



Be Bold & Audacious

“A bold unit with audacious faith”

Independent Sales Director Jodi Bond

January Newsletter / December Results

December Queens

QUEEN OF WHOLESALE



Paige Gorman
\$601.00

QUEENS OF SHARING



Lisa M. Zang
Lisa added 2 New Team Members in December.

QUEEN OF SALES



Lisa M. Zang
\$317.00

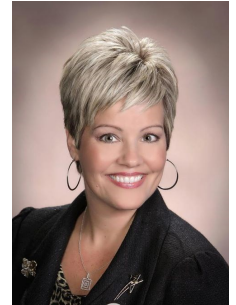
Quarter 2 STARS!



LISA ZANG
Sapphire



MONIQUE COSTA
Sapphire



JODI BOND
Ruby

Welcome New Beauty Consultants

New Consultants

Mala Divyanathan
Philisha Scott
Mary Zang
Samantha Greenway
Carol Stoy

From

Suwanee, GA
Cumming, GA
Cumming, GA
Dahlonega, GA
Cumming, GA

Recruiters

Lisa Zang
Jodi Bond
Lisa Zang
Jodi Bond
Jodi Bond

Earn Priority Registration to Seminar!

Independent Beauty Consultants can be VIP ready for Seminar 2014 with Priority Seminar Registration and seating.

Choose your path to Priority Seminar Registration:

☞ **Achieve Sapphire Star Consultant** status with at least \$1,800 or more in personal wholesale Section 1 orders Dec. 16, 2013, through March 15, 2014.

☞ **Be on-target for the Queen's Court of Personal Sales** (\$24,000 in estimated personal retail production from July 1, 2013, through Feb. 28, 2014).

☞ **Be on-target for the Queen's Court of Sharing** (16 total new personal team members from July 1, 2013, through Feb. 28, 2014. New team members do not need to be qualified at that time.)

☞ **Be an Independent Sales Director** (including March 1, 2014, debuts). Independent Sales Directors who debut in April, May, June or July are qualified to attend Seminar on a first-come, first-served basis. **Plus those who debut Feb 1—July 1, 2014 will receive FREE registration to Seminar 2014!!**



AIM FOR RED &

you will be wearing **Bronze, Silver or Gold!**

*You can earn bronze, silver or gold medals for team building.
All you need to do is share the opportunity and you will be rewarded for your efforts.*



Step 1: Make a conscious decision to build your team. You need to actually make a decision to start recruiting. It won't happen unless you decide to make it happen.

Step 2: Define your mission. Why did you choose Mary Kay? What excites you the most? Once you define your reasons for accepting the Mary Kay opportunity, you'll be better prepared to share it with others.

Step 3: Decide who to approach. You want to recruit competent people, but don't exclude anyone. Be open-minded and listen for clues:

- Does she like the product?
- Does she like people?
- Is she tired of her job?
- Does she need extra money?

Look for the need and ask your hostesses who they think would be appropriate for the Mary Kay career. Make a list of "hot" and "cool" prospects. Concentrate on the "hot" ones – those who have a strong need for the career and show interest.

Step 4: Gather and share stories. Tell your I-story and share others' stories. For example, a prospective team member may want to explore this career but her responsibilities at home are holding her back. If you haven't had that particular experience, tell her about someone who has. She needs to relate to someone's experience. As you meet people in Mary Kay, learn their stories and share them.

Step 5: Always be sincere. Women know when you are not sincere. Say something encouraging and be honest: "I really do think you would be good doing what I do and I'd like to work with you." Follow up with a note the next day. Let her know you are interested in her.

Step 6: Call her at work if possible. At work, she is already in a business frame of mind and ready to talk seriously. At home, she might be busy with the family and less likely to make a business decision.

Step 7: Ask her to help you out. For example, "Lisa, I'm working to build my team. I need to talk to five people. Would you please help me out? If you give me the opportunity to talk to you, you can choose a complimentary eye color of your choice."

