



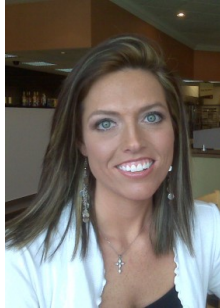
The Beth English
ABUNDANTLY
PINK Unit News



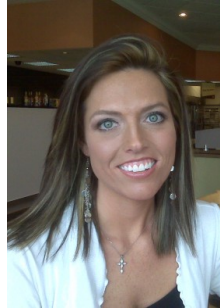
May 2013 Recognition & Results



Jessica Whelan
 Queen of Wholesale



Stephanie Goldsby
 Queen of Sharing



Stephanie Goldsby
 Top Love Check

Welcome New Consultants

Name:

- Jessica Teter
- Rebekah Farina
- Jessica Bertram
- Labreeska Creamer
- Kimberly Brecher

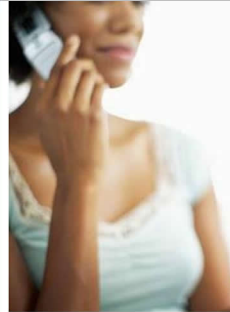
Sponsored By:

- Stephanie Goldsby
- Stephanie Goldsby
- Stephanie Goldsby
- Krystal Baker
- Beth English

Test Market Survey

_____, Mary Kay has asked me to gather opinions and feedback on certain products in our line to assist in their research efforts. One of the products is _____, and I was wondering if there is any reason why you wouldn't be willing to sample the ___ and give me your opinion? All that is involved is that you use the product for ___ days and fill out a short written evaluation. To thank you for your participation, you are entitled to a 10% (or whatever you wish) discount if this is a product you fall in love with!

This is perfect to use with the Translucent Loose Powder!



Tips on Calling Prospects

The first key: be brief, be brief, be brief. Give her only enough information to whet her appetite.

The key word is "benefits." Specific benefits. Tell her what's in it for her, how our products can meet her needs, and how much fun it will be! Give her reasons to schedule and HOLD her appointment with you!

Don't call and say, "I'm calling because I wonder if you might be interested in hostessing a class and trying all our great products." The stronger approach is, "I'm calling because I would love to have the opportunity to pamper you. Not only will you learn valuable information about products that can keep you looking young and healthy, we'll also offer tips on keeping your glamour stylish and what the newest hottest application techniques are! I know you'll want to share these tips with your friends, so why not ask them to join you? Not only will it be more fun, you can also earn free products! When would you like to schedule your hour appointment: in the afternoon or evening?"

If you show your prospects that your call presents an opportunity for them to have a great time and earn free products, they'll be much more likely to schedule the appointment.

Your main goal is to ask questions and find out as much as you can about her and her skin care needs. This way you will be prepared at the class to spoil her rotten and to meet any needs she has mentioned on the phone.



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

Dear Abundantly Pink Unit,

It's time to show the world what kind of superstar you are! We're in the final month of the seminar year, and the race is on to finish strong! I know you are out there working your business and making things happen. There is still time to make this seminar year count **and** jump start the new year. Book those classes and interviews today- don't wait until the new year. It's time to reignite your fiery passion and get your new consultant enthusiasm back.

It's such an exciting time of year. Summer is here- color is everywhere and we're all ready to take advantage of the warm weather. Everyone wants to look great and have a beautiful look that is easy to maintain. Mary Kay is the answer. Our new products are sure to please, and our new powder will keep you looking fresh and beautiful no matter what you're doing. Sun products are a great way to protect your skin, and we have so many great products to repair any damage. We're all on the go and want quick color at a great price. Have your samples ready for ball games, BBQ's and wherever else life takes you. Remember, in Mary Kay we have no territories for working our business!

