



The Beth English
ABUNDANTLY
PINK Unit News

LIVE SHARe LoVe Play



July 2013 Recognition & Results



Top Love Check
Erin
Weathers



Sharing Queen
Beth
English



YTD Sharing Queen
Beth
English



YTD Retail Sales
Queen
Katrina
Calleiro

Build Your Attitude from the Inside Out By: Keith Harrell

For true happiness, it's best to look within yourself rather than rely on others or the world around you. The sad but true fact is that it's difficult to be happy if you rely on outside sources. The root of happiness is joy, and joy lives within you. It's not influenced by external events.

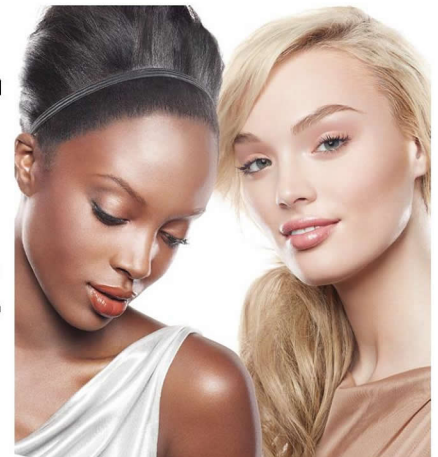
Melissa was in the retail clothing business. She was always in a good mood. She always had something positive to say. She was a unique manager because she inspired her employees and everyone who came into the store. She never had a bad day or a bad moment. Melissa would always tell her employees to look on the positive side of every situation.

Every time I went into the store I noticed Melissa's upbeat, enthusiastic attitude. Irate customers didn't seem to affect her. She had smiles and kind words for everyone. So one day I went up to Melissa and said, "I don't get it. You can't be a positive person all the time. How do you do it?"

"Each morning I wake up and say to myself, 'Melissa you have two choices. You can choose to be in a good mood, or you can choose to be in a bad mood.' I choose to be in a good mood. Each time something happens, I can choose to be a victim or I can choose to learn from it. I choose to learn from it. Every time someone comes to me complaining, I can choose to accept their complaining or I can point out the positive side of life. I point out the positive side of life."

"It can't be that easy," I protested.

"Yes, it is," Melissa said. "Life is all about choices. When you cut away all the junk, every situation is a choice. You choose how you react to situations. You choose how people will affect your mood. You choose to be in a good mood or a bad mood. The bottom line: It's your choice how you live."



Dear Abundantly Pink Unit,

We're off to an amazing start for our official 50th Anniversary Year as a company. Seminar was just amazing! We learned so much, and this year truly topped them all in inspiration and motivation. I'm sure this coming year will be no different! Have you considered where you'd like to end up at Seminar 2014? What are your dreams? For a minute, don't think of the goals you've set and missed or the positions/ milestones you've desired in the past. Pull out some company literature and pretend you're a new consultant. What would your dream position in Mary Kay be? How much would you like to sell a year? A month? A week? What can those target goals bring you? It's time to set some new goals and break down your path to achieve them. Dare to ask yourself the question- If you knew you could not fail, what would you pursue?

Maybe it's time for a fresh start! Think of how great it feels to CLEAN out a closet, re-hang clothes, or reorganize and give things away! How about that wonderful feeling when you clean out your refrigerator or pantry! WHAT A FEELING: nice, neat shelves and everything in its place - it's freeing! Imagine with me: What would you find in your Mary Kay closet if you cleaned it today? Would you find prospects that you forgot to follow up with? When you reorganize your stock shelves, what are you missing to be at profit level inventory? Are you holding on to limited edition or discontinued sale items that would make perfect hostess gifts? Would you find customers that can get you EXCITED about your business again???? Women are getting organized everywhere. It's time for the kids to go back to school, and that means lots of changes. It's a great month to call your customers and see what they need. Mary Kay said, "Selling results from a truly personal one-on-one relationship- a friendship." The better you know your customers, the better you can meet their skin care and color cosmetic needs- and the more they'll look forward to your calls!

