



Executive  
National Sales Director,  
Cheryl Warfield

# Warfield National Area Red Jacket Newsletter

Results as of  
January, 2013

## Class of 2013- Brand New Director



Elizabeth Webb

### Congratulations NEW Director **ELIZABETH WEBB**

Elizabeth will receive a **\$500 Check**...PLUS she along with her Senior Director, Denise Crosby will receive a gorgeous **Class of 2013 Ring** to match the new Director Suit and a shimmery **Kate Spade handbag** when they attend Seminar 2013!

## DIQs Class of 2013 DIQs



Jennifer Converse  
Wendy Johnsen

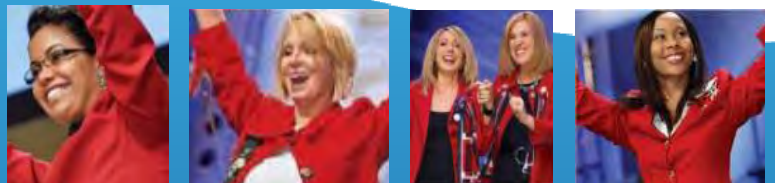


Trishelle Smith  
Laura Poling

Career Conference offers something for everyone!

From the recognition you deserve to the education that can help you share products, grow profits and build your team successfully – Career Conference is the place to be!

Join us for fabulous training and fun!



We currently have 221 attending Career Conference 2013!!

Join us for fabulous training and fun!

## Be sure to register for Career Conference

### Deadline to register: **February 28**

# Future Directors



Consultant  
Director Unit

8 Active Team Members | 9% or 13% Personal Team Commission | \$50 Team Building Bonus



**Jennifer Cox**  
Beth Piland



**Barbara Crosley**  
Shannon Kadlec



**Julie Gerdeman**  
Laura Poling



**Lisa Lute**  
Joyce Bruder



**Tretta McNeill**  
Lana Gaydon



**Crystal Norman**  
Beth Piland



**Victoria Peasley**  
Penny Jackson



**Marie Quick**  
Cheryl Warfield



**Dana Rollins**  
Debra Bishop



**Linda Stawski**  
Joyce Bruder



**Teresa Taylor**  
Kathy McGinnis

## Possibilities

When your dreams start to seem so impossible, when roadblocks are all you can see — Look beyond all the problems that face you and focus on POSSIBILITIES.

Don't limit your thoughts to the present or solutions you have learned from the past; Remember to keep looking forward — You may find the answer at last.

It is YOU who determines your future — How your journey through tomorrow will be; To fill all your days with adventure, Dare to see what no one else dares to see.

So never let obstacles stop you — Or keep you from doing your part; have faith that your dreams are all possible if you truly believe in your heart.

Warfield Area  
Weekend Mentoring  
Hotline  
**New Ideas Each  
Weekend!**  
**1-641-715-3900**  
**53147#**



**Million Dollar Director,**  
**Beth Piland's**  
**First Steps**  
**INVENTORY HOTLINE**  
**610-214-0299**  
**400338#**  
**then # again**











# One Month Wonder

by NSD Kristin Myers

# ~~Wonder~~ Normal!

## Step 1

## 10 and In!

				
Team Member: _____		Team Member: _____		Team Member: _____
	Team Member: _____		Team Member: _____	
Team Member: _____		Team Member: _____		Team Member: _____
	Team Member: _____		Team Member: _____	

Start DIQ Date: \_\_\_\_\_

## Step 2

## DIQ - Hold 10 parties + Gold Medal

(5 New Team Members)

				
Team Member: _____		Team Member: _____		Team Member: _____
	Team Member: _____		Team Member: _____	

## and... Grow 3 Red Jackets!

		
<b>Red Jacket:</b> _____	<b>Red Jacket:</b> _____	<b>Red Jacket:</b> _____
Team Member: _____	Team Member: _____	Team Member: _____
Team Member: _____	Team Member: _____	Team Member: _____
Team Member: _____	Team Member: _____	Team Member: _____

Total DIQ Team Count: \_\_\_\_\_ DIQ Finishing Date: \_\_\_\_\_

(don't forget to count yourself as 1!)

# THE BEST WAY TO DRIVE IS FREE!!!

## On-Target Grand Achievers



Photo Coming!

**Brandi Myers**  
Gloria Brewster  
\$6,047.50



**Jennifer Converse**  
Wendy Johnsen  
\$5,057.50

**EARN and DRIVE**  
**the NEW Career Car ...**  
**the Chevy Cruze?!**

## The Value of Earning a Mary Kay Career Car

The average car loan is four years, in that me you could save:

Type of Car	Monthly Payment	Savings
Chevy Malibu	\$375 x 48 Months	\$18,000
Mustang, Camry SE or Equinox	\$500 x 48 Months	\$24,000
Cadillac CTS or SRX	\$900 x 48 Months	\$43,200

There are over \$120,000,000 worth of Mary Kay cars being driven by successful Consultants and Directors. With Mary Kay paying the majority of the auto insurance, and 100% of the license plate tabs, these women are saving thousands of dollars for themselves and their families. Look what could be done with these savings...

### **Chevy Cruze \$18,000 =**

- 1) College education for one child
- 2) Family vacations for years



### **Mustang, Camry or Equinox \$24,000:**

- 1) College education for one child
- 2) Pay off tons of debt
- 3) A vehicle for a 2nd family member
- 4) A nice retirement investment

### **Cadillac \$43,200:**

- 1) College educations for two children
- 2) Fantastic family vacations for years
- 3) A big down payment on a great house
- 4) A GREAT retirement investment



# CAREER CONFERENCE 2013



*Earn your Invitation*

Glitter & **GOLD**

Luncheon **WINNERS!** To date



Anela Choate  
Wendy Johnsen

Jennifer Converse  
Wendy Johnsen

Amy Kuczynski  
Amanda Jones

Lisa Woodke  
Brandy Nusbaum

Tina Goble  
Beth Piland

Sharron Tevanian  
Tonya Sorrell

Leticia Pereira  
Leticia Velasco



Victoria Rock  
Melanie White

Rebecca Hasenbeck  
Laura Poling

Wendy Roppe  
Gloria Brewster

Independent Beauty Consultants and Sales Directors who from Dec. 1, 2012—Feb. 28, 2013, **add two qualified\* new personal team members** will be invited to this special luncheon held in their honor.

