



Be Bold & Audacious

"A bold unit with audacious faith"

Independent Sales Director Jodi Bond

JUNE Newsletter / MAY Results



MAY QUEENS

QUEEN OF WHOLESAL

QUEEN OF SALES

QUEEN OF SHARING



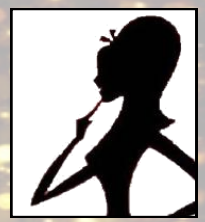
Marlene A. Abkemeier
\$957.75



Layla S. Mallary



Marlene A. Abkemeier & Cintia Quinzani



Seminar 2013!
RUBY Seminar Dates:
 7/24/2013-7/27/2013

Priority Registration:
 April 8 - 30, 2013

Registration Deadline:
 July 4, 2013 at midnight

Welcome New Beauty Consultant

| NEW CONSULTANT | FROM | SPONSORED BY |
|-----------------|----------------|-------------------|
| Morgan D. Bell | CUMMING, GA | Jodi Bond |
| Leide Bello | ATLANTA, GA | Cintia Quinzani |
| Paula M. Iseman | EASTLAKE, OH | Marlene Abkemeier |
| Cintia Quinzani | MILTON, GA | Jodi Bond |
| Megan Walsh | WEST GROVE, PA | Jodi Bond |
| Lisa M. Zang | CUMMING, GA | Jodi Bond |



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

IT'S RAINING RED Challenge!!! FINAL MONTH!



Independent Beauty Consultants:
 March 1 – June 30, 2013
 Add three new qualified* personal team members and receive:
 A FREE Red Jacket of your choice!
 An invitation to the *It's Raining Red* Mingle and a name badge ribbon at Seminar 2013
 Add four new qualified* personal team members and receive:
 ALL prizes from the previous category, **PLUS** the Tiger-Print Scarf from the Director Suit Collection.
QUALIFIED WITH 1 Beth Dickman

Summer Tuesday Night Guest Events



- June 4th – Slammin Sandals Party – Skincare and Bronzing
June 11th – I Love Rock N Roll – Smokey eye, False lashes and Soft lips
June 18th – Wrap Party – Skincare
June 25th – MK Rocks – Skincare and glamour
July 2nd – Maskarittaville – Skincare and Mask supplements
July 9th – Hot Lips & High Heels – Glamour 
July 16th – Eye Cream Social – Skincare Supplements

Important dates – Consultants Only

Team Building Event! June 13th – 6pm dress shopping for seminar and 8pm dinner at Cheesecake Factory



June 19th – Star Event with our NSD Margaret Bartsch.



A STAR CONSULTANT by 6/15

June Challenge! Bring atleast 1 guest to every event in June and win a Fabulous Beach Tote!

Summer Dress Code at Studio: Sun Dresses, Capris and Sandals. No Flip Flops, tank tops or shorts!

We want to protect our “professional” image!

BOOK ALL YOUR CLASSES to be HELD in the FIRST 20 DAYS OF each MONTH.

NSD Sherrill Steinman

Using this idea, you will book most of your classes for the month into the 1st through the 20th, giving you plenty of time to follow up with potential recruits and reschedules. Get a color photo of the custom compact filled and create a visual for your promotion that goes something like this:

This elegant Custom Compact, designed to keep you looking glamorous all day, can be yours AT A GREAT PRICE!!

\$62+ VALUE YOURS for \$1- \$30, YOUR CHOICE!

To Qualify for the 'almost' FREE price, Partner with me for an hour!

1. **Invite** 5-8 (and have 4-5 attend) friends to join you in a personalized appointment to see the latest and hottest Mary Kay products (Guests MUST be 18 years or older).

2. **Generate \$200 in Retail Sales** (either at class or combined with outside orders).

Your COMPACT PRICE is the same as your date of your CLASS APPOINTMENT!!

