



The Beth English
ABUNDANTLY
PINK Unit News



November 2012 Recognition & Results

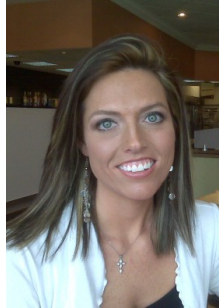
Congratulations On-Target Stars:

Here's how much you need to finish your next Star By 12/15/12

Star Achieved	Name	Current Wholesale	WS Needed for Next Star
Emerald	Tracy Self	\$4,602	\$198
Sapphire	Joni Smith	\$1,824	\$576
	Anissa Briscoe	\$1,059	\$741
	Cindy Roddy	\$1,002	\$798
	Charlotte Hof	\$849	\$951
	Nivey Rivera	\$841	\$959
	Sheral Styles	\$821	\$979
	Brittany Jackson	\$759	\$1,041
	Carolyn Trousdale	\$757	\$1,043
	Stephanie Goldsby	\$682	\$1,118
	Christy Payne	\$639	\$1,161
	Deanna Stells	\$636	\$1,164
	LaToya Copeland	\$601	\$1,199
	Linda Entrekin	\$529	\$1,271
	Hope Pratt	\$492	\$1,308
	Laura Jeffcoat	\$485	\$1,315
	Nary Oeur	\$461	\$1,339
	Tina Ellis	\$417	\$1,383
	Rosemary Reese	\$413	\$1,387
	Kay Shoaf	\$411	\$1,389
	Kim Moore	\$373	\$1,427
	Jennifer Barber	\$348	\$1,452
	Brenda Spence	\$344	\$1,456
	Rosa Macias	\$323	\$1,477
	Huguette Foster	\$301	\$1,499



Anissa Briscoe
 Queen of Wholesale



Stephanie Goldsby
 Queen of Sharing



Tracy Self
 Top Love Check

Welcome New Consultants

Brandie Grant

Sponsored By:

Stephanie Goldsby

This is a great month to start forming good habits that will help you succeed in 2013. If your datebook is pretty empty, start making calls to book appointments in

December, or at least set them up for the first few weeks in January. Women are busy—so now is the time to book those classes. You can make great last-minute holiday sales right now, and those same people can be your hostesses in the new year. Start calling your customers. If you're out of practice, call just to thank them for their business and ask what you can do to be their perfect Mary Kay beauty consultant in the new year. Don't be afraid to ask- the answers might surprise you!



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

Dear Abundantly Pink Unit,

The time is now; the holidays are here! Have you called all the Santas from your wish lists? Have you contacted each husband to see if he needs a gift for his wife? If not, now is the time! Everyone is in a Christmas mood and looking for the perfect gift. It's the most wonderful time of the year for so many reasons. We have a spirit of giving: gifts, cheer, compliments, and thanksgiving- it's the season of joy! Why not be a part of that by offering the perfect gift and the opportunity for your customers to shine? All of our gifts are 100% satisfaction guaranteed, and with the many products we have to choose from, everyone can find the perfect gift.

It's also the perfect season for beginning this fabulous opportunity. It's not too late! First, it's a great time because each person is getting together with friends and family, so they can mention their new business and our fabulous products. Second, there is still a lot of holiday time left- plenty of time for women to order their gifts at ½ off and find the perfect stocking stuffers (as well as some great gifts for themselves)! Third, let's face it- we all spend our evenings thinking of all the things we have to do but can't currently do. We have down time where we are too antsy to sit and watch TV but don't know what to do with our time. Our Consultant Guide will give them something to concentrate on other than those infamous to-do lists for tomorrow. It's the perfect time to book New Year makeovers and to learn a new business while flying, driving, etc. It's easy to fit in this time of year!

