



Warfield National Area Red Jacket Newsletter

Executive National
Sales Director,
Cheryl Warfield



Results as of
March, 2013

DIQs Class of 2013 DIQs



Melanie Bass
Beth Piland



Stephanie Carter
Gloria Brewster



Jennifer Converse
Wendy Johnsen



Heather Dawson
Julie Draulans



Laura Garland
Amanda Jones



Susan Hanna
Tonya Sorrell



Casey Holder
Amanda Jones



Annette Johnson
Lillian Yocum



Jessie Kalinowski
Lauren Gamage



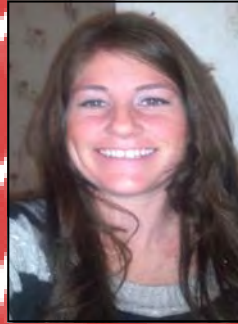
Amy Kuczynski
Amanda Jones



Celinda Kuczynski
Ruth Stewart



Catherine Martinez
Gloria Brewster



Brandi Myers
Gloria Brewster



Marie Quick
Cheryl Warfield



One Woman Can Do Amazing Things!

Future Directors



Consultant
Director Unit

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



Marcia Epps
Beth Piland



Carolyn Faircloth
Linda Rowsey



Cleyone Fowler
Cheryl Warfield



Julie Gerdeman
Laura Poling



Tina Goble
Beth Piland



Ruth Kato
Rhonda Valley



Lisa Lute
Joyce Bruder



Theresa Moore
Irish Dickerson



Victoria Peasley
Penny Jackson



Amy Postma
Epsie Elmer



Dana Rollins
Debra Bishop




Trina Siebenaler
Rhonda Valley

6 Ways to Win ENSD Cheryl Warfield at your New Director Debut!

1. Have 3 Red Jackets at the end of DIQ.
 2. Have 50 Unit Members at the end of DIQ.
 3. Earn your Premiere Club Car during DIQ.
- Be On-Target Cadillac during DIQ.**
5. Be the first Warfield Director in your state.
 6. Be a 'One Month Normal'!
(Finish DIQ in 1 month.)

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




I'm so proud that
you're in my area!
Love, Cheryl B. Warfield

One Month Wonder ~~Wonder~~ Normal

by NSD Kristin Myers

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:

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!



RED JACKET

Team Member:

Team Member:

Team Member:



RED JACKET

Team Member:

Team Member:

Team Member:



RED JACKET

Team Member:

Team Member:

Team Member:

Total DIQ Team Count: _____

DIQ Finish Date: _____

(don't forget to count yourself as 1)

THE BEST WAY TO DRIVE IS **FREE!!!**



On-Target Grand Achievers



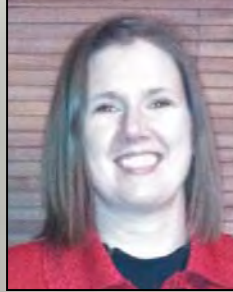
Amy Kuczynski
Amanda Jones
\$8,017.50



Dana Taylor
Gloria Brewster
\$7,375.25



Ashley Estes
Tonya Sorrell
\$6,894.25



Lisa Woodke
Brandy Nusbaum
\$6,586.50



Jennifer Converse
Wendy Johnsen
\$5,262.00



Heather Dawson
Julie Draulans
\$5,005.50

Grand Achievers can choose the Chevy Cruze OR CASH Option of up to \$375.00 per month!!

The Value of Earning a Mary Kay Career Car

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

Type of Car	Monthly Payment	Savings
Chevy Cruze	\$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
- 3) A down payment on a house
- 4) A nice retirement investment



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



ARE YOU READY TO DRIVE FREE?

From Mary Kay's MULTI-MILLION NSD LISA MADSON!!!
These words are from Lisa herself... Take her Wisdom and Run with it!!!



Put this where you will see it every day!! On the refrigerator, on the bathroom mirror, in front of you in your office, and one in your date book where you can check them off until all 29 are completed!!!

You will be in your car before you know it! See it... Feel it...

Visualize it...everyday as often as you think about it--!!!

****29 THINGS TO HELP YOU GET ON TARGET FOR YOUR CAR****

1. Test Drive the car, (yes go to the dealership and Do this!!-- smell it, feel it, drive it!!!)
2. Put pictures of the car all over your house. (even in the shower).
3. Have your picture taken with the car...make 50 copies and put them everywhere.
4. Visualize yourself daily in the car in your driveway!!!!
5. USE AFFIRMATIONS!!! (make your own tape--be excited!! It's a must).
6. Put your goal in writing. (break it down to monthly, weekly and daily goals).
7. Must use a weekly plan sheet.
8. Get a power partner (don't listen to people who complain, whine or in any other way bring you down... It's not good for you or for them.)
9. Attend all unit meetings faithfully.
10. Attend all MK functions and events... you must be around positive people who want to help you succeed.
11. Bring guests to everything--use your time wisely.
12. Listen to motivational tapes. (especially ones from MK.)
13. Talk to People who ARE WHERE you want to be!!!
14. Share your goal with people, it makes you accountable.
15. Have faith, believe in yourself, your dream and MK.
16. Be fully committed to your goal NO MATTER WHAT!!
17. Set a deadline, and work with a sense of urgency.
18. Use your six most important list.
19. Enlist the help and support of those close to you.
20. Focus on HELPING TO SHARE the opportunity rather than on winning a car.
21. Build a strong sense of team unity.
22. Realize you have to make short term sacrifices. (It's a means to an end of a new beginning)
23. Learn to shut it off.. Be able to give your family and friends total attention when you are with them and leave MK work behind, then when you go back to working your MK you'll know that you have balance in both home and MK and you'll be able to work MK more satisfyingly.
24. Always work with a prospect list of at least 6-8 (not 1-2).
25. REALLY, REALLY want it...you must have a burning desire (kind of like when giving birth, you want it out very, very badly...that kind of desire).
26. Remember it's a numbers game...PLAY THE NUMBERS.
27. Do not pre-judge anyone. (Lisa has a NUN in her unit).
28. Hold 2-3 classes/week and have a great recruiting talk on that page in the flip chart.
29. HAVE A FANTASTIC ATTITUDE and SMILE---SMILE--- SMILE.

