



# Be Bold & Audacious

*"A bold unit with audacious faith"*

Independent Sales Director Jodi Bond

SEPTEMBER Newsletter / AUGUST

## AUGUST Queens

### QUEEN OF WHOLESALE



**Shanavia Culpepper**  
\$603.00

### QUEENS OF SHARING



**Monique Costa  
&  
Lisa M. Zang**

### QUEEN OF SALES



**Layla S. Mallary**

## Register for the Mary Kay 2013 Fall Go Give Workshop



It's time for some excitement! Get inspired by Mary Kay leaders who love to share their tried-and-true methods for success. Learn effective ways to make the most out of your business. Revel in the recognition Mary Kay is famous for. And make new friends and new memories to keep you uplifted all year long. You won't want to miss out!

**October 19, 2013**

**Dallas, TX - I**

Mary Kay Building 16251 Dallas Parkway Addison, TX 75001

Teacher: Mona Butters

**October 19, 2013**

**Galveston, TX\***

Galveston Island Convention Center  
5222 Seawall Boulevard Galveston, TX 77551

Teacher: Kathy Goff-Brummett

\* Spanish interpretation will be provided.

**October 26, 2013**

**Dallas, TX - II**

Mary Kay Building 16251 Dallas Parkway Addison, TX 75001

Teacher: Jeanne Rowland



## Power Class of the Month

Each month there's a NEW TOPIC where your Mary Kay mentors share their tips and experience.

Get ready to Dream Big and Be Bold! Independent NSD Tammy Crayk will be the guest speaker on this very special 50th Anniversary show.



Take notes as they discuss the importance of creating BIG, BOLD Dreams and share some tried and true tips for how to turn them into realities.

Then join on September 24 at 7 p.m. central or a LIVE chat with Tammy.

# CRUIZE BY CHRISTMAS



You may qualify in one, two, three or four months, based on when you achieve the following:

• **\$20,000** combined personal/team wholesale Section 1 production.

• **14 active** personal team members.

• Your team must contribute a minimum of **\$15,000 wholesale** Section 1 production toward the total **\$20,000 requirement**.

(You may contribute up to \$5,000 in personal wholesale Section 1 production toward the total \*\$20,000 requirement.)

• You must have a minimum of \$5,000 combined personal/team wholesale Section 1 production each month of the qualification period while maintaining 5+ active personal team members.

• You must be active.

## PLAN OF ACTION



### SEPTEMBER

10 Parties  
20 Interviews  
5 New Team Members

Combined Personal & Team  
Production \$5,000 Wholesale

You must have at least 5 active team members and \$5,000 combined wholesale to go on target.



### OCTOBER

10 Parties  
20 Interviews  
5 New Team Members

Combined Personal & Team  
Production \$7,000 Wholesale

You must have a minimum \$5,000 combined wholesale to remain on target.



### NOVEMBER

10 Parties  
20 Interviews  
5 New Team Members

Combined Personal & Team  
Production \$8,000 Wholesale

You must have a minimum \$5,000 combined wholesale to remain on target.

When you go on target in September, you can finish car production in 3 months for Christmas or add a 4th month to your timeframe...Stretch to **COMPLETE DIRECTORSHIP** and head to **New Orleans!!**

# LEADERS & TEAM BUILDERS

## Senior Consultants



**Recruiter: Beth Dickman**

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

## Senior Consultants



**Recruiter: Carol G. Neeld**

Layla S. Mallary  
\* Jessica B. Adams

## Senior Consultants



**Recruiter: Nancy Luis**

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



**Recruiter :Lisa M. Zang**

Lucrecia Z. Baigis  
Maria Vinci  
\* Jeannine Green  
\* Beth E. Hively

**Recruiter :Marlene Abkemeier**

Paula M. Iseman

**Recruiter :Monique Costa**

Torrie Camp

**Recruiter :Alison Sponaas**

Kara Watson



## Recruiters Commission

4% Recruiter Commission Level

Monique Costa	\$10.24
Alison Sponaas	\$8.18
Marlene A. Abkemeier	\$8.08
Lisa M. Zang	\$8.04

