



The Beth English
ABUNDANTLY
PINK Unit News



January 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
	Mandy Kirwan	\$1,465	\$335
	Joni Smith	\$1,003	\$797
	Carol Thomas	\$847	\$953
	Tina Ellis	\$504	\$1,296
	Krystal Baker	\$431	\$1,369
	Sandy Riley	\$344	\$1,456
	Karen Carpenter	\$315	\$1,485
	Jennifer Barber	\$280	\$1,520
	Kay Shoaf	\$265	\$1,535
	Carolyn Trousdale	\$229	\$1,571
	Jessica Whelan	\$227	\$1,573
	Renee Collins	\$218	\$1,582
	Katrina Calleiro	\$213	\$1,587
	Mary Phillips	\$206	\$1,594
	Michele Gillardon	\$205	\$1,595
	Rosemary Reese	\$205	\$1,595
	Nivey Rivera	\$203	\$1,597
	Jamila Inman	\$114	\$1,686
	Charlotte Hof	\$110	\$1,690
	Bree Creamer	\$99	\$1,701
	Sheral Styles	\$74	\$1,726
	Rosa Macias	\$58	\$1,742
	Angie Thomas	\$55	\$1,745
	Gennel Lassen	\$40	\$1,760
	Pam Releford	\$39	\$1,761



Joni Smith
 Queen of Wholesale



Beth English
 Queen of Sharing



Tracy Self
 Top Love Check

Welcome New Consultants

Emily Byrd

Sponsored By:

Beth English

Are you in the Red Zone?

Now is the perfect time to recruit! Women are always looking for some extra cash, and they want a career that's meaningful! By focusing on providing opportunities for others, you'll see doors open for you! You can move on up this month by sharing the opportunity and getting in the RED ZONE! Stay focused, accept the challenge, and Career Conference will hold a red jacket and lots of green cash, too!



Have you made a commitment to move your business forward? You'll look so great in your new red jacket or director's suit! Will you choose to climb the career path for Career Conference?



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

Dear Abundantly Pink Unit,

I'm so excited about this month. It's time to register for Career Conference, get excited about our new products, and share our incredible opportunity with those around us. We're lucky enough to have a company that holds conferences all around the nation to make it easy for us to attend. I hope you'll join us! This is such an exciting time to be a part of such an amazing company. It's hard to believe it's been 50 years since Mary Kay began Mary Kay, Inc., and I'm so grateful to her for her insight into women. I love that this company encourages us to share ideas, dare to dream big, and to encourage each other along the way. It's easy to understand why our conferences are so amazing and an energizing part of my career each year.

We all know February is centered around sharing love. While the focus is sharing love for our spouse and children, that feeling permeates our lives this month. It's one we share with our friends, family and everyone around us. It makes the cold days warmer and happier. I've begun to feel the same way about warm chattering. At first it can be a little challenging talking to a stranger, but then I began to realize- we do it all the time. We help someone pick up something she's dropped or compliment her outfit or tell her how adorably cute her child is. Warm chattering is just taking the next step to offer her an opportunity as well. I encourage you to reach out and talk with the woman next to you in line, at the store, or wherever. Even if you don't take the next step to offer her your card, take a moment to encourage her and make her feel special today. That gesture will never be a bad thing, and it will make you feel great too.

I am so ready for spring to be here. I know you are too! Our new products are the perfect way to jump start this season. It's time to say goodbye winter blues and "Hello, Sunshine Collection!" I cannot even tell you how excited I am about our Complexion Corrector Cream Sunscreens, not to mention the eyeliner, pedicure set, and new @ Play products. It's time to spring into action now and have something to be excited about at Career Conference.

There are a lot of great sayings out there. Dream Big. Trust Yourself. Keep Trying. No Regrets. Enjoy Life. We see them and we are inspired, but how often do we truly make a plan to apply them to our lives? We all know they're true. We know that we should live in the moment, quit beating ourselves up, and dream of a life bigger than the one we have now. Will you join me in making those dreams a reality this year? Will you take an action step each day towards that dream? Just one small step per day can be the difference between regret and success. I encourage you to stop and think, "What's the next action I can take towards my goal?" It may be cleaning up your office so you can get on the phone tomorrow. Hopefully it will be dusting off your profiles and calling customers to check in and book classes, interviews, and more. Whatever your next step is, email or text me so I can encourage you along the way. We can make our dreams come true- one day at a time!