Have you started thinking about what you want from the New Year? "January?!" you may ask, "Aren't we in the middle of the holidays?" It's true- January feels like a long way off. But, the habits you form today determine what your January will look like. Are you booking classes now? Whose bookings will fill your January schedule? Are you touching base with your customers and getting them excited about the new products that are coming next month? December can fly by with all the things we each have going on. I encourage you to begin forming habits now that will set you up to succeed in the new year. Now is the time to practice exercising for 10 minutes each day if you want to exercise 30 in the new year. It takes 21 or more days to form a new habit, and if you begin with small victories- imagine what your new year can bring! The possibilities are endless! Decide what goal you have for the new year. Break your dream down into bite-sized monthly and weekly goals. If you work to begin that activity now, it will be much easier to do it consistently in the new year. Begin calling 1 or 2 prospects if your goal is 3! It's much easier to add one in January. I know you can achieve any dream you desire! Now is the time to let your mind dream while cooking, driving, and enjoying time with your family. What do you dream for your family as a whole? Choose to take part today and make those dreams a reality in 2013!

Love and Belief, Beth



**DON'T LET THE NEW YEAR
CATCH YOU SLEEPING! YOUR
HABITS THIS MONTH WILL
DETERMINE YOUR START TO
THE NEW YEAR! CHOOSE TO
MAKE A FEW CALLS EACH DAY
TO BOOK, SELL, AND EVEN
SHARE DURING THIS MONTH,
AND YOUR 2013 IS SURE TO BE
YOUR BEST YEAR EVER!**

Working Full Circle Holiday Style



We all know working full circle means book, coach, sell, share. During the holiday season you'll meet a lot of potential customers that skip the first two steps at trunk shows, open houses, etc. Make sure to get their info so you can book their classes in January. Just tell them that each product they purchase comes with a free facial, which is more fun when they share it with friends. You'll have a full datebook for the new year and really jump start your 2013!

MARY KAY
one woman canSM
 50 YEARS

Our Top 5 Wholesale Orders For November



Anissa Briscoe

Deanna Stells

Tracy Self

LaToya Copeland

Joni Smith

Year To Date Court of Personal Sales

1	Tracy Self	\$8,851.50
2	Joni Smith	\$7,091.50
3	Brie Pogue	\$4,999.00
4	Stephanie Goldsby	\$4,717.50
5	Jessica Seitz	\$4,391.00
6	Courtney Daigle	\$4,154.50
7	Kay Shoaf	\$4,142.00
8	Cindy Roddy	\$2,707.00
9	Anissa Briscoe	\$2,358.50
10	Sheral Styles	\$2,081.00
11	Jessica Champlin	\$2,058.00
12	Charlotte Hof	\$1,967.00
13	Renee' Gordon	\$1,888.00
14	Tina Ellis	\$1,583.50
15	Taylor Barrett	\$1,488.00
16	Brittany Jackson	\$1,483.00
17	Nivey Rivera	\$1,469.00
18	Deanna Stells	\$1,416.50
19	Nary Oeur	\$1,375.40
20	LaToya Copeland	\$1,347.00



Top 20 Consultants Who Invested in Their Business in November

Anissa Briscoe	\$1,029.25
Deanna Stells	\$635.75
Tracy Self	\$610.25
LaToya Copeland	\$601.00
Joni Smith	\$522.50
Linda Entrekin	\$496.75
Stephanie Goldsby	\$404.50
Malinda Hunter	\$290.25
Charlotte Hof	\$279.00
Mercedes Simpson	\$260.00
Charissa Gray	\$259.25
Nary Oeur	\$245.20
Hope Pratt	\$223.75
Yessika Pamplona	\$222.75
Jennifer Barber	\$220.00
Jessica Champlin	\$211.50
Erin Weathers	\$207.25
Jamila Inman	\$205.35
Kathleen Slay	\$205.00
Michele Gillardon	\$203.25

PCP Participants:

- Joni Smith
- Christy Payne
- Rosa Macias
- Jamila Inman
- Renee' Gordon
- Stephanie Goldsby
- Tina Ellis
- Beth English



Watch What You Worry About!

That's what this strategy is all about: learning to drop things that you know in your heart aren't worth fretting about. After all, if you know something is going to seem meaningless at a later date, why not make it meaningless now?

