



Independent Senior Sales Director Karen Cole

Cole's Comets

July Results & Recognition - August, 2013



**Get Color
Confident Today!**

It's fun! It's Smart! It's Free! You and your customers can achieve beautiful results!

SEMINAR GOALS

- ◆ 650,000 unit trip
- ◆ 5 directors, 5 car drivers
- ◆ 10 new red jackets
- ◆ 15 new recruits a month

Wholesale Queen



Karen J. Burshnick
\$562.00

Sharing Queen



Position Available!!

Becoming A Master of Persuasion

By Brian Tracy, Author & Motivational Speaker

Persuasion power can help you get more of the things you want faster than anything else you do. It can mean the difference between success and failure. It can guarantee your progress and enable you to use all of your other skills and abilities at the very highest level. Your persuasion power will earn you the support of others.

You Have Two Choices

There are always two choices: either you can persuade others to help you or you can be persuaded to help them. It is one or the other. Most people are not aware that every human interaction involves a complex process of persuasion and influence. And being unaware, they are usually the ones being persuaded to help others rather than the ones who are doing the persuading.

The Key to Persuasion

The key to persuasion is motivation. Every human action is motivated by something. Your job is to find out what motivates other people and then to provide that motivation.

People have two major motivations: the desire for gain and the fear of loss. The desire for gain motivates people to want more of the things they value in life. They want more money, more success, more health, more influence, more respect, more love and more happiness.

Human wants are limited only by individual imagination. No matter how much a person has, she still wants more and more. When you can show a person how she can get more of the things she wants by helping you achieve your goals, you can motivate her to act in your behalf.

A Presidential Insight

President Eisenhower once said that, "Persuasion is the art of getting people to do what you want them to do, and to like it." You need always to be thinking about how you can get people to want to do the things that you need them to do to attain your objectives.

The Fear of Loss

People are also motivated to act by the fear of loss. This fear, in all its various forms, is often stronger than the desire for gain. People fear financial loss, loss of health, anger or disapproval of others, loss of the love of someone and the loss of anything they have worked hard to accomplish. They fear change, risk and uncertainty because these threaten them with potential losses.