****HOLD CLASSES, IT'S WHERE EVERYTHING STARTS!!! ****

****12-15 CLASSES ON BOOKS AT ALL TIMES!! ****

****DO NOT BE AFRAID OF FAILURE, IT IS A PART OF MOVING AHEAD!!!****

Team Leaders



Consultant
Director Unit

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



Judy Allen
Jean Batts



Gina Barfield
Julie Draulans



June Benton
Beth Piland



Alicia Bjorklund
Melanie White



Barbara Bloom
Penny Jackson



Barbara Crosley
Shannon Kadlec



**Gabriella
Delia-Toman**
Penny Jackson



Ashley Estes
Tonya Sorrell



Karen Evans
Renee Brooks



Kathryn Harris
Lana Gaydon



Rebecca Hasenbeck
Laura Poling



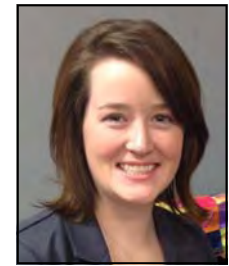
Janie Hullinger
Cheryl Warfield



Rhonda Jenkins
Joyce Bruder



Amber Johnson
Elizabeth Sevier



Margaret Keeler
Laura Poling



Tami Klingenberg
Rhonda Valley



Angie Kuhn
Renee Brooks



Teresa Lennon
Penny Jackson



Tretta McNeill
Lana Gaydon



Jessica Moser
Amanda Jones



Crystal Norman
Beth Piland



Regina Raney
Denise Crosby



Norma Reeser
Linda Rowsey



Snowe Saxman
Sandra Forsyth



Valerie Simpson
Debra Bishop

Team Leaders



Consultant
Director Unit

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



Anna Smith
Lauren Gamage



Trishelle Smith
Laura Poling



Linda Stawski
Joyce Bruder



Sarah Stuckey-Diaw
Jodi Bland



Christine Tarchala
Denise Crosby



Dana Taylor
Gloria Brewster



Betty Thompson
Lana Gaydon



Darlene Underwood
Cheryl Warfield



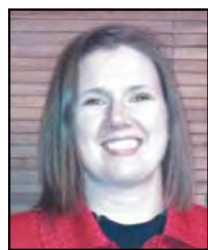
Barbara Vaughn
Lillian Yocum



Michelle Webster
Epsie Elmer

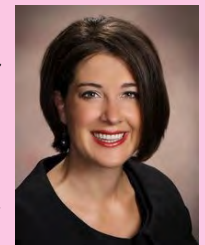


Eddie Wiggs
Debra Bishop



Lisa Woodke
Brandy Nusbaum

When asked why team building was important to her Mary Kay business, Independent Senior Sales Director LaChelle Seleski said, "It's the future of your business! Not only does it help you earn commissions and a Mary Kay Career Car, but it helps you earn 'paychecks from the heart'. It's so rewarding to share the opportunity, to have someone receive it and see how positively it affects her life."



