



# Be Bold & Audacious

*"A bold unit with audacious faith"*

Independent Sales Director Jodi Bond

December Newsletter / November Results

## November Queens

### QUEEN OF WHOLESALE



**Monique Costa**  
\$915.00

### QUEENS OF SHARING



**Lisa M. Zang & Beth Dickma**  
Both added 1 New Team Member in November.

### QUEEN OF SALES



**Lisa M. Zang**  
\$593.00



**NEW CONSULTANT OFFER! DEC. 1 - 31, 2013**

Welcome to the world of Mary Kay, where fabulous prizes and surprises are a part of your successful journey! As a brand-new Mary Kay Independent Beauty Consultant, **this exclusive keepsake ceramic hinged box** commemorating the Mary Kay 50th Anniversary year could be yours when you place a single \$400 or more Section 1 wholesale order during the month of December 2013!\*

**Here's how it works:** Independent Beauty Consultants whose new Independent Beauty Consultant Agreements are received and accepted by the Company in November or December 2013 and who place a single **\$400 or more** Section 1 wholesale order during the month of December 2013 will receive a beautiful One Woman Can™ globe in their qualified order.



**Roll Away Trouble Spots!**  
**TIMESWISE® EVEN COMPLEXION DARK SPOT REMOVER**

*Try it! Love it!*

This lightweight serum helps reduce the appearance of past damage and dramatically reduces the look of dark spots. Formulated with our exclusive MelaCEP™ Brightening Complex. Rollerball design directly targets troublesome dark spots to dramatically reduce their look.

- In just one week, the look of dark spots begins to fade.
- After three weeks, a more uniform-looking skin tone is revealed.
- And in six weeks, you'll see dramatic results.

The rollerball design directly targets dark spots, freckles, age spots and lingering acne spots on any skin tone without lightening the surrounding skin.

**Part of a multifaceted approach to achieving remarkably radiant skin when used with TimeWise® Even Complexion Essence and TimeWise® Even Complexion Mask.**

## Welcome New Beauty Consultants

New Consultants	From	Recruiters
Paige Gorman	Cumming, GA	Jodi Bond
Mindi Raby	Cumming, GA	Lisa Zang
Lindsay Lassetter	Newnan, GA	Beth Dickma

# Join the Dream - New Consultant Celebration Bonuses

**Thinking about joining the Dream Team?  
Here are some wonderful incentives to think about!!**

Between September 15<sup>th</sup> and December 2<sup>nd</sup> receive the following extra bonuses in addition to Mary Kay bonuses when you begin your Mary Kay business!!

**Becomes a consultant and receive:**  
Satin Lips Set - \$18 Value

**Become a consultant and place an initial \$200 wholesale order in your signing month and receive:**

Satin Lips Set - \$18 value  
Firming Eye Cream - \$32 value

**Become a consultant and place a minimum \$600 wholesale order by second month of agreement date and receive:**

Satin Lips Set - \$18 value  
Firming Eye Cream - \$32 value  
Microdermabrasion Set - \$50 value  
Beautiful charm bracelet - priceless

**Become a consultant and place a minimum \$600 wholesale order within agreement month and receive:**

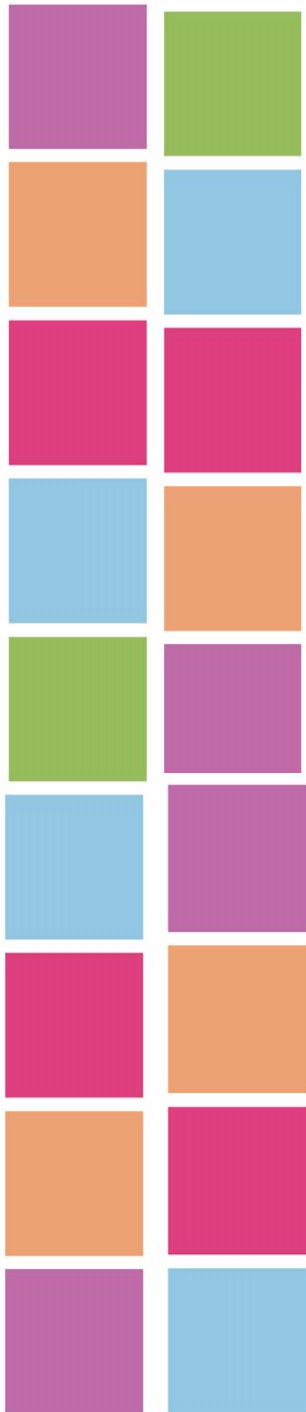
Satin Lips Set - \$18 value  
Firming Eye Cream - \$32 value  
Microdermabrasion - \$50 value  
Roll-up bag - \$30 value  
Bracelet - priceless