Use Dual Motivation

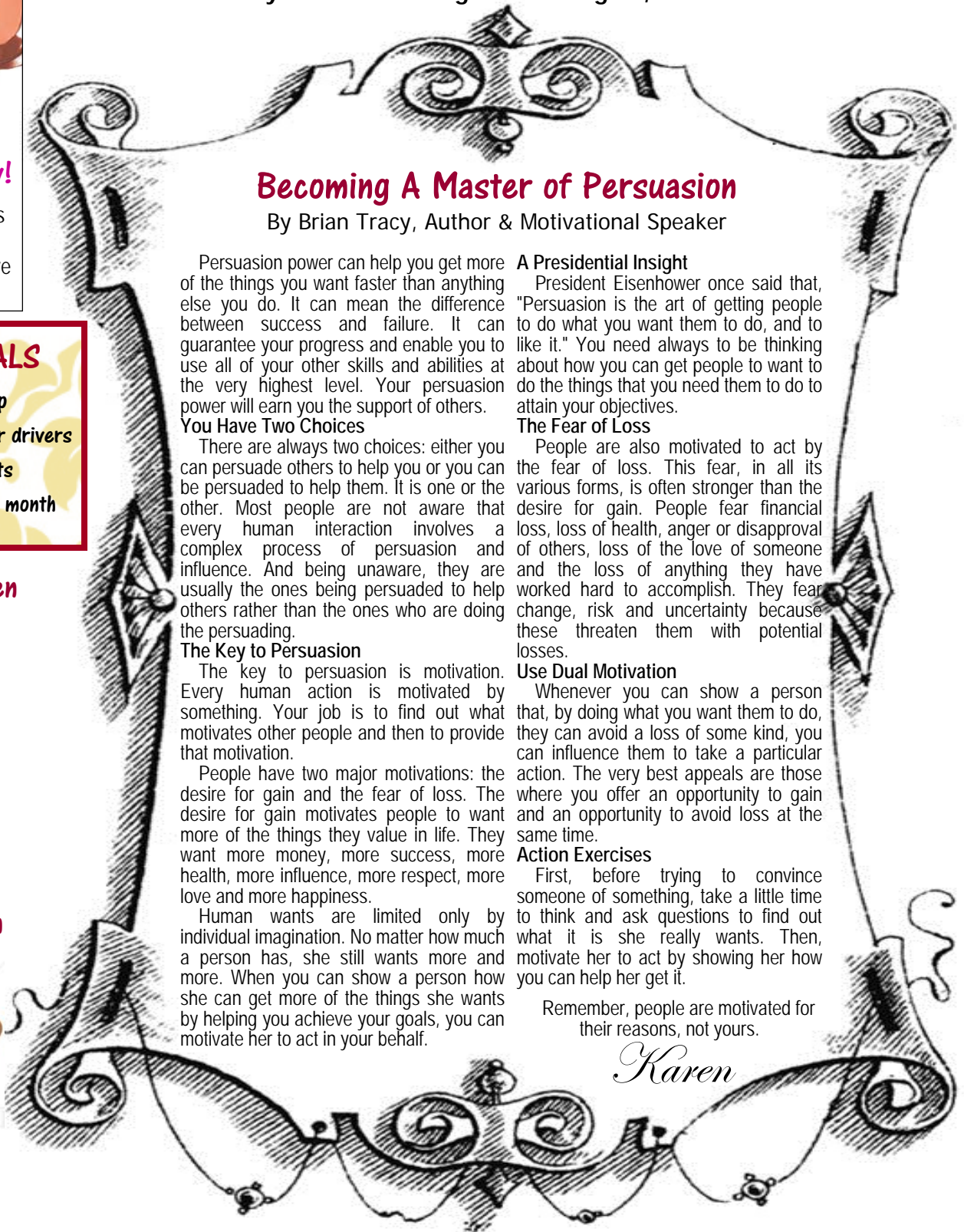
Whenever you can show a person that, by doing what you want them to do, they can avoid a loss of some kind, you can influence them to take a particular action. The very best appeals are those where you offer an opportunity to gain and an opportunity to avoid loss at the same time.

Action Exercises

First, before trying to convince someone of something, take a little time to think and ask questions to find out what it is she really wants. Then, motivate her to act by showing her how you can help her get it.

Remember, people are motivated for their reasons, not yours.

Karen



Career Path:

DIRECTOR

Rewards ~

- ◆ 4-13% Personal Team Commissions
- ◆ 9-13% Unit Commissions
- ◆ Unlimited Unit Bonuses
- ◆ \$500 Unit Building Bonus
- ◆ Team Building Bonus \$100 per
- ◆ Eligible to wear Director's Suit
- ◆ Eligible to drive Premier Club Car or Pink Cadillac
- ◆ Eligible to attend Leadership Conference
- ◆ Special Gifts, Recognition, Prizes & Travel

DIO

10+ Active Team Members

Rewards ~

- ◆ 9-13% Personal Team Commission
- ◆ Team Building Bonus \$50 per
- ◆ Future Director Pin Enhancer
- ◆ Eligible to earn the use of a Car
- ◆ Eligible to wear Future Director Scarf & Black Blouse with Red Jacket attire

FUTURE DIRECTOR

8+ Active Team Members

Rewards ~

- ◆ 9-13% Personal Team Commission
- ◆ Team Building Bonus \$50 per
- ◆ Future Director Pin Enhancer
- ◆ Eligible to earn the use of a Car
- ◆ Eligible to wear Future Director Scarf

TEAM LEADER

5-7 Active Team Members

Rewards ~

- ◆ 9-13% Personal Team Commission
- ◆ Team Building Bonus \$50
- ◆ Team Leader Pin Enhancer
- ◆ Eligible to go On-Target for Car

STAR TEAM BUILDER

3-4 Active Team Members

Rewards ~

- ◆ 4% Personal Team Commission
- ◆ Team Building Bonus \$50
- ◆ Star Team Builder Pin Enhancer
- ◆ Eligible to wear Red Jacket
- ◆ \$50 Rebate on Red Jacket

Look Who's Moving Up!