By: Richard Carlson



Recruiters and Their Teams

Future Directors

Tracy Self

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

Team Leaders

Stephanie Goldsby

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

Senior Consultants

Christy Payne

Brenda Spence

Erin Weathers

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

Jessica Seitz

Shelby Rehberger

Kay Shoaf

Sheral Styles

Kim Moore

Angie Bishop

Nancy Vallor

Sharon Girolami

Rosa Macias

- Nivey Rivera
- Yessika Pamplona
- * Jacquelyn Guzman

Tina Ellis

- Nary Oeur
- * Debra Found

Tina Tipton

Sandy Riley



Qualified Year to Date Sharing Court

Stephanie Goldsby	4 Qualified	\$400.46
Tracy Self	2 Qualified	\$216.44
Courtney Daigle	1 Qualified	\$77.14
Rosa Macias	1 Qualified	\$24.18



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



Love Checks: Sharing the Opportunity

13% Recruiter Commission

Tracy Self \$305.45

9% Recruiter Commission

Stephanie Goldsby \$69.91

4% Recruiter Commission

Tina Ellis \$9.81
 Rosa Macias \$8.91
 Kay Shoaf \$8.06
 Christy Payne \$5.37

January Birthdays

Dee Dee Smith	1
Carolyn Trousdale	2
Nadia Martin	5
Linda Entrekin	28
Corrin Stinchcomb	31

January Anniversaries

Danean Crawford	3
Jane Herr	3
Shelsea Williams	1

"Fear is the core of anger, pessimism, hate, depression, shame, perfectionism, and anxiety. When seeds of fear infiltrate every aspect of our life, we begin living lives of quiet desperation, learning to accept and tolerate our lives of unhappiness."

~ Dr. Kathleen Hall

Brush up on Beauty



New! Brush Cleaner, \$10

Give your brushes the care they deserve! This fast-drying cleaner removes makeup buildup, leaves brushes smelling clean and fresh, and helps keep makeup application true to color. Also conditions bristles to protect your investment.



Brush Updates:

The Mineral Powder Foundation brush (\$10) and Liquid Foundation brush (\$10) have been perfected with a new, sleek look.

Our New Brush Collection, \$55

The way to a perfect finish is to start with the perfect brush. This set includes five brushes that are also sold separately: Powder Brush (\$16), Cheek Brush (\$14), Eye Color Brush (\$10), Eye Crease Brush (\$10) and Eyeliner/Eyebrow Brush (\$10). Save \$5 when you purchase the set and receive the Cosmetic Organizer Bag.

New! Eye Smudger Brush, \$10

The short, flat dense bristles help allow for heavy application of color or for smudging along the lash line.

True Dimensions Lipstick, \$18 each. Intensely moisturizing. Exquisitely smoothing. It's like a color infused fountain of youth for your lips. Available in 10 shades.

Free Gift With Purchase: Beauty Case with Mini NouriShine Plus Lip Gloss in Rock 'n' Red!

Kiss lips with bliss! You will love this high-shine red lip gloss and the glamorous cosmetic bag. This set can be yours FREE when you purchase \$40+ suggested retail.



Beautiful Eyes Great Deal \$42

You can choose to offer your customers this beautifully boxed set that includes TimeWise Firming Eye Cream, Eyeliner in Black, and a mini Lash Love Mascara in I ♥ black.

Together, these products create the perfect canvas for this season's sizzling eye color trends. Hurry, before they're gone!



Selling to Men: Tips to Remember

Know Your Audience:

1. They don't enjoy going to the mall, shopping, or looking online for hours.
2. They aren't sure what they are looking for.
3. They look forward to suggestions.
4. They want her to feel special, loved, and appreciated.



You Have Something to Offer:

1. You're a Mary Kay Beauty **Consultant**. Men know women love makeup. As a professional in this field, they will trust and value your opinion.
2. You have insight– You are a woman!
3. You know what she wants! That's why we have a wish list service.
4. We have a 100% Satisfaction Guarantee, just like the stores! She can always get whatever she wants.

Things to Remember When You Call:

1. Be confident. Men will buy from you when they think you are trustworthy and believe in what you have to offer! Don't worry if they don't get "excited" about your gift ideas; that doesn't mean they aren't interested. Just present what you have to offer, and let them decide.
2. Be prepared with suggestions. Have her Wish List in front of you, as well as a list of versatile items any woman would be interested in.
3. Know what price options you would like to offer! \$150 - \$225 - \$299
4. Know the prices of what she has on her Wish List. Know how much a 12 Days Set would be with the things she listed that she wanted! He can meet every wish that way!
5. Have these questions in front of you so you can sound professional, and help figure out HIS Holiday shopping needs if he is unsure!