**Become a consultant and place a minimum \$600 wholesale order within 15 days of signing your agreement and receive:**

Satin Lips Set - \$18 value  
Firming Eye Cream - \$32 value  
Microdermabrasion Set - \$50 value  
M.K. Brush Set - \$55  
Roll-Up bag - \$30  
Beautiful charm bracelet – priceless

**Become a consultant and place a STAR order of \$1800 wholesale or more and receive:**

Satin Lips Set - \$18 value  
Firming Eye Cream - \$32 value  
Microdermabrasion Set - \$50 value  
M.K. Brush Set - \$55 value  
Roll-Up bag - \$30 value  
Brush cleaner - \$10 value  
Finishing spray - \$18 value  
Event with your Director - priceless  
Beautiful charm bracelet – priceless



# LEADERS & TEAM BUILDERS

## Star Team Builders

## Senior Consultants

## Senior Consultants

## Recruiters Commission



### Recruiter :Lisa M. Zang

- Jeannine Green
- Mindi E. Raby
- Maria Vinci
- \* Lucrecia Z. Baigis
- \* Edngia R. Itabaiana
- \* Ali Johler



### Recruiter: Beth Dickman

- Marlene A. Abkemeier
- \* Victoria L. Horak
- \* Lindsay L. Lassetter

### Recruiter: Carol G. Neeld

- Layla S. Mallary
- Sandy M. Neeld

### Recruiter: Cintia Quinzani

- Leide Bello

### Recruiter: Monique Costa

- Patricia Lassiter
- Nicole Reilly
- \* Torrie Camp

### 4% Recruiter Commission Level

Monique Costa  
Lisa M. Zang

## November Wholesale

Monique Costa	\$915.00
Lisa Zang	\$658.00
Nicole Reilly	\$341.00
Patricia Lassiter	\$219.00
Leide Bello	\$213.00
Wendy Parker	\$208.00
Sandy Neeld	\$207.50
Yomekia Watson	\$202.00
Mindi Raby	\$201.50
Veronica Spellman	\$200.50
Beth Dickman	\$ 50.00

## Earn Special Recognition at Career Conference

### Movin' on Up Challenge!

Independent Beauty Consultants who from Nov. 30, 2013—Feb. 28, 2014, achieve and maintain a new step on the career path of **Star Team Builder, Team Leader, Future Independent Sales Director or Independent Sales Director-in-Qualification** will receive a name badge ribbon and onstage recognition at Career Conference!

### Join us for a Special Luncheon

- Independent Beauty Consultants and Independent Sales Directors who from Dec. 1, 2013, through Feb. 28, 2014, **add two qualified\* new personal team members** will be invited to this special luncheon held in their honor.
- Qualified\* new Independent Beauty Consultants who **add one new qualified\* team member** from Dec. 1, 2013, through Feb. 28, 2014, also will be invited to attend the luncheon.



## Get Your Customers Ordering MORE!

### Offer them the GIFT WITH PURCHASE!

This quarter the gift with purchase is the Mary Kay Mini Satin Hands Set! The set includes: Mini Satin Smoothie Hand Scrub, Mini Hand Softener and Mini Hand Cream in a cute tote, perfect for on the go or **gift-giving!** And it is a great way to introduce your customers to the products. **The adorable set can be offered FREE to your customers who purchase \$40 or more in products!**

**Be sure that when you are selling,** you don't write the ticket until she has finished buying everything that she needs. Ask her at the end of each product that she orders, "What else do you need?" Or consider up-selling a product, "Have you tried the new...?" Give this tip a try!



## JANUARY CELEBRATIONS

### MK Anniversary

	Year
Carol G. Neeld	2nd
Linda Grace Neeld	2nd
Barbara Durso	1st
Cathy Daniel	1st
Alison Sponaas	1st
Allison Callas	1st
Kelli Hendricks	1st
Carmen Carrier	1st

### Happy Birthday

	Day
Amy Bowman	January 19
Theresa Conrad	January 21

# Creating Your Goals

Ask yourself, "What is it that would be beneficial to my family this year?" Is it an extra \$100, \$200, \$300 or \$400+/week or \$2,000-\$5000+/month? Maybe a Red Jacket, New Car, or the stunning new Director Suit? Let me know what your desire is, and we can create a plan for you.!