Step 8: Invite concerns. Ask her if she has any concerns. The most common response will be "I don't have enough time." Break down the time it takes to do this career. Show her how much time it takes for a facial, skin care party, business management and Unit meetings. If she says she doesn't know anyone, help her compile a list of potential customers. Overcome her concerns with concrete solutions.

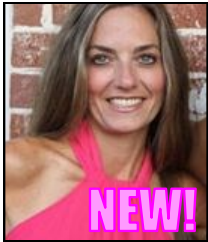
Step 9: Don't keep her where she doesn't want to be. If she's not interested in accepting the Mary Kay opportunity, put her back where she wants to be – a customer, a hostess or a referral source. Move her to your "cool" list and let her know you appreciate and value her as customer/hostess/ referral source.

Step 10: You can't "lose" someone. If you lose someone, you didn't have them in the first place! Don't think of your prospective team members as someone to "get" or "lose". Remember, that every time you share the Mary Kay opportunity you're-recruit yourself and that's important too.



LEADERS & TEAM BUILDERS

Future Director



Recruiter: Lisa M. Zang

Lucrecia Z. Baigis
Mala A. Divyanathan
Jeannine Green
Beth E. Hively
Edngia R. Itabaiana
Mindi E. Raby
Maria Vinci
Mary Zang
*Ali Johler

Star Team Builder



Recruiter: Carol G. Neeld

Layla S. Mallary
Sandy M. Neeld
Barbara Snyder

Senior Consultants

Recruiter: Beth Dickman

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

Recruiter: Monique Costa

Patricia Lassiter
Nicole Reilly
* Torrie Camp

**KEEP CALM
TEAMWORK
MAKES THE
DREAM
WORK**



RUNWAY READY

**SNEAK A PEEK
AT THE NEW
DIRECTOR SUIT!!**

**Will you join the movement to be one
of our Wall to Wall Leaders?**

From Sept. 1, 2013, to Sept. 1, 2014, every Mary Kay **Independent Beauty Consultant** who debuts as an Independent Sales Director will earn her name on the Wall of Leaders at the Mary Kay world headquarters in Dallas.

Important Company News. Raising the minimum "Active" order size

Beginning March 1, 2014 Independent Beauty Consultants must place a minimum \$225 wholesale Section 1 order to achieve "active" status and \$450 retail to qualify for the Earned Discount Privilege.

This is an increase from the current \$200 wholesale requirement.

HOW TO PREPARE: 1. Talk to your Independent Sales Director to learn how this change can benefit you.

2. Consider asking her advice on products you can add to your inventory based on your customers, how to grow your customer base and how to meet more needs of your existing customers with additional Mary Kay® products!

Recruiters Commission

9% Recruiter Commission Level

Lisa M. Zang \$108.68

December Wholesale

Paige Gorman	\$601.00
Julie Castellanos	\$280.00
Shanavia Culpepper	\$265.00
Marlene Abkemeier	\$229.50
Carol Stoy	\$216.50
Monique Costa	\$211.50
Linda Barbour	\$209.00
Barbara Snyder	\$207.50
Lucrecia Baigis	\$205.00
Victoria Horak	\$202.00
Mary Zang	\$201.50
Mala Divyanathan	\$200.50
Edngia Itabaiana	\$200.50
Jeannine Green	\$200.00
Beth Hively	\$200.00
Alison Sponaas	\$ 84.00
Patricia Lassiter	\$ 51.00

FEBRUARY CELEBRATIONS

MK Anniversary

	<u>Year</u>
Rae Butler	2nd
Jennifer Fon	2nd
Monique Costa	2nd
Kara Watson	1st
Sandi Staiti	1st
Beth Dickman	1st

Happy Birthday

	<u>Day</u>
Jennifer Fon	February 2
Nancy Luis	February 3
Yomekia Watson	February 8
Jessica Adams	February 10
Cintia Quinzani	February 10

CAREER CONFERENCE|14

save
the
date

Career Conference Dates:

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

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

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 Sales Director or Director-in-Qualification** will receive a name badge ribbon and onstage recognition.