Qualified\* new Beauty Consultants who add **one new qualified\* team member** from Dec. 1, 2012, through Feb. 28, 2013, will also be invited to attend the luncheon.

Register On-Line  
February 1 - 28, 2013



## WHO BENEFITS?

Independent Beauty Consultants and Sales Directors who desire to take their businesses to greater heights.

## WHAT TO EXPECT

Two power-packed days of learning and fun

- Recharge your Mary Kay batter with great business and teambuilding tips from top Mary Kay Independent sales force members.
- Share best practices among your peers
- Prizes, gifts and more

# Team Leaders



Consultant  
Director Unit

5-7 Active Team Members | 9% or 13% Personal Team Commission | \$50 Team Building Bonus



**Jennifer Almond**  
Catherine Piland  
Rogers



**Barbara Bloom**  
Penny Jackson



**Jamie Boylan**  
Jodi Bland



**Linda Burtzner**  
Randi Ginder



**Carolyn Faircloth**  
Linda Rowsey



**Cleyone Fowler**  
Cheryl Warfield



**Nora Fowles**  
Renee Brooks



**Laura Garland**  
Amanda Jones



**Tina Goble**  
Beth Piland



**Kathryn Harris**  
Lana Gaydon



**Pam Howard**  
Debra Bishop



**Rhonda Jenkins**  
Joyce Bruder



**Annette Johnson**  
Lillian Yocum



**Ruth Kato**  
Rhonda Valley



**Amy Kuczynski**  
Amanda Jones



**Angie Kuhn**  
Renee Brooks



**Reba Lay**  
Linda Rowsey



**Marcia LeBlanc**  
Geralene Champion



**Emilee Lee**  
Beth Piland



**Lee Anne Loek**  
Joyce Bruder



**Catherine  
Martinez**  
Gloria Brewster



**Brandi Myers**  
Gloria Brewster



**Amy Postma**  
Epsie Elmer



**Regina Raney**  
Denise Crosby



**Darcy Richardson**  
Epsie Elmer



**Snowe Saxman**  
Sandra Forsyth



**Trina Siebenaler**  
Rhonda Valley



**Sarah Stuckey-Diaw**  
Jodi Bland



**Judy Thomas**  
Cheryl Warfield



**Darlene  
Underwood**  
Cheryl Warfield

# Team Leaders



Consultant  
Director Unit

5-7 Active Team Members | 9% or 13% Personal Team Commission | \$50 Team Building Bonus



**Barbara Vaughn**  
Lillian Yocum



**Michelle Webster**  
Epsie Elmer



**Eddie Wiggs**  
Debra Bishop

*Make every day count, make every hour count, make every minute count. And don't stop until you have exercised your full potential, realized your impossible dream and fulfilled your total destiny, to become the person that you and only you are capable of being. Achieving success is a daily process.—Mary Kay*



*Still Time to  
Sit Pretty  
at Seminar!*

### Achieve Sapphire Star Consultant

status with at least \$1,800 or more in personal wholesale Section 1 orders Dec. 16, 2012, through March 15, 2013.

### Be on-target for the Queen's Court of Personal Sales

(\$24,000 in estimated personal retail production from July 1, 2012, through Feb. 28, 2013).

### Be on-target for the Queen's Court of Sharing

(16 total new personal team members from July 1, 2012, through Feb. 28, 2013. New team members do not need to be qualified at that time.)

### Be an Independent Sales Director

(including March 1, 2013, debuts). Independent Sales Directors who debut in April, May, June or July are qualified to attend Seminar on a first-come, first-served basis.

## 5 Tips to Finish your Star!

Know what you have to finish & work with strategy. \*Example: If you need \$1,000 to complete your Star order, BOOK 20 faces (only 10 will hold). Each customer typically spends \$50-\$100, resulting in \$500-\$1,000 in sales.

2. Be willing to book 20 appointments by **March 5th**. \*Schedule ALL appointments between the 1st-15th
3. Focus on 5 **NEW** Leads and 2 **NEW** Bookings a day! \*This will result in 35 new leads each week...Book 35 and you should hold about 15 appointments. 15 customers spending \$50/each = \$750 in sales!
4. **Choose your Star Prize**. Print it out and put it everywhere! \*This will help motivate you when you don't feel like working!
5. Host a Sale for **SKIN CARE ONLY** during the **last week of the Star Contest!** \*By offering customers a discount on **skin care**, they will be more likely to purchase bigger ticket items (think *Miracle Set!*)



### Important Note: Shipping/Handling Rate Increase

Effective March 16, 2013, shipping and handling charges will increase as follows: Mainland U.S. product orders, Starter Kits, Second Chance Starter Kits and Customer Delivery Service (CDS) orders that are \$100 or greater will increase to \$9.25.

Mainland U.S. Customer Delivery Service (CDS) orders less than \$100, Director Order Sheet (DOS) orders and Unit Support Package (USP) orders will increase to \$5.50.