Standings are updated as of July 31st —
this will not reflect August orders or new team members.

Star Team Builders

Recruiter :Paige Fleming

Liana P. Bickerstaff

Kelly Dean

Cara M. Mosier

Larissa N. Robinson

* Oleanthean D Fleming

Recruiter :Nilsa C. Hartwell

Donna Bellefontaine

Anne M. Long

Ronette Lounds

Luz A. Zuluaga

* Providencia Santos

* Cathy E. Schmitz

Recruiter :Summer L. Kirby

Shenika N. Johnson

Katherine M. Kennedy

Sara Kennedy

Recruiter :Crystal A. Schaefer

Cindy A. Miller

Wendy K. Roe

Katherine A. Thomas

Chris M. Toenjes

* Erin L. Gooch

* Heather B. Schaefer

* Carrie Voges

Recruiter :Audrey Snellenberger

Theresa M. Crouse

Nalini S. Prashad

Crystal A. Schaefer

* LaWanda Karaca

* Jane Warfield

Senior Consultants

Recruiter :Karen J. Burshnick

Teresa M. Stonelake

Recruiter :Victoria A. Crouse

Amanda M. Smith



Recruiter :Susan R. Csencsits

Helen A. Holden

Recruiter :Elizabeth Funk

Wanda A. Anderson

Josette C. DiBlasio

* Inez Gregory

* Rebekah E. Hamilton

* Angel Irwin

* Michelle D. Jordan

* Amy S. Rivers

Recruiter :Jayne B. Lewis

Karen J. Burshnick

* Lisa M. Duncan

Recruiter :Debra A. Richmond

Jill V. Boyer

M L. Diles

* Camille R. Harper

* Michelle A. Wood

Recruiter :Amy L. Sandifer

Patti A. Selby

Recruiter :Patti A. Selby

Beth A. Kimlick

Recruiter :Amy T. Smith

Summer L. Kirby

* Angela L. Carter

Recruiter :Nancy M. Stark

Amy L. Sandifer

Recruiter :Bea Stebing

Bonnie J. Stebing

* Sonia Brincefield

Recruiter :Anna B. Whittaker

** Inactive Member (N1,N2,N3,I1,I2,I3) #Terminated Member
To become ACTIVE you must place a \$200 wholesale order.*



POWER SYNC AUGUST

To empower all women toward intentional success that
Honors the Dream Within. August 2013

Target- 50 New consultants

Each consultant who adds a team member will get a **unique gift** plus an invitation to attend the "NEW PARTY". What is the **NEW PARTY**? It's the **NEW PARTY** for the **NEW CONSULTANTS** and **THOSE** who invited them to be **NEW** in MK!

Target 20 MOVING UP

- Each time you move up 1 position on the career path your name goes into a Balloon Blast. On Sept. 1 we will pop 20 balloons and see what comes out!
- Prizes vary. Cash, gift cards, supplies, product, events! Whoohoo!



Come to New Orleans for Leadership. January 15-18. Say Yes to Directorship!

Target- 200 Faces experiencing the Ultimate Miracle facial.

1. Your Name will go into a Drawing for \$200 Cash for EVERY facial you give in August. 30 faces? 30 chances. We will draw 10 times for \$20 each! FUN FUN FUN
2. We will have weekly count ups on face book, unit meetings and the Excellence calls. This is your invitation to do a **FRESH PERFECT START OR POWER START!**
3. Think about all the income you will receive by growing your skin care customer base this month! **WOW** Grow in the summer! And this Holiday Season you will be so glad you did.



Thank You from Mary Kay

"Love Check" Commissions for Personal Team Building

9% Recruiter Commission Level	
Karen Cole	\$100.13
4% Recruiter Commission Level	
Jayne B. Lewis	\$22.48
Elizabeth Funk	\$17.85
Anna B. Whittaker	\$15.34
Patti A. Selby	\$13.15
Summer L. Kirby	\$12.73
Crystal A. Schaefer	\$11.26
A. Snellenberger	\$10.91
Debra A. Richmond	\$9.54
Amy L. Sandifer	\$9.26
Nilsa C. Hartwell	\$8.88
Susan R. Csencsits	\$5.36
Amy T. Smith	\$3.36
Paige Fleming	\$1.92



Team Building Tip of the Month!

