



**KATHY NEWTON**  
**SALES DIRECTOR**

# KATHY'S KAMP

## KAMP GOALS:



**TRAINING**—Each consultant working through week 1—4 of new consultant training.

**STARS**

**RED JACKETS**—team members with 3+ recruits.

**PERFECT AND POWER START!**

May 2014 Newsletter ♥ April 2014 Recognition

## WIN A GRAND!

Join the *Have a GRAND Week* sales challenge and enter to win \$1,000!\*



Mary Kay's birthday is May 12. And no one loved a challenge more than Mary Kay Ash! So to honor the Founder, sell \$1,000 in suggested retail sales in a week!

To help you do that, here are some great tips from Independent Future Executive Senior Sales Director Lisa Stengel, who also wants you to know that there's always a grand reason to have a grand week: May is the perfect time to honor Mary Kay Ash. June is ideal to help finish the Seminar year strong. And July can help you kick off the new Seminar year with a bang! *Lisa Stengel believes that if you follow all of these tips, you're*

### GRAND TIPS FROM THE TOP

1. **Skin Care Parties.** Skin care will always be the foundation of our business, so you've got to hold skin care parties. Consider holding three of them this week.
2. **The Look Party.** Ask an existing customer to bring a copy of *The Look* to a gathering and pass it around. It's a casual way to create interest in the *Mary Kay®* products. And don't forget to attach your Company-approved business card to *The Look* so people can reach you to place an order or to ask for your advice!
3. **Virtual Makeover Party.** Invite customers to use the Virtual Makeover tool on your *Mary Kay®* Personal Web Site. Once they order and receive the products they love, you can follow up by encouraging them to post selfies of their new looks on Facebook®.
4. **Time of Day Party.** You can pick a day during your Grand Week in May to offer incentives to your customers via text or email. And here's the kicker – you choose a different incentive for different times of the day. For example, from 7 to 9 a.m., your customers could get a discount on their purchases. From 9 to 10 a.m., you could offer a bonus with purchase. From 10 a.m. to noon, there's a different discount offer, and so on. The time frames and the incentives are totally up to you.
5. **Facebook® Party.** You can post the challenge on your Facebook® page for your Mary Kay business. Then send a link to your *Mary Kay®* Personal Web Site to 10 people. Ask them to place an order and then to share the link with 10 more people.

### Win a Grand!

Simply submit your tips\* on our "Let's Talk" blog post, sharing how you plan on achieving the *Have a GRAND Week* sales challenge, or share your success stories (also on the "Let's Talk" blog post) once you've completed the challenge! When you do so, you will have your name entered into a *drawing\** of all eligible posts submitted that week for a chance at winning \$1,000 in American Express gift cards! There will be three winners each week, and the winners' posts will be featured on the Company's "Let's Talk" blog.



## Wholesale Orders

Name	Amount
Mary Ann S. Owens	\$636.00
Christy A. Anderson	\$274.50
Elizabeth Miller	\$265.50
Jenna McClellan	\$242.50
Diane W. Rodgers	\$135.75
Marcy B. Carl	\$115.50
Wendy Aiken	\$52.00
Kathy R. Newton	\$671.00



## Celebrations

### June

Birthdays	Day
Molly E. Crumbo	2
Wendy Aiken	17
Antonia F. Johnson	22
Anniversaries	Years
Christy A. Anderson	2



## Commission Checks

9% Recruiter Commission Level Kathy R. Newton	\$133.13
4% Recruiter Commission Level Bonnie T. Morrison	\$9.70

MAKE it a **HABIT** to listen to the  
**Million Dollar Message**  
each morning

(listen while you are putting on your MK face:)



641-715-3900  
Access code 44336#



## Color Confident Unit Members

**Jenna McClellan \***  
Regina Trejo  
Bonnie Morrison  
Mary Ann Owens  
Dede Padgett  
Elizabeth Miller  
Tiffani Tisdale  
Kathy Newton



**CONGRATULATION Jenna for being the first  
Color Confident Kamper**



## How to Create \$3,000 in Retail Sales in 3 Weeks

Every Week for the next 3 weeks do these things:

- Put the product on 10 faces averaging \$50 per face or 2 classes = \$600 in sales
  - Contact 10 existing customers and service them in reorders (7 average \$30 each) = \$210 in sales
  - Get a Mary Kay Angel (outside hostess) to pass the Look Book around her office and sell \$200 and give her \$25 in FREE PRODUCTS!!! Say, "Susie, I am so excited! I have just been challenged to be a Star Consultant with Mary Kay and I really need your help! If you can pass our catalog around your office and sell just \$200, I'll give you \$25 in FREE products of your choice! Can you help me? Thanks, I'll drop it off!" \$200 in sales.
  - Do 2 on the go appointments (\$50 each) or Demo Satin Hands on 10 people = \$100 in sales
- That totals \$1,100 each week Your profit is \$400-\$500 per week! You have \$1500+ wholesale towards your star in 3 weeks! Have fun creating product excitement. Remember, the key to your success is going to be your ATTITUDE and your POSITIVE EXPECTANCY. What Star Prize have YOU chosen?





## Recruiters & Teams

### Offspring Sales Director

All benefits below, plus 13% unit commissions, unit bonuses, wear the Director Suit and drive the Cadillac or other career car.



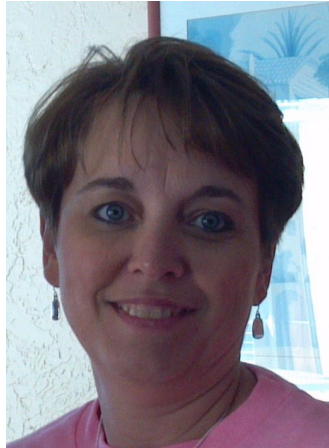
Whatever your lot in life, build something on it! – Mary Kay Ash



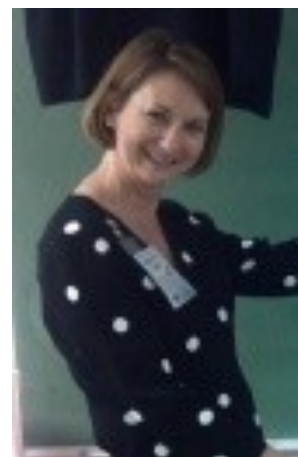
## Senior Consultants



Recruiter :Marcy B. Carl  
Anita D. Evans



Recruiter :Bonnie T. Morrison  
Jenna McClellan



Recruiter :Mary Ann S. Owens  
Denetta W. McCray

You GO GIRLS!  
WHO WILL BE OUR FIRST  
**RED JACKET?**



The First  
**RED JACKET**  
Earns this  
**CHARM!**

# The HEAT is ON!



MARY KAY  
one  
woman  
can  
50 YEARS

# Go for the Gold!

Celebrating 50 Years of Rich Rewards

Star Consultant Program March 16 – June 15, 2014

As a Star Consultant, you get to choose prizes for yourself – or your family. From totally indulgent to really practical, you can earn fabulous rewards just for working your business!



Earn 600 contest points with each new qualified team member once you are a Sapphire Star.  
Sapphire Star + 1 Qualified = Ruby



**Marcy Carl**  
5 Career Star Quarters  
Quarter 2 Sapphire



**Mary Ann Owens**  
3 Career Star Quarters  
Quarter 2 Sapphire



**Dede Padgett**  
2 Career Star Quarters  
Quarter 2 Sapphire



**Kathy Newton**  
36 Career Star Quarters  
Quarters 1 & 2 Pearl  
Quarter 3 Emerald  
Quarter 4 Sapphire  
OnTarget Consistency