# Star Team Builder



Consultant  
Director Unit

3-4 Active Team Members | 4% Personal Team Commission | Red Jacket Rebate | \$50 Team Building Bonus



**Carol Abdo**  
Rhonda Valley



**Judy Allen**  
Jean Batts



**Shannon Armstrong**  
Tina Parker



**Gina Barfield**  
Julie Draulans



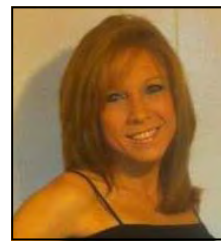
**Mandy Begley**  
Laura Poling



**Jennifer Belgard**  
Beth Piland



**June Benton**  
Beth Piland



**Alicia Bjorklund**  
Melanie White



**Katherine Bowers**  
Epsie Elmer



**Traci Bowers**  
Laura Poling



**Bernice Bush**  
Epsie Elmer



**Carol Cherapan**  
Penny Jackson



**Amy Cox**  
Stacey Price



**Linda Crawford**  
Linda Rowsey



**Kay Dady**  
Margaret Quilty



**Heather Dawson**  
Julie Draulans



**Sherri Dickens**  
Cheryl Warfield



**Chellie Dietsch**  
Jodi Bland



**Karen Evans**  
Renee Brooks



**Sandra Faircloth**  
Beth Piland



**Shawnta Fleming**  
Denise Crosby



**Tabatha Gaskill**  
Laura Poling



**Nancy Gettinger**  
Jenan Wood



**Lisa Graves**  
Beth Piland



**Lenka Green**  
Ashley Kelly



**Roxanne  
Hammonds**  
Anabel Yeiser



**Susan Hanna**  
Tonya Sorrell



**Shirl Harvey**  
Denise Crosby



**Patti Hebert**  
Ashley Kelly



**Karen Hillstead**  
Penny Jackson



# Star Team Builder continued



Consultant  
Director Unit

3-4 Active Team Members | 4% Personal Team Commission | Red Jacket Rebate | \$50 Team Building Bonus



**Amber Johnson**  
Elizabeth Sevier



**Tami Johnson**  
Joyce Bruder



**Tammy Jordan**  
Joyce Bruder



**Erica Kent**  
Dawn Durocher



**Lisa Kerkof**  
Shannon Kadlec



**Tami Klingenberg**  
Rhonda Valley



**Elena Knollinger**  
Debra Bishop



**Celinda Kuczynski**  
Ruth Stewart



**Eleanor Leech**  
Cheryl Warfield



**Geneva Leek**  
Gloria Leek-



**Teresa Lennon**  
Penny Jackson



**Alicia McLaughlin**  
Barbara Miner



**Carol Miller**  
Beth Piland



**Makeba Murphy**  
Connie Naiman



**Catherine Nemmers**  
Denise Crosby



**Jahaida Pabon**  
Leticia Velasco



**Sharron Palow**  
Joyce Bruder



**Jaci Prance**  
Denise Crosby



**Polly Rector**  
Nadine Marino



**Norma Reeser**  
Linda Rowsey



**Barbara Ribelin**  
Irish Dickerson



**Jennifer Riegelsberger**  
Cheryl Warfield



**Vicki Robertson**  
Lillian Yocum



**Kitty Rodriguez**  
Linda Rowsey



**Janet Sairs**  
Joyce Bruder



**Yvette Sequino**  
Nancy Walker



**Helen Simmons**  
Lana Gaydon



**Valerie Simpson**  
Debra Bishop



**Anna Smith**  
Lauren Gamage



**Linda Spodick**  
Linda Rowsey

# Star Team Builder continued



Consultant  
Director Unit

3-4 Active Team Members | 4% Personal Team Commission | Red Jacket Rebate | \$50 Team Building Bonus



**Anne Spry**  
Cheryl Warfield



**Nancy Strand**  
Denise Crosby



**Debra Teague**  
Nadine Marino



**Betty Thompson**  
Lana Gaydon



**Diane  
Walker-Saunders**  
Connie Naiman



**Casandra Webb**  
Dana Gattis



Photo Coming!

**Nancy Werner**  
Cheryl Warfield



Photo Coming!

**Nancy Wizeman**  
Jenan Wood



**Alice Zemaitis**  
Wendy Johnsen

The higher the goal, the harder the climb,  
but taken each day one step at a time.  
The goal is accomplished, the dream  
is attained. And the prizes?

The wisdom and strength that are gained.  
~Author unknown

## Movin' on Up Challenge

Independent Beauty Consultants who from Nov. 30, 2012—Feb. 28, 2013, achieve and maintain a new step on the career path of **Team Leader, Future Independent Sales Director or Independent Sales Director-in-Qualification** will receive a name badge ribbon and onstage recognition at **Career Conference 2013**.

Independent Beauty Consultants who from Nov. 30, 2012—Feb. 28, 2013, achieve and maintain a new step on the career path of **Star Team Builder** will receive a name badge ribbon and standing recognition at **Career Conference 2013**.

## 10 Rules of a Successful Recruiter!

1. Always lead by example!
2. Attend all unit meetings—see that she is there with you.
3. Call, write, email or text her daily for the first 3-4 weeks.
4. Keep a friendly business relationship.
5. Always talk about profit level.
6. Always let her learn while you earn—take her with you to shows and classes.
7. Keep a 100% positive attitude.
8. Call your director if you need help to answer her questions.
9. Help her sponsor her first recruit.
10. Just as you never take credit for her successes, never take responsibility for her failures.



## To Recruit 5 this Month and Earn a **GOLD MEDAL**, Do ALL These Things ALL Month Long

### 1. **Commit, verbally and on paper:**

- To your unit.... Announce to your friends & team members that you will earn a Gold Medal this month. Does anyone want to run with you?
- To your Family.....Tell your family you are working very focused on a goal and are counting on their support and help by telling you often, "**YOU CAN DO IT!**"

Write memos all over your house and in your car: "Gold medal in March!" "5 recruits in March!"

