense some resistance to your career from your husband, don't panic. Most likely, he is doing his best to adjust to the new woman you have become.

On The Go: Our Goal is to Sell Full Circle!

Selling with On the Go appointments is a lead in to the very heart of our business: booking and holding classes. The Skin Care Class is, has been, and will always be our foundation. On The Go fifteen-minute appointments are going to be great for a lot of women. You can sell a lot of product and get your foot in the door towards a lot of bookings. Many of those same women will want to see, be shown, and experience more products. Don't you agree? At the 15-min. appointment you could say, "Well, Susie I promised I would only take 15 minutes of your time, and I would love to show you more techniques and products. How about this: why don't you call up several of your girlfriends and invite them over, and I will treat ALL of you to a complete skin care and color make-over? Plus, you can earn FREE products of your choice. Plus, as a big thank you, I will bring along a lovely gift just for you. When is the best time?" The On the Go appointment gives your customer the comfortable feeling that you aren't pushing anything on her, so she will be more receptive to getting some girlfriends together. (Don't say guests; it's too formal.) On The Go sells instantly. Always leave her with samples and schedule her for a class. Give yourself the challenge of turning EVERY On The Go appointment into a class. If you are a record keeper, you could track how many classes you book from the On The Go appointments.

These two new concepts: Skin Care for the Younger Woman and On The Go appointments are giving you:

1. The opportunity to build your customer base bigger and faster.
2. The opportunity to make that girl-sized income.
3. The opportunity to show women the flexibility of a Mary Kay career.
4. The opportunity to enrich the lives of a whole new generation of women.

Keep in mind that while On The Go selling can be swift, holding classes is still the most profitable way to build your business. NSD Judie McCoy, who created the On The Go, reminds us, On The Face is the tried and true classic method of holding skin care classes and facials. It is the heart of Mary Kay, and it will always be the most profitable way to sell products and build those all-important customer relationships. This Company is growing by the Billions: HOW MUCH OF THAT IS GOING TO BE YOURS?