EXAMPLES:

- 1) Schedule and hold your appointment on the **3rd day** of the month and **pay just \$3+ tax for your full compact!**
- 2) 2) Schedule and hold your appointment on the **19th day** of the month and **pay just \$19+ tax for your full compact!**

Be ready at all times with your Hostess Coaching packet and fill your first 20 days up quickly.

LEADERS & TEAM BUILDERS

Star Team Builders

Senior Consultants

Senior Consultants

Recruiters Commission



Recruiter: Beth Dickman

Marlene A. Abkemeier
Cindy Dickman



Recruiter: Carol G. Neeld

- Layla S. Mallary
- * Jessica B. Adams
- * Sandra Arpi
- * Brenda Bennett
- * Jana Bohannon
- * Charleen Bridgett
- * Allison Callas
- * Carmen Carrier
- * Cathy Daniel
- * Barbara Durso
- * Margaret Evans
- * Sherri Helms
- * Tamara Malone
- * Sandy M. Neeld
- * Deborah Nelson
- * Ngoc Trinh Nguyen
- * Linda Parish
- * Karen Riley
- * Barbara Snyder
- * Kathleen Thomas
- * Jennifer S. Vojtas
- * Laura K. Wiggins
- * Tiffany Wiggins



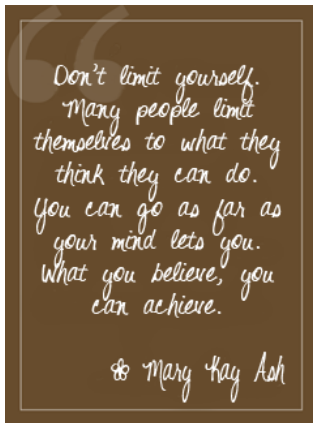
Recruiter: Nancy Luis

- Jesselynn M. Correa
- Susan M. Zereini
- * Natalie Y. Vitales



There are three types of people in this world: those who make things happen, those who watch things happen and those who wonder what happened... You can decide which type of person you want to be.

~ Mary Kay Ash



4% Recruiter Commission Level

| | |
|----------------|---------|
| Beth Dickman | \$46.43 |
| Carol G. Neeld | \$21.60 |
| Nancy Luis | \$ 8.00 |

May Wholesale

| | |
|-----------------------------|-----------------|
| Marlene A. Abkemeier | \$957.75 |
| Mary Delp | \$602.00 |
| Sandi Staiti | \$601.50 |
| Megan Walsh | \$601.00 |
| Layla S. Mallary | \$540.00 |
| Cindy Dickman | \$203.00 |
| Beth Dickman | \$201.00 |
| Jesselynn M. Correa | \$200.00 |

JULY CELEBRATIONS

HAPPY BIRTHDAY

| | <u>Day</u> |
|----------------|------------|
| Linda G. Neeld | 3 |
| Jana Bohannon | 4 |
| Jodi Bond | 10 |
| Margaret Evans | 10 |
| Wendy Parker | 29 |
| Cheryl Steele | 30 |

MK ANNIVERSARY

| | <u>Years</u> |
|----------------|--------------|
| Jamie Yakish | 1 |
| Theresa Conrad | 1 |

Understanding your prospective recruits

Have you brought a guest to an event or held an interview and she needs to 'think about it' and you just don't know what to do or say? This is for you!

We hear it all the time. Out of concern that she's going to feel pressured, do you make the common mistake of giving her too long to think about it? Every hour that passes between the time the interview is held decreases your chances of getting a "yes." The wise recruiter learns to take action during the follow up process, helping her make a decision now rather than later. **Here are three great scripts to use when she is hesitant to help her make a decision:**

"I can appreciate that, as I needed to sleep on it, too. I knew in my heart that I was really tempted to try Mary Kay, but I was very reluctant to make a decision on the spot. But I did and I am so thankful to be where I am today, I want the same for you."

"Women are very intuitive, and like me, you probably already know in your heart whether you want to do this or not. I've observed that women sometimes do not trust their own intuition and they can over analyze their decisions out of fear. I want you to make a decision from your heart that is absent of fear or 'I can't.'"