### 2. **Know why you are doing it.**

How will it benefit your business, your confidence, your progress? Where are you going?

### 4. **Existing customers are perfect; they like the product, like you, and know what you do.**

- "I am now becoming a.....with Mary Kay and am hand-picking the women I want to come with me. I have chosen YOU! I think you will be wonderful. Let's get together and at least talk about it. There is a free lipstick in it for you."
- "Judy, we have a special program at meeting this week that I know you would love. Please come. You may even see how much fun we have and want to be part of our Company. I think you'd be great! I will pick you up."



## Earn A **GOLD MEDAL**

### Business Tips and Recruiting IPA's

By: SNSD Jeanne Rowland

### 3. **The best prospects are those whom you have facialed.**

- Every day, book at least 2 new sharp women. "My National or Director is challenging me to facial 10 sharp women this month, and you are perfect! I would love to offer you a complimentary facial; would you like that?" Say this until you have recruited 5!
- Before you start her facial, tell her that she is so sharp, you would love to work with her. "Watch what I do, and see if you might enjoy having your own business." Interview and sign her right at the facial.

### 5. **Work with numbers.**

- Interview 20 to sign 5. Your expertise grows with your experience.
- Bring guests to everything. Ask 10 to bring 1. Four will say yes, and by 5 PM of the day, you will be down to 1. (Normal stuff!) Pick her up!

### 6. **Have a long prospect list.**

Add to it. Work on many at once. Star every recruit 'til you get to 5.

### 7. **Have a sense of urgency.**

What's in it for her to come in now? Figure 3 reasons for each prospect and tell her.

- Most possible recruits want to be convinced. They are afraid and want you to tell them it will be OK to spend \$100 to try something new and different.
- Do not take NO personally. Go on with a smile and a sense of destiny. **THIS WILL GET DONE!**

Be a duck who swims gracefully around with a smile, even when it rains. Under the water she is paddling like crazy! You are the most positive, committed person in Mary Kay!

Enjoy the great feeling of accomplishment on the last day of the month when you will say,

**"I DID IT! I earned my GOLD MEDAL!"**

# 100% CLUB!

**Put a FREE Car in YOUR DRIVEWAY  
& A Director Suit On YOU!!**

**OMG! It's So simple!!**

**Work ONLY 7.5 to 9.5 HRS a Week!**



*You'll be  
a STAR &  
Driving a  
Car*



- 1.0 Hour 1.0 Reading**
- 1.5 Hours Lead Generation**
- 1.5 Hours Booking Calls**
- 2.0 Hold 1 Class/Party**
- 1.0 Hold 1 Facial**
- 1.5 Attend Sales Meeting  
with 1 Guest**
- 1.0 Interview with your  
Director**
- Sell 2 Basics**



Kate Spade Bag



\$500 Check From  
Mary Kay

# 100% CLUB!

CONSULTANT: \_\_\_\_\_ Week: \_\_\_\_\_

INCOME PRODUCING ACTIVITY	Sun. Hrs.	Mon. Hrs.	Tue. Hrs.	Wed. Hrs.	Thur. Hrs.	Fri. Hrs.	Sat. Hrs.	TOTAL HOURS
READING (1.0 hrs/week)								
LEAD GENERATION (1.5 hrs/week)								
BOOKING CALLS (1.5 hrs/week)								
CLASS/PARTY (2.0 hrs/week)								
FACIAL (1.0 hr/week)								
SALES MEETING (1.5 hrs/week)								
SALES MEETING GUESTS (1 / mtg)								
INTERVIEW W/ DIRECTOR (1.0 hr/wk)								
SELL BASIC SETS (2 /wk)								
<b>TOTALS</b>								
<b>7.5 to 9.5 hrs</b>								

NOTES: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Lynne used these in 1993, and she went from \$300,000 Club to \$700,000 Club and produced 5 Offspring Directors!!! Her January Unit Size was 77, and by Seminar it was 201 Unit Members!

**[This is perfect timing to kick of this program for these next 6 months!!!](#)**

**YOU + 5 Unit Members working 7.5 - 9.5 hours a week will TRIPLE your Unit Size & you can be a **TRIPLE STAR** (National Court of Sharing, Sales & Unit Club Circle) at Seminar this year!!!**

**It's your turn!!! YOU DESERVE TO BE ON THAT STAGE AT SEMINAR 2013!!!**

# Be BOLD in GOLD!



## WONDER WOMAN DRESS FOR SEMINAR 2013!

Warfield Area  
Wonder Woman,  
Cheryl has a vision for  
our entire

**NATIONAL AREA**  
to wear the WW dress at  
Seminar 2013 for the  
50th Anniversary!  
(available in 1 piece or 2 pieces)

We want 100 National Court  
Winners at Seminar 2013!

**Will you be one?**

Details and pricing are available on our website.  
[www.warfieldwonderwomen.com](http://www.warfieldwonderwomen.com)

**NEW! Redesigned for  
Seminar 2013!**

**Queen's Court of Sharing  
Fabulous Diamond Pin  
14-karat yellow gold /  
Diamond body, .75 carats**



**Who will be first in the  
Ledda National Area to  
earn the NEW BEE?!!**



How do I talk to  
people when I'm out  
doing my errands?  
*by ENSD*  
**Cheryl Warfield**

Say, "Excuse me",  
then pause to get her  
attention...

"Would you be offended  
if I gave you my  
business card?"

Then hand her your card  
and tell her about your  
Before & After New Year  
Portfolio, and ask her to  
be a model in it.

Offer \$10 in free product  
for each adult who joins  
her at her facial  
(maximum of 5 people).

### Need to get your MOJO going?

Cheryl is doing a 15 min Daily Training Call  
Mon-Fri & you are invited to listen...

Just dial in at 8:15am EST & push \*6 to mute  
Take advantage of this training from Cheryl  
while it's available!