What COULD your Mary Kay business provide for you right now that your current routine is not supplying to you or your household? Remember: If you always do what you've always done, you'll always have what you have right now! I would ask that you really ponder that list and give serious consideration to the vehicle Mary Kay can be for you. You can begin anew, starting today. It is my hope you will find the realization of your dreams financially as well as in new friendships and opportunities.

Love and Belief, Beth

Attitude Hazards:

- **Frustration:** Why isn't this working? What am I doing wrong?
- **Anger:** Leave me alone! You're so stupid!
- **Fear of Failure:** If I don't figure this out, I'm in trouble. They'll kick me off the team.
- **Anxiety:** This is my one chance, and I'm blowing it.
- **Self-doubt:** I don't know if I can really do this. It's more complicated than I thought.
- **Victimization:** Why me? Nobody cares what happens to me. Why am I singled out?
- **Blame:** It's all your fault.



What's your DREAM for 2014?

Mary Kay Ash always taught you can achieve any dream if you want it badly enough and are willing to pay the price. What's your dream for the new year? Set your sights high today, and then map out your plan to achieve it!

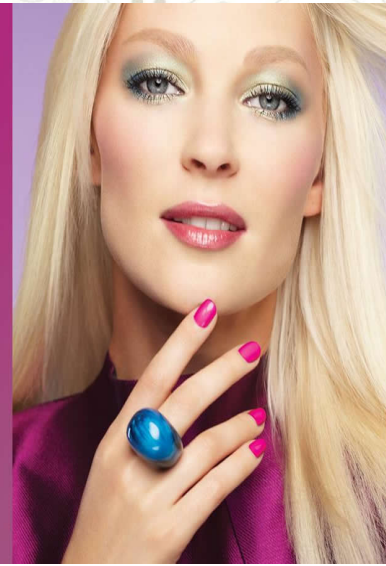




Focus on the basics this month!

Book Coach Sell Share

They can take you anywhere you want to go!



Thank You Consultants Who Invested in Their Business in July

Katrina Calleiro	\$1,801.75
Cindy Falkenberry	\$624.00
Lauren Stringer	\$622.00
Phoebe Bermudez	\$602.75
Joni Smith	\$600.50
Carol Thomas	\$557.75
Gina Wood	\$291.75
Kay Shoaf	\$224.50
Michele Gillardon	\$208.00
Danean Crawford	\$206.25
Lindsey Graham	\$200.50
Janet Stringer	\$171.00
Charlotte Hof	\$133.75
Laura Jeffcoat	\$65.50
Renee' Gordon	\$32.25

Confidence

By: Larry Thompson

Just imagine how different your life could be if:

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

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

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



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



Recruiters and Their Teams

Star Team Builders

Erin Weathers

- Carol Thomas
- Lindsey Graham
- Renee' Gordon

Senior Consultants

Janet Stringer

- Lauren Stringer

Kay Shoaf

- Sheral Styles

Tina Ellis

- Nary Oeur

Tina Tipton

- Sandy Riley



Remember you can earn double credit towards the Seminar 2014 Queen's Court of Sharing in August!

5 Important Questions For Closing The Interview:

Thanks Ann Sherman for sharing ...

- If you **DON'T** do Mary Kay today, what will change a year from now?
- If you would do Mary Kay today, what would **IMPROVE** a year from now?
- What qualities do you have that would make you **SHINE**?
- What are the **TWO MOST IMPORTANT REASONS** for you to do MK today?
- I think you would be excellent; why don't you give it a **TRY**?

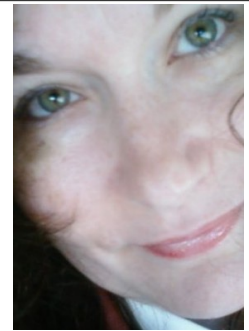
I WOULD LOVE TO WORK WITH YOU.



Top Love Checks



Erin Weathers
\$31.62



Janet Stringer
\$24.88



Earn Your Own Love Check

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

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

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



Welcome New Consultants

Name:

Cindy Falkenberry

Katrina Calleiro

Phoebe Bermudez

Sponsored By:

Beth English

Beth English

Beth English

I think Ms. Roosevelt summed it up best when she expressed the importance of believing in yourself: "You gain strength, courage, and confidence by every experience in which you really stop to look fear in the face ... you must do the thing you think you cannot do."