Be a Gold Medal Winner!

By NSD Mollye Morrow

Share your opportunity with five people in one calendar month to win the Gold Medal!

1. Decide that you can be a Gold Medal Winner!
2. Skin care classes are the best way to find recruits. Book 7 per week so you'll have 5 classes.
3. Do the 4-Point Recruiting Plan at every skin care class.
4. Do at least 5 interviews each week.
5. Follow up, and follow up on the follow up. Take your prospects to Skin Care Classes with you. Call her and overcome her objection, see her husband, and answer his questions, etc.

Opportunity is knocking at your door!

New for Fall 2013

ORDER ASAP! Limited Edition items WILL BE OUT OF STOCK SOON!

New products are available August 16th!
(or August 10th if you enrolled in the Fall 2013 Preferred Customer Program)



Clearproof™
Acne System



Mary Kay at Play™
Collection



Limited-Edition
Fairytales & Fantasy
Collection



Gift with \$40
Purchase



Limited-Edition
Colored Lash Love
Mascara



Special-Edition
Thinking of You®
Set

Visit www.MaryKayIntouch.com for more information.

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REASONS TO BE A STAR!

1. Earn Excellent Income
2. Build Inventory
3. Earn Ladder Pin and Star for Ladder
4. Company Quarterly Prize
5. Company Recognition
6. Unit Recognition
7. Pride and Satisfaction in a Job Well Done
8. Star Consultants are "Great Consultants"
9. Gives you Something to Crow About
10. Builds Self-Esteem
11. Builds a Happy Customer Base
12. Your Customers Like to do Business with a Successful Consultant
13. Product on Your Shelf Motivates You to Book and Sell
14. You're never Broke When you Have Product on Your Shelf to Sell
15. Builds Self Confidence
16. First Step to Becoming a Red Jacket
17. First Step to Becoming a Director
18. Helps Build Protective Shield Against Negativity
19. Shows you are a Unit Team Player
20. Take Advantage of Product Bonuses
21. Mary Kay will give customer referrals from the Mary Kay 1-800 number
22. Accumulate Points for Yearly Awards
23. Receive Priority Registration for Seminar
24. Feels Fantastic to be an Achiever
25. Stars Drive Cars!

\$1800 - Sapphire Star \$3600 - Emerald Star
\$2400 - Ruby Star \$4800 - Pearl Star
\$3000 - Diamond Star

When you are selling enough product to be a consistent Star Consultant, you are meeting enough women to build a team.

Results: Directorship, Free Cars and the opportunity to help Change Lives!

We Invested in Product in July!

Karen J. Burshnick \$562.00
 A. Snellenberger \$518.75
 Nilsa C. Hartwell \$514.75
 Bea Stebing \$459.00
 Susan R. Csencsits \$409.75
 Beth E. Clark \$383.50
 Beth A. Kimlick \$328.75
 Elizabeth Funk \$323.25
 Sharon G. Kehn \$314.00
 Linda A. Holland \$283.50
 Keri L. Haney \$261.50
 Trina M. Morales \$260.75
 Monica A. Wilson \$245.00
 Josette C. DiBlasio \$239.75
 Jill V. Boyer \$238.50
 Patti A. Selby \$231.50
 Donna Bellefontaine \$222.00
 Theresa M. Crouse \$212.75

Sara Kennedy \$208.00
 Wanda A. Anderson \$206.50
 Lori S. Bartlett \$204.50
 Chris M. Toenjes \$203.50
 Yolonda F. Blackburn \$202.25
 Nancy M. Stark \$200.25
 Helen A. Holden \$134.00
 Amy T. Smith \$116.00
 Katherine M. Kennedy \$110.25
 Summer L. Kirby \$84.00
 Paige Fleming \$76.50
 Crystal A. Schaefer \$60.00
 Helen T. Stevens \$51.50
 Stephanie Cano \$50.00
 Larissa N. Robinson \$48.00
 LaShay L. Thomas \$45.00
 Wendy K. Roe \$42.00
 Katherine A. Thomas \$36.00



Summer's heat and humidity can wreak havoc on skin.