## August Wholesale

Shanavia Culpepper	\$603.00
Marlene Abkemeier	\$420.00
Lisa M. Zang	\$415.50
Regina Tallent	\$406.00
Torrie Camp	\$256.00
Michelle D. Helms	\$237.75
Victoria L. Horak	\$210.00
Felicia McCall	\$209.00
Kara Watson	\$204.50
Paula M. Iseman	\$202.00
Lucrecia Z. Baigis	\$201.00

## OCTOBER CELEBRATIONS

### Happy Birthday

	<u>Day</u>
Carol G. Neeld	3
Beth E. Hively	8
Tara Doyle	9
Jennifer L. Williams	13
Carol A. Stoy	15
Kate Brannon	22
Monica Magerr	26

## Welcome New Beauty Consultant

<u>NEW CONSULTANT</u>	<u>FROM</u>	<u>SPONSORED BY</u>
Lucrecia Z. Baigis	CARLSBAD, CA	Lisa M. Zang
Torrie Camp	MULLICA HILL, NJ	Monique Costa
Julie Castellanos	CUMMING, GA	Jodi Bond
Lizbeth Contreras	CUMMING, GA	Jodi Bond

## Awesome company news:

Your Mary Kay® Personal Web Site now gives you some great new options for offering free shipping to your customers!

While, in the past, your site gave you two options – no free shipping or free shipping with any purchase amount – now you can select a free shipping offer based on how much your customer is purchasing! You'll have the choice to offer free shipping with a \$25 purchase, a \$50 purchase or a \$75 purchase. You can make changes at any time to these selections in PWS Manager/Options. Your changes will be updated and displayed on your Mary Kay® Personal Web Site immediately.

Here's an example of the flexibility you have: An Independent Beauty Consultant can offer her customers free shipping with a \$25 purchase throughout most of the year. Then she can decideto run a special offer for free shipping on any order of Mary Kay products during Black Friday, Valentine's Day, Mother's Day, whatever her heart desires!

## MK Anniversary

	<u>Years</u>
Traci Allison	1
Natalie Y. Vitales	1
Barbara Snyder	1
Aranthza Fenimore	1
Pam Stone	1
Jana Bohannon	1
Nancy Hof	1
Layla S. Mallary	1
Griselle Nogueira	1
Amy Bowman	1
Athena Hoffman	1
Ngoc Trinh Nguyen	1

# How to Go On-Target and Stay On-Target

A pink rectangular graphic with white text that reads: "YOU HAVE TO GET UP EVERY MORNING &amp; TELL YOURSELF, 'I CAN DO THIS.'" The text is in all caps and a bold, sans-serif font. The quote "I CAN DO THIS." is enclosed in quotation marks.

**1. ATTITUDE:** Stay positive. Don't let yourself believe for ONE MINUTE that you aren't going to earn the car. Think about how much fun it's going to be to drive up to your job where they call you "Miss Mary Kay" in your new car.

**2. TELL EVERYBODY:** Tell EVERYBODY you know that you will be driving free beginning \_\_\_\_\_ date. You have to tell your friends, your family, your boss, recruits, potential recruits, hostesses, guests, other consultants, your director, and anybody else you talk to. You have to tell people this all of the time, and with utter conviction and assurance. When you tell everybody that you are winning a car, they'll start asking you if you've picked it up yet. This will motivate you to meet production every month.

**3. LOOK AT THAT CAR A MILLION TIMES EVERY DAY:** Keep pictures of the car EVERYWHERE. Put one in the bathroom across from the toilet, one on the mirror where you put on makeup, one or two on the fridge, one on your dashboard, one in your date book, one at your job, one in your bedroom where you can see it while lying in the bed, one on your desk, etc. You have to see the car everywhere so it will be on your mind constantly. Out of sight, out of mind. Don't let that happen.

**4. SET A GOAL FOR \$5,000 PRODUCTION:** Tell yourself from the very beginning that car production is \$6,000 or higher. Forget \$5,000! If you set a goal of \$6,000, you can still fall short and make production. Plus, your 13% checks will be great!

**5. BE WILLING TO DO WHATEVER IT TAKES TO MAKE IT HAPPEN:** You will probably never order more inventory than in car production. You'll be holding so many classes and selling so much product, you'll have to. Build your inventory and SELL IT! Make the money through sales to make car production.