*Your map a plan to be
in the Queen's Courts*



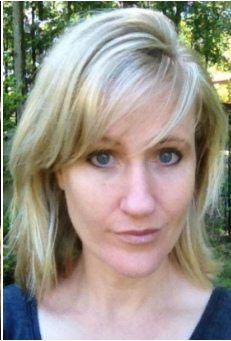
Queen's Court of Sales:
Order \$375 Wholesale Each Week

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

**Our Top 5
YTD
Personal
Retail
Court
According
to MK
Orders**



Katrina
Calleiro



Cindy
Falkenberry



Lauren
Stringer



Phoebe
Bermudez



Joni
Smith

 **Year to Date Retail Court**

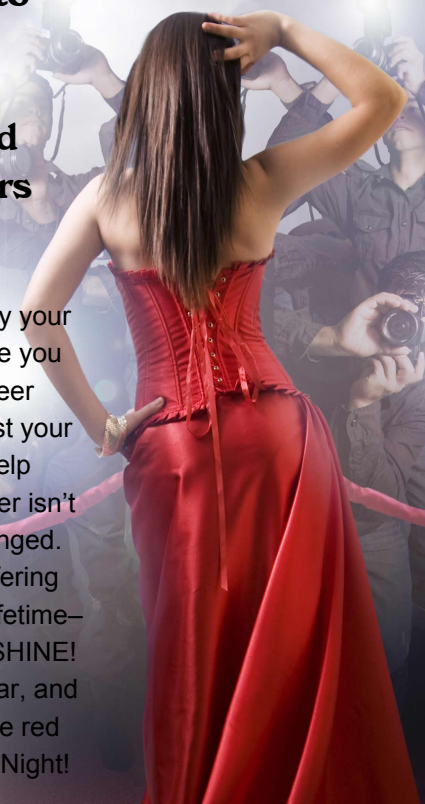
1 Katrina Calleiro	\$4,143.50
2 Cindy Falkenberry	\$1,508.00
3 Lauren Stringer	\$1,504.00
4 Phoebe Bermudez	\$1,465.50
5 Joni Smith	\$1,291.00
6 Carol Thomas	\$1,135.50
7 Gina Wood	\$583.50
8 Kay Shoaf	\$469.00
9 Michele Gillardon	\$416.00
10 Danean Crawford	\$412.50
11 Lindsey Graham	\$401.00
12 Janet Stringer	\$342.00
13 Charlotte Hof	\$267.50
14 Laura Jeffcoat	\$131.00
15 Renee' Gordon	\$64.50

 **Year to Date Sharing Court**

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

Make our 50th Anniversary your best year ever! Each time you share our fabulous career opportunity, you reach past your own comfort zone to help someone else. If our career isn't for them, nothing has changed.

However, you may be offering them the opportunity of a lifetime—exactly what they need to SHINE! Dream big this seminar year, and you'll be walking down the red carpet in style for Awards Night!



Happy 50th Anniversary Mary Kay! One Woman Can!



PCP Participants:

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



September Birthdays

Erica Gervacio	2
Angie Bishop	4
Lindsey Graham	5
Cindy Falkenberry	6
Janet Stringer	7
Sandy Riley	10
LaToya Copeland	19
Carol Thomas	24

September Anniversaries

Cheri Boghos	2
Brittany Jackson	1
Laura Jeffcoat	1

No one can make you feel inferior without your consent.

~ ELEANOR ROOSEVELT

"Anxiety is a glimpse of your own daring."

I'm not afraid!

Someone once told me not to be afraid of being afraid, because, as she said, "Anxiety is a glimpse of your own daring." Isn't that great? It means that part of your agitation is just excitement about what you're getting ready to accomplish.

Don't sell yourself short by being so afraid of failure that you don't dare to make any mistakes. Make your mistakes and learn from them. And remember: No matter how many mistakes you make, your mother always loves you!