Class of 2014

Independent Sales Directors who debut from Aug. 1, 2013, through March 1, 2014, will receive a name badge ribbon and onstage recognition.

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.



I'm a Star!

Independent Beauty Consultants who achieve Star Consultant status from Dec. 16, 2013, to Feb. 28, 2014, will receive a name badge ribbon.

On-Target All-Star Consistency Challenge

Independent Beauty Consultants and Independent Sales Directors who achieve three quarters of consistent Star Consultant status from June 16, 2013, through Feb. 28, 2014, will receive a name badge ribbon and standing recognition.



On-Target Seminar 2014 Courts & Double Star Achievement

Independent Beauty Consultants who achieve at least one of the following:

- At least \$24,000 in estimated personal retail production from July 1, 2013, through Feb. 28, 2014, will receive a name badge ribbon and onstage recognition.
- At least 16 new personal team members from July 1, 2013, through Feb. 28, 2014, will receive a name badge ribbon and onstage recognition. *New team members need not be qualified at this time.*



Independent Beauty Consultants who achieve on-target status for the Queens' Courts of Personal Sales and Sharing from July 1, 2013, through Feb. 28, 2014, will receive a name badge ribbon, onstage recognition and a special gift.

Career Conference Special Luncheon

- Independent Beauty Consultants 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.



Lets get excited!



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!

Valentine's Day

Selling Ideas



Men's Valentine's Gift Show

Pick a weeknight or a Saturday morning and invite men you know: husbands of customers, your husband's or boyfriend's work associates, friends and neighbors - to a gift show FOR MEN! A men's gift show can turn out to be one of your most successful yearly events. Simply invite them by phone or send an invitation (on something masculine that would appeal to a man's taste). When inviting men, promote free Valentine's Day gift wrapping and delivery and your personalized gift suggestion services.

Tower of Love Gift Idea—Super Successful!

This is a great idea for Valentine's Day, it's similar to the 12 Days of Christmas idea. Each box includes a Mary Kay product gift that is wrapped. The gifts are placed on top of each other to form a tower. Call your customers' husbands to sell this romantic gift idea. Explain to him that each day his wife will get to unwrap a gift starting 5 to 12 days before Valentine's Day ... she'll absolutely love this! This awesome idea can help boost your sales tremendously, so start calling husbands today!

Basket of Love (like Tower of Love, but without the tower)

Offer your customers a unique, fun-filled surprise basket from the love of their life. Fill a beautifully decorated basket with gifts with a numbered tag attached. Their sweetheart will open one gift each day. The tag will tell her which gift to open on which day (#1 on the first day, #2 on the second, etc.). She is to keep the tag with the number on it. There is a RED letter on each tag. On Valentine's Day, the red letters will be put together to spell, "BE MY VALENTINE" or "BE MINE!" A card will be in the basket which will read: "You are my one and only! You make my life worthwhile! How empty my days and nights would be without your warm sweet smile! So open one gift each day, my dear, and think of what to say! So you can give me your answer on Valentine's Day!" Let your customer know that as part of your service, each gift will be individually wrapped with the tag for that day attached. The basket of gifts will be delivered at his convenience in plenty of time for him to make the appropriate presentation!

Anyone can afford this idea:

Speak with men that you know or those that are husbands of your customers and offer them this affordable service of yours. On Valentine's day, you will deliver a beautiful rose (or a dozen if they want to spend a bit extra) to their wife. With the rose will be a card (sprayed with one of MK's scents) with a beautifully handwritten note and inside the card, will be a gift certificate anywhere from \$5-\$500+ to shop with you, the consultant, after Valentine's Day; also includes a gift certificate for a free facial and free personalized color services. You may also want to include add on gifts like chocolates, bottle of eau de parfum, sparkling grape juice, etc., etc. Be creative and most importantly, make sure that you are giving the wife/girlfriend exactly what she wants, while making the husband look awesome!



Be creative, remember it is the eye that buys!
Valentine's Day is a HUGE selling holiday!! Say yes to success!



Goal Setting Using SMART Goals

by Jim Rohns: Jim Rohn is one of the world's great philosophers.