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#

Million Dollar
Director, Beth Piland's

**First Steps
INVENTORY HOTLINE**

610-214-0299

400338#

then # again



Star Team Builder



Consultant
Director Unit

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



Jennifer Almond
Catherine Piland
Rogers



**Shannon
Armstrong**
Tina Parker



Nancy Bigley
Wendy Johnsen



Susan Blake
Denise Crosby



Traci Bowers
Laura Poling



Jamie Boylan
Jodi Bland



Betty Brooks
Lana Gaydon



Linda Burtzner
Randi Ginder



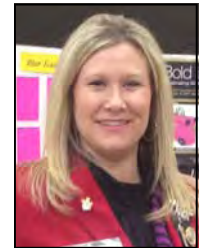
Bernice Bush
Epsie Elmer



Suzanne Byers
Penny Jackson



Bernice Carter
Linda Rowsey



**Heather
Cearbaugh**
Brandy Nusbaum



Ursala Clarke
Glria Leek-
Tannenbaum



Linda Crawford
Linda Rowsey



Kay Dady
Margaret Quilty



Barb Drabek
Joyce Bruder



Sandra Faircloth
Beth Piland



Shawnta Fleming
Denise Crosby



Nora Fowles
Renee Brooks



Tiffany Frisch
Shannon Kadlec



Tabatha Gaskill
Laura Poling



Kathy Gilmore
Lana Gaydon



Lenka Green
Ashley Kelly



June Grundy
Nadine Marino



Susan Halvorson
Denise Crosby



**Roxanne
Hammonds**
Anabel Yeiser



Debbie Harned
Linda Rowsey



Patti Hebert
Ashley Kelly

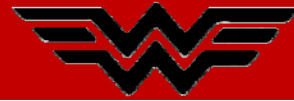


Karen Hillstead
Penny Jackson



Cheri Howard
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



Pam Howard
Debra Bishop



Michele Hylton
Joyce Bruder



Amanda Johnson
Denise Crosby



Tami Johnson
Epsie Elmer



Lisa Kerkof
Shannon Kadlec



Elena Knollinger
Debra Bishop



Reba Lay
Linda Rowsey



Marcia LeBlanc
Geralene Champion



Emilee Lee
Beth Piland



Eleanor Leech
Cheryl Warfield



Carrie Lero
Laura Poling



Lee Anne Loek
Joyce Bruder



Cathleen Meyer-Butler
Epsie Elmer



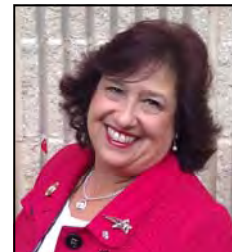
Brenda Mikels
Joyce Bruder



Carol Miller
Beth Piland



Elizabeth Miller
Brandy Nusbaum



Cindy Mills
Stephanie Mitas



Rachel Morales Lopez
Linda Rowsey



Catherine Nemmers
Denise Crosby



JoAnn Nestor
Penny Jackson



Jahaida Pabon
Leticia Velasco



Sharron Palow
Joyce Bruder



Latasha Patterson
Nadine Marino



Leticia Pereira
Leticia Velasco



Jaci Prance
Denise Crosby



Kristine Pruitt
Laura Poling



Patti Ramsey
Penny Jackson



Polly Rector
Nadine Marino



Donette Reynolds
Stephanie Mitas



Barbara Ribelin
Irish Dickerson

Star Team Builder continued



Consultant
Director Unit

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



Darcy Richardson
Epsie Elmer



Jennifer Riegelsberger
Cheryl Warfield



Denise Robinson
Beth Piland



Kitty Rodriguez
Linda Rowsey



Kat Roedell
Linda Horne



Rebecca Ruiz
Leticia Velasco



Jodi Rupp
Epsie Elmer



Mary Russell
Penny Jackson



Janet Sairs
Joyce Bruder



Mary Sanderson
Laura Poling



Yvette Sequino
Nancy Walker



Kelley Sillaway
Epsie Elmer



Anne Spry
Cheryl Warfield



Nancy Strand
Denise Crosby



Teresa Taylor
Kathy McGinnis



Rebekah Thacker
Irish Dickerson



Judy Thomas
Cheryl Warfield



Tammie Traxler
Epsie Elmer



Diane Walker-Saunders
Connie Naiman



Casandra Webb
Dana Gattis



Nancy Werner
Cheryl Warfield



Penelope Wesselhoff
Lillian Yocum



Alice Zemaitis
Wendy Johnsen



Need Tips on getting your bookings to hold?? Dazzle and Appreciate your hostess with handwritten postcards!

First postcard

Immediately following the booking (same day) put a postcard in the mail thanking the hostess and remind her of any goal she is helping you to reach.

Second postcard

Reiterate your fabulous hostess program and date/time, e.g., Jenny, I'm so excited I can't wait to meet your friends....just for partying with me your going to get.....

Third postcard

send hostess a beautiful shopping bag, tell her this is for the gifts she's going to get and to hold - everything she's going to pick from her shopping spree.

Fourth postcard

Immediately following the party, thank her for introducing you to all her friends, make this card very complimentary and personal...

Happy Booking!!!!



Earn your red jacket

in time for Mary Kay's 50th anniversary celebration!

March 1 – June 30, 2013



Independent Beauty Consultants:

Add three new qualified* personal team members and receive:

- 🎁 A free red jacket of your choice.
- 🎁 Invitation Raining Red Mingle @ Seminar.
- 🎁 A name badge ribbon.

Add four new qualified* personal team members and receive:

- 🎁 All prizes from the previous category, plus
- 🎁 Tiger-Print Scarf from the Director Suit Collection.



Add five new qualified* personal team members and receive:

- 🎁 All prizes from the previous two categories, plus
- 🎁 Black chandelier earrings.

Add six new qualified* personal team members and receive:

- 🎁 All prizes from the previous three categories, plus
- 🎁 Invitation to have your photo taken with Ryan Rogers.



*For contest purposes a qualified new team member is one whose initial order is \$600+ in wholesale Section 1 the same or following calendar month that her Independent Beauty Agreement is received.

Movin' On Up to Director



Monthly Team Production

Month #1 _____

Month #2 _____

Month #3 _____

Month #4 _____

24 Active Team Members
(10 of 24 Active must have
minimum \$600 cumulative)

\$18,000 Total cumulative
wholesale in 1-4 months
(min \$1,800 personal)
\$4,000 minimum each month

	Name	Active \$200 w/s	Qualified \$600 w/s
1			
2			
3			
4			
5			
6			
7			
8			
9			
10	★		
11			
12			
13			
14			
15			
16			
17			
18			
19			
20			
21			
22			
23			
24	★		



You Can Create Your Own Destiny

ENSD Cheryl Warfield Career Conference Speech 2013

Mary Kay taught us....the AGES of WOMEN

Birth....18 yrs old = need good parents

18....40 = need good looks

40....60 = need personality

After 60...I'm here to tell you, you need CASH!

Women outlive their husbands by an average of 14 years!!!

If that's true, what's their future?



A recent study said this about women at 65 years old:

3% Independently Wealthy

10% Are **Comfortable**

27% Live paycheck to Paycheck

60% Will have to rely on others to take care of them

Isn't it exciting, that we, in Mary Kay, are in charge of our own income!

Creating your own destiny can be as simple as building your customer base. What if you developed 100 customers a year for 5 years, what would your retirement look like?

500 customers who order just the minimum (gift with purchase) order of \$40.00 a Qtr (that's 1 - \$40 reorder every 3 months - that's not much!) = \$160/year

\$160 x 500 Customers = \$80,000 a year in retail sales, and we keep 1/2 = **\$40,000 a year profit and that puts you in the 'Comfortable' category** and you just fill orders from your 500 Customers! No new facials or parties.

USA Today reported on March 21, 2013 that 68% of retirees expect to work some kind of job after they turn 65. Do they want to? OR Is it that they have to! As a Director in Mary Kay, you could be 90 years old...AND you still get your Unit Commissions AND free use of a car AND additional income of having offspring Directors AND Recruits, as long as you stay Active PLUS you have the profit from the sales to your 500 Customers, SO...ALL your expenses will be paid every month without worry!!!

