



Be Bold & Audacious

"A bold unit with audacious faith"

Independent Sales Director Jodi Bond

October Newsletter / September Results

SEPTEMBER Queens

QUEEN OF WHOLESALE



Lisa M. Zang
\$809.00

QUEENS OF SHARING



Lisa M. Zang
Added 2 New Team Member in September.

QUEEN OF SALES



Lisa M. Zang
\$815.00

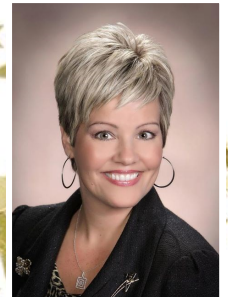
Congrats Quarter 1 STARS!



Marlene Abkemeier
SAPPHIRE



Lisa Zang
SAPPHIRE



Jodi Bond
EMERALD

Holiday Gift Bundles

Bundle up for the holiday season!



All Over Hydration Set

Set includes:

- Mary Kay® 2-In-1 Body Wash & Shave
- Mary Kay® Hydrating Lotion
- Satin Lips® Lip Balm
- Fragrance-Free Satin Hands® Hand Cream
- Mint Bliss™ Energizing Lotion for Feet & Legs

Lasting Looks Collection

Set includes:

- Mary Kay® Eye Primer
- TimeWise® Age-Fighting Lip Primer
- Mary Kay® Foundation Primer Sunscreen Broad Spectrum SPF 15*
- Mary Kay® Makeup Finishing Spray by Skindinavia



Limited-Edition† Green Goddess

Set includes:

- Mary Kay At Play™ Baked Eye Trio in Earth Bound
- Mary Kay At Play™ Eye Crayon in Green Tea
- Limited-Edition† Mary Kay® Lash Love® Mascara in I ♥ green

For MORE Holiday Gift Bundles go to www.marykaintouch.com

Join the Dream - New Consultant Celebration Bonuses

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

Between September 15th and December 2nd 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

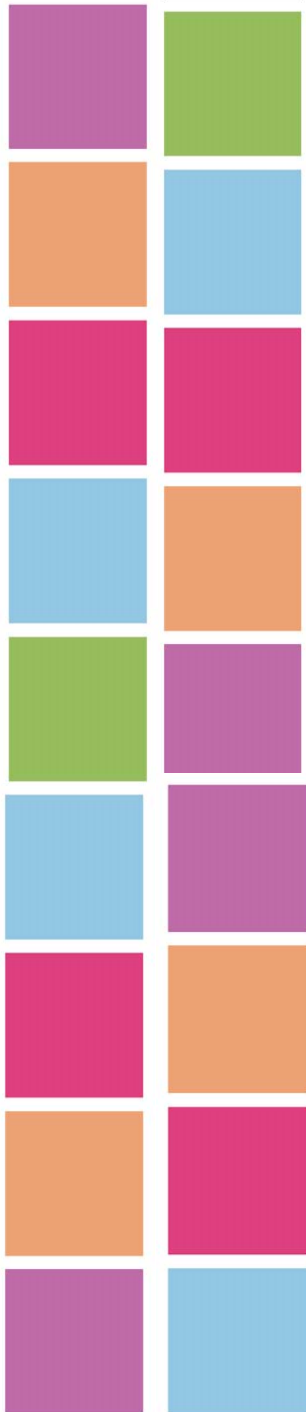
Roll-Up bag - \$30 value

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

- Lucrecia Z. Baigis
- Jeannine Green
- Maria Vinci
- * Beth E. Hively
- * Edngia R. Itabaiana
- * Ali Johler



Recruiter: Beth Dickman

- Marlene A. Abkemeier
- Victoria L. Horak
- * Cindy Dickman

Recruiter :Marlene Abkemeier

- Paula M. Iseman
- * Jennifer Wright

Recruiter :Monique Costa

- Torrie Camp

Recruiter :Alison Sponaas

These sensational consultants earned their 50th Anniversary Commemorative Globe with their September \$400+ Section 1 orders!
 Lisa M. Zang
 Julie Castellanos
 Marlene A. Abkemeier