Gifts Any Woman Would Love:

- **Satin Hands** in Vanilla Sugar, Peach Satin or Fragrance Free
- **Eau de Perfumes:** Bella Belara, Journey, Belara, Velocity, Thinking of You & Dance to Life!
 - Limited-Edition Thinking of You Lotion
- **Eau de Toilettes:** Fragrance, Body Lotion, Shower Gel, &/or Sugar Scrub in Forever Orchid, Passionfruit, Simply Cotton or Warm Amber
- **Our Amazing Compact Pro**
- **Satin Lips**
- **Oil-Free Eye Makeup Remover**
- **Ultimate Mascara**
- **Metro Chic Color Collection**

Help Me Meet Your Need:

1. Does your wife enjoy using fragrances, or do you think she would prefer a lightly scented lotion?
2. Would she prefer a natural or more dramatic look? (For example, would she look more like Jennifer Anniston or Marilyn Monroe?)
3. Does your wife do a lot with her hands? (examples: dishes, kids, gardening, etc.) Does she have chapped lips? Dry skin? etc....
4. Does she have a special dress she has just gotten (or likes to wear) for the holidays?
5. 99% of women said they saw a difference after using our skin care. Has she complained to you about her skin? Zits? etc.?
6. What would you like to pamper her with that she might not buy for herself?



Examples of Great Scripts:

Thanks to Ruthi Schultz

SCRIPT FOR MEN WHO ARE YOUR CLIENTS' HUSBANDS:

"Hi _____, I am so glad I got you on the phone. I wanted to ask you a quick holiday question about _____. Is she standing right there or can you talk? Great. This is _____, your wife's personal consultant with MK, and I happen to know a few things that she would lo.o.o.ve to get for Christmas, and I wondered if you wanted a few ideas, or do you already have her gifts all taken care of???"

You'd love some help – OK – well.....I can personalize something specifically to what I know she likes – anything from a couple of stocking stuffers to my favorite ...the '12 Days of Christmas' basket. Do you need something that really makes a statement, or do you just need that little extra something?" (Don't say anything till he tells you – pause and listen.)

Need to make a statement? "Then you definitely want the '12 Days of Christmas' basket!! It's a beautiful gold basket with 12 individually-wrapped gifts for each of the 12 Days before Christmas – you can give her one each day for 12 days (lay it on her pillow at night), or you can give it to her all at once – your choice! Then...all you have to do is make sure you get her a card – that's it!"

Need that little extra something? "Then I have just the thing for you...!!!" (offer a Body Care Collection, Fragrance OR – Satin Lips Set.) Share what she has listed on her Wish List.

CLOSING THE SALE: *(After you've gone over the questionnaire)*

"OK _____, now the only thing I need to find out from you is what price range you want me to work with. (If it's the 12 Days of Christmas basket,) I do a very basic basket for \$150. It's very nice, with 12 different gifts – each one is going to be just over \$10. I also have the 'She Deserves It All' basket for \$299 – it's gorgeous and has everything to make her feel special. But the one most men go with is the one in the middle for \$225 – it's very pampering, very beautiful, and I'll make sure I tuck in her favorites!!! Which basket would you like to bless her with?"

(Shhhhhh – don't say anything 'til he gives you an answer)

"Great – would you like to take care of that with cash, check or card?"

NOTE / BUSINESS CARD IN BASKET:

"It has been a pleasure putting together a Holiday basket 'just for YOU!' I will be contacting you in the next week or two to schedule a drop-by appointment with you and make sure you're comfortable using everything you've received. Please know that all of our MK products have a 100% satisfaction guarantee and can be exchanged if necessary. If you have questions, please don't hesitate to contact me! Enjoy!"

Calling All Men Script 2! (Original Author Unknown)

Men are so much fun to work with for gift giving ... especially for the Holidays! The clock is ticking away ... yet ...how many men do you think have finished shopping for the women on their list? I bet only 1 or 2 out of 100!!! It's easy to work with them.