Another group of women I'm concerned about are moms - USA Today said (March 21, 2013) that 56% of moms spend less than 9 hours per day with their kids - and most of those hours, the kids are sleeping!!! Now that I have a grandson in high school, I am more aware than ever before that most teenagers go home to an empty house...Mom and Dad are at work until 5 or 6pm! Who's overseeing them? What are they doing those afternoons unsupervised? Think about it. You see, my kids (and now my grandkids) come home to their Mary Kay Work-At-Home Mother! We need to recruit those moms so they can be home to raise their own children!

CHOOSE TO BE POSITIVE

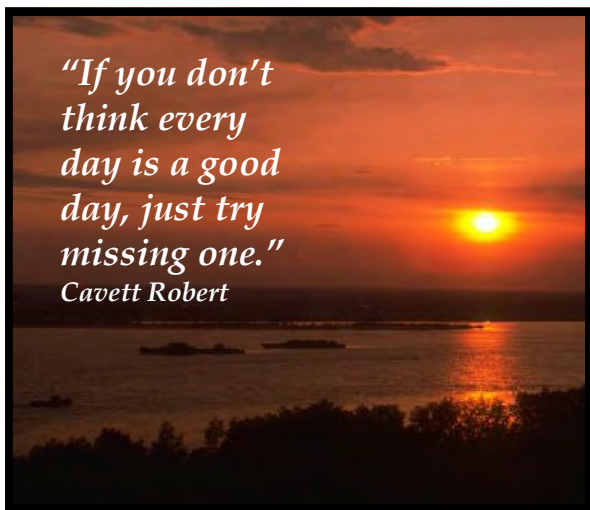
SNSD Cheryl Warfield Career Conference 2013 Speech

Do you know people who are cynics? The unfortunate thing is that if you don't choose to be a positive person, inadvertently, you may become a whiner. You whine about the weather and the economy, your spouse, your kids and in many cases you don't even realize you're whiner. But, here's the problem with whining:

Whining is the opposite of thanksgiving.

You are crying to the heavens that you are not grateful for the breath of life that you've been given. Defy that attitude. In fact, **you want to be grateful for everything... your health, your voice, your work, your eyes, everything you may take for granted.**

Wouldn't it be great if every Director was given a clicker that they



*"If you don't think every day is a good day, just try missing one."
Cavett Robert*

can use when they hear another person whining in a meeting? Can you imagine that? The best is when they hear the clicker in their own heads, rather than from someone else, they've arrived! They are policing themselves from sharing negative attitudes.

Think about the contrast:

50% of America's households are almost ONE paycheck away from

bankruptcy. Most of America's households have a net worth of approximately \$100,000. On the other hand, immigrants to America are not once, not twice, not thrice, but **FOUR** times as likely to become millionaires as born Americans. Why is that? They are **THANKFUL!** They also believe that America is the land of opportunity, and they are thankful for the opportunity! They are not whining; they are grateful.

The first rule of developing a positive mental attitude is to **ACT POSITIVELY, AND YOU WILL BECOME POSITIVE!** You can't think your way into acting positively, but you can act your way into thinking positively. Deny yourself a "whining zone" and choose to be positive every day, starting from the moment you wake up.

HOW TO HAVE A 10 SHOW WEEK!

Thank you to Carol Anton

1. Book 1 at a time
2. Keep Going – Don't stop
3. Stay Excited – let the No melt off
4. Keep visualizing a full datebook and what it feels like to have a full datebook
5. Don't ask them to have a party –offer them to have a show
6. Believe you have **THE** Best product (any doubt will show)
7. Keep going
8. Double Book (sell an appointment to your recruits) the deal is if I give you a show you must give me a show within a month.
9. Organize your family – get them involved and pre-make dinners if need to.
10. Memorize 3 things 1- Booking 2- Tentative Booking 3- 4 point recruiting plan, and hold 1 during the day that week.

If you have 10 shows in a week and the average show is \$300 in sales that is \$3,000 in sales and you give the hostess \$30 in product. You profit approx. \$120 per show that is \$1,200 for the week. (have you ever had a \$1,200 paycheck for 1 week?)

You will have an average of 2 bookings per show, giving you additional 20 shows for the rest of the month.

Then work with each hostess to have \$200.00 in outside orders. And also have a hostess of the Week Contest. The hostess with the highest sales gets a Great Prize.

Then invite all 10 hostesses to your weekly meeting, where you reveal the winner of the hostess of the Week Contest, and they must be present to win.

So if they come to your success meeting they will hear the opportunity and you could begin building your team!

Example Week:

Monday – sales meeting have show there | **Tuesday-Friday** - hold one show each night
Saturday – hold 4 appointments 9am, 12pm, 3pm, 7pm | **Sunday** – Family time

Fun Mother's Day Gift Ideas

1. This is one of the cutest ideasWrap a Satin Hands set and Satin Lips set together with some gladiola bulbs. Add a card that says: *"To Mom: For the hands that helped me to grow, And the lips that helped me to heal...I'm so "Glad" you are my mother! Happy Mother's Day!"* Charge \$2-3 for the bulbs and wrap!
2. Wrap a TimeWise Cleanser & Moisturizer together with the gladiola bulbs. Add a card that says: *To Mom: For all the Time you gave to me, I want to give you the gift of Time! I'm so "Glad" you are my mother! Happy Mother's Day!"*
3. Create a poem and pair it with a body care set for Mother's Day. Put the set in a basket with some slippers and a pretty little picture frame; you could also add popcorn and a tea bag.

