



# Be Bold & Audacious

"A bold unit with audacious faith"

Independent Sales Director Jodi Bond

April Newsletter / March Results

## March Queens

### QUEEN OF WHOLESALE



**Kristen M. Rivera**  
\$1,800.50

### QUEENS OF SHARING



**Lisa M. Zang**  
*Lisa added two new Team members in March*

### QUEEN OF SALES



**Lisa M. Zang**

## CONGRATULATIONS QUARTER 3 STARS!



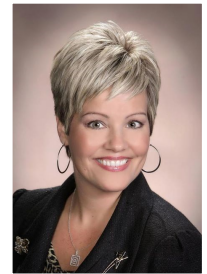
**CINDY MIRABELLI**  
Sapphire



**JANET ATIENZA**  
Sapphire



**LISA ZANG**  
Sapphire



**JODI BOND**  
Pearl

**\$100 Day Nominees - It pays to text me when you have a \$100 day!**

**Emily Verner - Winner!**  
Janet Atienza  
Trisha Lassiter  
Kristen Rivera  
Lisa Zang

### Focus 400 Winners

Lisa Zang  
Linda Verner  
Kristen Rivera  
Cindy Mirabelli  
Trishia Lassiter  
Ieshia Hogan  
Janet Atienza

### WHY PREFERRED CUSTOMER PROGRAM: by MK Director Sondra Weaver

PCP is the best bang for your buck anywhere. Did you know that to mail out a Look Book it cost \$1.25.... and to have MK send it out though the PCP program is cost you 70 cents per name.

- + If you have a big customer base or a medium size base this is the most effective way to keep in contact with them.
- + If you have a very small customer base it is important to treat them just as special as you would if they were part of a huge customer base.
- + If you only sell to family and friends they deserve to be treated as special as if they were part of a larger based business
- + PCP makes you look more professional and serious about your business.
- + PCP gives you a reason to call them after they get the book
- + They know about the Free Gift with Purchase when they are getting the PCP mailing.
- + There is always a free sample included in the PCP Look Book....we love samples
- + You always get the Look with the sample mailed to you at the same time it is mailed to your customers for free.

**WHAT IS MONTH 2 MAILER?** Month 2 mailer is a smaller brochure with a focus on certain products such as lips, body care, eye, & cheek color, etc.  
**THE COST FOR THIS MAILER IS ONLY .45 cents!!!**

**You are the president of your company.** Large company, med size or small company it does not matter.. give your clients the treatment they deserve.

# mother's day

## marketing ideas and tips

### Here's a great way to open a team building interview on and around Mother's Day:

(Consider making little cards to show at your classes or team building appointments. You may even choose to have your attendees hold cards up and spell out the name "Mother" then each attendee can read their letter at a time and you give the below after each letter is read):

**M** - for the MONEY! You can make extra money for your family through Classes, Facials, Reorders and Team-building commissions!

**O** - for the OPPORTUNITY to make new friends and advance in a company that was started by a Mother of 3 children designed to build women up in a positive way!

**T** - for the TAX advantages of owning your own business!

**H** - for the HOURS that are flexible around your families!

**E** - for the EXCITEMENT in winning prizes and awards doing something you LOVE!

**R** - for the Rich Rewards that come from changing women's lives for the better!



**DON'T FORGET  
YOUR MOTHER  
Sunday, May 11th**

## Great marketing ideas

1. This is one of the cutest ideas ....Wrap a Satin Hands set and Satin Lips set together with some gladiola bulbs. Add a card that says: "To Mom: For the hands that helped me to grow, And the lips that helped me to heal....I'm so "Glad" you are my mother! Happy Mother's Day!" Charge \$2-3 for the bulbs and wrap!
2. Wrap a TimeWise Cleanser & Moisturizer together with the gladiola bulbs. Add a card that says: "To Mom: For all the Time you gave to me, I want to give you the gift of Time! I'm so "Glad" you are my mother! Happy Mother's Day!"
3. Create a poem and pair it with a body care set for Mother's Day. Put the set in a basket with some slippers and a pretty little picture frame; you could also add popcorn and a tea bag.

## Use on postcards, flyers or gift inserts

Here's something to ponder with Mother's Day right around the corner.....The Images of Mother:

- 4 YEARS OF AGE ~ My Mommy can do anything!
- 8 YEARS OF AGE ~ My Mom knows a lot! A whole lot!
- 12 YEARS OF AGE ~ My Mother doesn't know quite everything.
- 14 YEARS OF AGE ~ Naturally, Mother doesn't know that, either.
- 16 YEARS OF AGE ~ Mother? She's hopelessly old-fashioned.
- 18 YEARS OF AGE ~ That old woman? She's way out of date!
- 25 YEARS OF AGE ~ Well, she might know a little bit about it
- 35 YEARS OF AGE ~ Before we decide, let's get Mom's opinion.
- 45 YEARS OF AGE ~ Wonder what Mom would have thought?
- 65 YEARS OF AGE ~ Wish I could talk it over with Mom.