**6. TRACK YOUR PROGRESS:** Either devise a tracking system of your own or use one that your director gives you. The point is that you have to SEE your production in ONE PLACE. You need to know what someone wants to order (high), what you think they'll actually order (low), and what they in fact order (actual). Base your production on that low estimate and talk to your recruits like they'll order the high amount, no problem.

**7. DON'T FORGET THAT YOU NEED 14 ACTIVE RECRUITS!** Everybody concentrates on the dollars, but you have to have 14 ACTIVE recruits at the end of the 4 months also. It is easy to forget this, so keep telling yourself that you MUST recruit every month. New recruits keep you motivated, help production, and you won't end up in your last month with only 9 qualified recruits.

**8. DON'T GIVE UP:** Staying on-target for your car is not going to be easy. There will be days when you want to say, "Forget this! It's not worth it! My car is okay." You may be disappointed because a team member said she was ordering \$600 at the beginning of the month, and now she can't even do a \$200. You will want to have one evening of peace and watch TV instead of calling recruits and potential recruits or holding a facial and a skin care class. But, **DO NOT GIVE UP!** Don't let anything or anyone stop you.

***Earning the car and driving FREE will be UNBELIEVABLE, and the sense of accomplishment you'll feel will be AMAZING! You will do what others want to do, but won't. You will be one step forward towards your next goal- DIRECTORSHIP!***

# Go for the Gold!

Celebrating 50 Years of Rich Rewards

Star Consultant Program June 16 – Sept. 15, 2013

As a Star Consultant, you get to choose prizes for yourself – or your family. From totally indulgent to really practical, you can earn fabulous rewards just for working your business!

Current Whlse  
Prod for Star

-- Wholesale Production Needed --

Qualified  
Team  
Members

Quarterly  
Contest  
Prize Total

Consultant Name	Current Whlse Prod for Star	Sapphire	Ruby	Diamond	Emerald	Pearl	Qualified Team Members	Quarterly Contest Prize Total
JODI BOND	\$2,232.25	STAR	*****	*****	STAR	\$767.75	3	\$4,032.25
MARLENE ABKEMEIER	\$1,885.00	STAR	\$515.00	\$1,115.00	\$1,715.00	\$2,915.00	0	\$1,885.00
LISA ZANG	\$1,691.50	\$108.50	\$708.50	\$1,308.50	\$1,908.50	\$3,108.50	0	\$0.00
SHANAVIA CULPEPPER	\$603.00	\$1,197.00	\$1,797.00	\$2,397.00	\$2,997.00	\$4,197.00	0	\$0.00
CINTIA QUINZANI	\$601.00	\$1,199.00	\$1,799.00	\$2,399.00	\$2,999.00	\$4,199.00	0	\$0.00
YOMEKIA WATSON	\$600.75	\$1,199.25	\$1,799.25	\$2,399.25	\$2,999.25	\$4,199.25	0	\$0.00
MONICA MAGERR	\$600.00	\$1,200.00	\$1,800.00	\$2,400.00	\$3,000.00	\$4,200.00	0	\$0.00
LAYLA MALLARY	\$514.00	\$1,286.00	\$1,886.00	\$2,486.00	\$3,086.00	\$4,286.00	0	\$0.00
NATALIE VITALES	\$427.50	\$1,372.50	\$1,972.50	\$2,572.50	\$3,172.50	\$4,372.50	0	\$0.00
REGINA TALLENT	\$406.00	\$1,394.00	\$1,994.00	\$2,594.00	\$3,194.00	\$4,394.00	0	\$0.00

## Quarter 1 Sapphire Star Prize!

Choose the Custom **Mary Kay-Opoly** Board Game as your Sapphire Star Prize (\$1,800 wholesale) *This will be highly collectable!*

Are you game for a little **Mary Kay-Opoly**? Everyone wins! Designed exclusively to commemorate Mary Kay's 50th Anniversary, this tabletop game features a customized board and personalized pieces that are unique, fun and totally Mary Kay! It's a collector's item that's sure to be one of your all-time favor-