Love and Belief, Beth

Use the winter weather to your advantage! When it's this cold, you just want to stay inside, and so do your customers. This is the perfect time to follow up with prospects, make PCP calls, and reach out. It's also the perfect time to share info on our great new products and schedule appointments! Make this winter weather count, and you'll be ready to

Spring Into
ACTION!



Love Letters to Live By:

Valentines are love letters with simple statements of affection. I would like to give you a valentine to explain as fundamentally as possible what love really is. One basic definition of love, as a verb, is "to value." Love should be a verb, not a noun or adverb. Love is an active emotion. It is not static. Love is one of the few experiences in life that we can best keep by giving it away. Love is the act of demonstrating value for and looking for the good in another person.

- **L- is for Listen.** To love someone is to listen unconditionally to his values and needs without prejudice.
- **O-is for Overlook.** To love someone is to overlook the flaws and the faults in favor of looking for the good.
- **V-is for Voice.** To love someone is to voice your approval of him on a regular basis. There is no substitute for honest encouragement, positive "strokes," and praise.
- **E-is for Effort.** To love someone is to make a constant effort to spend the time, to make the sacrifice, to go the extra mile to show your interest.

Taken from: Seeds of Greatness by Denis Waitley

Our Top 5 Wholesale Orders For January

MARY KAY
one woman canSM
 50 YEARS



Joni Smith

Mandy Kirwan

Tina Ellis

Sandy Riley

Karen Carpenter

Year To Date Court of Personal Sales

1	Joni Smith	\$12,485.00
2	Mandy Kirwan	\$12,435.00
3	Katrina Calleiro	\$9,044.50
4	Joey Lopez	\$8,164.00
5	Carol Thomas	\$7,224.50
6	Trish Lopez	\$4,533.00
7	Kay Shoaf	\$3,593.00
8	Tracy Self	\$3,521.00
9	Tina Ellis	\$2,702.00
10	Jessica Whelan	\$2,287.00
11	Cindy Falkenberry	\$2,216.00
12	Jamila Inman	\$2,137.00
13	Gina Wood	\$2,070.50
14	Bree Creamer	\$1,937.00
15	Renee' Gordon	\$1,901.50
16	Charlotte Hof	\$1,888.00
17	Michele Gillardon	\$1,803.00
18	Deanna Stells	\$1,748.00
19	Angie Thomas	\$1,516.50
20	Sandy Riley	\$1,466.00



Thank You Consultants Who Invested in Their Business in January

Joni Smith	\$1,003.00
Mandy Kirwan	\$806.75
Tina Ellis	\$503.50
Sandy Riley	\$343.50
Karen Carpenter	\$315.00
Kay Shoaf	\$265.00
Krystal Baker	\$227.00
Renee Collins	\$218.00
Katrina Calleiro	\$212.50
Michele Gillardon	\$204.50
Carol Thomas	\$139.00
Charlotte Hof	\$110.25
Sheral Styles	\$74.00
Rosa Macias	\$58.00
Angie Thomas	\$54.50
Gennel Lassen	\$40.00

PCP Participants:

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



Welcome Back Consultants

Karen Carpenter



Recruiters and Their Teams

Future Directors

Tracy Self

- Angie Thomas
- Deanna Stells
- Jamila Inman
- Jennifer Barber
- Jessica Whelan
- Karen Carpenter
- Kim Moore
- Krystal Baker
- Robin Tennant
- * Alida Bell
- * Anissa Briscoe
- * Charissa Gray
- * Cheryl Deloach
- * Danielle Combs
- * Darlene Johnson
- * Deenen Eller
- * Kara Magill
- * Kristen Huggins
- * Marji Clark
- * Mia Kendrick
- * Michelle Jackson
- * 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
- * Destiny Caraway
- * Hailey Ward
- * Leigh Haney
- * Rae Evans
- * Suncilray Haygood

Rosa Macias

- Nivey Rivera
- * Yessika Pamplona

Tina Tipton

- Sandy Riley

Trish Lopez

- Kim Haskins
- * Sara Chance



Qualified Year to Date Sharing Court

Bree Creamer

1 Qualified \$85.06

Erin Weathers

1 Qualified \$24.21



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

9% Recruiter Commission

Tracy Self \$53.69

4% Recruiter Commission

Tina Tipton \$13.74
 Kay Shoaf \$2.96

March Birthdays

Gennel Lassen	11
Beth English	15
Karen Carpenter	21
Catherine Watson	23
Mercedes Simpson	23
Jenn Lamie	27
Huguette Foster	28

March Anniversaries

Tina Tipton	5
Charlotte Hof	4
Kay Shoaf	3
Andrienne Jackson	1
Angie Thomas	1
Danielle Combs	1
L. Harvey-Boges	1
Robin Tennant	1

Join Us! Do it for you!