Your customers want skin that glows, looks bright and feels radiant. Help them achieve that luminous look with superindulgent products!!



Shooting for the Courts!

Top 10 in Retail Sales

(Based on verified wholesale orders placed to the company as of prior month-end)

Consultant	YTD Retail	Bonus & PCP	Total
1 Karen J. Burshnick	\$1,124.00	\$0.00	\$1,124.00
2 A. Snellenberger	\$1,057.50	\$0.00	\$1,057.50
3 Nilsa C. Hartwell	\$1,029.50	\$0.00	\$1,029.50
4 Bea Stebing	\$918.00	\$20.00	\$938.00
5 Susan R. Csencsits	\$819.50	\$0.00	\$819.50
6 Beth E. Clark	\$767.00	\$0.00	\$767.00
7 Elizabeth Funk	\$646.50	\$20.00	\$666.50
8 Beth A. Kimlick	\$657.50	\$0.00	\$657.50
9 Sharon G. Kehn	\$628.00	\$0.00	\$628.00
10 Linda A. Holland	\$567.00	\$0.00	\$567.00

Tops in Team Building

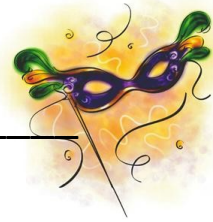
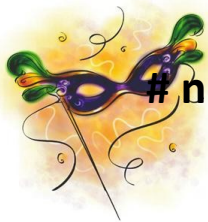
Who will be in the Court of Sharing next year?!



Queen's Court of Sales!
 \$36,000 retail
 July 1, 2013 — June 30, 2014

Queen's Court of Sharing!
 24 New Team Members
 July 1, 2013 — June 30, 2014

Future Cole Area -POWER SYNC
 AMAZING UNIT/Position GROWTH IS YOURS



new in _____ # moving up _____ # of faces mth _____

Unit Goal for # of new in for this month _____ use your focus book to track individual names and number. ~~le. 1~~

1 2 3 4 5 6 7 8 9 10
 11 12 13 14 15 16 17 18 19 20
 21 22 23 24 25 26 27 28 29 30

Lead out Loud



Unit Goal for # of move up positions this month _____

Summit Nov 2013

1 2 3 4 5 6 7 8 9 10
 11 12 13 14 15 16 17 18 19 20
 21 22 23 24 25 26 27 28 29 30

How many can I get on the Excellence Calls this week?

Use many forms of recognition each week to advertise progress on unit progress toward goal

Unit faces wk1

5 10 15
 20 25 30
 35 40 45
 50 55 60
 65 70 75

Unit faces wk2

5 10 15
 20 25 30
 35 40 45
 50 55
 60 65 70

Unit faces wk3

5 10 15
 20 25 30
 35 40 45
 50 55
 60 65 70

Unit faces wk4

5 10 15
 20 25 30
 35 40 45
 50 55
 60 65 70





Aim for the Stars!

On-Target \$tar Consultants!

June 16 ~ September 15, 2013



Shoot for
STAR this
Quarter!!