And don't forget MK Fragrances Just for Her



DANCE
TO LIFE
EAU DE
PARFUM



THINKING
OF YOU
EAU DE
PARFUM



JOURNEY
EAU DE
PARFUM



BELLA
BELARA
EAU DE
PARFUM



BELLA
EAU DE
PARFUM



**MOTHER'S
DAY
May 12, 2013**

Call your Mom today and tell her you love her. Don't wait until Mother's Day!!!

Hostess Checklist

Six Simple **Steps** to a **Super** Successful Event!

Thank you for scheduling your **Mary Kay** event on _____. I'm looking forward to partnering up with you to create a fun and relaxing experience for both you and your guests! Following are some suggestions that can help make your Mary Kay event even more successful!



Prepare your guest list. Include as many people as you can. Friends, c-workers, relatives, neighbors, people from church, etc. The more names, the better. Since not everyone is going to be able to attend, it's always good to "pad your list". Also, in the event that any of your guests already have a Mary Kay Consultant, that will give us someone else to replace her with on your guest list.



As you complete your guest list, please include names, e-mail addresses, and phone numbers. I will be sending email invitations to your guests for you. Note: if she does not have an email address, please provide her mailing address. I will also do my best to touch base with your guests a couple of days before your event to thank them in advance for joining us and ask if there is anything in particular they would like me to address regarding their particular skin care needs.



You can e-mail your guest list to me @ : _____. Or if you prefer, you can call me at _____. Bonus: If you get your guest list to me within 24 hours after booking your event, you will get you choice of any color eye shadow or our fabulous Satin Hands hand cream.



To "sell the sizzle" of your event and get a positive response, please follow the instructions on the "How to Invite Your Guests" handout I have provided.



Enclosed are Look Catalogs and sales tickets. In addition to your Hostess Incentive Gift, you will also receive 10% of the total "outside orders" to be used towards your product purchases. Please include name, address, and phone number of the purchaser on the enclosed "outside order form" or the pink sales tickets. Checks can be made payable to me. Master card, Visa, Discover, American Express or Debit card numbers can be written in at the top of the sales ticket along with expiration date.



If you plan to serve refreshments, please keep them light and simple.

I am excited about your upcoming event. You can count on me to be there and make sure you and your guests have a fabulous time! I'll arrive about *30 minutes early* to set things up. Don't hesitate to contact me if you have any questions!

Check it out: You may want to read over the enclosed "**Team Building**" brochure. Who knows, after your event you may decide you would like to have your own Mary Kay business :)

Start Something Beautiful!

THE TIME IS NOW to start a Mary Kay business!

start

Start Something Beautiful™ for only ~~\$100~~ \$75!*

The life of your dreams could begin today! When you start a Mary Kay business in April, the beautiful Mary Kay® Starter Kit is yours for only \$75* (plus shipping, handling and tax). It's packed full of retail-sized products to demonstrate at parties, samplers to share with potential customers and sales tools to help you start earning money ASAP!



\$85 Value. Yours FREE!

share

Share Something Beautiful and look fabulous doing it!

Mary Kay gives you the opportunity to find success on your own terms, in your own time. And when you share this beautiful opportunity by adding 3 or more qualified new personal team members*** by June 30, 2013, you can wear something beautiful too – your choice of a free red jacket to give your look that professional flair!



sell

Sell Something Beautiful and earn up to \$150 credit!**

Grab a pen – the story of your success is ready to be written. And when you sell the beautiful products that women love, you can earn a credit to jump-start that success.

- Place an initial product order† by May 31 and get:
 - \$150 credit** on an \$1,800 wholesale order
 - \$75 credit** on a \$600 wholesale order
 - \$50 credit** on a \$400 wholesale order





1 Get together with your Independent Beauty Consultant.

She can answer your questions, explain things, mentor you and give you the Mary Kay Independent Beauty Consultant Agreement to sign.

2 Get all the tools you need to start making money.

Within a few short days of signing your Agreement, you'll receive your Starter Kit. The stylish Mary Kay® Starter Kit Bag is packed with retail-sized products to demonstrate with friends at parties, samplers to share with potential customers and sales tools to help you start earning money right away — all for just \$75 (plus shipping, handling and tax)!



3 Get tons of special limited-time offers to help you run your business.

Right away, you can get:

- A **FREE** custom color look (\$115 value).*
- Opportunities to earn **FREE** products.**
- A **FREE** business announcement eCard.
- A 50 percent savings on your Mary Kay® Personal Web Site.
- A 40 percent savings on a business kit that includes your business cards.

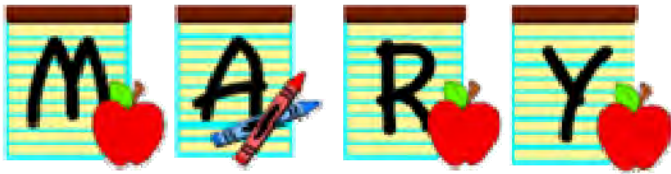


4 Earn 50% on everything you sell.†

With all the education available, several ways to sell and the support of other Independent Beauty Consultants, you can start earning money within days of receiving your Starter Kit. And you're in control of how much money you make. If you just want extra money to pay some bills or indulge your love of shoes, you can. If you want more for vacations or a down payment on a car, it's very achievable. Just think how quickly the money can add up when you're earning 50% on everything you sell!†
It's one of the highest income earning percentages in the industry!
So what are you waiting for?



*A minimum wholesale Section 1 order of \$600 or above must be received and accepted by the Company within 15 calendar days of when the Independent Beauty Consultant Agreement is received and accepted by the Company. Sales tax is required on the actual suggested retail value of the gift.
**An Independent Beauty Consultant's initial order with the Company must equal \$600 or more in wholesale Section 1 products to be eligible. The initial order must be received and accepted by the Company in the same or following calendar month that the Independent Beauty Consultant Agreement is received and accepted by the Company. We reserve the right to substitute product of equal or greater value if necessary. Sales tax is required on the suggested retail value of the Section 1 products included in the New Consultant Product Bonus.