## BE A STAR, ADD A STAR (TO YOUR TEAM)

"I want you to aim for the moon and to remember that even if you miss, you will land among the beautiful stars." – Mary Kay Ash  
The beginning of a new year is a great time to renew your commitment to Mary Kay's mission of enriching women's lives and to set new and exciting goals for your Mary Kay business! Did you know that almost every Company-sponsored selling and team-building challenge available to you throughout each Seminar year leads to one goal? They each incorporate activities to help you achieve Star Consultant status. Mary Kay Ash herself believed that once you become a Star Consultant, you have what it takes to earn a Career Car, become an Independent Sales Director, and achieve a spot in the Queens' Courts at Seminar. That's why she created the original Star Consultant program in 1975.

### The Formula to BE A STAR:

Your weekly activity adds up! It takes just one class a week to be a consistent star!

- Quarterly Activity:** 36 customers at \$100 each per quarter = \$3600 Retail or \$1800 wholesale, which makes you a Sapphire Star!
- Monthly Activity:** 12 customers at \$100 each = \$1200 Retail (\$600 wholesale). When using the 60/40 split (60% reinvest/40% profit), you'll earn \$480 profit /month!
- Weekly Activity:** 4 classes/month(3 at each class) equals just 1 class/week!
- Another Option:** Hold 2 classes/month with 6 faces per class! (or use the extra profits to line your pockets and increase your star level)

# How to Capture Extra Holiday Sales



## September 1st—10th:

- Plan your Holiday Strategy.
- Call all your customers and offer them a \$75 for \$35 for all Hostesses who have 3+ guests, \$100 in class sales and one class booking! This is great for moms and daughters, Velocity, Clearproff and TimeWise classes, Trunk/Gift Shows or Office Pampering Parties!

## September 11th—15th:

- Complete your Star!
- Order your holiday items early.
- Set up preview appointments with your best customers to get their opinions of what they like. This will help you with Holiday inventory ordering.

## September 16th—30th:

- Begin your preview appointments with customers.
- Begin sending letters and making follow up calls to local businesses. Start with business owners within your customer base.
- Hold appointments that you scheduled the 1st part of the month.
- Do your own personal shopping using our wonderful Mary Kay products and gift items!

## October 1st—15th:

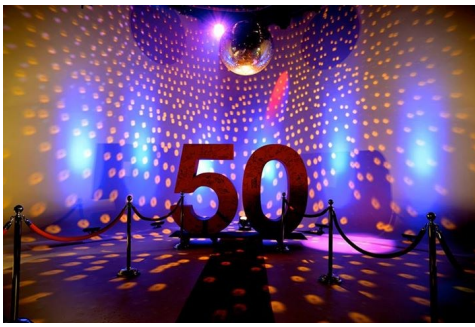
- Set your goals Retail Sales, interviews held and new team members.
- Have guests to every meeting!
- Start “showing, telling and smelling” with everyone you come in contact with.
- Have your car filled with samples, fragrances and Look Cards and Look Books.
- Hand out 3 a day for best results. You are planting seeds for your future!
- Have 10—15 Hostess Packets and Recruiting Packets
- Start following up with PCP customers.
- Target: Booking Skincare Classes, Fall Makeovers, Pampering Parties (Satin Hands and Body Care). Offer a variety of choices based on her personal needs. Get in front of them with the products so you can get a wish list filled out for her, interview her and meet more wonderful ladies.
- Offer a free lipstick / lip gloss to your customers for allowing you 15-30 minutes to share your Career Opportunity so they can earn extra income during the Holiday Season. Tie this in with the above appointment if possible.
- Now is the time to start booking office visits to do Shopping Coffees/Holiday Preview Parties during break/ lunch time at customer’s place of employment or in a neighborhood setting.

- Continue to follow up with businesses, always adding more to your list.
- Look ahead at your fall calendar and schedule your Open House(s). This is for Consultants with ample customers locally to them.