~**Maria Shriver** Award-Winning Journalist, Bestselling Author, and Former First Lady of California

MARY KAY
one woman canSM
 50 YEARS



IN TODAY'S FAST-CHANGING, HIGHLY COMPETITIVE WORLD, STANDING STILL IS THE SAME THING AS MOVING BACKWARD. IF YOU DON'T GO FORWARD, OTHERS WILL ZOOM RIGHT PAST YOU.
 (MARY KAY: YOU CAN HAVE IT ALL 1997 CALENDAR)



**NEW! Limited-Edition
Fairytales & Fantasy Collection**

Smoke & Shimmer Eye Wand, \$14 each
Defines your eyes. Applies easily & smoothly.
Colors Include: Amethyst Smoke, Golden Illusion, Enchanted Mauve

Glossy Lip Stain, \$16 each
Glides on for an ultraglossy look.
Enchanted Mauve & Mulberry Forest

Kohl Eyeliner, \$16 each
Provides creamy, smearproof color.
Mulberry Forest & Golden Illusion



**NEW! Clear Proof™
Acne System** \$45 for the four-product set
You'll see clearer skin in just 7 days! This easy-to-use regimen feels soothing to irritated skin as it helps clear up blemishes and allows skin to heal.

In an independent consumer study†, people used the Clarifying Cleansing Gel‡ twice a day as part of the Clear Proof Acne System for three weeks. Eight out of 10 people said the system clears pimples fast! Here's what else they said about the Clear Proof™ Acne System†:

- My complexion looks clearer – 84%
- Helps clear up pimples better than what I've been using – 77%
- Reduces the severity of acne blemishes – 82%
- Fades the look of lingering acne spots – 80%
- Minimizes the appearance of pores – 85%

†Results reflect the percentage of panelists who agreed with the statements during a three-week independent consumer study.
‡Over-the-counter drug product

Limited-Edition†
**Colored Mary Kay®
Lash Love® Mascara**

\$15 Your customers can get the great *Lash Love* Mascara benefits in 2 new fun and trendy shades.
I ♥ plum I ♥ green



**Special-Edition
Thinking Of You Set, \$55**

A gift that can capture the emotions and feelings that connect women. Set includes: Thinking of You Eau de Parfum, Perfume Pendant and Moisture Rich Shower Crème.



Fall Gift With Purchase

FREE with the purchase of \$40+ suggested retail (excluding tax).

**Mini TimeWise
Microdermabrasion
Set and a mini
TimeWise
Replenishing
Serum+C**



PARTY TIME

Get all you need to know about *Mary Kay At Play™*.



This lightweight, shimmery formula glides on easily & is crease-resistant. Vibrant shades are already expertly coordinated. You can wear just one shade, all three, or mix and match! Super-smooth, buildable color easily lets them change up the intensity.

Mary Kay At Play Baked Eye Trio, \$10
Tuxedo, On the Horizon, Earth Bound, Ocean View

MK@Play Baked Eye Crayon, \$10

Green Tea, In the Navy, Purple Smoke and Gold Mine



Strike the perfect chord of color and fun. This lightweight, smear-proof formula is incredibly easy to use and provides vibrant, lasting color. So versatile, buildable and blendable, your customers will never run out of ways to play!

Lip synch to full-on glossy goodness. With brilliant, intense shine and a sheer wash of color, this formula glides on smoothly and leaves lips feeling soft, smooth and quenched with moisture.

MK@Play Jelly Lip Gloss \$10.00

Teddy Bare, Hot Tamale, Crushed Plum and Berry Me.



MK@Play Lip Crayon, \$10

Toasted, Perfect Pink, Violet Love & Candied Apple



Your customers will be pumped when they ditch the dull and give their lips some signature color. With a soft, lightweight and creamy texture that glides on smoothly without drying lips, Lip Crayons deliver high-impact, lasting color with a shimmery finish. Perfect alone or paired with Mary Kay At Play Jelly Lip Gloss.





Finish Your Star & Choose Your Prize!





Everyday Heroes – Enriching Others’ Lives A Mission of the Heart for Mary Kay

We are putting together a portfolio of before & after pictures of women who live a life of making a difference...in honor of Mary Kay’s 50th Anniversary.

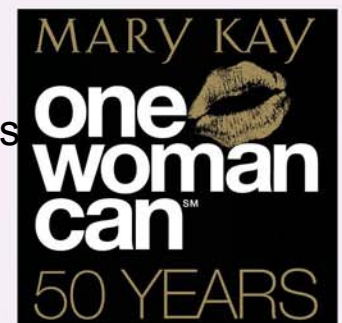
Your mission is to seek out those special women who are making a difference in your life or other people’s lives. We call them “Everyday Heroes.”