Coming to a City Near You
Mar. 28 – 29, Duluth, GA

Dates to Remember

- **February 4:** Registration for the first week of Career Conference (March 21-22 & 23-24) begins at midnight CST.
- **February 7:** Registration for the 2nd week (March 28-29 & 30-31) begins at 12am CST.
- **February 28:** Registration deadline



**You can Register on InTouch:
Click Events/Special Events
2014/ Career Conference 2014**

Registration Fee:
\$90 and you'll receive a
product giveaway.

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

Mary
Kay

Help us paint Atlanta
Pink!

Global Makeover Day
what:
MUFFINS & MAKEOVERS
where:
HIGHGROVE SUBDIVISION CLUBHOUSE
170 MEETING HOUSE ROAD
FAYETTEVILLE, GA 30215
when:
10 AM SHARP
to 1 PM SHARP
March 8, 2014

CONSULTANTS:
\$5

Hosted by:

PINK CADILLAC
SR SALES DIRECTOR



MUSTANG
SR SALES DIRECTOR



MUSTANG
SALES DIRECTOR



LIMITED EDITION
HELLO,
SUNSHINE!
COLLECTION

Purchase-With-Purchase Offer:
You can get the Sunshine Wristlet
for only \$5 with the purchase of at
least \$40 of any Hello, Sunshine
Collection items. These include:

Lip Gel, \$16, Cherry Twist
Springy Eye Duo, \$16 each,
Summer Sunset and Stonewashed
Creamy Lip Color, \$16 each, Retro Rose & Carefree Coral
Nail Lacquer, \$9.50 each, Carefree Coral & Lemon Parfait



Delivers eight benefits
in one step

**COMPLEXION
CORRECTION CREAM
SUNSCREEN BROAD
SPECTRUM SPF 15:**

Available in Very Light, Light-to-Medium,
Medium-to-Deep, Deep. \$20, each

BRONZING POWDER:

Sweep on a sun-kissed glow!
Available in Light-Medium
and Medium-Dark, \$18



MARY KAY @ PLAY NEW SHADES:

Eye Crayon, \$10 Teal Me More, Over the Taupe
Baked Eye Trio, \$10 Electric Spring, Sunset Beach
Lip Crayon, \$10 Purple Punch, Coral Me Crazy
Jelly Lip Gloss, \$10 Violet Vixen, Poppy Love



GEL EYELINER

WITH EXPANDABLE
BRUSH APPLICATOR:

Jet Black, \$18

Pencil precise. Liquid
intense. Gel smooth.

**LIMITED EDITION LEMON PARFAIT
PEDICURE COLLECTION:**

Includes: Lemon Parfait Foot Gel, Pumice
Stone, Emery Board, Toe Separators and
Lemon Parfait Foot Fizzies in a Gift Bag, \$28



BUT WHO SHOULD I SELL TO?

A GUIDE TO GETTING STARTED:



In addition to the obvious (your immediate family, in-laws, cousins, neighbors, friends and work associates), what about the person...

- From your old job?
- From school or college?
- You know from your favorite sport?
- You know from hobbies?
- From your children's activities?
- From your church?
- From volunteer activities?
- From whom you've rented?
- From your old neighborhood?
- Who sold you your house?
- Whom you met through your husband?
- Who checks you out at the grocery store?
- Who assists you at the drycleaners?
- Whom you met on vacation?
- Who gives your child music lessons?
- Who cuts your hair?
- Who fills your prescriptions?
- Who leads your PTA? Scout Troops?
- Who teaches you at the health club?
- Who fixes your computer?
- Who gave you great travel advice?
- Who sells baskets, candles, etc?
- Who bought the new house on your street?
- Who is your bank teller?
- Who is your florist?
- Who is your cleaning lady?
- Whom you met in line at the grocery store?
- Whom you met at line in the bank?
- Who was the bride you saw in the newspaper?
- Who is your child's teacher?
- Who is the administrative professional at the school?
- Who is your doctor? OBGYN?
- Who is your dentist? Attorney?
- Who is your chiropractor?
- Who is your office staff?
- Who is your veterinarian?
- Who sells you your clothes or shoes?
- Who sold you your glasses?
- Who waitresses at your favorite restaurant?
- Whom you met at the local businesswomen's luncheon?
- Who serves you at the jewelry store?
- Who gave you decorating advice?
- Who is the receptionist at your hair/ nail salon?
- Who grooms your pets?