# Be A Star



# Seminar 2014 Scoreboard

## Court of Sales

Current retail ~ PCP/Bonuses ~ Total YTD Retail

1	Mary Ann S. Owens	\$8,307.00	\$1,708.00	\$10,015.00
2	Dede Padgett	\$6,550.00	\$1,074.00	\$7,624.00
3	Marcy B. Carl	\$6,717.00	\$714.00	\$7,431.00
4	Marty Trifiletti	\$4,669.00	\$410.00	\$5,079.00
5	Jenna McClellan	\$3,519.00	\$1,067.00	\$4,586.00
6	Shelley S. Powers	\$4,524.50	\$0.00	\$4,524.50
7	Diane W. Rodgers	\$2,543.50	\$426.00	\$2,969.50
8	Taylor R. Hensley	\$2,571.00	\$240.00	\$2,811.00
9	Elizabeth Miller	\$2,615.00	\$90.00	\$2,705.00
10	Bonnie T. Morrison	\$2,287.00	\$345.00	\$2,632.00
11	Anita D. Evans	\$1,942.00	\$341.00	\$2,283.00
12	Stephanie K. Collins	\$2,037.00	\$0.00	\$2,037.00
13	Alma J. Owens	\$1,407.00	\$320.00	\$1,727.00
14	Wendy Aiken	\$1,330.00	\$59.00	\$1,389.00
15	Tiffani S. Tisdale	\$992.50	\$20.00	\$1,012.50
16	Crystal L. Wall	\$618.00	\$0.00	\$618.00
17	Christy A. Anderson	\$549.00	\$0.00	\$549.00
18	Denetta W. McCray	\$455.00	\$0.00	\$455.00
	Kathy R. Newton	\$24,739.00	\$4,738.00	\$29,477.00

### Queen's Court of Personal Sales \$36,000 Est. Retail Production

Choice of one



"XOXO" Diamond Ring



"Golden Shamrock" Quartz Ring



Diamond "Couture" Scroll Ring

### Queen's Court of Sharing 24 Qualified New Team Members

Choice of one



Bee Fabulous Charm Bracelet

Small Bee Fabulous Diamond Pin



Bee Fabulous Diamond Bee Ring



## Court of Sharing

Kathy Newton

3

When you have a new team member who is QUALIFIED, your name will go here. For a new team member to be qualified, her Independent Beauty Consultant Agreement and minimum of \$600 in wholesale Section 1 orders must be received and accepted by the Company during the Seminar contest period.



# Get the Passport to Fun with New Mary Kay Products!



Limited-Edition† Beauty That Counts® Journey of Dreams™ Eau de Toilette, \$25

Discover how you can help bring to life the dreams of women and children in need with this light, fresh floral scent.

True Dimensions™ Lipstick, NEW Shades, \$18

Glide on confidence with 10 new lipstick shades:

Tangerine Pop, Citrus Flirt, Coral Bliss, Exotic Mango, Sassy Fuchsia, Lava Berry, Berry a la Mode, First Blush, Tuscan Rose and Chocolate



Mary Kay® Mineral Eye Color, NEW Shades, \$7

Mix and match five new neutral eye shades: Ballerina Pink, Rosegold, Driftwood, Stone and French Roast.



Mary Kay At Play™

Bold Fluid Eyeliner, \$10

Blue My Mind, The Real

Teal, Hello Violet, Gold Metal

Triple Layer Tinted Balm, \$10

Pink Again, In the Plum, Orange

You Lovely, Atomic Red

Limited-Edition†  
Honeydew Satin  
Hands® Pampering  
Set, \$35



FREE\*\* Mini TimeWise®

Microdermabrasion Set

and Mini Indulge® Soothing Eye

Gel in a black mesh bag when

you purchase \$40 or more of

Mary Kay® products





# Passport to Fun Summer 2014 Products



Limited Edition Journey of Dream Eau de Toilette- \$25



Mary Kay Mineral Eye Color- NEW Shades- \$7



Ballerina Pink	Rosegold	Driftwood	Stone	French Roast
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Like it      Love It      Must Have

Mary Kay True Dimensions Lipstick- NEW Shades- \$18

Tangerine Pop	Citrus Flirt	Coral Bliss	Exotic Mango	Sassy Fuschsia
Lava Berry	Berry a la Mode	First Blush	Tuscan Rose	Chocolatte



Like it      Love It      Must Have

Limited Edition Honeydew Satin Hands Set- \$35

Like it  
Love it  
Must Have



Mini Timewise Microdermabrasion Set and Mini Indulge Soothing Eye Gel- Free with \$40 Purchase