SMART means Specific, Measurable, Attainable, Realistic, and Time-sensitive.

I really like this acronym **SMART**, because we want to be smart when we set our goals. We want to intelligently decide what our goals will be so that we can actually accomplish them. We want to set the goals that our heart conceives, that our mind believes and that our bodies will carry out. Let's take a closer look at each of the components of SMART goals:

Specific: Goals are no place to waffle. They are no place to be vague. Ambiguous goals produce ambiguous results. Incomplete goals produce incomplete futures.

When we are specific, we harness the power of our dreams and set forces into action that empower us to achieve our goals. We then know exactly what it is we are shooting for. There is no question. As we establish our priorities and manage our time, we do so for a specific goal to achieve the results we expect. There is no wondering or guessing. The future is locked into our minds and we see it – specifically – and that is powerful! Never underestimate just how important it is to have very specific, concrete goals. They act as magnets that draw you toward them! A SMART goal is specific.

Measurable: Always set goals that are measurable. I would say "specifically measurable" to take into account our principle of being specific as well. Our goals should be such that we know when we are advancing and by how much. Whether it is by hours, pounds, dollars or whatever, we should be able to see exactly how we are measuring up as we proceed through the journey of life using our goals. Could you imagine if you didn't measure your goals? You would never know which way you were going or even if you were going anywhere! A SMART goal is measurable.

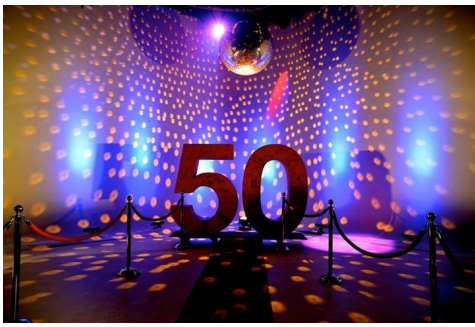
Attainable: One of the detrimental things that many people do - and they do it with good intentions – is to set goals that are so high they are unattainable. Yes, it is very important to set big goals that cause your heart to soar with excitement, but it is also imperative to make sure that they are attainable. In the next section we talk about being realistic. So what does it mean to be attainable? An attainable goal is one that is both realistic but also attainable in a shorter period of time than what you have to work with. Now when I say attainable, I don't mean easy. Our goals should be set so they are just out of our reach; so they will challenge us to grow as we reach forward to achieve them. After the next paragraph, I will give you an example of a goal that is both attainable and realistic. A SMART goal is attainable.

Realistic: The root word of realistic is "real." A goal has to be something that we can reasonably make "real" or a "reality" in our lives. There are some goals that simply are not realistic. You have to be able to say, even if it is a tremendously stretching goal, that yes, indeed, it is entirely realistic – that you could make it. You may even have to say that it will take x, y, and z to do it, but if those happen, then it can be done. This is in no way to say it shouldn't be a big goal, but it must be realistic. This is to a great degree, up to the individual. For one person a goal may be realistic, but for another unrealistic. I would encourage you to be very honest with yourself as you do your planning and evaluation. Perhaps it would be good to get a friend to help you (as long as that friend is by nature an optimist and not a pessimist). This can go a long way toward helping you know what is realistic. A SMART goal is realistic.

Example of Attainable and Realistic: Knowing that perhaps you could use a bit of help differentiating attainable and realistic, here is an example: You are overweight and have 150 pounds to lose to get to your proper weight. Is that goal attainable? Yes, considering that you also make it realistic. For example, it isn't realistic to think you can do it in 5 months. 18-24 months would be realistic (with hard work). Thus, losing 150 pounds in 2 years is both attainable and realistic, while losing 150 pounds in 5 months is neither attainable nor realistic.

Time: Every goal should have a timeframe attached to it. I think that life itself is much more productive for us as humans because there is a timeframe connected to it. Could you imagine how much procrastination there would be on earth if people never died? We would never get "around to it." We could always put it off. One of the powerful aspects of a great goal is that it has an end, a time in which you are shooting to accomplish it. You start working on it because you know there is an end. As time goes by you work because you don't want to get behind. As it approaches, you work diligently because you want to meet the deadline. You may even have to break down a big goal into different measured parts timeframes. That is okay. Set smaller goals and work them out in their own time. A SMART goal has a timeline.