Here's the simple dialogue:

"So, Jack, have you finished your Holiday shopping yet? No? Well, how many women are on your list? 3? Who are they? Your mom, your wife, and your secretary? I would love to help you ... make the selections, gift wrap and deliver. . . you won't have to do a thing, and yet. . . you'll get to take all the credit. . . how's that sound? What's your budget for each one? \$100 for your wife? \$50 for your mom and \$25 for your secretary? Great! I can put something really nice together for you and make it look beautiful so that when you present it to them, they'll think you're a Prince. . . I'll even include a Gift Certificate for a Complimentary Pampering Session after the New Year. And, . . . if they would rather have something else, I would be happy to help them with their exchange after the holiday. How would you like to pay for it, cash, check or plastic? Is there anyone else? Where are you having your big holiday meal? I have another after-the-holiday idea to show your appreciation for all the work that your hostess did to make your holiday enjoyable. And, one last thing, what other guys do you know who would appreciate my Gift Service? Thanks, ____! You'll have to let me know how great you looked to the women on your list and remember how easy it was, because I can help you with Valentine's Day, birthdays, anniversaries, Secretary's Day, and any other special appreciation or get well gift giving you might have in the future."



Christmas Pillow Gift: Wouldn't YOU Love to Get This?

This is a small, beautifully-wrapped gift that a husband puts on his wife's pillow Christmas night-- after all the other gifts have been opened, the mess is cleaned up, dinner is over, and the guests have gone.

The tag says: "This is for you because I appreciate you and all that you do for us." Ask the men you know, "Have you purchased your Pillow Gift for your wife?" Of course, he will ask what it is, and you can tell him and then offer to wrap it for him. You can also tell him that this will make him a true hero in her life!!

Even when men tell you they have finished their Christmas shopping, as sometimes they tell you yes whether they have or not...you can ask them if they remembered their Pillow Gift.

Put a small gift certificate including a free pampering session in the box--maybe a Satin Lips Set or a bath gel...just about anything. I recommend ***Thinking of You!*** Hope we all sell bunches and make many women very happy (men, too)!!!



You could include a little poem that goes:

For all that you are and all that you do. This gift is to show you how much I love you.

OR:

This is a PILLOW GIFT as you can see Given with love to you, from me Given because I'm glad that you're in my life Because I am so grateful you are my wife Given because I appreciate all that you do Because life wouldn't be the same without you Given with all the love I can give For a wonderful life, as long as we live! Merry Christmas, Darling. Thank you for all the things you do to make my life special!!!

**How big can you dream?
Do you imagine yourself as a
Cadillac Driver?**

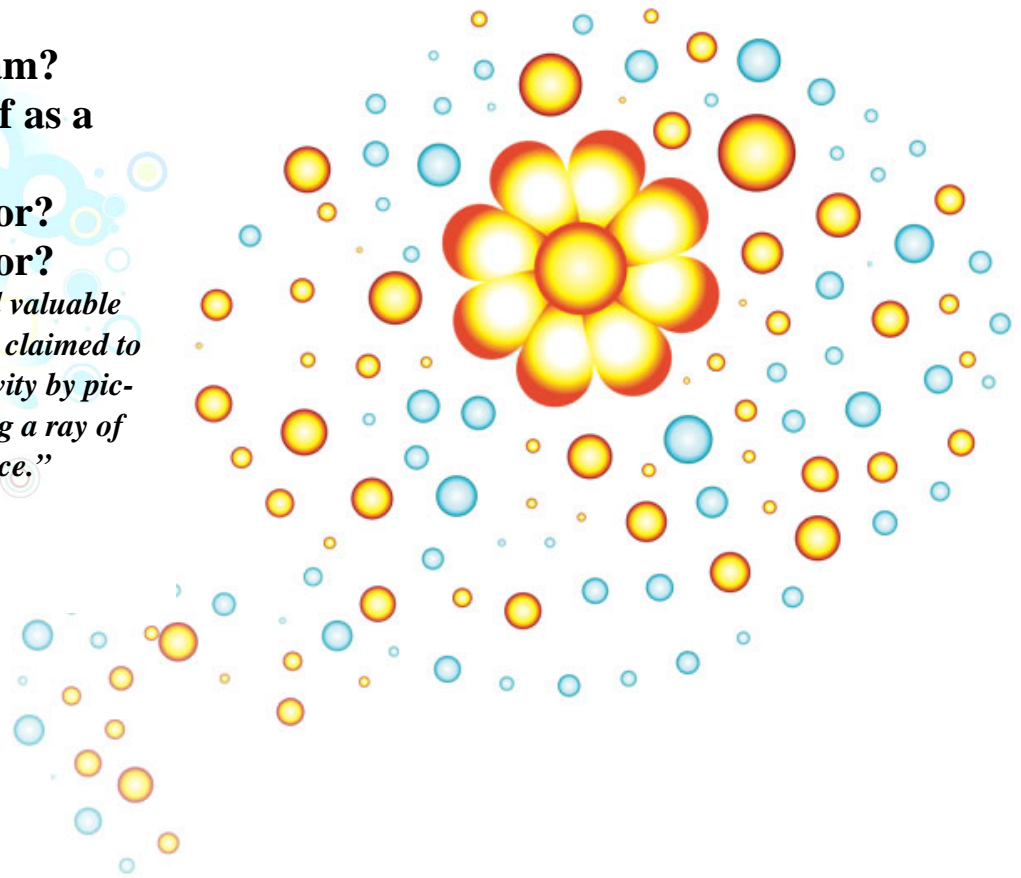
Million Dollar Director?