**712-432-0111 - 406794#**

Hotline for Prospective Recruits ENSD Cheryl Warfield	641-715-3900 807486#
Spanish Hotline for Prospects NSD Sylvia Kalicak	641-715-3900 20332#

# Mary Kay's 50th Anniversary Seminar 2013 Celebration

## WARFIELD WONDER WOMEN

1 and 2 piece black & gold, hand-beaded gowns are fully lined

## Custom Made Sequin Gown

1 piece Dress (shown here)  
OR 2 pieces



Won't it be exciting for ALL the Warfield Area Court  
Winners to wear this Gown on the  
50th Anniversary Seminar Stage?!?!  
*Let's give them something to talk about!*

A \$100 deposit will need to be processed at the time of ordering.  
**They need your order form and measurements by 03/01/12**

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Credit Card # \_\_\_\_\_

Exp \_\_\_\_\_ CSV code \_\_\_\_\_

*Please provide these measurements, as each dress is made specifically for each person. (in inches) They will make each dress with a little room for ease, but will fit comfortably. All pieces are lined.*

**XS-L \$150=1 piece Dress Or \$160=2 pieces—Skirt & Top**  
*\$10 extra for each size increase after Large*

**Bust/Chest** (around & across breasts) \_\_\_\_\_

**Waist** (under your chest) \_\_\_\_\_

**Stomach** (around where your belly button is) \_\_\_\_\_

**Hips** (around widest part) \_\_\_\_\_

**Sleeves** (from shoulder bone to wrist) \_\_\_\_\_

**Upper Arm length** (btwn Shoulder edge & elbow-center & heavy part, roundness) \_\_\_\_\_

**Arm Hole** (the Shoulder Roundness is from tip of shoulder bone, going under the shoulder towards, back & up til same point of shoulder bone.) \_\_\_\_\_

**Wrist Size** (opening of arm hole) \_\_\_\_\_

**Neck Depth of V** (top of neck line to the end of the V point) \_\_\_\_\_

**Back Width** (end of shoulder to end of other shoulder) \_\_\_\_\_

**Skirt length** (from the top of your hip along the outer line of your leg, to the desired length of the skirt) (**with shoes on**) \_\_\_\_\_

**Dress length** (from your neckline between your shoulder blades down to the tip of your shoes) (**with shoes on**) \_\_\_\_\_

Updated Logo makes us look skinny!

# Make the Most of Your PCP

By: Barbara Whitaker



Without a doubt the best time to reach the most people at home is on Saturdays between 4pm and 7pm. If they do errands on Saturday, they get home between those times. If they are going out that night, they are home getting ready. I can call for 2 hours each night four days a week a total of 8-10 hours and still reach by far more people 4-7 on Saturday night during those 3 hours.

**1** Call your customer three to four days after you have facialed her to ask her how she likes the products and if she has any questions.

*Then share with her, "Mary, I would like to put you on my Preferred Customer Mailings which entitles you to specials and gifts with purchase and lets you be the first to know what is new in skin care and color--putting you on the cutting edge of personal care. I know you would want that."*

**2** Call her the first quarter just before you enroll her on your PCP and say,

*"Hi Mary, this is Barbara with MK; have you got a minute? Great, I am putting together a special mailing and I wanted to touch base with you to make sure I have your address correct. I wouldn't want someone else to get your specials." Check her address and say, "I am preparing it now and I will get back with you once it is in the mail so you can be on the lookout for it."*

After her first quarter say, *"I'm just checking to see if you are still at this address. I do my mailing third class and it is not forwarded, so you would miss the specials unless I have your new address." They usually laugh and say something like, "Yes, I'm still here, I'm not going anywhere."*

**3** Call her after the mailing has gone out and say, *"Hi Mary, this is Barbara with MK, have you got a minute? I wanted to make sure you received the new Look Book. Remember, I send it third class and the post office does not return it if I do not have the correct address on it. Did you get it?" Wait for an answer, then say; "Have you had a chance to look at it yet?" If they say no, I say; "Would you mind getting it out; I have something exciting to share with you. Turn to page \_\_\_ and check out the sample of the \_\_\_\_\_. Some of my customers have missed it, and I didn't want that to happen to you." At this time I share some information about the product.*

**Be sure and get your customer's work and cell number.** If she puts it on her profile then it is OK for you to call her at work. If it is not OK for you to call her at work, she will not put her work number on the profile or give it to you when you ask. Once she has given you her work number you do not have to ask her if it is OK for you to call her there. When you call, say, "I know I have reached you at work, so I will only take a minute; can you spare a minute right now, or what time should I call you back?"

**Having every customer on your Preferred Customer Program is a must.** This creates the best reasons possible to stay in touch with your customers by phone. It is so simple. It automatically gives you a reason to call your customers and helps you to know what to say.

## Take a Sneak Peek at the Spring Month 2 Mailer!



This mailer promotes color in all its glory – from makeup looks and Mary Kay® color products to the Mary Kay® One Woman Can™ Makeover Contest. Creating beautiful looks while increasing your bookings is easy with this mailer, so be sure to enroll today.

• Enroll Jan. 16 – March 15 • Mails April 9† • Only 45¢ per name\*



**THIS**  
**Power Class**  
**IS FOR YOU!**

This **virtual classroom** is **NEW** and available on demand 24/7 on [www.marykayintouch.com](http://www.marykayintouch.com) under the "Education" tab.

Through the **Power Class program**, you can learn about timely topics through live chats with esteemed faculty as well as feeds on "Let's Talk," plus exclusive videos specifically for Power Class participants.



*Power Class*  
of the Month  
**POWER CHAT**  
**LIVE!**  
with Pat Danforth  
and Regan Danforth House  
February 19, 2013  
7:00pm Central Standard Time



**Build your business with personalized tools.**  
Make marketing materials your own!

- Add a personal message.
- Upload your own photo.
- Share contact information.