"I understand that right now you are feeling excited & energized about what you have heard, & I hope open to the idea of stepping out of your comfort zone to pursue a dream! I am excited and believe in you 110%! Are you ready to begin your own Mary Kay journey?"



MARY KAY Advertising Can Help YOUR Business!



Mary Kay is often featured in all areas of the media including newspapers, magazines, television, radio, blogs and internet sites. Sharing these media mentions with your unit or team members and customers can:

- **Generate excitement** for your business.
- **Spotlight Mary Kay** as a very contemporary brand.
- **Build credibility** by showcasing third-party endorsements from top beauty and business experts.
- **Encourage your customers** to find the “as-seen-in” products by visiting your Mary Kay® Personal Web Site and marykay.com.

TIP: Share these advertising and PR mentions from the Mary Kay Facebook page, Marykay.com “In the Media”, “Beauty Editor Picks” and “Awards & Honors” pages.

If you have questions about advertising or product mentions, contact MK at 972-687-5954 or advpr@mkcorp.com.

It's Party Time!



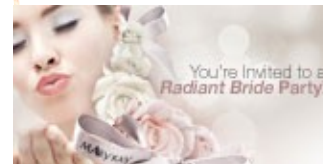
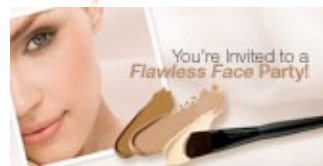
NSD Diana Sumpter, who holds plenty of parties, is a firm believer in offering free product to her hostesses. However, she says that “prequalifying” hostesses is a must. After meeting prospective hostesses for the first time, some sales force members push to book a class — “but the rate of postponement is high, and they become frustrated,” Diana says. “*Someone you just met isn't going to be very excited about receiving \$50 in free product if you haven't invested the time to develop a relationship with her first.*”

Sitting down for a one-on-one session with a prospective hostess, Diana says, ensures not only that you find an enthusiastic hostess, but also helps the sales force member identify the incentive that most appeals to her hostess. Further, she adds, offering your hostess the opportunity to earn free product generates re-orders because it gives you a reason to follow up. And it greatly increases the possibility that she'll turn into loyal customer and perhaps even your next team member. After all, your hostess will love the products she tries, she'll want to continue using them, and once she finds it easy to love them, she'll realize it's easy to sell what you love!

Diana offers incremental incentives to her hostesses — for example, \$20 worth of products for holding a party on its originally scheduled date, and for providing Diana with the names and numbers of at least four non-Mary Kay users two days before the party; another \$20 in product if the party produces two bookings; and another \$20 in product if she agrees to hear Diana present the marketing plan.

Along the way, she says, she's careful not to show her hostesses too much product so she doesn't overwhelm them. She creates a “dash out the door” look for them and spends a good deal of her time showing them such products as Microdermabrasion, Foundation and TimeWise® Day and Night Solutions (“two steps are easy to sell,” she says).

“Don't you love that the Company is looking out for your best interests?” she adds. “Offering products as a reward to your hostesses will help you generate reorders. The products are what create loyalty.”



Diana's Top 5 Tips for Holding a Class/Party

- 1. Pre-qualify your hostess.**
- 2. Sell the sizzle.** Diana likes to use Virtual Makeover along with free products to create excitement. And “your look, your bags, mirrors, anything you bring to the party should create a ‘wow’ experience,” she adds.
- 3. Coaching is non-negotiable.** With such tools as Product Central, it's never been easier to provide your guests with product information, application tips and more.
- 4. Romance your hostess.** Make everyone want to be her. Diana has been known to bring a tiara and a boa for her hostesses to wear.
- 5. Have a theme.** Pizza and Pedicures is going to generate a lot more excitement than ‘Come to a Mary Kay Party’.