It's so wonderful to be involved with a company that cares so much about women. As Mary Kay Ash used to say, P & L stands for People and Love, not profit and loss. Let's plan our work and work our plan! It's a great selling season and our focus is always on being a star! If your order is over \$400, you'll earn a fabulous crystal-studded pendant featuring two interwoven circles that represent the story of one woman (small circle) who created an opportunity that is shared by women around the world (large circle). Some of you may need to increase your activity. Others simply may need to stock their shelves and get prepared for the new Seminar year. Maybe you have proven to yourself and your family that you want and could benefit from having product on hand! I believe in you and know you can do it! With the new products, handing out a few samples, following up, and collecting the money is all it will take to finish it! YES, I KNOW YOU CAN!

Love and Belief, Beth



Each dream begins with a choice. The choice to believe it's possible and worth the effort to get there. What are your dreams for the new seminar year? Make the choice today to map your plan to achieve them. A dream plus action equals an achievable goal!

I know you can do it!



Where will YOU be Seminar 2013?

Do you want results from your Mary Kay business? More money? Earn the use of a career car? Sales Director? Then you'll want to concentrate on these Income-Producing Activities on a weekly basis!

- 1 skin care class/collection preview
- 2 facials or on-the-go appointments
- 2 new bookings
- \$100 retail in customer service, web site or brochure sales
- 1 marketing-type follow up with questionnaire completed
- 1 team-building interview with questionnaire completed
- 1 guest to a unit meeting- stay for marketing presentation
- 7 new names and numbers
- 1 new team member



Our Top 5 Wholesale Orders For May

MARY KAY
one woman canSM
 50 YEARS



Jessica Whelan



Tracy Self



Rebekah Farina



Stephanie Goldsby



Rae Evans

Year To Date Court of Personal Sales

1	Tracy Self	\$17,396.00
2	Stephanie Goldsby	\$15,316.50
3	Joni Smith	\$13,682.50
4	Cindy Roddy	\$8,863.50
5	Kay Shoaf	\$7,161.50
6	Deanna Stells	\$6,878.50
7	Christy Payne	\$6,185.50
8	Carol Thomas	\$6,118.00
9	Brie Pogue	\$5,866.50
10	Mary Phillips	\$5,542.00
11	Renee' Gordon	\$4,853.50
12	Krystal Baker	\$4,481.50
13	Tina Ellis	\$4,348.50
14	Charlotte Hof	\$4,217.00
15	Shannon Arms	\$3,928.50
16	Anissa Briscoe	\$3,832.50
17	Sandy Riley	\$3,448.50
18	Brittany Jackson	\$3,314.00
19	Sheral Styles	\$3,297.00
20	Gina Wood	\$3,028.50



Top 20 Consultants Who Invested in Their Business in May

Jessica Whelan	\$1,203.75
Tracy Self	\$1,094.50
Rebekah Farina	\$711.00
Stephanie Goldsby	\$655.25
Rae Evans	\$648.00
Lenor Price	\$616.00
Beverly Tese	\$602.50
Rhonda Shafer	\$600.75
Sandy Riley	\$588.25
Angie Thomas	\$456.50
Carol Thomas	\$412.75
Joni Smith	\$406.75
Amy Biendicho	\$401.25
Labreeska Creamer	\$362.25
Linda Entrekin	\$348.75
Charlotte Hof	\$348.00
Kay Shoaf	\$329.50
Gina Wood	\$306.75
Cassie Clark	\$306.50
L. Harvey-Boges	\$300.75

PCP Participants:

- Carol Thomas
- Deanna Stells
- Joni Smith
- Kay Shoaf
- Tracy Self
- Christy Payne
- Jamila Inman
- Stephanie Goldsby
- Crystal Bryant
- Beth English



Welcome Back Consultants

- Linda Entrekin
- Kara Hall
- Michelle Jackson
- Nary Oeur
- Karen Smith



Recruiters and Their Teams



Qualified Year to Date Sharing Court

DIQS

Stephanie Goldsby

- Brandie Grant
- Brie Pogue
- Christy Payne
- Cindy Roddy
- Crystal Bryant
- Deb Evetts
- Gaye McKinnon
- Hope Pratt
- Jennifer Haley
- Jessica Bertram
- Jessica Champlin
- Jessica Teter