WRITE DOWN AT LEAST 30 NAMES. NO PRE-JUDGING!
ONLY PREREQUISITE: SHE MUST HAVE SKIN!

Mary Kay used to always say that a class worth booking is worth coaching. In some cases postponements and cancellations can't be avoided and it truly goes with the territory. BUT, there are steps you can take to ensure that a class will hold. Coaching may be the answer!



Group-selling appointments are the life of our business. If you don't let your hostess down, she won't let you down. Let your Mary Kay Go-Give spirit be your guide.

Thanks to ENSD Arlene Lenarz

Suggestions once an appointment has BOOKED:

1. The success of that appointment all comes back TO YOU!
2. Give your hostess your datebook and let HER write in her name, address and phone number next to the time you've jotted down. Psychologically, this is like signing a contract. Your hostess will see that your datebook is full and that you are serious about your business (so make sure your datebook LOOKS full).
3. Shake hands with your hostess! This may seem silly, but it is a subconscious signal that says: "This is a GENTLEMAN'S AGREEMENT!" This lets her know that your Mary Kay business is not a hobby with you!
4. Be ENTHUSIASTIC when talking about her class or collection preview, and don't be in a hurry to leave once you have the date on your books. TAKE THE TIME TO LET HER KNOW THAT YOU CARE ABOUT HER!
5. Suggest to her that you will be BUSINESS PARTNERS for that day. If she will do everything to help you, you will do so much to give her the greatest class or collection preview you've ever done! THEN DO IT!
6. Tell her exactly how to invite her guests and how many. Never assume they know how to do this, just because they attended one. Some hostesses overdo while some underdo.
7. Find out what your hostess wants. WHAT'S IN IT FOR HER? Have her write this on a "wish card," which could be a 3 x 5 card. Then suggest other things she might WISH for. Then YOU write on the back of her card what it will take in sales to get what she's wishing for.
 - For hostess orders, suggest one or two things she could sell and give her a goal of selling \$50 - \$100 before the appointment.
 - Call her every few days to see how many more items you need to deliver to her. This will keep her enthused and let her know you are thinking of HER!
 - She will also see how easily the product sells, thus priming her as a prospective team member.
8. When two or three appointments are booked for the same week, put the hostesses in a contest against each other.
 - Give 1 point for every dollar sold; 10 points for every appointment booked before you arrive; 50 points for every prospective team member signed
 - Then present a SURPRISE GIFT to the highest hostess for the week
9. Send a personal note or give her a call. You might say, *It's because of you that my business as a professional Beauty Consultant is so rewarding! I'm looking forward to doing your class!*
10. Let each hostess know that your High Hostess of the Week will be your guest at the next unit meeting. Your Sales Director will be happy to present her with a special ribbon, if you let her know ahead of time. Remember, many Sales Directors were once a hostess at a class!
11. In order to avoid a postponement, don't give a hostess a reason to postpone. Stay in touch with her and enthusiastically encourage her in everything she does, no matter how small or insignificant it may seem.

The Psychology of Booking

By Karen Phelps



Booking parties becomes so easy once you understand both the "how" and the "why." I've never seen anyone who, once they learned the "Psychology of Booking," couldn't keep their calendar full. Is there a "Psychology of Booking"? You bet! Some consultants understand it right away, but some never learn it! I've seen consultants quit after a few years because they were tired of their constant battle to get bookings. They obviously never got it.

I've observed people begin a direct selling business by *asking* others to have parties to help them get started and never explain to the host "what's in it for them." I've listened to consultants saying they feel as if they are *begging* people when asking someone to host a party. Truth is, I wouldn't have lasted for over twenty-two years if I had to spend my time *begging*. What is the secret that helps consultants transfer from "mediocre" to "great" at hosting parties?

Here it comes: ***It's not about you.***

Often consultants start from an assumption which results in an incorrect way of asking for bookings. Have you ever assumed that when someone hosted a party for you, they were helping you out and doing you a favor? I know I have. Especially when there was a

contest or trip I was close to earning. I let everyone know and asked them to help me out.