Bold in Gold
Celebrating 50 Years of Rich Rewards
Star Consultant Program
March 16 – June 15, 2013



QUARTER 4
YTD

Star Consultants
love a challenge.



| Consultant Name | Current Whlse Prod for Star | -- Wholesale Production Needed -- | | | | | Qualified Team | Quarterly Contest |
|-------------------|-----------------------------|-----------------------------------|------------|------------|------------|-------------|----------------|-------------------|
| | | Sapphire | Ruby | Diamond | Emerald | Pearl | Members | Prize Total |
| JODI BOND | \$1,821.25 | ***** | ***** | ***** | ***** | STAR | 6 | \$5,421.25 |
| LISA ZANG | \$1,213.75 | \$586.25 | \$1,186.25 | \$1,786.25 | \$2,386.25 | \$3,586.25 | 0 | \$0.00 |
| MARLENE ABKEMEIER | \$966.75 | \$833.25 | \$1,433.25 | \$2,033.25 | \$2,633.25 | \$3,833.25 | 0 | \$0.00 |
| PERRY YEARWOOD | \$638.50 | \$1,161.50 | \$1,761.50 | \$2,361.50 | \$2,961.50 | \$4,161.50 | 0 | \$0.00 |
| ANGIE JENNINGS | \$636.50 | \$1,163.50 | \$1,763.50 | \$2,363.50 | \$2,963.50 | \$4,163.50 | 0 | \$0.00 |
| MARY DELP | \$602.00 | \$1,198.00 | \$1,798.00 | \$2,398.00 | \$2,998.00 | \$4,198.00 | 0 | \$0.00 |
| SANDI STAITI | \$601.50 | \$1,198.50 | \$1,798.50 | \$2,398.50 | \$2,998.50 | \$4,198.50 | 0 | \$0.00 |
| MEGAN WALSH | \$601.00 | \$1,199.00 | \$1,799.00 | \$2,399.00 | \$2,999.00 | \$4,199.00 | 0 | \$0.00 |
| BRITTANY TERRELL | \$601.00 | \$1,199.00 | \$1,799.00 | \$2,399.00 | \$2,999.00 | \$4,199.00 | 0 | \$0.00 |
| LINDA BARBOUR | \$600.00 | \$1,200.00 | \$1,800.00 | \$2,400.00 | \$3,000.00 | \$4,200.00 | 0 | \$0.00 |
| LAYLA MALLARY | \$540.00 | \$1,260.00 | \$1,860.00 | \$2,460.00 | \$3,060.00 | \$4,260.00 | 0 | \$0.00 |



PRACTICE INTERVIEW DIALOGUE

By NSD
Lisa Allison

This script got me into my very first career car and I still use it today!

Hi Susan, this is Lisa Allison with Mary Kay, do you have a minute? Great!

The reason I'm calling is that I'm in a contest to share how this business works with 5 sharp women this week and I immediately thought of you because you are so sharp and I would love to get your opinion.

You know, this may be something you would never consider but I just need to talk to 5 ...would you join me for a training call with my Director (or, is there any reason why we couldn't meet for a cup of coffee with my Director)?



Confessions from a Skeptic—from Regina Pipkin, U.S. Product Marketing, Mary Kay Inc.

Before I begin, let me be very clear. I LOVE Mary Kay products! I am a walking, talking advocate of the brand. I proudly wore Mary Kay products long before I began to work here 9 years ago. My makeup bag is Mary Kay exclusive. And if you read my last blog post about [spring cleaning](#) your makeup bag, then you know I'm very particular about what makes the cut for my makeup bag. Even with my love of Mary Kay, I paused when we were launching a sheer translucent loose powder that was supposed to work on all skin tones. I have to admit that I was a skeptic. A powder that worked on all complexions. Come on. Really? For years, I've enjoyed Mary Kay Loose Powder in Bronze 2. Having worked here and been close enough to the product, I understand that a loose powder doesn't really impart color. It's designed as a finishing touch to go over foundation to help eliminate shine so my makeup looks fresh all day. Regardless, there was still something unsettling about applying a bright white loose powder to my brown skin.