Kim Moore

- Kristen Huggins
- Krystal Baker
- Labreeska Creamer
- Lorene Watson
- Marji Clark
- Michelle Jackson
- Rae Evans
- Robin Tennant
- Sharon Robinson
- Tiffany Maddox
- Vickie Spurling

OT Car Driver

Stephanie Goldsby

- Kara Hall
- Leigh Ann Goldsby
- Lenor Price
- Lyndra Satterfield
- Malinda Hunter
- Maria Ayala
- Melody Ellis
- Nicole Hinson
- Rebekah Farina
- Rhonda Shafer
- Shannon Arms
- Stephanie McCormack

Senior Consultants

Cassie Clark

- Brandie Grant
- Brie Pogue
- Christy Payne
- Cindy Roddy
- Crystal Bryant
- Gaye McKinnon
- Hope Pratt
- Jennifer Haley
- Jessica Bertram
- Jessica Champlin
- Jessica Teter
- Jessie Dean
- Kara Hall
- Leigh Ann Goldsby
- Lyndra D Satterfield
- Malinda Hunter
- Maria Ayala
- Melody Ellis
- Nicole Hinson
- Rebekah Farina
- Rhonda Shafer
- Shannon Arms
- * Courtney Daigle
- * Stephanie McCormack
- * Taylor Barrett

Karen Carpenter

- Vickie Spurling
- * Janice Eidson
- * Mary Phillips
- * Tiffany Maddox

Jamila Inman

- Karen Smith

Kay Shoaf

- Sheral Styles

Krystal Baker

- Labreeska Creamer
- Rae Evans

Tina Ellis

- Nary Oeur

Tina Tipton

- Sandy Riley

Star Team Builders

- Jennifer Barber
- Jessica Whelan
- Karen Carpenter

Erin Weathers

- Carol Thomas
- Lindsey Graham
- Renee' Gordon
- * Renee Collins
- Beverly Tese
- Carol Erica Pitts
- Cassie Clark
- * Christina Herrera
- * Sharon Robinson

Marji Clark

Senior Consultants

Cassie Clark

- Geneva Sanchez

Cindy Roddy

- Deb Evetts
- Lenor Price

Jamila Inman

- Karen Smith

Karen Carpenter

- Vickie Spurling
- * Janice Eidson
- * Mary Phillips
- * Tiffany Maddox

Kay Shoaf

- Sheral Styles

Krystal Baker

- Labreeska Creamer
- Rae Evans

Tina Ellis

- Nary Oeur

Tina Tipton

- Sandy Riley

Stephanie Goldsby

11 Qualified \$1,423.78

Tracy Self

8 Qualified \$1,280.80

Karen Carpenter

3 Qualified \$148.25

Marji Clark

2 Qualified \$60.63

Cindy Roddy

2 Qualified \$48.66

Erin Weathers

1 Qualified \$115.66

Rosa Macias

1 Qualified \$33.64

Krystal Baker

1 Qualified \$25.92



Love Checks: Sharing the Opportunity

13% Recruiter Commission

Stephanie Goldsby	\$564.82
Tracy Self	\$352.59

4% Recruiter Commission

Marji Clark	\$44.36
Krystal Baker	\$40.41
Cindy Roddy	\$36.44
Erin Weathers	\$16.51
Cassie Clark	\$8.97
Tina Ellis	\$8.90
Jamila Inman	\$8.57

July Birthdays

Crystal Bryant	3
Jennifer Haley	11
Labreeska Creamer	18
Brandie Grant	19
Deanna Stells	22
Rosemary Reese	24
Sherisa Nicholson	27
Tracy Self	27

July Anniversaries

Beth English	7
Linda Entrekin	5
Yessika Pamplona	3
Renee' Gordon	3
Kelly Baker-Barnes	2
Taylor Barrett	1
Jessie Dean	1
Jessica Champlin	1
Brie Pogue	1
Brenda Spence	1

CONGRATULATIONS!!!