Here are just a few examples of who to look for, just to give you an idea of where to start:

- A woman who always has a smile & a kind word for everyone
- A woman who has some special quality that she shares with others
- A woman in a helping profession
- A woman who is a friend
- A woman who is in childcare
- A woman who is a teacher
- A woman who is a nurse
- A woman at church
- A woman who has a giving heart
- A woman who cares about her community
- A woman who is a volunteer
- A woman who goes out of her way to help others
- A woman who has impacted your life in some way, etc.

These “Everyday Heroes” deserve to know that what they do makes a difference and the way they live their lives really matters.

All you need to do is give that special person a before and after makeover, share her comments and favorite quote, fill in the before and after sheet, put her pictures on it, and put it in your “Everyday Heroes” Book. Join us in this special project to recognize and celebrate the “Everyday Heroes” in your life! What a special way to honor Mary Kay!



WONDERFUL WARM CHATting

by Tracy Jones



Warm Chatter Script:

Excuse me, I couldn't help notice you. My name is _____ & I am a professional skin care & makeup consultant with Mary Kay. I'm looking for sharp women to try our products; it would involve a free facial!!! There is absolutely no obligation. Is that something you COULD be interested in? (No commitment with a could!).

Hand her your card & a pen & say, "Just pop your details on here, & I'll give you a call with some more information." As she is writing, keep talking to her, as this builds a rapport.

I'm also looking for models for training and full or part time consultants. I can give you some more details when we talk if that's of interest to you. Just check anything on there that you might enjoy.

Do you live/work nearby?" If she has children with her, ask their ages etc; just keep chatting.

Give her your half, smile & say "Thank you, I'll give you a call in the next few days. Please forgive me if it's not immediate, I'm so busy at the moment with makeovers & facials, but I WILL call."

**CALL within
48 hours; she
will feel special
that you
managed to fit
her in!!!**

Challenge yourself to handing out 5 cards per day. If this terrifies you, take it slow. Just HAND OUT 5 cards for 2 days. Then say, "I'm _____, I'd love to offer you a complimentary facial; here's my card" for 2 days, then on the 5th day, use the script here.

Tracy hands out 5-10 per day & has only ever had 1 person say no, because she was a marketing exec with Estee Lauder!!! From the yesses, she books 8-10 classes per week, knowing that at least 5 will hold. Anyone not wanting a class is invited as a model to her training so she is working smart, not hard. She also finds a lot of women tick the career box!!!

Increase your business and income. Start today!!!

FOLLOW UP CALL

"Hello _____, this is _____ from Mary Kay. Do you remember we met in _____ on _____? I offered you the opportunity for a free facial. Is this still something you MAY be interested in? Great! At your facial I will profile your skin and recommend specific products to help with any problem areas. You'll then get to try all of the products which are perfect for your skin; I call it a pamper session for gurlies! You can come to me or I'll come to you. There is absolutely no obligation to purchase, but I do keep products in stock if something catches your eye. It's really up to you, but I find lots of the ladies I see like to share their facial with a few friends. I can see a maximum of 5 plus you, no more, so that I can ensure you each receive my personal attention. And, just for inviting 3 or 4 friends, I can give you up to \$25 in free product! You know what suits you best, but I find most women like to share it with a few friends & make it a real gurlie pamper session!

I'm just looking at my datebook for the next few weeks, so what would fit in easier for you, a daytime or evening? OK, I have Wednesday evening or Thursday evening next week (or whatever). Great, how about 7.30 pm? Would you prefer for me to come to you or would you like to come to me?"

**BOOK IT!
Follow up
with a note
if 5 days away
or more.**

"The Difficult Part of a Mary Kay Business"

NSD Kathy Goff

As strange as it may seem, booking, coaching, selling and recruiting are the easy parts of this career. Granted, unsuccessful consultants are not doing enough of either. In fact, successful consultants do not do as much of either of these as they could. However, those are not the difficult parts of this career.