Like it  
Love it  
Must Have



Limited Edition Mary Kay Sun Care After-Sun Replenishing Gel - \$13

Like it  
Love it



Bold Fluid Eyeliner

Mary Kay at Play—\$10 each

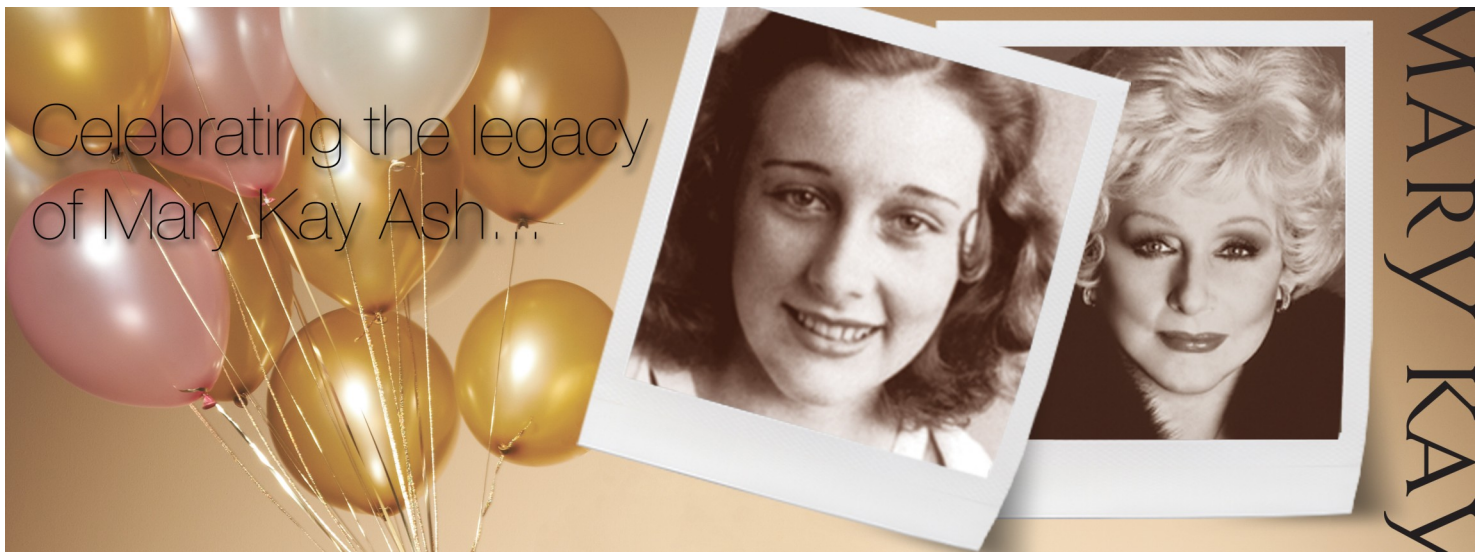
Triple Layer Tinted Balm



Blue My Mind	The Real Teal	Hello Violet	Gold Metal	Pink Again	In the Plum	Orange You Lovely	Atomic Red
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Like it      Love It      Must Have



Celebrating the legacy  
of Mary Kay Ash...

**Mary Kay always loved her Birthday, and we always worked extra hard to do something incredibly special for her! Here are some ideas for sales to work on.**

1. THE BIG DAY IS MONDAY MAY 12TH. Plan to break your record and reach as many customers as possible today. Have a Birthday Cake at your home for all stop ins and also delivering cupcakes to them in person. Talk about a great way to start your appointment. "By the way, it's Mary Kay's birthday and this is for you!"
  2. 12% off all Mary Kay Products this week
3. Fill out an agreement on May 12th and begin your business on our Founder's birthday! Call every prospect you have ever had and encourage her to start on the 12th
4. MAY BOOKING SPECIAL– Carry a filled compact with you everywhere and say OH MY GOODNESS, I HAVE TO TELL YOU ABOUT MY MAY BOOKING SPECIAL! (Hand her the open compact) You get this FREE with your choice of color– FOR THE PRICE OF THE DAY YOU BOOK when you share your facial with 3 others and hold it on the day we choose today!! SOOO, if you can book it on the 15th, it's \$15, May 20th, it's \$20!
5. Products of the week. Have one every week until June 30th. This weeks products – I am showcasing Sunless Tanning and sunscreens in honor of Sun Awareness months- May and June!
  6. Take products to show on the back of your hand.
7. I always end the PCP gift with purchase when I sign up for the new one– so I'll clean up my PCP mailing list with a last call for the bag. After this, I give retail product bonuses. Don't forget, last day for PCP is the 15th!
8. Hand out the Consider the Possibilities DVD and put their forms into a drawing for Free Product at the end of the month
  9. Refer a friend to me that makes a purchase and receive a bonus!
  10. Overstocked on anything?? PINK LIGHT SPECIAL this month!!!