To our own Stephanie Goldsby and her amazing **SOO FabYOUlous Unit!**



YOU

DID

IT!!!

**It's the final stretch -
You Can Do It!**

**Earn this
Necklace
in June!**



Wouldn't this beautiful 50th Anniversary necklace look great around your neck?
It's yours when you place a
\$400+ wholesale order in June!

The commemorative pendant is polished rhodium tone with a crystal-studded circle. The two interwoven circles bring together the story of one woman who created an amazing opportunity shared by women around the world. Limit one necklace.

Mary Kay is initiating price adjustments on approximately 50 products effective Aug. 16th. The majority of the changes are increases, which range from 50 cents to \$2.

Silver Lining: "Now may be a great time to give your customers a chance to purchase and stock up at today's prices."

says Sara Friedman,
Vice President,
U.S. Marketing
See *Intouch* for details.





IT'S RAINING
RED
 CELEBRATE MARY KAY'S GOLDEN ANNIVERSARY IN STYLE.

So how do YOU go red?
 It's easy! All you need is
 3 new team members!

**Why do you want to
 earn your Red Jacket?**

✂ **EASY WARDROBE:** No more deciding what to wear to unit meetings! The jackets are very trendy! They come in a new short and long versions! You can pick the one that fits you best!

✂ **PROMOTION:** Red Jackets are also on their way to driving free! All it takes to go on target for your car is 5 team members! You are sooo close!

✂ **LEADERSHIP:** Red Jackets are the top 6% of our company - what other company allows you to move into a leadership position so quickly?

✂ **MONEY:** Money, Money, Money! Receive a love check on the 15th of each month!

You can do this! You are all ready for promotion - so market everyone! Get those leads and I will help you close the recruits.

Thanks Leigh Ann Bender for sharing!

Be Your Best at Seminar 2013!



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www.unitcommunity.com

OUR MISSION IS TO ENRICH WOMEN'S LIVES!



Created for the clients of www.unticommunity.com

Don't miss out on this incredible It's Raining Red opportunity! The contest ends June 30th! Who do you know that would be interested in an exciting opportunity filled with rewards and support?

- Add **three** new qualified personal team members from March 1-June 30 to earn: A free red jacket of your choice, an invitation to the It's Raining Red Mingle, & a name badge ribbon at Seminar.
- Add **four** and receive: all prizes from the previous category, plus The Tiger-Print Scarf from the Director Suit Collection.
- Add **five** and receive: **all** prizes from the previous two categories plus fabulous black chandelier earrings as the perfect accessory!

Earn your red jacket in time for Mary Kay's 50th Anniversary Celebration!



A Tailor-Made Plan of Motivation

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



Thomas Aquinas, who knew a great deal about education and motivation, once said that when you want to convert a man to your view, you go over to where he is standing, take him by the hand and guide him. You don't stand across the room and shout at him; you don't call him a dummy; you don't order him to come over to

where you are. You start where he is and work from that position. That's the only way to get him to budge.

This principle can be seen at work in the remarkable success of life insurance salesman Frank Bettger. He was a professional baseball player with a glass arm who had to change careers, so he decided to try selling life insurance. It did not go well, and at 29 he was a miserable, debt-ridden failure. Then, improbable as it sounds, he became so successful in the field that he was in a position to retire at age 41. Bettger attributes this turnaround to a change in his selling approach, due in large part to a talk he heard at the Bellevue-Stratford Hotel in Philadelphia. The speaker was one of America's top salesmen, J. Elliott Hall. Hall told how he also had failed as a salesman and was about to give up when he discovered the reason why he was failing. He said he had been making

“too many positive statements.” “That sounded silly,” says Bettger, “but it caused me to sit up and listen.” Hall explained that his mistake had been to spend too much time trying to extol the product and too little time asking questions of the prospective customer. “Hall's questions had only one purpose,” says Bettger, “to help the other people recognize what they want, then help them decide how to get it.” That idea revolutionized Bettger's attitude toward selling. “Before this,” he said, “I had largely thought of selling as just a way of making a living for myself. I had dreaded going to see people, for fear I was making a nuisance of myself. But now, I was Inspired! I resolved right then to dedicate the rest of my selling career to this principle: finding out what people want, and helping them get it.”