If you would like to set (or reset) goals for the New Year - here is a Guideline:

Figure out your averages (class, facial, etc.) - Divide the number of appointments held by the total sales in each category. If you have been handing in accomplishment sheets- I can help you with those numbers. \$100 an hour is reasonable for reorders- you can do your own average based on the number of customers you service per week or month divided by the sales.

Consider handing out cards for new leads at approx. \$10 a card. (At 5 cards a day for 5 days = 25 cards-if 5 of those 25 booked and bought \$50 each, that is \$250- so each card was worth \$10.)

Figure out your teambuilding goal. How many interviews have you done to add 1 new team member to your team?

The next step is to take a Weekly Plan Sheet and put everything on it that you do in 1 week- and I mean EVERYTHING—laundry, grocery shopping, taking the kids to school, cleaning, dinner...you get the idea.

How much money do you need (want) to make from your business? According to your 60/40 split, how much do you need to sell weekly to do that?

*For example:* I need \$400 extra a month, so \$300 retail sold per week = \$1200 retail sold 60% for reinvestment= \$720 40% for profit = \$480

According to your averages, what do you need to do in activity to meet your retail goal?

How many interviews do you need to hold to build your team by the goal you set each month?

How will that fit into your weekly plan?

Finally, what things have been working well that you need to continue?

What things are not working that you need to change?

How will you (or things you allow) stop you from achieving these goals? (sabotage)

How will the goals you set change what is happening in your life financially? personally?

What new choices will it create?

How will achieving these goals make you feel?

How will your family benefit from you reaching your goals?

Are you willing to do what it takes (change if necessary) to achieve your goals?

Are you willing to do the tried and true "Mary Kay" plan and not change the rules?

# WHAT YOU DO TODAY CAN IMPROVE ALL YOUR TOMORROWS

I know that some of these are tough questions and that facing change is not easy.

Picture yourself at the end of the Mary Kay year-celebrating at Seminar. **What awards are you receiving?**

Do you need to change what you have been doing these past few months?

Do more of what you have been doing?

Do less of some things/ more of others?

Look at your numbers- they never lie.

Remember that doing the same thing over and over and expecting different results is the definition of insanity.

Get real with yourself and set your goals to achieve what you want and what will make a difference for you and for your family!

Put your goals up in front of you-a poster- in a frame whatever works for you.

I will be glad to meet with you after you complete this. Please call me for an appointment!

Now, finally, I want you to take a deep breath and let go of all the things you have been beating yourself up over (in your business) this past year.... Start new!

Change what you can change, one step at a time, and make 2014 the year that

**YOU DID IT!**

**EXPECT MORE  
(OF YOURSELF) IN 2014!**



# Go for the Gold!

Celebrating 50 Years of Rich Rewards

Star Consultant Program Sept. 16 – Dec. 15, 2013

Consultant Name	Current Whlse Prod for Star	-- Wholesale Production Needed --					Qualified Team Members	Quarterly Contest Prize Total
		Sapphire	Ruby	Diamond	Emerald	Pearl		
JODI BOND	\$2,457.50	*****	<b>STAR</b>	\$542.50	\$1,142.50	\$2,342.50	0	\$2,457.50
LISA ZANG	\$1,909.00	STAR	\$491.00	\$1,091.00	\$1,691.00	\$2,891.00	0	\$1,909.00
MONIQUE COSTA	\$1,602.50	\$197.50	\$797.50	\$1,397.50	\$1,997.50	\$3,197.50	0	\$0.00
YOMEKIA WATSON	\$467.25	\$1,332.75	\$1,932.75	\$2,532.75	\$3,132.75	\$4,332.75	0	\$0.00
MARLENE ABKEMEIER	\$407.50	\$1,392.50	\$1,992.50	\$2,592.50	\$3,192.50	\$4,392.50	0	\$0.00



**I'm a Star!** Independent Beauty Consultants and Independent Sales Directors who achieve Star Consultant status from Dec. 16, 2013, through Feb. 28, 2014, will receive a name badge ribbon at Career Conference!