Go to the head of the class... Ask a Teacher!

In today's climate of budget cuts and deficits, many teachers are looking for ways to supplement or replace their incomes. What a great time to connect with a teacher and offer her the Mary Kay opportunity!

Did you know that nearly 20% of our Independent National Sales Directors are former teachers? That's right! And here are just a few reasons why a classroom experience could not only help a teacher build a successful Mary Kay business, but could help propel her to the top! They are natural leaders (from the very first day they stood in front of their students).

- 👉 Teachers work independently – they decide what happens in their classrooms.
- 👉 Teachers are goal-oriented – they have a passion to see their students succeed.
- 👉 Teachers plan their work (lesson plans) and work their plans.
- 👉 Teachers nurture and inspire the leaders of tomorrow.
- 👉 Teachers are successful by helping others to succeed.
- 👉 Do these traits sound familiar? They should, because they describe a successful Independent Beauty Consultant!
Reach out to a teacher. Show her that she can change her classroom, and take control of her future!

"Leaders teach. They motivate. They care. For them, life is never lonely at the top. Leaders make sure that the way to success is always broad enough and straight enough for others to follow in their footsteps" - Mary Kay Ash

Teacher Outreach Tips:

You'll want to keep in mind that teachers (or anyone) experiencing layoffs may be filled with mixed emotions, so you may want to be "extra" sensitive in your approach. Here are a few suggestions to follow when reaching out to this group of potential team members:

Think about all the teachers you know in your social circles, i.e. neighborhood, church, friends, networking groups, etc. Why not share this incredible opportunity with them?

Consider hosting your own Teacher Appreciation pampering party. All teachers deserve to be pampered at the end of the school year, and many look for ways to supplement their incomes during the summer months. Others may be looking for new alternative professional opportunities.

Summer breaks vary in many areas of the country. You may want to check for any local community events planned for summer workshops and camps. You could host a summer fun day for teachers and camp councilors, where they are treated to a fun Satin Hands® pampering or pedicure session and maybe other fun "goodies" that you'd like to include. Offer free gifts for each referral of a teacher who is not working through the summer months and share the opportunity with them.





Fast, Fun Facts about the Mary Kay Business Opportunity

Design your own lifestyle! Write your own paycheck! Work at your own pace!

How We Make Money in Mary Kay

- 50% discount - many average \$25-\$50 / hr.
- Facials and Parties -Establish a customer base
- Reorders - Consumable product - refill your customers several times every year.
- Web Business - Have your own website!
- Team Building- Cash, Prizes, Car Program
- Leadership—earn \$30,000-\$100,000+ a year as a Sales Director

Circle the ones that appeal to YOU!

Reasons Why Women Choose Start a Mary Kay business

1. Flexible work hours
2. Make money selling a product women love!
3. Be your own boss
4. Tax advantages—home business
5. No territories—travel/relocation is easy
6. No quotas! Do as much or little as you choose
7. Car Program!

Circle the ones that appeal to YOU!

In Business for Yourself, but NOT by Yourself!

1. Women mentoring women with local training.
2. No competition-You are rewarded for your efforts and results.
3. Networking, relationship-building with other professional women.
4. FREE online training -study at your own pace.
5. Life balance: God 1st, family 2nd, career 3rd.
6. Gain new skills and confidence to improve your competitive edge in the business world.

Circle the ones that appeal to YOU!

How You Get Started

Fill out an agreement (online or paper copy) and purchase your Starter Kit for \$100 plus tax and shipping (over \$300 value)

Please circle your interest level below:

- A. **Absolutely**---I want to give it a try!
 - B. **Buy** me a cup of coffee and let's discuss the possibility---I have questions.
 - C. **Check** with me at a later time---I have no interest at the present, but perhaps later.
- Definitely** not, I would rather remain a happy customer.

Name: _____

Overcoming Objections

by Cadillac, Executive Senior Sales Director Ruth Everhart

Build your team by adding 10/month for growth - really 15 = major growth!

Know your numbers - new report - average team numbers

Here's your challenge, for 5 days:

Every DAY - Hold a show, Interview 1 person, and Interview 1 Unit Member

What's the worst that could happen? What's the best that could happen?

3 Part Interview

1. Ask about them....Ask a lot of questions!

Tell me about you. What do you like? What would you like to change?

2. Mary Kay Interview details

3. Closing Questions and Overcoming Objections—It's helping women see things in a different way. Ask yourself, "Am I overcoming objections? Am I being bold?"

NSD Lisa Allison teaches, "**When we share this opportunity with women, there are only 6 common objections.**"

1. **Too Busy** "If I can teach you to make \$200/week, working only 2-3 hours, do you think you can find 3 hours?"

2. **I have no money** "Do you have access to a credit card? or Do you know someone who would loan you \$100, or 2 people for \$50 each?"

3. **I don't know anyone** "Do you know one person who would be willing to be a practice facial for you? If I could teach you to turn that one face into as many faces that you'll need - would you be willing to learn?"

4. **I'm not the sales type** "Would you believe that 90% of the women in Mary Kay are not the sales type? I'm looking for women who are not pushy!" Then say, Great! and hand her the agreement

5. **I need to talk to my husband** "What would he say? What would you say? Then, what would he say?"

Great! Is there any reason why we couldn't get the paperwork filled out today so when he says yes, it will be ready to go? How early is too early to call you?"

6. **Not now** "If you were to do Mary Kay today, what would be your reason? Would an extra \$200/week be good for you & your family?"

What do you do when objections are voiced? ASK ANOTHER QUESTION!!

After Overcoming Objections, there's only one Question to ask EVERY TIME....

"Great, Is there any reason why we couldn't get you started today?"