FIVE GOOD REASONS TO CALL YOUR CUSTOMERS

by: Annabelle Cabrera

BEFORE YOU SAY GOODBYE:

When your customer says YES, your sale isn't complete until you've done three things:

1. **CONFIRM THE ORDER.** After the customer has agreed to buy, be sure to (a) restate the order (b) check the purchase information & check her address (d) arrange for delivery or pickup and (e) watch for opportunities to upsell!
2. **ASK FOR AND ANSWER ANY ADDITIONAL QUESTIONS.** This helps people feel comfortable about their decision and makes them less likely to change their minds.
3. **MAKE YOUR FAREWELL WARM AND POLITE** no matter what happened during your call. Remember, first impressions are usually lasting!

1. **THANK YOU** - for an order, for bringing a problem to your attention, for a suggestion.
2. After a PCP mailing or after you have sent a brochure or postcard.... make sure they received it; tell them about it if they didn't see it; answer questions.
3. **NEWS** - Let them know about new products or services! Offer a first look or opportunity to try the products. Check up from the neck up!
4. **BARGAIN** - Any special offer deserves a special call!
5. **INACTIVE CUSTOMERS** (those who haven't bought in awhile) - say hello, ask questions, probe problems tactfully, invite back with an offer for an update pampering session!

FIVE ESSENTIAL ELEMENTS OF EVERY DIALOGUE!

1. Verify that you are talking with the right person.... call her by name or by title.
2. Identify yourself....
3. Let her know you are a MK consultant and ask for a few minutes of her time.
4. Give a specific reason why you are calling.
5. State a benefit as soon as you can. Let your prospects know what they gain from what you have to offer! For example:

"Hello Susie... this is Barbara with Mary Kay calling! Do you have just a quick minute? Great! I just wanted to check to see if you received the brochure with the special Mini Mineral Eye Color Compact offer that I sent you? Wonderful! I knew that compact would be something you would love and want. Would you want to check and see what MK items you are running low on today? You only need a \$40 or more order to get your compact FREE!"

For example:

"OK Susie, let me just be sure I got everything down! You wanted a TimeWise Cleanser and Moisturizer and a black mascara. By the way, Susie, I have a special on Eye Defining Pencils this month. Purchase one at the regular price and you get the second one at half price! You'd love the Violet Ink and Steely Pencils to go with your Eye Compact, and that would be a savings of \$12! Would you like me to put those in also? Great...I know you'll love them! I'll be in your area tomorrow and can drop your order off around 3:00 if that is convenient. Are you still at 400 Lovely Lane? Wonderful! I'll look forward to seeing you then! Thank you so much, Susie! I always enjoy talking with you and so appreciate having you as a customer!"

Make it your goal to call a certain number of customers every day this week!

Making the Personal Connection

National Diana Sumpter of Dickson, TN knows the importance of developing friendships with her customers. It's what helps her and other consultants go from making a one-time sale to building loyal customers for the life of their businesses. Diana has built her business on this belief and shares her insight, plus a few great tips on how she uses the personal touch to build great relationships with her customers.

"I believe what separates Mary Kay from any other brand is not only a first-rate product, but first-rate personal service. We need to go the extra mile - like enclosing a package of dry chicken soup mix in a get-well card to a customer who's not feeling well. I also like to send congratulations cards to customers and their families when they experience promotions or celebrations. Birthday cards and calls from me let them know I appreciate them as people and not just as customers... Mary Kay Ash taught us that if we treat each customer with the utmost care - like she's wearing a sign that says, 'Make me feel important' - then we will have a customer for life."