## ***BE THE STAR THAT YOU ARE***

### **Reasons To Become A Star Consultant!**

- ★ **1. It's A Good Business Decision:** The best reason to be a Star Consultant is because it is a good business decision. When you have enough product on your shelf to provide a Roll Up for every guest at your skin care class you will sell more Roll Ups!
- ★ **2. It builds Self-Confidence:** As the president of your company, you have started your business smart, you have chosen to have products to sell from the beginning, giving you confidence in yourself. By keeping your shelves stocked you always have product availability. This gives your customers confidence in you as a professional, not an order taker, when they can take their products home with them. This gives you a selling edge!
- ★ **3. Credit and credibility:** Inventory is proof of your investment in your career. If you need a loan to finance your initial inventory, you can establish credit in your own name and the interest becomes a business expense. It is possible for the revenue you make from one skin care class to more than cover the monthly loan payment. Avoid unnecessary interest expenses by paying off any loans or credit charges a top priority.
- ★ **4. It Show You are Committed:** Having a Star Consultant order on your shelf helps to make you committed. This becomes a business instead of a hobby. Remember, when you treat it like a business it will pay you like a business, if you treat your business like a hobby it will pay you like a hobby!
- ★ **5. Recognition:** This is strictly a right brain reason to be a Star Consultant, but it is the most fun reason. When you are a STAR you get recognized at every sales meeting by sitting up front. This is important for you, but more important for your recruits and prospective recruits, because it gives you credibility. Star Consultants also get special recognition at Seminar, and become celebrities by climbing the ladder of success.
- ★ **6. It makes you a Winner:** You win your ladder pin with an PEARL, EMERALD, DIAMOND, RUBY OR SAPPHIRE STAR. This is important because it shows the world and yourself that you are a winner. It is your visual symbol of your success. You also win the prize of your choice which gives you tangible evidence of your commitment to your career. People want to do business with a winner, and it makes you personally feel GREAT!
- ★ **7. It Shows Success:** Success attracts success. You will attract other sharp women who want to be successful. When you work your business smart by being a Star Consultant it gives you the believability that your recruits can do it also. You will realize how it builds self-confidence and that it is the best advantage your new recruits can give their business.

# building a strong customer base



Annette Oxley: 38 quarters of Star Consultant achievement; eight times in Unit Circles; estimated highest monthly unit retail: \$109,632

Treating your customers like stars and creating a strong customer base can be as easy as 1-2-3, shares Independent Senior Sales Director Annette Oxley of Holts Summit, Mo. Annette says the trick is simply asking for your customer's permission to treat her like a star! The first goal is to get 36 "star customers" and then grow from there. Annette suggests calling each of your customers and asking if she would like to be one of your star customers. Remember, at first you are simply asking her to agree to become a star customer. Next, Annette explains "the perks" of being a star customer – that she'll receive fantastic specials throughout the year, exclusively for her! Then you can explain that she can become a star customer by allowing you to communicate with her in the following three ways:

# 1

**Mailing List** – Ask for permission to put her on the Preferred Customer Program mailing list to receive *The Look* product catalog four times a year. Remind her that she can share *The Look* with friends and family members who may be interested in Mary Kay® products.

# 2

**E-mail** – Get permission to communicate with her via e-mail. Explain that you will have one or two products each month that are a "special of the month," and you will communicate these specials through e-mail. You may say something like, "Is it OK if I put you on my e-mail list to receive e-mails from me like *Beaut-e-News*®?" Annette also creates "personal monthly specials" and shares those by e-mail, such as: *It's January – Power Up With the New TimeWise® Even Complexion Mask and Even Complexion Essence!*

# 3

**Quarterly Phone Calls and Open Houses** – Let her know that you will call her four times a year – every three months – after she receives her issue of *The Look* in the mail. Annette also hosts an open house four times a year. Her star customers are invited to come and see what's new and exciting for that season. They also have an opportunity to restock and take advantage of other special offers and discounts that are only offered to star customers. If they cannot attend the open house, she offers to personally visit their home or office with a basket of products to show. Annette then uses that time to make sure each star customer is happy with her existing products.

"My customers usually agree to communicate with me in these three ways, because they know they'll receive specials and great customer service throughout the year – which they love!" Annette says. "This also is a great way for new Independent Beauty Consultants to get their businesses off to a strong start since initially they should be building a strong customer base. Once they build that customer base and begin providing Golden Rule customer service, it becomes easier to find hostesses to host parties and to ask for referrals."

## Becoming a Star Consultant

Once you build a strong customer base, achieving Star Consultant status each quarter becomes possible. Annette says, as a personal example, "In my own Mary Kay business, I have generally found that if I can get a customer to fall in love with \$100 suggested retail or more in products, like a TimeWise® Miracle Set™, she is likely to spend an average of \$34 suggested retail per month or \$102 suggested retail every three months. If I have at least 36 customers spending \$102 in three months, that equals \$3,672 suggested retail, which is enough to achieve a \$1,800 wholesale Star Consultant\* order." "I have found that when you treat your customers like stars, you'll be on your way to becoming one too!" Annette says.