4% Recruiter Commission Level

- Beth Dickman
- Lisa M. Zang

September Wholesale

| | |
|----------------------|----------|
| Lisa M. Zang | \$809.00 |
| Julie Castellanos | \$603.50 |
| Marlene A. Abkemeier | \$603.00 |
| Morgan D. Bell | \$213.00 |
| Monique Costa | \$209.50 |
| Jamie Yakish | \$202.50 |
| Jeannine Green | \$200.50 |
| Kelli Hendricks | \$200.50 |
| Beth Dickman | \$200.25 |
| Tara Doyle | \$200.00 |
| Felicia McCall | \$127.25 |

Welcome New Beauty Consultant

NEW CONSULTANT

FROM

SPONSORED BY

| | | |
|----------------------|----------------|----------------------|
| Edngia R. Itabaiana | CUMMING, GA | Lisa M. Zang |
| Ali Johler | ALPHARETTA, GA | Lisa M. Zang |
| Veronica S. Spellman | CUMMING, GA | Jodi Bond |
| Jennifer Wright | CUMMING, GA | Marlene A. Abkemeier |

NOVEMBER CELEBRATIONS

Happy Birthday

| | <u>Day</u> |
|-------------------|------------|
| Melissa Grohovac | 3 |
| Charleen Bridgett | 4 |
| Tamara Malone | 13 |
| Laura K. Wiggins | 13 |
| Sandra Arpi | 14 |
| Ngoc Trinh Nguyen | 14 |
| Nashanda Owens | 14 |
| Sandi Staiti | 14 |
| Carmen Carrier | 16 |
| Paula M. Iseman | 17 |
| Kelli Hendricks | 20 |
| Linda W. Baggett | 28 |

MK Anniversary

| | <u>Years</u> |
|----------------------|--------------|
| Linda W. Baggett | 1 |
| Kim Brougher | 1 |
| Wendy Parker | 1 |
| Carol A. Stoy | 1 |
| Jennifer L. Williams | 1 |



Preferred Customer Program Holiday Look
Enrollment through Oct 15, 2013
Only 70¢ per name | Mails 11/20/2013

Save Time and Money: It costs **almost 50 percent less** to mail The Look through the Preferred Customer Program! Plus, The Look includes a sampler.

Order Early! When you enroll in The Look, you'll enjoy an early ordering privilege. You can order your new promotional products six days early!



The Look is loaded with holiday gifts galore, *skinvigorating* products as well as the latest looks and trends for the face and body. Enroll your customers to receive *The Look* through the Preferred Customer Program, and they'll receive samplers of the **NEW Belara Midnight™ Eau de Parfum.**†

Two Spook-tacular Halloween Selling Ideas

Great Pumpkin Lottery - get someone who works in an office to take orders. After the sheet is filled 1 lucky goblin gets her order free! You could also do this on the phone - have a phone lottery! Everyone who places an order - their name goes in & you draw a lucky winner!

For those of you wanting to do a little **"reverse" trick or treating...** take Tootsie Rolls, place 1 or 2 tissues over them and tie with a orange or black curling ribbon to make ghosts (you can also use a black felt tip to make eyes & a mouth). You could say: "For a BOOtiful you, call for a complimentary facial." Then punch a hole in a biz card, tie it to the end of the curling ribbon, put them all in a plastic pumpkin and hand them out to every woman you see!



MARY KAY



Mary Kay Rocks the Runway!

Oct. 24, 2013, through
Jan. 2, 2014, at 9 p.m.
EST / 8 p.m. CT
on Lifetime®.

project

RUNWAY™

ALL STARS

Beauty Is Always in Fashion.

Project Runway is the No. 1 original series on cable television for women 25-34.

And with Mary Kay as the official beauty sponsor of Project Runway All Stars Season 3, you have a season full of opportunity to talk to your customers and potential customers about the fresh fashion credibility of the Mary Kay® brand!

If you're a fan of the show, then you know that each week the show mentor reminds the designers to send their models to get their makeup done. For Project Runway All Stars, that means they'll be sending them to the ***Mary Kay® Color Design Studio™*** where six makeup artists will apply Mary Kay® products to the models – very single week! And Mary Kay will even conduct a fashion challenge in one episode.



Two top Mary Kay Independent Sales Directors are making plans for every single week during the run of *Project Runway All Stars Season 3*. Here's how they're getting ready for the runway:



Independent Executive Senior Sales Director Kali DeBlander Brigham of Pensacola Beach, Fla.

Kali and her unit members plan to make the most of this opportunity by **hosting viewing parties each week**, complete with a beauty bar and hors d'oeuvres. Kali says, "This is one of the biggest things to ever happen with Mary Kay because so many women will be seeing *Mary Kay*[®] products in a whole new way. If Independent Beauty Consultants choose to capitalize on this then their businesses will never be the same."