**Call your Mom today and tell her you love her. Don't wait until Mother's Day!!!**

Designed for clients of Director Only Services

# LEADERS & TEAM BUILDERS

## NEW DIQ



**Recruiter: Lisa M. Zang**

Lucrecia Z. Baigis  
Jeannine Green  
Ieshia Hogan  
Cindy E. Mirabelli  
Michelle Mosteller  
Mindi E. Raby  
Dele Rech  
Kristen M. Rivera  
Emily F. Verner  
Linda M. Verner  
Maria Vinci  
Erica Wagner  
Mary Zang  
Mala A. Divyanathan  
Beth E. Hively  
Edngia R. Itabaiana  
Morgan L. Ruppe  
Kristen D. Terry

## KEEP CALM TEAMWORK MAKES THE DREAM WORK

*Are You Ready to Share Something More?*

It's time to take your next step in Mary Kay and share the career opportunity!  
You're doing such a great job of sharing the products with friends and family. Why not offer our career opportunity as well? Each person can make their own decision, but it would be a shame to miss out on helping someone change their life by not even offering them the chance! I'd love to help you in any way I can, and I can even hold your first interview for you if you feel like you need help. Call me and we'll map your next step together!

## Senior Consultants

**Recruiter: Beth Dickman**  
Marlene A. Abkemeier  
\* Victoria L. Horak  
\* Lindsay L. Lassetter  
**Recruiter: Emily F. Verner**  
Linda M. Verner  
**Recruiter: Monique Costa**  
Patricia Lassiter  
\* Nicole Reilly

## Recruiters Commission

13% Recruiter Commission Level  
Lisa M. Zang \$483.24  
4% Recruiter Commission Level  
Emily F. Verner \$ 24.28  
Monique Costa \$ 15.90

## March Wholesale

Kristen M. Rivera \$1,800.50  
Janet J. Atienza \$ 816.25  
Lisa M. Zang \$ 806.00  
Ieshia Hogan \$ 618.50  
Linda M. Verner \$ 607.00  
Cindy E. Mirabelli \$ 604.75  
Margaret Evans \$ 604.50  
Darlene Franks \$ 600.00  
Patricia Lassiter \$ 397.50  
Mary Zang \$ 304.50  
Natalie Y. Vitales \$ 273.50  
Veronica S. Spellman \$ 241.25  
Lucrecia Z. Baigis \$ 233.00  
Kathye Harber \$ 229.00  
Emily F. Verner \$ 156.00  
Morgan D. Bell \$ 112.50

## Welcome New Beauty Consultants

New Consultants	From	Recruiters
Matilda Davenport	MARIETTA, GA	Jodi Bond
Lisa Gunter	CUMMING, GA	Jodi Bond
Sherri Helms	DAWSONVILLE, GA	Jodi Bond
Ieshia Hogan	ATLANTA, GA	Lisa Zang
Kathy McCarty	COLBERT, GA	Jodi Bond
Kristen M. Rivera	CUMMING, GA	Lisa Zang
Linda M. Verner	CUMMING, GA	Emily Verner

## APRIL CELEBRATIONS

### MK Anniversary

	Year
Felicia McCall	2
Cintia Quinzani	1
Leide Bello	1
Paula M. Iseman	1
Lisa M. Zang	1
Morgan D. Bell	1
Megan Walsh	1

### Happy Birthday

	Day
Torrie Camp	3
Lisa Gunter	4
Traci Allison	7
Patricia Lassiter	15
Shanavia D Culpepper	16
Morgan D. Bell	18
V. Rodriguez-Phillip	20
Veronica S. Spellman	24
Leide Bello	27
Cindy Dickman	31

**Enrollment is NOW  
OPEN for the mailing  
of the SUMMER Look  
through April 15th  
ONLY .70 per name  
| Mails May 16th**

Grab your "Passport to Fun" and take a fabulous beauty trip in the latest issue of The Look! Your customers will discover travel-ready products for everything from beach vacations to weekend road trips. Plus, they'll find new lip and eye colors perfect for summer looks that go from surf-side casual to wedding bliss. Enroll your customers to receive The Look through the Preferred Customer Program, and they'll receive our NEW seal sampler of limited-edition Journey of Dreams™ Eau de Toilette – the new fragrance that gives back.



# START A MARY KAY BUSINESS TODAY!



discover what you  
**LOVE**™

Give yourself a fresh, new beginning by starting a Mary Kay business full of opportunity and life-changing possibilities.

**As an Independent Beauty Consultant you could:**

- ♥ Earn 50% profit\*\* on everything you sell.
- ♥ Earn rewards, prizes & jewelry just for working your business.
- ♥ Advance your business at your own pace.
- ♥ Earn the use of a Company Car.