National Sales Director?

“Daydreams are a pleasurable and valuable source of creativity. Albert Einstein claimed to have discovered the theory of relativity by picturing himself in a daydream riding a ray of light that curved through space.”

Daydreams and the Power of Imagination

By: Stella Resnick,
Ph.D. taken from
The Pleasure Zone



In negative thinking, the misfortune-telling side of ourselves runs internal images of worst case scenarios, which are nothing more than fantasies we hope won't happen. Yet, if you consider that thinking is actually mentally rehearsing for action, it doesn't make much sense to continually rehearse our worst fantasies. Research has shown that the pictures we make in our mind's eye actually stimulate the brain to trigger specific muscles to contract. When we think negative thoughts, our brain is subtly directing us to act in ways consistent with those thoughts.



In one classic set of experiments, electrodes were placed all over the bodies of test subjects and connected to a polygraph printout. When subjects were asked to imagine hitting a nail with a hammer, the same muscles in the arm that would be involved with hitting a hammer in true life were stimulated to fire through fantasy. When they were asked to imagine running, their leg muscles began to fire. It's not too much of a leap, then, to suppose that thinking bad thoughts is more likely to trigger avoidance or damage-control type of activity rather than any kind of fresh, forward movement.

I once watched a television special on dangerous sports that showed a group of athletes careening down a mountain highway, flat on their backs on luges with wheels. They whizzed by at more than seventy miles an hour, their heads perilously close to the concrete. When one of them was later questioned as to the most significant factor in maintaining control, he replied without hesitation, “Don't look at where you don't want to go! If you do, within seconds, you'll crash into it.” There's a lesson in there for all of us. It certainly makes a good argument for habitual worst-casers to, at least, give equal time to spinning best-case scenarios.



BETH ENGLISH
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Return Service Requested



**Words of Wisdom
 From Mary Kay Ash**

No matter how much knowledge and ability you possess, you are doomed to experience minimal success if your efforts lack direction. Calvin Coolidge said, "Nothing is more common than unsuccessful men with talent...the world is full of educated derelicts."



**The Look Mails
 December 20th:
 Call Today!**

The first step to great customer service is knowing your customers. The more you know about them, the more service you can offer. Wouldn't you love for your

favorite store to call you when they run one of your favorite products on sale or get in something new they know you will love? Offer that same great service to your customers, especially for the holidays. Send a thank you note to each new customer, and follow up to make sure she is satisfied. This will set the tone for calling to meet her needs in the future, and will let her know that you care about her as a customer and meeting her needs rather than just getting that first sale. We want life-long customers: leading to referrals, long-term sales, and much more!

December & January are two of our company's best sales months.

Working full circle means that sales turn into interviews! Are your friends and acquaintances going to holiday parties? Help them with a holiday glamour look! You can learn together and have a great time! Women will be making their New Year's Resolutions, which means they are ready for a change. Change usually requires a makeover, and they may have "gift" funds available to make their purchases. Get some training under way by holding classes and interviews today! That way you are ready to take advantage of the

new year. Help clients over the "post-holiday blues" by treating them to a complete makeover (they can choose between their look or their life with the MK opportunity)!