Kali says these viewing parties will truly be a girls' night out, and she thinks her customers will return to her parties week after week to tune in to the show and the fun! During commercial breaks, Kali's going to turn down the volume on the TV and have her own commercials. She'll feature different skin care and color products each week so returning customers can get to know the entire line of *Mary Kay*[®] products.

Kali also plans to have an area where guests can play with the *Mary Kay At Play*[™] products since this fashion forward makeup is a natural match to the concept of *Project Runway All Stars*.

Dress for success!

Kali intends to have fun dressing up and being trendy for her viewing parties. She's also going to encourage her guests to dress super cute or step out on a limb with their fashion choices, because as she says, "It's just us girls, and we're watching a fashion-forward show."

Kali explains, "Even though this is going to be tons of fun, it's an opportunity I take very seriously, and I think it's important for everyone to take advantage of it. Women want to have a reason to get together, and this is perfect. We'll be developing relationships and creating brand lovers."

Independent Elite Executive Senior Sales Director, Amy Stokes of Knoxville, Tenn.

Amy has been a big fan of *Project Runway* and *Project Runway All Stars* for years. She says, "They are some of my favorite shows because they're so inspiring. Over the years, I had always hoped Mary Kay could be the official sponsor and now I'm thrilled that it is. It's great publicity among our target markets."

Amy and her unit plan to **record the show and watch it at their Saturday guest events**. And they'll use *The Look* as a booking tool to invite guests. She explains, "My unit and I will look at the featured models and find the one who looks most like one of our customer. Then we'll invite her to the viewing party for a color makeover." Amy says the conversation will go something like this: "Mary Kay is the official Beauty Sponsor for *Project Runway All Stars Season 3*. I'd like to invite you to a viewing party and give you a color makeover to match this model's look" (then point to the model that looks like her, or if you're on the phone, describe her). This is a great way to not only get guests to come to your viewing party, but also to get *Mary Kay*[®] products on their faces!

Viewing party game ideas!

Amy also loves the idea of having viewing party games, and here are a couple she's planning to play with her guests:



1. Start with a wrapped prize and hand it off to a guest. Each time Mary Kay is mentioned throughout the show, the gift is passed. Whoever is holding the gift at the end of the show gets to keep the gift.

2. Have each guest write down her guess for the winner of the episode. Every guest who chooses the winning contestant wins a small prize or even a small discount on the purchases they make during the party.





It's the most wonderful time of the year....

To be a Mary Kay Beauty Consultants.

Not only can you share your holiday spirit with your customers, you can help them make holiday dreams come true for their friends and loved ones with an amazing array of Mary



As an Independent Beauty Consultant, you are already helping women look and feel beautiful by offering them quality products. You can also help women fulfill their own definition of success at their own pace by sharing the Mary Kay business opportunity with them, Now is a great time to consider whether you are ready to expand your Mary Kay Team.

Recruiting in October

October is a key month for recruiting! This is the month to sign all Holiday Consultants. They can train and hold their first classes in October so they feel prepared for the holiday season and are past those first classes with family and friends. October is also a great time to get MK gift ideas for them. If she is unsure, have her hostess a class. This will show her that her friends/family are interested in the product, and she will learn while you earn! When she signs, hand the bookings over to her, she already has a jumpstart on the holidays!

If she can't book a class, give her samples and holiday wish lists. Once she has a list of products her friends and family would be interested in buying, signing her should be easy!

Focus on earning extra cash for the holiday season! Ask her, "If money were no object, what would you like to purchase for your family for the holiday season?" Write down her answer. Respond with, "What if I could show you a way to make that dream a reality? With Mary Kay and a little work, anything is possible!"

WORDS TO HELP YOU RECRUIT! from Million \$ Director Romaine Korzon

- Are you happy doing what you are doing?
Do you want to do it for the rest of your life?
- You are so sharp... I would never forgive myself if I passed up the opportunity to give you my business card and tell you about what I do.
- You might think I'm crazy, but have you ever been asked to teach skin care? Mary Kay has asked us to increase the number of consultants in our area to teach skin care, and I would love the chance to tell you about what I do. Have you ever tried our products?
- Excuse me, my business is looking for faces like yours. I'm a skin care teacher for Mary Kay Cosmetics, and I'd love to feature your face in my Before and After Portfolio.
- I could not help but notice how efficient you are at what you do.....you would be so great doing what I do.... I teach skin care with Mary Kay Cosmetics, and you are exactly who I'm looking for.
- I'll bet this is not the first time you've been approached to become a skin care consultant with Mary Kay Cosmetics, is it? You are so attractive ... (so sharp... or whatever it was that drew your attention to her.)