**ONLY  
\$75\*!**



***The first step to starting your own Mary Kay business is getting your very own Starter Kit.***

The stylish Mary Kay Starter Kit Bag is packed with:  
Retail-sized products to demonstrate with friends at parties.  
Samplers to share with your potential customers.  
Brochures and DVDs with easy-to-learn sales tips.

**ALL THIS and more for just \$75\* in April!**

**PLUS..Start your new business in April and you can share this opportunity with others through May!!**

\*plus shipping, handling and tax

\*\*The 50% profit is based on suggested retail prices



	Current	-- Wholesale Production Needed --					Qualified	Quarterly
	Whlse Prod for Star	Sapphire	Ruby	Diamond	Emerald	Pearl	Team Members	Contest Prize Total
KRISTEN RIVERA	\$1,800.50	<b>STAR</b>	\$ 599.50	\$1,199.50	\$1,799.50	\$2,999.50	0	\$1,800.50
JANET ATIENZA	\$ 669.75	\$1,130.25	\$1,730.25	\$2,330.25	\$2,930.25	\$4,130.25	0	\$ 0.00
IESHIA HOGAN	\$ 618.50	\$1,181.50	\$1,781.50	\$2,381.50	\$2,981.50	\$4,181.50	0	\$ 0.00
LINDA VERNER	\$ 607.00	\$1,193.00	\$1,793.00	\$2,393.00	\$2,993.00	\$4,193.00	0	\$ 0.00
MARGARET EVANS	\$ 604.50	\$1,195.50	\$1,795.50	\$2,395.50	\$2,995.50	\$4,195.50	0	\$ 0.00
DARLENE FRANKS	\$ 600.00	\$1,200.00	\$1,800.00	\$2,400.00	\$3,000.00	\$4,200.00	0	\$ 0.00
CINDY MIRABELLI	\$ 590.75	\$1,209.25	\$1,809.25	\$2,409.25	\$3,009.25	\$4,209.25	0	\$ 0.00

**IMPORTANT INVENTORY NOTES:** Beginning May 16 several Mary Kay® products are phasing out due to low sales or to make room for exciting new products and will move to the "Last Chance" section of the May 16, 2014, Consultant order form. The anticipation of phase-outs sometimes causes an upturn in orders, and the current inventory may be depleted sooner than anticipated, so you may want to stock up while supplies last.

**NOTE:** Mary Kay® *Creme Lipsticks* in Midnight Red and Merlot have already begun to run out at the branches.

### Section 1:

- **Mary Kay® Mineral Eye Colors:** Silky Caramel, Black Pearl, White Lily, Sienna, Cinnabar, Almond and Golden Vanilla
- **Mary Kay® Mineral Eye Color Bundles:** Beautiful Brown, Brilliant Blue, Gorgeous Green and Hypnotic Hazel
- **Mary Kay® Creme Lipsticks:** Sunny Citrus, Blaze, Sunlit Sand, Hot Mocha, Nutmeg, Amber Glow, Boysenberry, Midnight Red, Fuchsia, Icy Peach, Whisper, Copper Star, Bronzed and Merlot
- **Mary Kay® Medium-Coverage Foundations:** Ivory 105, Ivory 202, Beige 305 and Bronze 808 due to low sales. (Please refer to Product Central the Foundation Comparison Chart for recommended replacement shades.)
- **Mary Kay® Brow Tools**
- **Mary Kay® Brow Pencils:** Soft Black and Soft Auburn

### Section 2:

- **Mary Kay® Mineral Cheek Color Samplers** (sheet of 18): Bold Berry, Cherry Blossom, Cinnamon Stick, Citrus Bloom, Dark Cherry, Golden Copper, Shy Blush, Sparkling Cider, Strawberry Cream and Sunny Spice, due to low sales of the samplers. (Section 1 Mary Kay® Mineral Cheek Color will remain part of the regular line.)
- **Mary Kay® Color Cards (pk./5):** Neutrals and Chocolates due to Mary Kay® Mineral Eye Color shades contained in these looks being discontinued this quarter. Be assured that we will continue to offer Mary Kay® Color Cards (pk./5) in Berries. (Color shade charts will be updated May 16 with Mineral Eye Color combinations and application instructions to help you create your own sampling bundles.)
- **Velocity® Eau de Parfum and Velocity® for Him Sampler Towelettes**
- **Thinking of You® Eau de Parfum Sampler Towelettes,** due to repackaging in vials scheduled to launch Aug. 16.

For the latest inventory updates, please check the "Out of Stock" page on Product Inventory Updates site.