**YOU Can
Do It!!**



Consultant Name	Current Wholesale Production	—Wholesale Production Needed for Star—				
		Sapphire \$1,800	Ruby \$2,400	Diamond \$3,000	Emerald \$3,600	Pearl \$4,800
BEA STEBING	\$879.00	\$921.00	\$1,521.00	\$2,121.00	\$2,721.00	\$3,921.00
SHARON KEHN	\$770.50	\$1,029.50	\$1,629.50	\$2,229.50	\$2,829.50	\$4,029.50
PAIGE FLEMING	\$661.50	\$1,138.50	\$1,738.50	\$2,338.50	\$2,938.50	\$4,138.50
KAREN BURSHNICK	\$609.50	\$1,190.50	\$1,790.50	\$2,390.50	\$2,990.50	\$4,190.50
KAREN COLE	\$607.00	\$1,193.00	\$1,793.00	\$2,393.00	\$2,993.00	\$4,193.00
AUDREY SNELLENBERGER	\$518.75	\$1,281.25	\$1,881.25	\$2,481.25	\$3,081.25	\$4,281.25
NILSA HARTWELL	\$514.75	\$1,285.25	\$1,885.25	\$2,485.25	\$3,085.25	\$4,285.25
JOYCE STONE	\$505.25	\$1,294.75	\$1,894.75	\$2,494.75	\$3,094.75	\$4,294.75
CRYSTAL SCHAEFER	\$462.75	\$1,337.25	\$1,937.25	\$2,537.25	\$3,137.25	\$4,337.25
JANET MIDDENDORF	\$453.00	\$1,347.00	\$1,947.00	\$2,547.00	\$3,147.00	\$4,347.00
JOANNE WELLS	\$428.25	\$1,371.75	\$1,971.75	\$2,571.75	\$3,171.75	\$4,371.75
SUSAN CSENCISITS	\$409.75	\$1,390.25	\$1,990.25	\$2,590.25	\$3,190.25	\$4,390.25
LISA GIBSON	\$405.00	\$1,395.00	\$1,995.00	\$2,595.00	\$3,195.00	\$4,395.00
NANCY STARK	\$404.75	\$1,395.25	\$1,995.25	\$2,595.25	\$3,195.25	\$4,395.25
LIANA BICKERSTAFF	\$402.50	\$1,397.50	\$1,997.50	\$2,597.50	\$3,197.50	\$4,397.50
PATTI SELBY	\$401.50	\$1,398.50	\$1,998.50	\$2,598.50	\$3,198.50	\$4,398.50
SUSAN SMART	\$400.25	\$1,399.75	\$1,999.75	\$2,599.75	\$3,199.75	\$4,399.75

Use this coupon to generate end of Summer sales!



Mary Kay Back to School Sale!

Offer expires: _____

- ◆ All Pencils—Buy 2 get 1 FREE! Lip, Eye and Brow Liners!
- ◆ All Erasers—20% Off! Foundations, Concealers, TimeWise and Mineral Powder!
- ◆ All Paints—Buy 1, get 1 at 50% Off! Cheek & Eye Colors!
- ◆ All Crayons—Buy 1, get 1 at 50% Off! Lipsticks and Lip Glosses!
- ◆ All Fragrance Items—30% Off! Men's and Women's Fragrances!
- ◆ Backpacks/Carrying Case—30% Off! Compacts and travel bags!
- ◆ After Gym Glass—20% Off Body Care Collection!

Call me today or shop online!

Share this with a friend, and receive a \$10 Gift Certificate when she places an order!

SEMINAR HIGHLIGHTS



SEMINAR HIGHLIGHTS



LIVE SHARE LOVE
Play

NEW
 marykayatplay™
 COLOR!

\$10 EACH!



Mary Kay At Play™ Baked Eye Trios



Ocean View



On the Horizon



Earth Bound



Tuxedo

Mary Kay At Play™ Eye Crayons

Purple Smoke ~ Green Tea
 Perfect Pink ~ Gold Mine



Mary Kay At Play™ Lip Crayons

Candied Apple ~ Perfect Pink
 Toasted ~ Violet Love



Mary Kay At Play™ Jelly Lip Gloss

Berry Me ~ Crushed Plum ~ Hot Tamale ~ Teddy Bare



MIX AND MATCH ~ ONLY \$10.00 EACH!!!

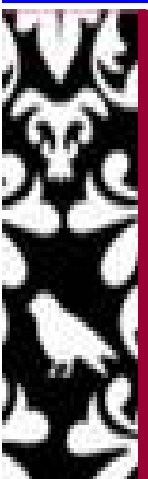
We all play in our own way! It's color you can spin for any mood you're in. Go bold. Reinvent. It's your call! Let me show you how to turn up the volume with Mary Kay At Play Color!