The problem with this was: I was more focused on myself than on the person who was hosting. That's not what hosting parties is all about! This attitude of *doing me a favor* unconsciously begins at the start of your direct selling career. Leaders unintentionally plant the seed that you need to call in your favors and ask people to help you get started--which to some extent is true. Often we overlook an obvious fact: hosting a party can actually benefit the *hostess*.

What if you could help your hostess earn free and discounted products while she is having you and a few friends over for a fun-filled evening? My business exploded when I finally understood that booking parties was a win-win situation. Yes, I was a winner because I was going to earn money, and the sales would help me win contests and trips; but my hostesses were winners too! It wasn't until I realized this that my business began to explode.

I just changed my thinking--instead of saying to myself, "I hope she'll

have a party to help me win this trip," I would think, "Wow, she loves everything. I need to show her how much she can save by hosting a party." When I took *me* out of the equation and made booking parties about *doing them a favor*, it became an easier process.

I often hear consultants ask for bookings and end with the words "for me." You will notice that option 2 doesn't mention "me" at all. I completely focus on Susie and the favor I want to do for her. When you get excited about helping your hostesses, you will book more parties than you ever dreamed possible.

So, the "Psychology of Booking Parties" means you truly believe that you are providing a service to your hostesses and a way for them to earn products at special prices. If you don't believe this, your true colors will show through. If you are struggling with it, the therapy I recommend is to call someone from another party plan and host a party yourself. Learn first-hand the benefits of being a hostess; once you become a believer, you will really be able to *Party On!*

Now, I want you to say the following questions out loud and listen to which one sounds best to you:

1. "Susie, my company is in the middle of a contest and I can earn a trip to Hawaii. Would you please host a party to help me out?"
2. "Susie, I'm so excited that you loved almost everything I showed you. I would really like to help you get as many items as you can for as little cost as possible. The best way to do this is to purchase some of your favorite items tonight and then book a party as soon as possible so you can earn the rest, including a bonus gift. I have a few nights available: Tuesday or Thursday next week. Which night works best for you to earn your free and discounted products by inviting me and a few friends over?"
3. "Susie, you saw a lot of things that you like. Would you like to have a party for me?"

Chocolate Delight

Please allow me to introduce you to some calorie-free indulgence ... OK, so we're going to splurge a little, but after all, Mary Kay is like a box of chocolates ... you never know what you're going to get! Oh, and by the way, it's been said that if you share chocolate in the company of a friend, the calories simply don't count! So, enjoy!



C is for "CASH" (how we earn \$\$ in Mary Kay)

You can benefit from 5 main avenues of instant income:

- ◆ **On The Face** - Classes, Facials, Shows/ Parties
- ◆ **On The Go** - Takes only 15 minutes, displaying our many options
- ◆ **Online** – Have customers visit your website (created for you by Mary Kay!)
- ◆ **On Paper** – Our Look brochure beautifully showcases our product line, and our Preferred Customer Program keeps your customers up-to-date on our new products
- ◆ **On With The Show** - Similar to On the Face, just an alternative product presentation where guests do not have to take their makeup off, but will demo products on their hands, etc. The more guests invited, the merrier. We are the highest paid direct-selling company, and because of our "try before you buy" philosophy, the products actually sell themselves. Sales are our daily paychecks!
- ◆ **Sharing the career is your profit sharing.** By sharing, you can receive 4%-9%-13% commission checks on personal recruit product purchases. Commissions are paid directly to you from the company.

If I could show you how, would you be interested in earning some extra spending money? () YES () NO

Would you be excited about paying yourself what you're worth? () YES () NO

H is for "Hours" (flexibility)

In Mary Kay, you decide how many hours YOU want to work and when you want to work them. Most of the women in our sales force work another full or part-time job and have children at home as well.

Do you have enough time with your family, doing the things you enjoy? () YES () NO

Do you feel you are paid well enough for the hours you currently work each week? () YES () NO

O is for "OPPORTUNITY" (unlimited)

You get to enjoy the benefit of being your own boss. Although you are in business FOR yourself, you are never BY yourself. Ultimately, you make all of your own business decisions with the entire corporation behind you to support and provide you with benefits! You can achieve a top management position in as little as 4 months.

Wouldn't it be exciting to know that you could control your own future? () YES () NO

Would this kind of self-promotion motivate you to work? () YES () NO

C is for "CAR" (Did I mention FREE?)