What's the best way to overcome objections? Overcome them before they say them....In your "I" story.

Do you think maybe that fear is the only reason holding you back? FEEL - FELT - FOUND

from NSD Vivian Diaz, "**My fear is not that you would not be successful, but that you 'd never give Mary Kay a try, and find out how great you really are!**"

NSD Vivian Diaz's PILLAR TEST I'm going to leave you with 3 questions.

1. **Would an extra \$___ make a difference to your family?**

2. **Can you see that benefit of making extra money while working this very part time?**

3. **If we can teach you, would you learn it? OR Do you think you'd be successful in transferring the skills to others? OR Do you think you'd like to help others get out of their financial debt?**

After meeting you today...

if your answer is Yes - I'd love to work with you!

if your answer is No - I know you'll be successful at anything you do.

Then schedule a follow-up time.

This is Cadillac Recruiting!!! Look forward to their objections - be ready to overcome them! Put this into practice. Make 6 Index Cards with one objection on one side, and the response on the other side, then practice, practice, practice!!! Be BOLD enough to do it! Know that after the 2nd or 3rd Objection, it's just FEAR

Administrative Professional's Week

April 22-28



The Administrative Assistant is a very important person in every business. Take time to think of every one you know and make sure she gets pampered! But wait... what about the ones you haven't met yet? Be sure to make a list of all the businesses that you can think of who have an assistant and call the manager or the owner to offer your services, **using the following script:**

"Hello, _____, my name is _____ and I am a professional Beauty Consultant with Mary Kay Cosmetics. Do you have a quick minute? GREAT! I'm calling to remind you that National Administrative Professional's Week is coming up April 21-27, and our goal is to be sure that all the administrative professionals in this area know just how much their time and talent is appreciated. How many assistants do you employ? What do you usually do for Administrative Professional's Week? (Whatever he says, agree that it is wonderful...then say) I know they would appreciate one of our special pampering sessions . . . we offer quick makeovers, at a time and place that's convenient to the company, as a FREE service to the businesses in our area. Is there any reason why you wouldn't want to pamper your secretaries this year with one of our FREE pampering sessions?"

• Another Great Idea •



Take a 6-inch diameter flower pot. Add some clear or green shredded paper. Place a lotion inside, add a packet of flower seeds, and wrap it in flower-covered cellophane gift wrap. Tie purple, yellow and green ribbons around the top of the pot and tightly wrap it around the product. Complete your wrapping task with a quick fluff of both the cellophane wrap and ribbon at the top of the package. Next, attach a cute gift label with the following words, "Our business blooms every day because of you! You are appreciated!"

Visit banks and local offices and show them this great idea.

Don't forget to include your business card and a free makeover/manicure coupon.

Remember, the key is to follow up with everyone!

• Don't forget the following ideas •

- ◆ Offer to come in and give the gals a pampering session. Spa treatment, Satin Hands and Feet, Mini Makeovers, etc. Of course, you can suggest that the boss purchase a gift certificate for them to spend during the pampering session. You could even bring in a pizza for lunch. Everyone goes out to lunch on this day...why not a relaxation session?
- ◆ Offer to wrap and deliver anything that they might want to give. Add balloons and make it beautiful!
- ◆ Call the wives of the men who have assistants. We all know that they do the shopping anyway! Don't forget your husband's office. I send different things to the ladies for holidays. Don't forget those ladies at the school! Call the principal to treat them! And you treat them to something, too!
- ◆ Offer gift certificates that could be given out at their luncheon and used for anything that they like!
- ◆ During Administrative Professional's Week, visit local offices with single stem flowers and attach certificates for a makeover and \$5-10 in free products at the time of the makeover. Make sure this is okay with the management of the office.



How many administrative professionals do you know who are not truly appreciated? Share the Mary Kay Opportunity with them today! Don't forget that National Sales Director Lisa Madson was a part-time administrative assistant before she started selling Mary Kay!



Trying to Decide... if you should attend Seminar? then read the below article!

PEARL SEMINAR DATES: August 4—7, 2013

Seminar is an investment in YOUR Career and YOUR Dreams! You can't afford to miss the fun, education, sisterhood, celebrations and dreams that Seminar creates. Below are some possible reasons why you may decide that Seminar isn't for you this year. Then how you can overcome these objections!

YOU SAY: "I went to Career Conference. Isn't that enough?"

Career Conference is great, but it cannot compare to the joy and fun of Seminar! It is packed full of energy, excitement, food, girl time and GLAMOUR! Yes, I said GLAMOUR! Tell me, have you been aching to shop for a beautiful gown? Well, start shopping now!

YOU SAY: "I don't have the money"

That is one of the main reasons that you need to go. Start saving today, by holding an extra 1-2 skin care classes. Do some spring cleaning and clear out all the clutter in your home. Why not have a yard sale? Use the extra money that you earn to pay your way!

YOU SAY: "My husband doesn't want me to go"

As women, we want to ensure that our husbands are happy and it is important to listen to your husband's feelings. Why not set aside some time for you and him to discuss your feelings together? Speak from your heart, and as a couple, come to a rewarding decision.

YOU SAY: "I can't leave my children"

I am more than sure that you can find someone to help watch your children, while you attend a company event. We all love our children and that includes love enough to do what is in their best interests. If spending time away from your children for a short time can enrich your family's life, then why not?

YOU SAY: "I didn't meet my goals, I don't deserve to go"

It is impossible to fail at every goal that you set. It's just not possible. And if you truly feel down in the dumps, why not set a big goal (ATTENDING SEMINAR??) and meet it. You will end the Seminar year, full of passion and purpose. You will begin the new Seminar year, ready to roar! You can do it!

YOU SAY: "I am a new consultant. I'll wait and go next year"

Do you want to wait a whole year to make a lot of money and be very successful? Why postpone your success for a year? If you want an awesome rookie year, you have the best reason of all to go. Give yourself a head start!





one woman can

Seminar 2013 Recognition!