# Trying to Decide... if you should attend Seminar? then read the below article!

**RUBY SEMINAR DATES: 7/16/2014 - 7/19/2014**

**Seminar is an investment in YOUR Career and YOUR Dreams!** You can't afford to miss the fun, education, sisterhood, celebrations and dreams that Seminar creates. Below are some possible reasons why you may decide that Seminar isn't for you this year. Then how you can overcome these objections!

**YOU SAY: "I went to Career Conference. Isn't that enough?"**

Career Conference is great, but it cannot compare to the joy and fun of Seminar! It is packed full of energy, excitement, food, girl time and GLAMOUR! Yes, I said GLAMOUR! Tell me, have you been aching to shop for a beautiful gown? Well, start shopping now!



**YOU SAY: "I don't have the money"**

That is one of the main reasons that you need to go. Start saving today, by holding an extra 1-2 skin care classes. Do some spring cleaning and clear out all the clutter in your home. Why not have a yard sale? Use the extra money that you earn to pay your way!



**YOU SAY: "My husband doesn't want me to go"**

As women, we want to ensure that our husbands are happy and it is important to listen to your husband's feelings. Why not set aside some time for you and him to discuss your feelings together? Speak from your heart, and as a couple, come to a rewarding decision.

**YOU SAY: "I can't leave my children"**

I am more than sure that you can find someone to help watch your children, while you attend a company event. We all love our children and that includes love enough to do what is in their best interests. If spending time away from your children for a short time can enrich your family's life, then why not?



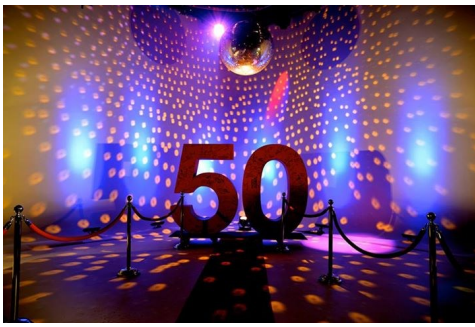
**YOU SAY: "I didn't meet my goals, I don't deserve to go"**

It is impossible to fail at every goal that you set. It's just not possible. And if you truly feel down in the dumps, why not set a big goal (ATTENDING SEMINAR??) and meet it. You will end the Seminar year, full of passion and purpose. You will begin the new Seminar year, ready to roar! You can do it!

**YOU SAY: "I am a new consultant. I'll wait and go next year"**

Do you want to wait a whole year to make a lot of money and be very successful? Why postpone your success for a year? If you want an awesome rookie year, you have the best reason of all to go. Give yourself a head start!





## Seminar Year 2014

July 1, 2013 - June 30, 2014



**Seminar 2014 DATES:**  
**Ruby:** July 16 – 19  
**Sapphire:** July 20 – 23

**Emerald:** July 23 – 26  
**Pearl:** July 27 – 30  
**Diamond:** July 30 – Aug. 2

**Queen YTD Sales**



**Lisa  
Zang**

### Court of Personal Sales — Top 10 Retail Sales


1	Lisa M. Zang	\$10,018.00
2	Monique Costa	\$ 6,208.50
3	Cindy E. Mirabella	\$ 5,011.00
4	Janet J. Atienza	\$ 4,524.50
5	Marlene A. Abkemeier	\$ 4,490.00
6	Yomekia Watson	\$ 3,093.00
7	Patricia Lassiter	\$ 2,320.00
8	Shanavia D. Culpepper	\$ 2,178.00
9	Julie Castellanos	\$ 2,032.00
10	Amanda Sheriff	\$ 1,515.00

### Court of Sharing

Consultant	# Qualified	Comm.
Lisa M. Zang	7	\$959.31
Monique Costa	1	\$ 56.00
Emily F. Verner	1	\$ 24.28

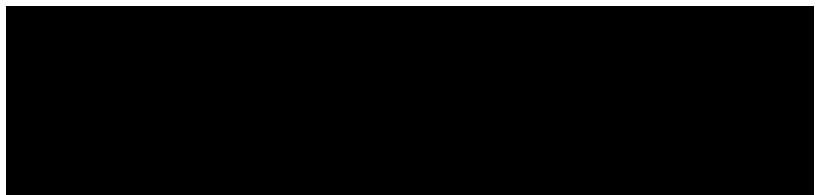


**Queen YTD Sharing**



**Lisa  
Zang**

(Based on commissions earned)





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**SHARE** *the* **LOVE!**

**April 1—30, 2014**  
**See page 4 for details**



# Be the **STAR** at **SEMINAR**

Join me and see the

**BIG** picture at SEMINAR 2014!

The Recognition, The Motivation,  
The Awards, The Inspiration, and the  
excitement of sharing the dream with  
others for whom this opportunity  
has been a life-changing gift.

**RUBY SEMINAR DATES: JULY 16-19, 2014**

Priority Registration: April 7 - 30, 2014

Registration open to ALL

Sales Force Members May 1, 2014