This is an executive-style reward you can choose for yourself on even a part-time basis. We refer to our Mary Kay cars as our "trophies on wheels," and our significant others just love this benefit!

If someone gave you the use of a brand new FREE car, would you be inclined to take it? () YES () NO

Which vehicle would you select? A Sporty Chevy Malibu, A Fun Equinox or Camry, or The Exquisite Cadillac?

O is for "OODLES OF FUN"

LIVE, LOVE, and LAUGH is one of my favorite Mary Kay philosophies! We literally make money while we "play makeup." In Mary Kay, P&L statements stand for PEOPLE and LOVE, not profit and loss!

Could you be interested in having a career you loved so much you'd do it for FREE? () YES () NO

Do you have a giant inside you, SCREAMING to get out? () YES () NO

Is your current J-O-B, fun, fun, fun? () YES () NO

Are you completely satisfied there? () YES () NO

L is for "LOVE" (spirit of sharing)

Our company was built on the foundations of

- ◆ God first, family second, & career third – allowing us to keep a balance in our lives while working a successful career;
- ◆ Go-Give- doing more for others than you do for yourself, and on the
- ◆ Golden Rule – "Do unto others as you would have them do unto you."

Does your current employer endorse these kinds of philosophies? () YES () NO

Is personalized service a quality that appeals to you? () YES () NO

Are you a "team player?" () YES () NO



A is for "AWARDS" (and recognition)

We recognize and reward everything you do in your business, with a strong belief in "praising women to success." Mary Kay always prided herself on giving prizes that women simply would not justify going out and buying for themselves!
When was the last time you were given a prize or a round of applause, just for doing your job?

Could you get motivated by gifts, including elegant diamond rings and fabulous trips?
() YES () NO

How would you feel if you never had to make another car payment? _____

T is for "TAX ADVANTAGES" (small business)

As a small business owner, you may take advantage of many in-home tax deductions. In Mary Kay, there are no sales quotas or territory rules to follow. This is truly a "no pressure" business. You may be eligible to write off a portion of your mortgage, utilities, telephone, office expenses, travel, car expenses. etc.

Could you get excited about the benefits for you and your family if you were able to reduce your income tax payable each year? () YES () NO

Approximately how much do you feel that you spend on your family's cosmetic items each year? \$ _____

E is for "ESTEEM" (personal growth)

In Mary Kay, we build up your self-esteem through step-by-step education and support which gives you the confidence you need to grow a profitable business. Our personal growth program is truly priceless and the most precious gift that Mary Kay has given me.

Would you be interested in receiving education that is equal to college level courses in marketing, communications, and small business management? () YES () NO

Would you be inspired to "earn while you learn?" () YES () NO

CHOCOLATE

- ◆ Which letter is YOUR favorite? _____
- ◆ Why? _____
- ◆ On a scale of 1 to 10, with 1 being not interested and 10 being very interested in what you read today, where would your interest level be relative to choosing Mary Kay as a part-time position for yourself? Please do not choose 5; it is an "on the fence" answer ...
- ◆ If you chose 6 or higher, could we get together over coffee, or could I have my Director call you to more thoroughly explain the Mary Kay Marketing Plan and answer any questions you may have, with absolutely no obligation to you?

Scale 1 2 3 4 5 6 7 8 9 10

(please circle one of the numbers, representing your interest level)