Be sure to spend some reflection time this week to make sure your goals fit the SMART parameters. Go through the reflection questions below and the action points associated with them. Doing so will put a real engine in your goals and make them charged with power to help you accomplish your dreams.



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

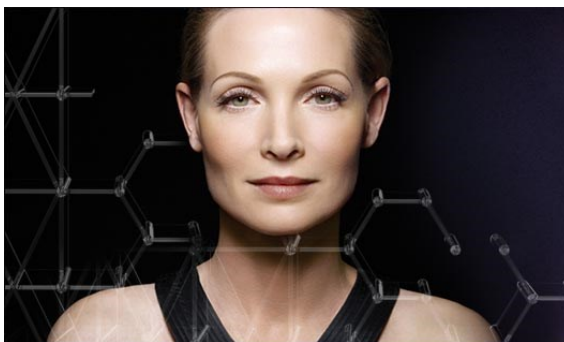


Lisa Zang

Court of Personal Sales — Top 10 Retail Sales

1	Lisa M. Zang	\$7,972.00
2	Monique Costa	\$4,854.50
3	Marlene A. Abkemeier	\$3,541.00
4	Yomekia Watson	\$2,693.00
5	Julie Castellanos	\$2,032.00
6	Shanavia D. Culpepper	\$1,903.00
7	Paige Gorman	\$1,349.00
8	Monica Magerr	\$1,345.00
9	Nicole Reilly	\$1,076.00
10	Lucrecia Z. Baigis	\$ 906.00

Welcome Back BONUS(es)



Former Independent Beauty Consultants who sign an Independent Beauty Consultant Agreement from Jan. 1 – 31, and purchase a \$25 Second Chance Starter Kit or \$100 Starter Kit, are eligible to receive:

- **ONE FREE TimeWise® Replenishing Serum +C @product** and a **\$25 credit on their first product order** of \$400 - 599 wholesale (excluding shipping, handling and tax) placed in the month of January or February. *The free product and credit will not apply to subsequent orders.*
- **TWO FREE TimeWise® Replenishing Serum +C® products** and a **\$50 credit on their first product order** of \$600 or more (excluding shipping, handling and tax) placed in the month of January or February. *The free product and credit will not apply to subsequent orders.*





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Happy New Year 2014



Building our Be Bold Acious Team in 2014!

STAY CONNECTED TO YOUR CUSTOMERS



The Look

Life's a beach in the latest issue of The Look. Your customers will say "Hello" to beachy new color products, spring break essentials, beauty boosters and more in the latest issue of The Look. Every page is loaded with fabulous Mother's Day gift ideas and timeless beauty tips to create countless springtime looks. Learn about brand-new products including the NEW Mary Kay® CC Cream and, as always, the latest age-fighting product lines and acne solutions.

Enrollment dates:
 NOW - Jan 15, 2014
 Mails Feb. 14th
 Only 70¢ per name

Enroll your customers to receive The Look through the Preferred Customer ProgramSM, and they'll receive a NEW seal sampler of Bella Belara® Eau de Parfum (see below).

Month 2 Mailer

Enroll Now – Feb. 15, 2014
Mails Feb. 28 | Only 45¢ per name

Features hot new products like the Ltd-Ed Mary Kay Hello, Sunshine Collection, gel eyeliner, bronzers and CC Cream. Give your customers the inside scoop on the season's retro-inspired look with easy-to-follow, do-it-yourself beauty tips from Celebrity Makeup Artist Luis Casco and more. It's a great way to help your customers spring into style, while boosting your bookings and sales!



Discover the NEW! and Improved Seal Sampler (on Page 14 of The Look) Features a Bella Belara Eau de Parfum sampler. Your customers will enjoy this perennial favorite for Mother's Day, birthdays or any day you want to make special.