Give team-building your personal touch by customizing this fun brochure that helps you share the Mary Kay Opportunity easily.

Reach potential new team members with this colorful, customizable team-building brochure!

Add a personalized message to the front cover, upload **your own photo** and add **your contact** information!

Go to [www.marykayintouch.com](http://www.marykayintouch.com) for all the details.



We know you'll love sharing this fun, customized version of the current team-building brochure during your appointments!



**Beauty that Counts**

**NEW! Special-Edition Mary Kay Compact Mini**

**One compact can inspire beauty today, tomorrow, forever.**

In honor of Mary Kay's 50th Anniversary, you can join Mary Kay and change the lives of women and children worldwide. In the United States, from Jan. 16, 2013, through May 15, 2013, **\$1 will be donated** from each sale of the special-edition† Beauty That Counts® Mary Kay® Compact Mini\* to loveisrespect.

*Mary Kay is the lead sponsor of the loveisrespect "text-for-help" program designed to educate and assist young people seeking healthy relationships. For help, text "loveis" to 77054.*



One Woman Can™  
**Inspire Beauty**  
Today, Tomorrow, Forever.





**\$199**  
(\$235 value)

**Set #1**

- Time Wise® Repair Volu-Firm Set**  
Foaming Cleanser, Lifting Serum, Day Cream, Night Treatment, Eye Renewal Cream



**\$65**

**Set #4**

- Eye Deal Set**  
Oil Free Eye Makeup Remover, Signature Eye Primer, Lash & Brown Building Serum



**Set #7**

- Glamour Accents Set**  
MK Lash Primer, Ultimate Mascara, MK Signature Lip Liner, & MK Signature Eye Liner



**\$45**

**Set #2**

- Smooth Finish Set**  
Time Wise® Liquid Foundation, Liquid Foundation Brush, Foundation Primer w/ Sunscreen



**\$52**

**Set #5**

- Simply Satin Set**  
Satin Hands Pampering Set, Fragrance Free Hand Softener, Hand Scrub, Hand Cream & Giftable Bag, Satin Lips Set (Mask & Balm)



**\$67.50**

**Set #6**

- Basic Color Set**  
Custom Compact, 1 Lipstick or Gloss, 3 Eye Colors, 1 Cheek Color, & Applicators



**Set #8**

**\$55**

**Brush Collection**

- Powder Brush, Cheek Brush, Definer Brush, Crease Brush, Eyeliner/Eyebrow Brush and Organizer Bag

*Personalize your bag*

# Create Your Own Roll-Up Bag



**Queen of Everything**

Choose the Time Wise® Repair Volu-Firm Set along with any **3 additional sets** & Receive the Travel Roll-Up Bag **FREE!**

**BONUS:**

Choose any one additional set @ ½ price



**Princess of Quite-a-lot**

**\$299**  
Up to a \$388 value

Choose the Time Wise® Repair Volu-Firm Set & any **2 additional sets**

**BONUS:**

Receive the Travel Roll-Up Bag @ ½ price

*Lift Away the Years Special*

TimeWise® Repair Volu-Firm Set including all 5 products Receive the Time Wise Liquid Foundation **FREE!**

**\$199**  
Up to a \$255 value



# Is Relationship Selling Dead?

**Learn the new rules for connecting with crazy busy prospects.**

*By: Jill Konrath—Success Magazine*

**Your prospects don't return your calls or they quickly brush you off if you catch them on the phone. They check their cell phone during your meetings together. Even your favorite customers ignore you for months. If selling is about relationships, based on the way your prospects are behaving, you might begin to think they're "just not that into you."**

The truth is, your prospects are overwhelmed. Their calendars are filled with meetings. They're buried in email. And fires keep popping up everywhere. Yet they're expected to do even more, with fewer resources in less time.

They're good people doing their very best to survive in a world of relentless chaos. The last thing they need is another "relationship" - especially when they're not spending enough time with their favorite people already.

Here's good news: These frazzled people crave strong relationships with sellers they can trust. But, to be that person, you need to understand how your prospects are thinking.

Time is the most precious commodity. The last thing they want to do is waste it with a self-serving salesperson who blathers endlessly about leading-edge products, one-stop shopping or unique methodologies. To be brutally frank, they could care less about your products, services or solution. But they do care a tremendous amount about reaching their goals, eliminating problems and avoiding failure—and they're looking for someone who can help them accomplish these things.

If you want to connect with your prospects today, you must first pass the

new relationship test. As your prospects listen to your pitch, play your voicemails or read your e-mails, they're evaluating you using the following criteria:

- **Is this relevant?**
- **What's the urgency?**
- **Does this person provide value?**
- **Will it take a lot of effort?**

Unless you can answer those questions very quickly, you won't earn the right to have a relationship with them. They'll quickly delete your messages and move on to their next project. Building strong relationships with crazy-busy people requires that you adhere to the new rules of selling.

**RULE #1**—Keep it simple. Too many options, big decisions and complexity of any sort overwhelms them. When that happens, they decide to stay with the status quo.

**RULE #2**—Be invaluable. They'll love you if you bring them helpful ideas and information on a regular basis. Make yourself the expert they can't live without.

**RULE #3**—Always align. Your prospects need to see an immediate connection between what you do and what they're trying to achieve. Be ruthlessly relevant.

**RULE #4**—Raise priorities. It's imperative to work with frazzled prospects on priority projects. With their limited capacity, that's all they can handle. Because priorities constantly shift, be alert to what's going on in their organization.

Relationship selling isn't dead. You still need to connect with your prospects on a personal level, but that's no longer sufficient. Your prospects want your expertise focused on their priority goals, key initiatives, bottlenecks, issues and challenges. They want your fresh ideas and insights. They want you to make their lives easier.