On The Grow

Looking for a great way to grow your business? **Lisa Anne Harmon** of Venetia, PA, recommends customer referrals. Referrals are so important, Lisa Anne states. I know that when my customers trust me, they're happy to refer family and friends who would enjoy the great products and services I offer. Lisa Anne considers a referral a great compliment and offers several tips on how to encourage referrals. "I look for opportunities to ask for referrals, like any time a customer comments on how great a product is. That's when I'll ask if she knows someone who would also like the product".

You can also customize referral questions. For example, in the winter, Lisa might ask customers if they know anyone with dry skin who would like to experience some great moisturizers. Holidays are a great time to ask if they know someone who would like a new glamour look. Then in May, I ask customers if they know anyone who is planning a wedding and wants a makeover. Being specific about the great products and services you offer can really help you build your skills in getting referrals.

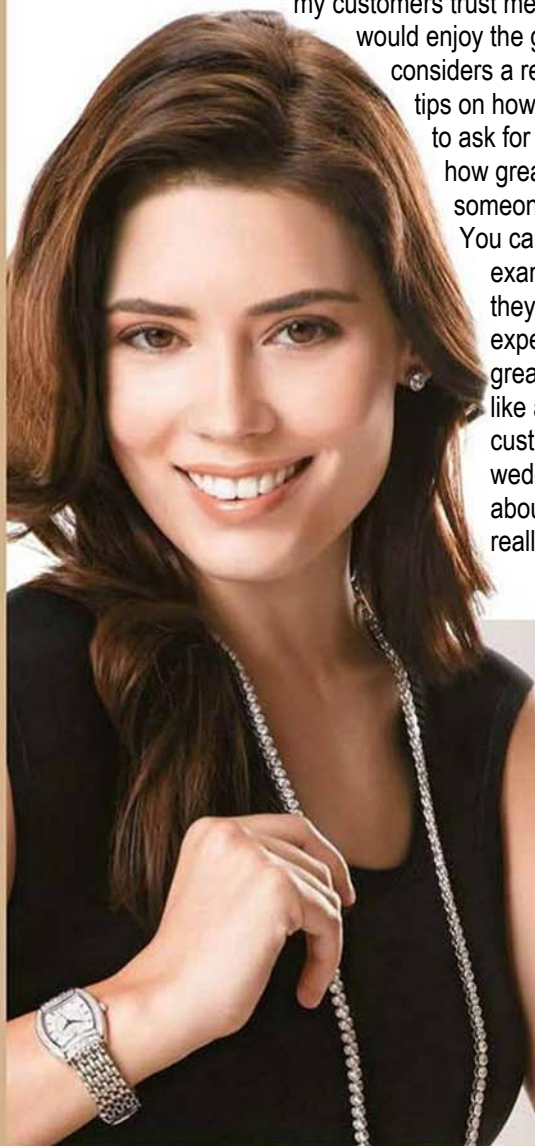
Rewarding Customers

People love to receive gifts and know they're appreciated. By offering your customers a little extra, you're letting them know how much you care and how much you appreciate them for their loyalty, says **Director Sylvia Boggs**, of Charlotte, N.C. "I *adore* my customers!" She lets them know it by treating them to special gifts like samplers and Look Cards. When you nurture your customer relationships, your customers become close, almost like family. Plus, when you treat your customers well, they'll take care of you. Sylvia says a fun way she's found to grow her business is by asking her best customers to host a class or party using *The Look*. This gives them a special incentive to get their friends together for a fun event. She rewards her hostesses for their efforts by giving a gift and a big thanks in front of her friends.

Care For Your Customers

Denise Kucharski of Fordland, MO, has 3 important tips for building customer relationships.

- **# 1: Consistency of contact.** Mary Kay Ash taught us that we should have our name in front of our customers every four weeks. I believe PCP can help you achieve that. In addition to mailers, I personally contact my customers every six weeks.
- **# 2: Be aware that you are competing with department stores.** Make your products cute and appealing, like department stores do. And provide regular service so customers won't be tempted to pick something up while they're out.
- **# 3: Chitchat is important.** I always find time to ask my customers about their jobs and their families. I want them to know that I'm interested in their lives, not just their money. I often make notes about my customers' personal lives on their customer profiles. If it's something major like a death in the family or a promotion, send a card. Before Seminar, I went through my customer file and discovered that out of 200 customers, 77 have been with me for over 10 years! And 32 customers have been with me for over 20 years! I think that says a lot about customer loyalty.