The difficult, challenging part of our wonderful opportunity is image, ethics and attitude. Those are the areas that we most often resist with a passion. Why? Is it because we have such a need to do it our way? Is it because we resist any kind of authority, even the kind that has walked the walk and learned that the right way really is the best way? Attitude - Mary Kay always taught us that attitude determines altitude in this business.

That is so true. Negative people, negative things, negative comments will surely come our way. In fact, the only reason you're not yet in your red jacket or red car or director suit is because you just have not heard enough no's. When you ask enough people, you get more no's and when you get more no's, you also get more yes's.

Isn't it wonderful to know that while we cannot control the no's, we can control how they affect us and we can control the numbers so that we also get yes's? It's ok to be disappointed, but it's not ok to allow disappointment to become discouragement and rob us of our dream. There is a difference. Disappointment is temporary and completely disappears as soon as we get back on the phone and book a class or sell something.

Discouragement follows us everywhere and clouds our thinking and robs us of the will to get back on the phone. Aren't you glad you're in control of discouragement? Ethics - sometimes it's so easy to justify doing the wrong thing. Sometimes it's easy to slip it by and hope that no one notices. We all know the answer to the question, "Is it ok if your customer begins to buy her products from me?" But, we can always justify selling to her because she is our friend, our neighbor, or goes to church with us, on and on. But, the real issue is whether it is right or not.

Our customers do not understand our philosophy of building our business on the golden rule. They've never seen another company do that. When we explain to that customer that we would never take her from her consultant (who provides her service, has her on the preferred customer mailing, has paid for her to get free gifts) and that we would just die if in 6 months some new consultant came along and took customers that we had worked to build, they will understand. The responsibility to do the right thing rests with each of us. We don't take customers - EVER. We don't take recruits - EVER.

Image--this one gets tougher and tougher as more resist dressing like professional women in the business world of men. But, it doesn't matter how tough it gets, Mary Kay asks us to wear a dress to EVERY meeting, EVERY guest event, EVERY skin care class or facial, EVERY interview. The only time it is ok to wear pants is to a workshop that has been announced as a casual dress event.

Attitude, Ethics, Image - Mary Kay has always been a woman ahead of her time. Don't you suppose that part of that may be her stand on attitude, ethics, and image?

Let's be appreciative consultants. Let's be respectful consultants. Let's honor her wishes. Let's not try to justify, just to get our own way - the thing that makes people successful in this business is team spirit. One day you will build a team - what kind of team do you want - do you want people like YOU? We usually do get back exactly what we give out - it's the law of sowing and reaping.