When you become a resource rather than another obligation, they'll not only take your call, they'll call you back!

# MARY KAY



## one woman can™ MAKEOVER CONTEST



# Grow your business

# and have a chance to WIN!

**MARY KAY ASH BELIEVED IN THE BEAUTY OF WOMEN AND THEIR ABILITIES TO MAKE A DIFFERENCE IN THE LIVES OF OTHERS.**

Now you can help women transform themselves inside and out, grow your business and have a chance to win prizes!† How fun is that? **Take the challenge to do at least 50 makeovers!**

†Makeover rules apply to U.S. independent sales force members only.



Watch the video.

**(5) INDEPENDENT BEAUTY CONSULTANTS (ONE FROM EACH SEMINAR) COULD WIN:**

A **\$5,000** donation to their favorite charity\* benefiting women and children.



\*Subject to Sponsor's approval

DONATION

An insulated carrier system from **MKConnections®**



CARRIER

A fabulous fashionista **Badgley Mischka** handbag valued at \$398.



BADGLEY MISCHKA  
HANDBAG

**(2) UNITS\*\* FROM EACH SEMINAR COULD WIN:**

CELEBRATION PARTIES FOR THEIR UNITS!

NAME BADGE RIBBONS FOR UNITS WITH 50+ MAKEOVER UPLOADS.

\*\*One unit with the highest number of makeovers uploaded will win. Additionally, the unit with the highest percentage of makeovers uploaded per unit member will win.

### DATES TO REMEMBER

**CUSTOMERS SUBMIT MAKEOVERS**  
Go to [mkmakeovercontest.com](http://mkmakeovercontest.com) to enter and see official rules.  
March 8 - May 10, 2013

PHASE 1

**PUBLIC VOTING**  
May 12 - 27, 2013

PHASE 2

**PRIVATE JUDGING**  
May 28 - June 24, 2013  
Winners announced July 2013.

PHASE 3

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING. Void where prohibited. Offered and open only to female legal residents of the 50 United States, the District of Columbia, Puerto Rico and the U.S. Virgin Islands, U.S. Territories and Possessions ("United States") who are 18 or older at time of entry. Employees, directors and officers of Mary Kay Inc., Mary Kay Independent Beauty Consultants (at time of entry), and professional and/or semi-professional models, any individual who has made over U.S. \$5,000 modeling in any calendar year in the past five years or models under contract are not eligible to enter. Limit one (1) Entry per person. Begins on or about 8 a.m. Central time on Jan. 16, 2013, and ends at 12 p.m. Central time on June 24, 2013. All entries must be received by Sponsor between 8 a.m. Central time on March 8, 2013, and 12 p.m. Central time on May 10, 2013, and Public Voting will be held between 12 p.m. Central time on March 12, 2013, and 12 p.m. Central time on May 27, 2013. Photographs must be taken no sooner than Jan. 16, 2013, and submitted for this 2013 contest only. Grand Prize (1): \$5,000 international vacation to the destination of winner's choice (to be awarded as follows: travel voucher redeemable for up to \$4,000 value for international or domestic air fare, hotel and accommodations and a \$1,000 prepaid gift card for trip expenses). First Prize (50): A \$5,000 donation to charity (subject to Sponsor's final approval; does not give rise to tax implications or deductions for the winner). RVV: \$5,000. Limit one finalist, one First Prize and one Grand Prize per person. Subject to Complete Official Rules available at [mkmakeovercontest.com](http://mkmakeovercontest.com) beginning on or about Jan. 16, 2013. Sponsor: Mary Kay Inc.



## Booking at Classes

Each selling appointment introduces you to new customers and potential hostesses who can invite more new customers to your next class. Throughout your presentation, consider referring to a second appointment. During your individual consultation, you may want to encourage your customers to book future appointments. At the end of a class, you can always show the TimeWise® Microdermabrasion Set and give out samplers with the sampler cards. You can allow customers to try the samplers at home, then follow up to see how they enjoyed experiencing “instant gratification” in skin care. One more thing: Remember, you can find a printable color consultation outline for the second appointment and helpful Media Source CDs!

“When it comes to booking at classes, I do it right at the beginning, during the orientation. Explain that each woman is guaranteed at least two complimentary appointments: skin care and color. She may also choose to add other parties (spa or manicure/pedicure) if she would like to earn even more product. Then I keep the momentum going throughout the class by passing a free product item around the table.

Every time I say the word “party,” the women pass the item to their neighbors, and whoever ends up with the product takes it home!”

– Amie Gamboian, National Sales Director, Omaha, Neb.

## Booking From Referrals

Booking from referrals can be a major source of appointments. You may want to ask both your hostess and the guests for referrals. Also, consider asking for referrals when you call to follow up with your customers.

“Remember to ask potential customers if they are current Mary Kay customers. If you run into someone who already has an Independent Beauty Consultant, thank her for being so supportive of the product line and encourage her to contact her Beauty Consultant to see the latest products.”

– Amie Gamboian, National Sales Director Omaha, Neb.

“Have a gift for them in the name of the person who referred them to you. Of course, they have to get together with you to receive the gift.” – Margi Eno, Independent Sales Director, San Diego, Calif.

## Booking From Warm Chatter

A sincere smile, eye contact and repeating a potential customer’s name throughout the conversation will let her know you’re focused on her.

“What I am booking for right now is a “One Woman Can” portfolio of faces. What an honor to be asked to be in that! I am including businesswomen, community leaders, heads of charitable foundations, women who are active in their churches, stay-at-home moms, etc. I believe women make an impact no matter what they have chosen as their ‘careers,’ so this is a fun way to honor them and to get lots and lots of bookings!”