## October 16th—31st:

- Continue booking Wish Lists and warm chatting.
- Have guests at every meeting! Offer a free Lip Gloss for coming.
- Make sure you have everyone fill out a Wish List!
- Order items from the holiday catalog for your own gift giving needs.
- Send out letters to husbands on your list.
- Offer a variety of classes. Skincare, glamour, pampering, On-the-Go, etc. Begin to talk to everyone about preparing for the holidays.
- Remind everyone of your gift giving / wrapping service.
- RECRUIT! Build your team in October so they can take advantage of holiday selling season and the tax advantages for the entire year.





## 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

<b>1</b>	<b>Lisa M. Zang</b>	<b>\$3,433.00</b>
2	Marlene A. Abkemeier	\$1,467.00
3	Yomekia Watson	\$1,461.50
4	Shanavia D Culpepper	\$1,353.00
5	Monica Magerr	\$1,345.00
6	Regina Tallent	\$832.00
7	Torrie Camp	\$512.00
8	Michelle D. Helms	\$475.50
9	Felicia McCall	\$418.00
10	Carol G. Neeld	\$410.00

## WHO ARE YOUR PROSPECTIVE RECRUITS?

### Who do you know?

- An established customer who you know well, who loves the product and tells all of her friends about it?
- A woman you think would be good selling cosmetics?
- Has great classes for you?
- Has asked you a lot of questions about the company?
- Works full-time and wants to be home with her children?
- Works full-time and doesn't like her job?
- Is at home with children and needs adult interaction?
- Works hard and needs more money?
- Is a struggling single parent?
- Has a husband who is on the road a lot?
- Is retired and a bit bored?
- Is the most reliable person you know?
- Is a leader in her community?
- Is looking for more FUN in her life?
- Loves to win prizes?
- Needs a new car?
- Has a need for new furniture, carpet, etc?
- Loves a challenge of something new?
- Quit an executive position to stay home with children?
- Has a lot of sisters who use Mary Kay?
- Is working too hard for too little income?

### Where do you find potential new team members?

Skin Care Classes/Pampering Sessions or guest functions/unit meetings. Work smart! Take someone to a unit meeting.

Tell her your Sales Director challenged you to bring someone. Why not say something like, "I really think you'd be good at this, and I want you to see one of our unit meetings for yourself. I think this is something you might want to consider. If it's not for you, you will have the information to share with someone that you feel it would be perfect for."

Great Rewards await those of you who are ready to move on up to directorship this year! If it's your goal—contact me today!



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



# one woman can

This exclusive keepsake ceramic hinged box commemorating the Mary Kay 50th Anniversary year can be yours when you **place a single \$400 or more Section 1 wholesale order during the month of September 2013!**

## STAY CONNECTED TO YOUR CUSTOMERS

### With the Preferred Customer Program

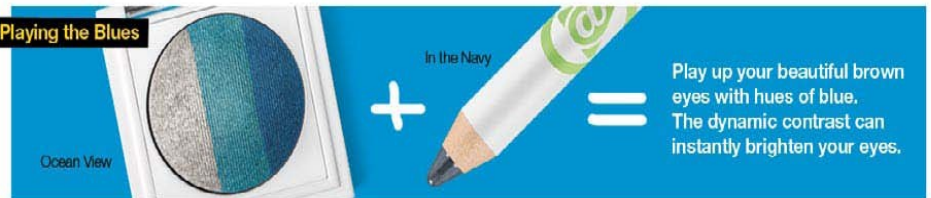


The Preferred Customer Program helps you share on-trend products, make a lasting impression and personalize your services with your customers. Save on mailing costs and order promotional products six days early. Plus, enroll your customers, and they'll receive exclusive notices for samplers, new products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

### Holiday 2013

**Look Enrollment dates:**  
**Sept. 16 - Oct. 15, 2013**  
**Mails Nov. 20 | 70¢ per name**

#### Playing the Blues



Play up your beautiful brown eyes with hues of blue. The dynamic contrast can instantly brighten your eyes.

#### Hidden Treasure



Warm, shimmery shades of gold and rich berry tones are the secret to making your green eyes sparkle.

#### Gimme Some Sugar



Put a fresh spin on the classic red lip by layering on superslick shine for maximum impact.

#### Grin and Bare It



Don't let a "nude" lip wash you out! Grab a shade slightly darker than your lips and layer with a shiny gloss for a nude lip that really stands out.