But, Mary Kay proved me wrong. I tried the new **Mary Kay Translucent Loose Powder** and, in this case, one size does fit all. Yes, my fellow skeptics, it worked amazingly well. Even my sister Paula, a Mary Kay loose powder Bronze 2 addict and a fellow white loose powder skeptic, LOVED the new product.

A couple of strokes with her **Mary Kay Powder Brush** and she was completely sold. This is a big step in my family because it took years of me wearing the products to show them that Mary Kay has a plethora of beautiful shades that look amazing on brown skin and all complexions. Gone are the days when some of my family members believed that Mary Kay products weren't for them. I feel blessed to be associated with a brand that delivers the very best products for all women. That's one of the many reasons why I love my Mary Kay!



It's GIRL Time!

Get \$100 FREE (in Mary Kay Products)

WHEN YOU PARTY WITH ME!



You can earn \$100 In FREE MARY KAY PRODUCTS - WOW!

Choose to complete 5 of these items:

- \$20 for holding your party on the original date
- \$20 for at least 4 ladies over 18
- \$20 for over \$300 in retail sales (Party & outside orders)
- \$20 getting me your guest list within 48 hours after booking your party
- \$20 for being my guest at my Success Meeting within the next 4 weeks
- \$20 for 2 Bookings

My Party is Scheduled
on _____ at _____

It will be held at
_____ My Home _____ Your Home

Queen YTD Sales



Carol Neeld



Court of Personal— Top 10 Retail Sales

| | Name | YTD Total |
|----------|-----------------------|--------------------|
| 1 | Carol G. Neeld | \$13,189.50 |
| 2 | Nancy Luis | \$7,533.50 |
| 3 | Layla S. Mallary | \$5,606.50 |
| 4 | Lisa M. Zang | \$2,824.50 |
| 5 | Beth Dickman | \$2,590.00 |
| 6 | Marlene A. Abkemeier | \$2,193.50 |
| 7 | Sherri Helms | \$2,110.00 |
| 8 | Susan M. Zereini | \$1,908.50 |
| 9 | Alison Sponaas | \$1,775.00 |
| 10 | Jamie Yakish | \$1,751.00 |



The Preferred Customer ProgramSM helps you share on-trend products, make a lasting impression and personalize your services with your customers. Save on mailing costs and order promotional products six days early. Plus, enroll your customers, and they'll receive exclusive notices for samplers, new products and more! The

Enroll your Customers in the Preferred Customer Program's mailing of the FALL LOOK!

June 16—July 15, 2013

benefits are endless for you and your customers!

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 for ONLY 70 cents per name**

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!

Get a Boost! Independent Beauty Consultants who use the Preferred Customer Program boost their businesses by **almost 30 percent** on average.

Queen YTD Sharing



Carol Neeld

Court of Recruiting

| Consultant | YTD Qual. Recruits |
|-----------------------|---------------------------|
| Carol G. Neeld | 17 |
| Beth Dickman | 1 |
| Nancy Luis | 1 |



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WE ARE STRETCHING TO THE FINISH.....



One Woman Can

**FINISH OUR 50TH ANNIVERSARY YEAR
 WITH THIS FABULOUS GIFT!!**

**Earn the commemorative *One Woman Can*
 keepsake necklace June 1—30, 2013!**



**Commemorating the Mary Kay 50th
 Anniversary year, it can be yours when
 you place a single \$400 or more Section 1
 wholesale order during the month
 of June 2013!**

The crystal-studded pendant features two interwoven circles that represent the story of one woman (small circle) who created an opportunity that is shared by women around the world (large circle).

The polished rhodium-tone intertwined circles are accented with the Mary Kay® logo and clear, brilliant-cut crystals topped with a brilliant-cut cubic zirconia. The necklace comes on an 18" chain with a 2" extender. When you qualify, the necklace will be shipped with your order. One necklace per Independent Beauty Consultant