Here are ten tips on how to live a happier life:

By: Dr. Kathleen Hall

1. **Attitude of Gratitude:** It is physiologically impossible to be grateful and experience stress at the same time. Research shows grateful individuals report having more energy and less physical complaints than their nongrateful counterparts. Studies tell us daily gratitude exercises resulted in higher levels of alertness, enthusiasm, determination, optimism, and happiness.
2. **Choice:** Every moment of our lives is a choice, and every choice we make has a huge ripple effect. If we choose to commit to practicing happiness and optimism, we can transform our lives.
3. **Being Proactive:** Stop being the victim of our lives and constantly responding to other people and their lives. If we create a plan with our passion and live in a proactive manner, we will become the heroes of our lives, not the victims.
4. **Smiling:** Begin the practice of intentionally smiling. A scientist studying facial expressions tells us that when people have smiles on their faces, they release more serotonin and endorphins (happiness hormones) than nonsmilers. Thich Nhat Hanh and the Dalai Lama are adamant that a smile is the first step to a life of mental, physical, and spiritual health. Begin a practice of smiling to shift any situation into an optimistic opportunity.
5. **Laughter:** Laugh as often as possible to release the healing hormones endorphins, the body's natural pain killers. Instead of buying pills for our stress, we can go rent a funny movie, or go online to a humorous site daily and share it with our coworkers. Laughter lowers blood pressure, reduces stress hormones, and boosts our immune function.
6. **Playfulness:** Reestablish "childlike" qualities. Science tells us that when we play, it increases the immune cells in our bodies that combat disease. Playfulness also increases creativity and optimism at home and at work.
7. **Health:** It is essential that we focus on the health of our bodies. When we care for our physical bodies, we create greater possibilities for happiness. Our bodies are our greatest asset, so please care for them tenderly.
8. **Spirituality:** The vast number of happy people have developed spiritual practices that nourish their heart and soul. Discover what brings your soul passion, love, and fulfillment. Our spirituality is what roots us in our lives.
9. **Altruism and Philanthropy:** A generous soul lives a rich, abundant life. Altruism neutralizes negative emotions that affect immune, endocrine, and cardiovascular function. Altruism creates a physiological response or "helpers high" that makes people feel stronger and more energetic and counters harmful effects of stress.
10. **Forgiveness:** Happy people know forgiveness sets the soul free. A famous person said, "Living with resentment is like taking poison and expecting the other person to get sick." Open your heart to the gift of happiness by letting go of pain, judgment, anger, and resentment.





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

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

Return Service Requested



**Words of Wisdom
 From Mary Kay Ash**

It takes courage to talk to a stranger about Mary Kay, to be a good wife and mother, to get up some mornings, to hold ten classes in one week, to recruit five in one month and to keep on keeping on. A great deal of talent is lost in this world for the want of a little courage.



MAKE "CHOICES" TO MOVE UP FAST!!

(IF YOU WANT A CAR, YOU WILL GIVE IT YOUR BEST SHOT!)

1. Holds lots of classes!
2. After the close of her class, she says: "How many of you like to shop for free?" Of course they all say: "I do!"
3. She has a basket full of Choices/ MK's Team-Building CDs (or a Team-Building DVD) in the middle of the table and says, "If you will go home and listen to this CD in the next 48 hours (in fact, why not listen to it on the way home) and get together with me and fill out the Company Evaluation Sheet, I will give you a lipstick or mascara free! Which would you prefer?" You need to know who takes them home and follow up.
4. She says she is doing about 8 interviews a week from this (along with the selling of her product) and recruiting an average of 2 to 3!
5. Remember, she also has her people going for Directorship all doing this too! Lets do it! Selling, Recruiting, Layering!