Name _____

Address _____

City _____ ST _____ ZIP _____

Phone H# _____

Phone W# _____

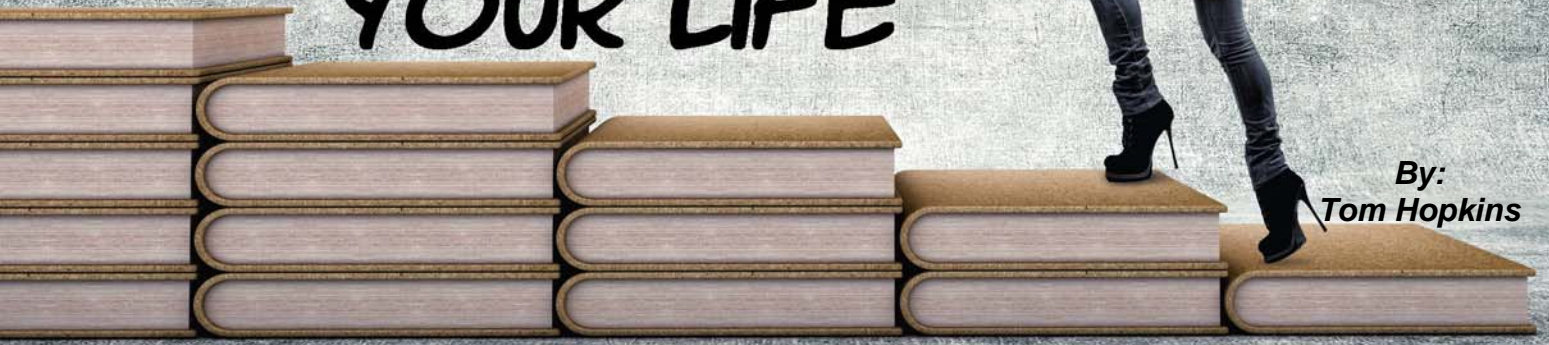
Best time to contact you _____

E-mail _____

Your Consultant's Name _____



ELIMINATE THE DEMOTIVATORS IN YOUR LIFE



By:
Tom Hopkins

If you're one of the millions of people who never seem to get what they really want in life, the reason may be a few simple attitudes you have acquired that I call demotivators. In my experience training thousands of professional salespeople, I've found four demotivators common to all of us, which we must overcome to attain our goals.

- **The first demotivator is the fear of losing our security.** We are so afraid of losing the security we have, that we won't give it up to get the greater security we seek. I truly believe that there is no such thing as security other than the security we build within ourselves. We are only secure to the extent of our ability to cope with the struggle called living, and we cannot be more secure than our capabilities of handling insecurity allow us to be. This means we have to give up what we have, to get what we want. If we refuse to give up anything, where will the space, time, money, and energy for new achievements come from?
- **The second demotivator is fear of failure.** How many times have you refused to try something because you were afraid you'd fail? Isn't it sad how many of us doom ourselves to mediocre lives rather than accept the momentary rejections that success demands? We must challenge our fears, and conquer each fear forever. Soon you will find that every time you conquer a fear, the easier it will be to beat the next one. Remember: Do what you fear most and you will control that fear.
- **The third demotivator is self-doubt.** When we're gripped by negative conviction, we believe everything we do will be wrong. When we're thinking like this, it is likely that everything we do fails, and ultimately, we fail. Instead of looking at what you did wrong, look at what you did right. Keep an up attitude, overcome rejection and keep trying. Soon, you'll start to win. The wins will start to pile up until they smother all self-doubts under a mountain of positive conviction.
- **The fourth demotivator is the pain of change.** We resist change because it means that part of our old self must die, and a self that is unknown to us is born. We mourn the loss of the familiar as we labor through the birth of the new. To overcome this attitude, we should make a habit of trying new things when we don't have to, so we can keep the best of the old in our lives as a strong emotional foundation. Remember, there is an element of pain in all change, but those you put into motion yourself are far less painful than ones thrown at you by others.

Easy 3-Step Organization for Mary Kay Consultants

Independent Senior National Sales Director Emeritus Jeanne Rowland

MARY KAY WEEKLY ACCOMPLISHMENT SHEET

First, track your progress with a Weekly Accomplishment Sheet every week. Available online at MaryKayIntouch.com in your personal InTouch Community and under "Business Tools." After recording your results **each week**, make a hard copy for both your Director and yourself. This is how you determine your profit and results. It is a constant reality check! At year's end, add all 52 weeks and determine your gross profit from sales, etc.



Second, ongoing learning is a cinch with a training notebook!

Purchase an 8 X 11 loose-leaf notebook and 2 sets of subject dividers. Label them:

- Booking
- Recruiting
- Coaching/Kitchen Coaching
- Hostess Ideas
- Closing the Sale
- Follow Up
- Money Management
- Goal Setting
- Customer Service
- Glamour Tips
- Time Management
- Holiday / Special Promotional Ideas

At all Mary Kay events, including weekly conference calls, take notes in appropriate sections. Also, use a hole punch to insert training from newsletters, etc. You will then be able to troubleshoot your business when you need a boost!

Third, track and separate tax deductions in 8 X 11 manila envelopes for each year. Record date and amount of all receipts on a loose-leaf paper you have stapled to each envelope. File receipts in appropriate envelopes. At year's end, just add up the totals.