Selling is a Woman's Game: 15 Powerful Reasons Why Women Can Outsell Men

- **Reason #1: Women are Happy Jugglers** Sales requires engaging in a multitude of tasks simultaneously, playing many varying roles concurrently, and having the strength, stamina, and ability to keep an eye on it all. These skills, shared by superheroes and women, can launch you on a superstar sales career.
- **Reason #2: It's Women Who Know How to Bond** We trust people who are most like ourselves and we trust people with whom we can agree. Women naturally build rapport with others by finding and creating similarities and seeking agreement.
- **Reason #3: Women Get the Details Down** In sales, it's the little things that are often overlooked that count. Women are prone to take the little things into account- and naturally excel at many of the details that have proven to be essential to good selling.
- **Reason #4: Women Are Good at Looking Good.** Looking good is the first step in creating the impression of being good. Women have been working on looking good forever. Looking good in the sales arena establishes the face validity needed to start the sale off right.
- **Reason #5: Women Make People Feel Good.** Women are natural confidence builders; they enjoy giving compliments and praise and know how to show their "love." These acts make people feel good, confident, and positive. Those feelings enhance the buying frame of mind.
- **Reason #6: Women are Naturally Inquisitive** Since we sell to the people we know most about, selling is not telling- it's asking. Women are comfortable asking and are extremely experienced at it. Don't you think?
- **Reason #7: Women Listen** Women are naturally active listeners, which encourages people to talk. In sales, you don't talk your customers into buying, you listen them into buying. Therefore, we can use our listening edge to encourage our customers to tell us what we need to know to sell to them.
- **Reason #8: Women Know How to Make a Point** Women know how to convey their point in a natural, sincere, and personalized manner. This, combined with those super organizational skills, enables women to easily formulate and deliver a dynamic, fresh and individualized sales message.
- **Reason #9: Women Know the Benefits of Speaking in Terms of Benefits** Women, with their asking skills and motivating style, catch on to feature benefit selling in a snap.
- **Reason #10: Women are the Great Communicators** Women love to communicate. They say we have the gift of gab. Since communication is what selling is all about, you can easily turn the gift of gab into a gift of gold.
- **Reason #11: Women Know How to INVolve to OUTsell** Without involvement, there can be no sale. Women know how to create involvement in many different ways. Women's propensity to touch, their more emotional natures, their questioning skills, and more enable them to easily involve their prospects into buying what they are selling.
- **Reason #12: Women Don't Object to Objections** Objections are a reality in sales. But they are also a sign of interest. Handling them is an art, but with women's interest in maintaining harmony and promoting a win-win situation, the mind-set is already in place for success.
- **Reason #13: Women Have Intuition and Use It** If the saying, "buyers are liars" has truth, women are lie detectors! In the field of sales, women can use their ability to read signals to develop a more complete picture of what is occurring in the mind of the buyer.
- **Reason #14: Women Know How to Wrap Up the Sale** Positioning oneself for the close is the key. Women like to recap, rehash, review, and seek agreement. Those seemingly inconsequential characteristics are the keys to open the doors for comfortably closing.
- **Reason #15: Women Send the Cards** Women, in most cases, have taken on the responsibility to follow up- to keep in touch and maintain relationships- and they are good at it. They know the importance of "being there." In sales, that reaps new clients, client loyalty, and referrals.



CREATING S.M.A.R.T. GOALS



- **SPECIFIC:** A specific goal has a much greater chance of being accomplished than a general goal. To set a specific goal, you must answer the six “W” questions:

- **Who:** Who is involved?
- **What:** What do I want to accomplish?
- **Where:** Identify a location.
- **When:** Establish a time frame.
- **Which:** Identify requirements and constraints.
- **Why:** Specific reasons, purpose or benefits of accomplishing the goal.

EXAMPLE: A general goal would be, “Get in shape.” But a specific goal would say, “Join a health club and workout 3 days a week.”

- **MEASURABLE** - Establish concrete criteria for measuring progress toward the attainment of each goal you set. When you measure your progress, you stay on track, reach your target dates, and experience the exhilaration of achievement that spurs you on to continued effort required to reach your goal. To determine if your goal is measurable, ask questions such as... How much? How many? How will I know when it is accomplished?
- **ATTAINABLE** – When you identify goals that are most important to you, you begin to figure out ways you can make them come true. You develop the attitudes, abilities, skills, and financial capacity to reach them. You begin seeing

previously overlooked opportunities to bring yourself closer to the achievement of your goals. You can attain most any goal you set when you plan your steps wisely and establish a time frame that allows you to carry out those steps. Goals that may have seemed far away and out of reach eventually move closer and become attainable, not because your goals shrink, but because you grow and expand to match them. When you list your goals, you build your self-image. You see yourself as worthy of these goals, and you develop the traits and personality that allow you to possess them.

- **REALISTIC**- To be realistic, a goal must represent an objective toward which you are both *willing* and *able* to work. A goal can be both high and realistic; you are the only one who can decide just how high your goal should be. But be sure that every goal represents substantial progress. A high goal is frequently easier to reach than a low one because a low goal exerts low motivational force. Some of the hardest jobs you ever accomplished actually seem easy simply because they were a labor of love.

- **TIMELY** – A goal should be grounded within a time frame. With no time frame tied to it, there’s no sense of urgency. If you want to lose 10 lbs, when do you want to lose it by? “Someday” won’t work. But if you anchor it within a timeframe, “by May 1st,” then you’ve set your unconscious mind into motion to begin working on the goal. Your goal is probably realistic if you truly *believe* that it can be accomplished. Additional ways to know if your goal is realistic is to determine if you have accomplished anything similar in the past or ask yourself what conditions would have to exist to accomplish this goal.
- **T** can also stand for **Tangible** – A goal is tangible when you can experience it with one of the senses, that is, taste, touch, smell, sight or hearing. When your goal is tangible, you have a better chance of making it specific and measurable and thus attainable.