BE SINCERE! SMILE! SMILE!! SMILE!!!



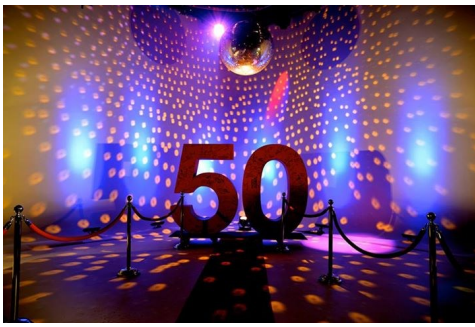
Gift Wrapping

Make your orders **look spectacular** by quickly gift wrapping!

By adding that special touch to each order you will leave a **lasting impression.**



the extra touch



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 | \$5,081.00 |
| 2 | Marlene A. Abkemeier | \$2,673.00 |
| 3 | Julie Castellanos | \$1,472.00 |
| 4 | Yomekia Watson | \$1,461.50 |
| 5 | Shanavia D Culpepper | \$1,353.00 |
| 6 | Monica Magerr | \$1,345.00 |
| 7 | Regina Tallent | \$832.00 |
| 8 | Felicia McCall | \$672.50 |
| 9 | Monique Costa | \$624.50 |
| 10 | Carol G. Neeld | \$595.00 |



Just a quick reminder

Don't forget to mail your open house invitations early!
Remember, you need to **follow up** if you want them to **show up**!



Holiday Open House

by Carol Cleary

Carol has been holding \$1000+ Open Houses for over 20 Years!

1. Mail out a flyer or postcard with a discount of 20% or 25%. I have found a discount gets the most number of people out. Once they are here and see the packaging then they can see that we have great gift ideas.
2. Have a half price table. This also is a big draw. It helps me to move limited edition items that I still have but am not currently showing. This helps to keep my inventory moving. Everyone loves a bargain.
3. About a week before the open house you invest a lot of time on the phone calling everyone and ask them when they will come by and set up appointments. This is more so that you will know when to expect people. If you do not make the call they do not come. Some will say "I didn't get the flyer." Some will say "Oh, when is it again?"
THIS IS THE MOST CRITICAL STEP. IF YOU SKIP THIS STEP - YOU HAVE JUST WASTED A LOT OF TIME AND MONEY ON DOING A FLYER OR POSTCARD.
4. Keep your gifts in the \$10.00 to \$20.00 price range. Plus - Do a real big basket to show one. The majority of gifts I sell are hand creams, Satin Hands, Energizing Foot and Leg.

Invest time in doing packaging. Keep it simple. Offer discounts. Your best and most important time is spent on the phone making contact with every customer. if you are a new consultant and have just 50 customers, keep in mind only getting 5 may be a successful Open House for you. I send out over 200 invites and get anywhere from 20 to 35 people. It can depend on if you pick a good weekend.



Jodi Bond
 7140 Green Oak Rdg
 Cumming, GA 30040
 jodi.bond@att.net

This is
 HUGE!

**MARY KAY IS THE
 OFFICIAL BEAUTY
 SPONSOR!**

See page 4 and
 tune in during
 October to Lifetime!

project
RUNWAY™
 ALL STARS

Do you know someone who is ready for a Career Change?



Getting started is easy with lots of products, samplers and tools in the Starter Kit.

Your new team member will receive everything they need to help launch a successful business.

Earn 50% on everything they sell†!!

AND MORE Beautiful Opportunities!

When they start a business in October and place their first product order by Nov. 30, they are eligible to receive **up to**

\$150 credit off of their first product order!

Plus they will get tons of special limited-time offers: like a **FREE** custom color look (\$115 value), opportunities to earn **FREE** products, **FREE** business announcement e-card and more.

*Restrictions apply: You qualify for the "credit" off your first product order if your Independent Beauty Consultant Agreement is received and accepted by the Company from Oct. 1 – 31, 2013

†The 50 percent gross profit calculation based on sugg. retail prices

Small Investment...BIG Rewards!