September 2013

Sun Mon Tue Wed Thu Fri Sat

1	2 LABOR DAY MK Offices Closed Postal Holiday.	3 Unit meeting Comfort Inn 8801 Loch Raven Blvd Towson, MD 21286	4	5	6	7
8	9 Monday night unit meeting 1007 Beards Hill Rd., Aberdeen, MD 21001	10 Unit meeting Comfort Inn 8801 Loch Raven Blvd Towson, MD 21286	11	12	13 Mary Kay Inc's 50th Anniversary	14
15 Star Consultant Deadline!	16 Holiday 2013 PCP online enrollment for <i>The Look</i> begins. Monday night unit meeting 1007 Beards Hill Rd., Aberdeen, MD 21001	17 Unit meeting Comfort Inn 8801 Loch Raven Blvd Towson, MD 21286	18	19	20	21
22	23 Monday night unit meeting 1007 Beards Hill Rd., Aberdeen, MD 21001	24 Unit meeting Comfort Inn 8801 Loch Raven Blvd Towson, MD 21286	25	26	27 Midnight CST cutoff for Consultants to place phone orders.	28
29	30 Last working day of the month. Consultants submit online orders until 9 pm CST. Online Agreements accepted until midnight. Monday night unit meeting 1007 Beards Hill Rd., Aberdeen, MD 21001	<p style="text-align: center;">Optimism is the faith that leads to achievement. Nothing can be done without hope and confidence. ~Helen Keller</p>				



Birthdays

Mary H. Baggett	2
Sharon G. Kehn	2
Michelle D. Jordan	3
Carolyn W. Maina	5
Tammy R. Campbell	9
Zoe E. Taylor	9
Chantal M. Reeves	11
Maria R. McArtor	12
Gina G. Worsham	12
Collette M. Kehrer	14
Sonia Brincefield	15
Robin E. Crain	16
Chris M. Toenjes	19
Providencia Santos	21

Day

2
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12
12
14
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16
19
21



Kristin E. Cole	23
Kimberly Chervinko	25
Lisa C. Gibson	26

Anniversaries

Jan Voellinger	35
A. Snellenberger	34
Christine Eberlein	20
Lisa C. Gibson	19
Staci Tebbe	12
M L. Diles	8
Pamela Risner	8
Anna B. Whittaker	7
Nalini S. Prashad	6
Tabitha L. Gosnell	4
Chris M. Toenjes	1





Cole's Comets

Karen Cole

Sr. Sales Director
2027 Knotty Pine Dr
Abingdon, MD 21009



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Website: <http://www.colescomets.com/>

To the Valuable...

Highlights this Month:

July Results, August, 2013

- ◆ Quarter 1 Star Consultant Quarterly Contest (June 16 - September 15, 2013)
- ◆ All-Star Consultant Consistency Challenge (through June 15, 2014)
- ◆ Class of 2014 Offspring Challenge (through July 1, 2014)
- ◆ August Double Credit Promotion (August 1-30, 2013)



Words of Wisdom

"Don't limit yourself. Many people limit themselves to what they think they can do.

You can go as far as your mind lets you. What you

believe, remember, you can achieve."

~Mary Kay Ash



August Double Credit Promotion!

You can earn double credit towards the Seminar 2014 Queen's Court of Sharing! Check out details below:

- ◆ Independent Sales Directors and Independent Beauty Consultants 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. During the dates listed below you can earn two credits for each qualified new personal team member who signs her Independent Beauty Consultant agreement between Aug. 1-31, 2013 and places at least \$600 or more in wholesale Section 1 products from Aug. 1 – Sept. 30, 2013.



In regards to the monthly maximum for the Queen's Court of Sharing, for the purposes of this promotion, the double credit (for up to 6 qualified) will not count toward the monthly maximum of 13 new team members in any calendar month.

A new team member who becomes qualified will count toward the monthly maximum of 13 in the month her signed Independent Beauty Consultant Agreement is received and accepted by the Company, not the month she becomes qualified. If more than 13 new team members' Agreements are processed in a calendar month during the contest period, the 13 with the highest commissions earned by the recruiter will count toward the maximum.

For more info, go to MaryKayInTouch.com.