– Amie Gamboian, National Sales Director, Omaha, Neb.

“I work to turn a contact with someone into more contacts. When I meet someone, I ask if I can send a brochure with them to work. Or when I sell sets to a guy, I tell him if he sends me five buddies who place orders, I’ll give him a thank-you gift. Then I repeat the process with each of the five buddies! Also remember, when you’re fun, people want to be around you!”

– Margi Eno, Independent Sales Director, San Diego, Calif.

“Know your script! Instead of constantly changing what you are going to say, choose a script and stick with it. Consistency gives you confidence. Remember, the script is only ‘old’ to you; you are talking to new people all the time. You’ll be amazed how much more confidence you have when you know your scripts.”

– Pam Robbins Kelly, Independent Future Executive Senior Sales Director, Bakersfield, Calif.



Mary Kay once said, “Bookings are the lifeline of your business.

Literally, if you’re out of bookings, you’re out of business.” Plus booking is a big part of your 3+3+3 formula for success (three skin care classes, \$300 in new retail sales and three team-building appointments each week).

**So what can you do to keep that lifeline going?** Here’s what top Directors across the nation had to say.

## Booking Friends, Family and Acquaintances

Let’s take a look at this simple, easy to-use recommendation for booking friends, family and acquaintances.

### 1. Create positive interaction.

“Hi, (customer’s name), I’m so glad I caught you at home!”

2. **Work to develop rapport.** “How are things going? Great! I won’t take up much of your time, but I did want to let you know I’m now a Mary Kay Independent Beauty Consultant.”

### 3. Express the purpose of your call.

Suggest a fun get-together with her girlfriends, a 10-minute appointment or a time to drop off a few samplers and the latest issue of The Look.

4. **Confirm your appointment.** “See you next Tuesday at 5:45. And remember, (customer’s name), we can always schedule a skin care class so you could earn free products.”

### 5. Communicate next steps.

“I’m looking forward to seeing you. I’m eager to hear your opinion of the samples!”

# Your Key to Sharing: M.R.S. C.A.B.

By: NSD Bett Vernon

*“Did you know that women come into Mary Kay for 6 different reasons?  
Would you like to know what they are?”*

## **M**ONEY

Would you like to know how to make an extra \$20,000 a year just working part-time? If you held 3 appointments a week at the national average of \$150 per appointment, this is \$450 per week and over \$20,000 per year! If each client reorders just \$10 per month, that's \$36,000 per year, which would be over \$50,000 in sales for the year and over \$20,000 in profit for you! Isn't that exciting!??

## **R**ECOGNITION

The second reason people join Mary Kay is for the prizes and recognition. When do we get recognized in our other jobs? When we mess up! In Mary Kay, you get a standing ovation. Isn't that the way you'd like the world to be?

## **S**ELF-IMPROVEMENT

The third reason is to build self confidence. (At this point, tell her how you have grown.)

## **C**AR

The fourth reason is a FREE CAR! Can you imagine a company giving you a free car for part-time work? Isn't DRIVING FREE the smartest thing a mother can do for her family? Imagine the additional money for your family because you no longer have a car payment or insurance payment.

## **A**DVANTAGES

The fifth reason is the Tax Advantages! Did you know that most people work from January to May each year just to pay their taxes? Wouldn't it be nice to work from your home and take all the tax advantages available to small businesses? What would the advantage be of having your children home with you and not having to pay day care? Wouldn't it be great to keep more of your hard-earned money?

## **B**E YOUR OWN BOSS!

The sixth reason is that we get to be our own boss - could you get excited about being your own boss? Would you like that? Not having someone else telling you when you can go and come and when you're hungry for lunch. In Mary Kay we don't go to lunch, We Do Lunch! Wouldn't you like to be able to promote yourself when you are ready to be promoted and not have someone tell you?

**OUT OF THESE 6 REASONS, WHICH ONE OF THESE APPEALS TO YOU MOST?**

### THE CLOSE —

### THREE SIMPLE QUESTIONS!!!

1. “WHAT EXCITES YOU THE MOST?”
2. “WHAT QUESTIONS DO YOU HAVE?”
3. “WHAT, IF ANYTHING, WOULD KEEP YOU FROM GIVING IT A TRY?”

### Why Women Come Into Mary Kay

- Money
- Recognition
- Self-improvement
- Car
- Advantages
- Be Your Own Boss

# \$100 FREE

## To Party With Me!



\$20

Hold party on originally Scheduled date and time!



Have 5 guests present who are over 18 and do not currently have a consultant!

\$20

\$20

\$200 or more in total party sales!



\$100 or more in outside sales (friends who can not attend!)

\$20

\$20

2 Future Parties booked from your Party.



**BONUS:** Hold your party within the next two weeks and receive a bonus gift from me!



**I HAVE A VISION....our vision of over 100 WW consultants and directors on the Seminar stage making a **HUGE IMPACT** on the 50th Anniversary Seminar stage!**



*Cheryl is shown here wearing a Medium*



*Here's the updated logo—will make us look skinny*

*Look at this Custom-Made Wonder Woman Shear Silk Cape Stage Winners can wear on stage at Seminar 2013 Purchase for only \$60 + tax & shipping*

*You can wear it over any black dress!*

***I would like to order the Warfield Wonder Woman Cape.***

**Circle the Size you want**—Small, Medium, Large= \$60

XL-2X = \$75 (4" wider & longer); 3X-5X=\$85 (8" wider & longer)

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Credit Card # \_\_\_\_\_

Exp \_\_\_\_\_ CSV code \_\_\_\_\_

***Our Area Goal: 100 DIQs at all times; 50 New Directors by Seminar 2013; 100 women in the National Court of Sales & Sharing; 2 New NSDs debuting at Seminar 1013; #1 Pearl Area 2013!***