# Share the Love!

Team-Building Promotion: May 1 – 31, 2014

Independent Beauty Consultants who started a Mary Kay business in April AND Independent Beauty Consultants who added a new team member in the month of April can offer these same great incentives to potential new team members in May.



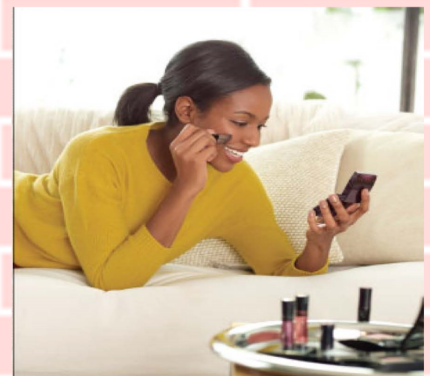
## Share Share the Love!



Are you ready to stretch yourself and help other women realize their potential? When you share your excitement about the Mary Kay opportunity and others join your team, you can earn great commissions and potential team-building bonuses!

## May Important Dates

- May 1- Registration for Seminar 2014 begins
- May 5- Cinco de Mayo
- May 10- Early ordering for 3rd Quarter Stars and PCP enrollees
- May 11- Mother's Day
- May 12- Mary Kay Ash's Birthday
- May 15- Last day to order Spring 2014 Products
- May 16- Summer 2014 Products available for all to order
- May 26- Memorial Day
- May 30- Last day to place order by telephone until 10pm CST
- May 31- Last day to place order online until 9pm CST



Online agreements accepted until midnight

Orders and agreements submitted by mail or dropped off at the branches must be received by 7pm local time to count toward this month's production.

June 1-3- Online DIQ commitment form available beginning 12:01am CST until midnight on the 3rd

Also available on Mary Kay Mobile Intouch on your smartphone at [m.marykayintouch.com](http://m.marykayintouch.com)

# Seminar Savings Plan!!!

*I want Mary Kay to pay my way ...*

**Make your plans to be at Seminar this year!!  
Start saving NOW for the best trip of your life!**

**Registration: \$195  
Airfare: \$450  
Hotel: \$180  
Misc Travel/Meals: \$175**

\*Registration includes: FREE Sneak-Peek Retail Product (\$175 value), Conference materials and 4 meals.  
\*Hotel and Airfare cost approximate. Hotel based on 4 people per room.

**Your Total Cost: \$1000  
Your Seminar Experience: Priceless**

## Option #1

**10 Classes  
Average Sales: \$300**



**40% Save: \$120  
60% Reinvest: \$180**



**Total: 10 Classes held  
Saved: \$1200 (40% profit)**

discover what you  
**LOVE.**  
Seminar 2014

## Option #2

**1 Class per Week**

**Save: \$30  
Per Week**

**Saved: \$1560**  
Enough money for other events  
(Fall Retreat and Career Conference)

## Schedule At A Glance!

### Priority Registration:

- April 7-30, 2014
- Email notification will be sent to Qualifiers.

### Registration open to all sales force members:

- \$195 - May 1—June 16, 2014
- \$225 - June 17—July 1, 2014
- \$250 - On-Site Registration (space permitting)

### Seminar 2014:

- Ruby, July 16-19
- Sapphire, July 20-23
- Emerald, July 23-26
- Pearl, July 27-30
- Diamond, July 30-August 2



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# Luxury Lunches

You are invited to a Mary Kay Luxury Lunch!  
Order lunch in and get ready for a Beauty Escape  
in the middle of your hectic day!

*All women love to look great! But with careers and kids, they don't always have time to have a traditional Mary Kay appointment.*

This is a fast, fun new way of experiencing the "new" Mary Kay!  
It is called a "Luxury Lunch" and it can take as little as 45 minutes!  
The best part is that it is held in your office just for employees and  
there is even no need to take off your makeup!