- Weekly Accomplishment Sheets
- Postage
- Business Aids (including Section 2)
- Travel and Hotel
- Prizes/Promotional Gifts
- Meals/Entertainment
- Personal Use Product
- Car Expenses
- Gas

(And any other appropriate category. You will soon figure out your own category system)

Don't forget to take an itemized product inventory on December 31 for tax prep. A Consultant Order Sheet works great.

Use these 3 simple organizational tools to help your Mary Kay



business stay easy and profitable! Teach your Team Members how to keep their business simple, too!

Top 7 Character Traits Of Extraordinary Leaders

When people make a decision (either consciously or unconsciously) to follow your leadership, they do it primarily because of one of two things: your character or your skills. They want to know if you are the kind of person they want to follow and if you have the skills to take them further. Yes, there are other variables, but these are the bulk of the matter. Now we're going to focus on the kind of character that causes people to follow your leadership.

1. **INTEGRITY**

Integrity is that you do what you say you will. You are trustworthy. People can rely on you. You keep your promises. The one thing that will most keep people from following you is if they can't know for sure if you will actually take them where you say you will. Are you known as a person of integrity? If so, you will become an extraordinary leader!

2. **OPTIMISTIC**

People don't want to follow others who think the future is bad! They want to follow those who can see the future and let them know that there is a better place and that they can get them there! Do you see the cup as half empty? Then you are a pessimist. Do you see it as half full? Then you are an optimist. Do you see it as totally full -- half air and half water? Then you are a super optimist! Are you known as an optimist? If so, you will become an extraordinary leader!

3. **EMBRACES CHANGE**

Leaders are the ones who will see the need for change and willingly embrace it. Followers will at first desire to stay where they are. Leaders need to see the benefits of change and communicate them to followers. If you don't change, you won't grow! Are you known as a person who embraces change? If so, you will become an extraordinary leader!

4. **RISK TAKER**

Whenever we try something new, we are taking a risk. That is part of growing, though, and it is imperative. Most people are risk averse. Not the leader! They calculate the risk and what is

to be gained from taking the risk. Then they communicate that to the followers, and away they go to a better tomorrow! Are you known as a person who is willing to take risks? If so, you will become an extraordinary leader!

5. **TENACIOUS**

The tendency of the follower is to quit when the going gets tough. Two or three tries and their motto becomes, "If at first you don't succeed, give up and try something else." Not the leader! They know what good lies beyond this brick wall, and they will go and get it. Then they will bring others with them! Are you known as a person who is tenacious? If so, you will become an extraordinary leader!

6. **CATALYSTIC**

A leader is ultimately one who gets people going. They are able to move others out of their comfort zone and on toward the goal! They can raise the passion, enthusiasm and the ACTION of those who would follow. Are you known as a catalyst? If so, you will become an extraordinary leader!

7. **DEDICATED/ COMMITTED**

Followers want people who are more devoted and committed than themselves. At the first sign of lack of commitment, followers scatter for the doors. If the leader sees the end and is bailing out, they better get out first. Followers follow those who will stick it out because they see the importance of the task and the goal. Are you known as a person who is committed and devoted to the goal? If so, you will become an extraordinary leader!



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Words of Wisdom From Mary Kay Ash

In the 1980's, it was common to hear a woman proclaim, "I want to have it all." By this, she meant she wanted a successful career while being a wonderful wife and mother. Wanting it all is an admirable goal, but some women run into trouble when they try to translate that dream into reality. It's no easy matter for both a husband and wife to work full-time and manage a family. Compromises are unavoidable.

Place Your Orders Today! Don't forget:
Mary Kay will raise the minimum active status order amount from **\$200 to \$225** in Section 1 orders effective **March 1**, so stock up on your favorites this month at a great rate!



Spring is almost here along with new trends and fashions for the season! Pretty pastels rock the spring runway, so give your customers a fashion preview. Then reveal the newest *Mary Kay* makeup trends that complement the looks. The *MK Trend Report & Look* are your go-to resources for showing your customers how to pair MK makeup with spring fashions.

It's where you'll find everything you need to spring into action and help re-energize your *Mary Kay* business. The trend this quarter is all about taking off or just kicking back. It's time to play, explore and discover. So beauty is carefree and effortless. And the products offered this quarter are right on the money! Think easy-out-the-door makeup, retro-inspired looks and spring break essentials.



Effective Feb. 16, 2014, shipping and handling charges will increase as follows:

- **Customer Delivery Service orders shipping and handling charges will increase to \$5.75.**
- **Mainland U.S. product orders & Starter Kits will increase to \$9.35.**