From: <http://topachievement.com/smart.html>

Ten Reasons Why You Should Attend Your Signature of Success Unit Meetings

1. You will be inspired by the great things happening to others in your unit.
2. You will be recognized for your achievements, motivating you to accomplish even more next week.
3. You will receive encouragement and support in achieving your goals.
4. You will receive special training to help you grow in your career: education in booking, coaching, and recruiting.
5. You will get ideas for building your business, teaching skin care classes, demonstrating glamour, holding open houses, having hostess contests, etc.
6. You will develop leadership qualities by volunteering to share what you have experienced with new recruits.
7. You will benefit from the team spirit and camaraderie that develops when unit members work together to achieve a common goal.
8. You will learn the latest news from the Company about new products, quarterly contests, programs, etc.
9. You have the opportunity to show prospective recruits the world of Mary Kay when you invite them to join you at unit meetings.
10. You will contribute to your unit's growth by being active and positive and sharing your ideas.

DARE TO DREAM!



Class of 2014



Your Independent Senior Sales Director will not only be proud, she'll be styling!



Choose your prize and map your plan today!

me **watch!**
grow!
July 1- Dec. 31, 2013



Mary Kay Dates to Remember:

- **September 1:** Online DIQ commitment form available beginning 12:01 am CST until midnight on the 3rd.
- **September 2:** Labor Day. Postal Holiday. All Company and branch offices closed.
- **September 8:** Grandparent's Day
- **September 13:** Mary Kay Inc.'s Official 50th Anniversary
- **September 14:** Yom Kippur
- **September 15:** Quarterly 1 Star Consultant Contest Ends. PCP Fall 2013 Month 2 brochure mails.
- **September 16:** Stepfamily Day. Quarter 2 Star Contest Begins. PCP Holiday 2013 online enrollment begins for The Look.
- **September 21:** International Day of Peace
- **September 22:** Fall Begins
- **September 27:** Native American Day. Last day of the month for consultants to place telephone orders (until 10 pm CST).
- **September 29:** Gold Star Mother's Day
- **September 30:** Last business day of the month. Last day of the month for consultants to place online orders (until 9pm CST). Orders and agreements submitted by mail or dropped off at branches must be received by 7pm local time to count towards this month's production. Online agreements accepted until midnight CST.



I can tell you the secret of living a great life.

And that ... is a feather boa and long gloves. It's all you need. Why, you ask? Because no one can ever be pompous, tragic, desperate or take themselves seriously if they're wearing a pink feather boa. You have to loosen up and laugh at yourself and the total absurdity of life. So throw your shoulders back, sisters. Wrap that boa around your neck, trying not to trail the end in your drink or thwap it in someone's eyes. Attitude, my children, is everything.

—ANNE STUART





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

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Return Service Requested



**Words of Wisdom
 From Mary Kay Ash**

Remember that happiness and success in Mary Kay are contingent upon helping others. Your career will blossom in proportion to the measure of care and love you send into the lives of others. This adage says it well: "The love in your heart wasn't put there to stay; love isn't love 'til you give it away." I challenge you to plant those love seeds today with your Director, your sister Consultants, your recruits and your customers -- and you will be blessed, just as I am blessed by YOU.

You can earn double credit towards the Seminar 2014 Queen's Court of Sharing! In August, you can earn double credit for up to 6 qualified* new personal team members for a maximum credit of 12 in the month of August 2013 towards the Seminar 2014 Queen's Court of Sharing.

Normally you can earn one credit for every qualified personal team member, but during the dates listed below you can earn two credits for each qualified new personal team member who signs her agreement between Aug. 1-31, 2013 and places at least \$600 or more in wholesale Section 1 products from Aug. 1 – Sept. 30, 2013. *See Intouch for more details!*

* For contest purposes a qualified new team member is one whose initial order with the Company is \$600 or more in wholesale Section 1 products and it is received and accepted by the Company in the same or following calendar month that her Agreement is received and accepted by the Company.



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 Class of 2014

Help us grow our unit this year and achieve Mary Kay's **Watch Me Grow** goal.

me watch grow!