*You can preview the new age-fighting skin care, aromatherapy, color,  
and gift items.....all during your lunch hour!*

All we need is a desk or a conference table.

Ok, is your office too  
crazy during the day?



How about  
a Rush Hour?

This is a UNIQUE new way of experiencing Mary Kay!  
It is called a "Rush Hour" and it's held for you ladies RIGHT AFTER WORK!  
Either event you choose, it's a really fun way to check out all Mary Kay has to offer!

**Call your independent beauty consultant  
today to schedule your OWN  
Luxury Lunch or Rush Hour!**

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# 67 Ways to Find Clients

## 67 Ways to Find Clients

By Julie Potts

*Many have asked me over the years how do I move and get new clients so quickly...two years ago when I moved to Atlanta in Feb I completed 20/20 in April and these are several of the ideas that I used to gain new clients. Convince yourself that you are a Master Booker through self-talk, first and then you will be on-stoppable!! You do know that 30 faces in 30 days can put over \$1000 in your pocket!!!*

- Make a list of everyone you know...friends, church members, teachers, family...
- Referrals-Ask everyone client and facial for the name of at least 5 people who would enjoy a free makeover
- Model Makeovers for your before and after portfolio
- Business card with samples
- Hostess specials
- Item for a Penny-invite 3 or more non-MK over 18 guests
- Scavenger Hunt
- Conversational Booking for Monday Model
- Brides
- New Mom's
- Newcomers to town
- Facial Boxes
- Second facials with friends from facials
- Nail classes
- Open houses for Christmas, new product launches, new seasons
- teachers
- Members of any organization that may give address lists
- Signs at Apartment complexes and grocery stores...any bulletin boards.
- PTA
- Husband's office
- Offices like doctor or dentist, leave Beauty Books or Beauty Magazine
- Recall canceled appts
- Bridal or Baby showers
- Go to Organizations, girl scout troops, retirement homes and offer your service to teach about skincare and glamour techniques
- Have birthday party makeovers at your home once a month
- Flyers in your neighborhood or outside neighborhoods
- Pass our Beauty Books and say "oh, by the way this is for you..."
- Wild deliveries to clients with balloons...be sure to give her extra books and sales tickets
- Turn facials into classes, "Oh by the way, I can do 3 or 4 faces as easily as one so if you'd like to share your appt with a few friends we'll have lots of fun. And you know as women we don't even like to go to the bathroom alone. Ha ha"
- Reprogram clients for the new season



# The 4 KEY Questions

via Sean Key, May 5, 2012

Prospective's Info	Name:		Date:	_____
	Telephone #:			<input type="checkbox"/> Su <input type="checkbox"/> M <input type="checkbox"/> T <input type="checkbox"/> W <input type="checkbox"/> Th <input type="checkbox"/> F <input type="checkbox"/> Sa
	Email Address:	@	Time:	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6 <input type="checkbox"/> 7 <input type="checkbox"/> 8 <input type="checkbox"/> 9 <input type="checkbox"/> 10 <input type="checkbox"/> 11 <input type="checkbox"/> 12 <input type="checkbox"/> a.m. <input type="checkbox"/> p.m.

## Agenda for Call: Introduction, 4 KEY Questions, Close

### Introduction:

- I have four basic questions for you.
- There is no right answer – just the honest one.
- And, know that I will love you regardless.

1. **Tell me a little more about yourself (i.e., family, job, hobbies, etc.)**

**NOTE TO CONSULTANT:** Be mindful of what is mentioned first & most often. Refer to Exhibit A: DISC for Teambuilders.

2. **What puts a smile on your face?**

3. **Tell me about a time when you felt successful. What did you like most about that?**

4. **Fast-forward a year -- what unfulfilled dream would you like to have come true that you're not living now? Where are you with achieving that goal?**

### NOTE TO CONSULTANT:

- Listen MORE, talk LESS. Remember: **W.A.I.T.** (Why Am I Talking?)
- Relate the above responses to **some** aspect of the Mary Kay business opportunity based on the DISC chart. [EXAMPLE: If she talks about her children/family, then focus on how her own Mary Kay business will allow her to provide for or spend time with her family.]
- When presented with objections, flip-it & focus on 'selling' the prospective team member **her own** dream – that she has communicated to you during this interview.



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Let's Grow!!!