Onstage Recognition

Cadillac Sales Directors

New and re-qualified since Seminar 2012 will receive a name badge ribbon & a keychain.

Grand Achievers

New and re-qualified since Seminar 2012 will receive a name badge ribbon & a keychain.

Premier Club Sales Directors

New or re-qualified since Seminar 2012 will receive a name badge ribbon & a keychain.

Premier+ Club Sales Directors

New or re-qualified since Seminar 2012 will receive a name badge ribbon & a keychain.

Class of 2013

New Independent Sales Directors who debut Aug. 1, 2012, through July 1, 2013, will be introduced onstage with her Senior Sales Director.

Executive Senior and Elite

Executive Senior Sales Directors

as of July 1, 2013

Million Dollar Units

Additional Recognition

ALL-Stars

Independent Beauty Consultants or Independent Sales Directors who achieve Star Consultant status all four quarters from June 16, 2012, through June 15, 2013, and achieve any of the following categories each will receive a name badge ribbon, standing recognition plus an invitation to All-Star Prize area where they will have a chance to win an additional year-end prize:
Sapphire \$7,200 | Ruby 9,600
Diamond 12,000 | Emerald 14,400

Star Sales Director

Independent Sales Directors who achieve Star Sales Director status will receive a name badge ribbon and standing recognition.

Teacher

Each Independent Sales Directors or National Sales Directors who teaches a class at Seminar will receive a name badge ribbon and standing recognition.

★ Special Functions

All Star Luncheon - Independent Beauty Consultants and Independent Sales Directors who achieve Star Consultant status all four quarters from June 16, 2012, through June 15, 2013, with at least 14,400 or more in total year-end contest credit will be invited to this special luncheon. Independent Sales Directors who achieve Star Sales Director status from June 16, 2012, through June 15, 2013, with at least 60 Star Consultants in their units also will be invited.

Class of 2013 Mingle - New Independent Sales Directors who debut from Jan. 1 to July 1, 2013, and their Independent Senior Sales Directors each will receive: An invitation to the Class of 2013 Mingle, A fabulous Kate Spade handbag, PLUS a \$500 check at the Class of 2013 Mingle.

Royalty Reception - Independent Beauty Consultants and Independent Sales Directors who achieve any of the Courts or Unit Circles and the Go-Give® Award nominees are invited to attend this special reception.

Top Sales Director Trip Mingle - Independent Sales Directors who qualified to attend the 2013 Top Sales Director Trip to Beijing, China, are invited to attend and learn more about this fabulous trip!

Special Cadillac Unit Dining Area - Independent Sales Directors who qualify for the use of a pink Cadillac as of June 30, 2013, and their unit members will be invited to dine in a special dining area during all luncheons.

Note: You MUST be registered for Seminar 2013 on or before July 4, 2013, in order to attend the All-Star Luncheon you may have qualified for. We cannot accommodate onsite registrants.

★ Awards Show

Queen's Court of Personal Sales - Independent Beauty Consultants and Independent Sales Directors who achieve at least \$36,000 in estimated personal retail production.

Queen's Court of Sharing - Independent Beauty Consultants and Independent Sales Directors with at least 24 qualified new personal team members.

Circles of Achievement - Independent Sales Directors with at least \$300,000 or more in estimated unit retail production

Circles of Excellence - Independent Sales Directors with at least \$650,000 or more in estimated unit retail production.

Double Star Achievement - Independent Beauty Consultants who achieve the Queen's Courts of Personal Sales and Sharing and Independent Sales Directors who achieve two of the following: Queen's Court of Personal Sales, Queen's Court of Sharing and Circle of Achievement or Excellence.

Triple Star Achievement - Independent Sales Directors who achieve the Queens' Courts of Personal Sales and Sharing and the Circle of Achievement or Excellence.

50th Anniversary Promotion - Independent Sales Directors who achieve a higher unit circle at Seminar 2013 than at Seminar 2012 in either the Circle of Achievement or Circle of Excellence.

Priority Registration: April 8 - 30, 2013 | Registration open to ALL: May 1, 2013



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!

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?

Debut as an Independent Sales Director from Jan. 1 to July 1, 2013, and when you attend Seminar 2013 you will receive:
An invitation to the Class of 2013 Mingle and a fabulous KATE SPADE handbag!!

PLUS as a new Independent Sales Director, you will also receive a \$500 Check at the Class of 2013 Mingle and your dazzling Class Ring!!!



QUEEN'S COURT OF PERSONAL SALES

\$36,000 Personal Estimated Retail Production
(Choice of One)

Rainbow Dreams
Gemstone Ring

White Gold
"Scroll"
Diamond Ring

Lucky Clover Ring

iPad® 3



Earn Amazing Prizes!

QUEEN'S COURT OF SHARING

24 Qualified New Team Members (choice of one)



Bee Fabulous Charm
Bracelet



Bee Fabulous
Diamond Bee Ring



Newly redesigned
Diamond Bee Pin

Let your dream of becoming a Team Leader, Future Director, and even Director come alive! To move up this month or next, you need to create a plan. Then, you need to follow through with your plan. There is no greater obstacle in the way of success in life than trusting for something to turn up instead of going to work and "turning up something".

Be sure to use your time wisely. Everyday, ask yourself the question, "What is the best use of my time right now?" And remember, if you get sidetracked or discouraged, that each new day presents an opportunity to start all over again. Refuse to quit!

Throw out the words, "If I can," "I hope," and "Maybe." Replace them with "I can," "I will," "I must." Visualize your next step up on the ladder of success and all the perks associated with it. See it, feel it, believe it. Make a mental blueprint. Proceed with faith, clarity, vision and courage.