## Online Resources

The Silver Wings Scholar Program includes an interactive segments on "Professional Sales" that can help you master selling skills. Plus, more topics such as, Financial Management, Targeted Marketing and more. *The Power Class of the Month* can help you set the pace for consistency in your business-building activities. Go to the "Education" tab on Mary Kay InTouch® to learn more.

+ Your personal results will vary. The specific example cited is for illustration purposes only and is not a guarantee as to the financial results you will achieve. Your personal results will depend, among other things, on the individual spending habits of your unique customer base.\*A minimum of \$1,800 in wholesale Section 1 orders postmarked within the contest quarter is required to qualify as a Star Consultant.



## It's a New Year and the scoreboard has been reset!

Seminar Year 2014 | July 1, 2013 - June 30, 2014

### Queen YTD Sales



Lisa  
Zang

### Court of Personal — Top 10 Retail Sales

1	Lisa M. Zang	\$7,554.00
2	Monique Costa	\$3,450.50
3	Marlene A. Abkemeier	\$3,082.00
4	Yomekia Watson	\$2,396.00
5	Julie Castellanos	\$1,472.00
6	Shanavia D. Culpepper	\$1,353.00
7	Monica Magerr	\$1,345.00
8	Regina Tallent	\$ 832.00
9	Maria Vinci	\$ 811.00
10	Nicole Reilly	\$ 682.00

*Top achievers deserve great perks, unlimited recognition and sparkling rewards. Reap the sweet benefits from your hard work by earning one of many dazzling Seminar prizes. Make Seminar the place where all your dreams come true. You deserve it.*

### What Mary Kay provides for you to help you market your business online:

- Your Mary Kay personal website (which can be linked to your facebook account)
- Company facebook page
- The Mary Kay YouTube Channel: go to: [youtube.com/marykay](http://youtube.com/marykay)
- Approved company posts (you don't need to worry about wording, MK does it for you)
- Approved images on Mary Kay InTouch
- Mary Kay's Pinterest page
- And so much more on InTouch under the resources tab

## Using Facebook to market your **Business!**

**Facebook has more than 750 million active users and 50% of those users log onto Facebook on any given day!!**

### What you can do on your facebook page regarding your MK Business:

- Communicate about MK:** facebook pages make it easy for you to connect and interact with your online community. It is a place for you to talk about your business.
- Engage:** learn from and engage your online community with skin care and makeup advice, pictures, polls and more.
- Express yourself:** be authentic, you have the ability to write your own messages in your own voice and let your personality shine through.
- Display your expertise:** you can talk about your personal experiences with the product and your Mary Kay business, you can also help your customers understand the benefit you bring vs. a department or retail store.



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# Merry Christmas

To ensure delivery of your orders before the holidays, your product orders must be received and processed by Friday, Dec. 13th.

All company offices will be closed on Tuesday, December 24th, Wednesday, December 25th and Wednesday, January 1, 2014. Be sure to plan your orders accordingly.

Lets get excited!



## CAREER CONFERENCE|14



### Career Conference Dates:

Week 1: March 21-22 and March 23-24, 2014

Week 2: March 28-29 and March 30-31, 2014

**Career Conference 2014** will be here before you know it and now is the time to start focusing on moving up the career ladder. Plus, when you do, there is recognition in store for you at Career Conference 2014!

### What's in store for you?

- Great education
- Fun, bonding time
- Valuable idea sharing
- Sneak peeks at upcoming products
- Dazzling celebrations
- Terrific recognition
- Plus, a surprise or two!

### Celebrating the First Year in My Mary Kay Business:

Independent Beauty Consultants who submit their Independent Beauty Consultant Agreements from March 1, 2013, through Feb. 28, 2014, will receive a name badge ribbon and standing recognition.



### The Big Picture

"Career Conference was my first 'big' Mary Kay event. It definitely helps paint the picture of what a Mary Kay business can be.

I watched in awe as women were recognized onstage and realized I wanted that too! It was great to be surrounded by wonderful and inspiring mentors from whom I could watch and learn. I set my first goal in my Mary Kay business at Career Conference, and I've been happy and successful setting and meeting goals ever since. Some goals aren't met right away, but I never give up!"

**Mary Fernandez,**  
Independent Sales Director in Dallas, Texas