



Cheryl Warfield

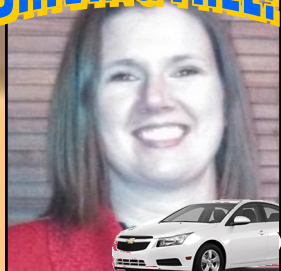
Warfield National Area Red Jacket Newsletter

Executive National Sales Director, Cheryl Warfield

Results as of July, 2013

15 BRAND NEW SALES DIRECTORS!!

DRIVING FREE! DRIVING FREE!



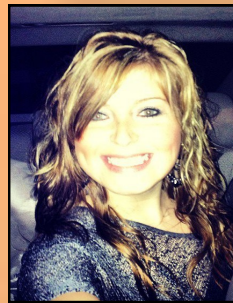
Annette Johnson
Lillian Yocum Unit

Lisa Woodke
Brandy Nusbaum Unit

Snowe Saxman
Sandra Forsyth Unit

June Benton
Beth Piland Unit

Marcia Epps
Beth Piland Unit



Kristen Hankins
Beth Piland Unit

Stephanie Carter
Gloria Brewster Unit

Tammy Corbin
Melanie Bass Unit

Ashley Dean
Melanie Bass Unit

Jessie Kalinowski
Lauren Gamage Unit



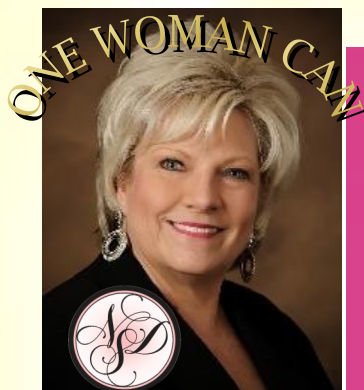
Dana Taylor
Gloria Brewster Unit

Megan Southwell
Melanie Bass Unit

Susana Linder
Catherine Piland
Rogers Unit

Rachel Thompson
Catherine Piland
Rogers Unit

Amy Branch
Catherine Martinez Unit



CONGRATULATIONS
BRAND NEW
NATIONAL SALES DIRECTOR
BETH PILAND
AND THE PILAND NATIONAL
AREA!!



CLASS OF 2014 DIQs



Heather Dawson
Julie Draulans



Barb Drabek
Joyce Bruder



Myra Leslie-Johnson
Shirley Talley



Sharron Tevanian
Susan Hanna



Introduce yourself as a Mary Kay Independent Sales Director

It has a nice **Ring** to it

My next steps on the path to Directorship



- Write down the career path status I would like to achieve by Seminar.
- Write down how many new team members it will take to achieve this goal.
- Divide that number by 9 months: September—May
- Break down that number per month into weeks; divide by 4.
- Break that number down by 5 days in a week.
- Determine how many contacts I can make each day. Then, get it done!
- Go to Mary Kay InTouch® and click on Education, The Silver Wings Scholar Program, then Pre-Independent Sales Director in Qualification". This lesson could help equip me for a smooth transition to Sales Director.

What a great time to be an Independent Sales Director-In-Qualification (DIQ) growing into leadership!

The company is excited to announce NEW eCards specially designed for DIQs to send to their DIQ team members.

Designed to help emerging leaders better communicate with the DIQ team members and maintain their momentum as they work toward their goal of a successful Independent Sales Director Debut.

**Future Executive Senior Sales Director Wendy Johnsen's
MK Marketing Hotline: 641-715-3900 | Access Code: 741119#**

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.
4. 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.)



Join us at Leadership Conference 2014 in NEW ORLEANS when you Debut as a New Sales Director Aug 1, 2013—Jan. 1, 2014!

Earn **Free Registration** to Leadership Conference 2014 if you **debut between Aug. 1, 2013, and Jan. 1, 2014.**



You will also receive a beautiful **Class of 2014 ring** to match your 2013-2014 Sales Director suit and a stunning **Badgley Mischka handbag.**

And there's more!

Receive an elegant **Badgley Mischka wallet** when you debut one offspring Independent Sales Director during the contest period.

Receive a **\$100 BONUS** when you debut two or more offspring during the contest!!



THE FOOD, THE MUSIC THE ARCHITECTURE... NEW ORLEANS IS THE PLACE TO BE, JANUARY 2014!



Director Only Services

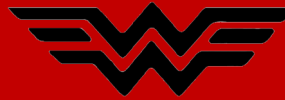
Mary Kay's 50th Anniversary excitement continues as we gear up for Leadership Conference 2014 in New Orleans.

This year, Independent sales members, who achieve a career path status of **Future Independent Sales Director** or

Sales Director-in Qualification any time during the registration period, Oct. 1 – Dec. 31, 2013, can attend Leadership Conference 2014.



Future Directors



Consultant
Director Unit

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



Barbara Bloom
Penny Jackson



Julie Gerdeman
Laura Poling



Randi Ginder
Cheryl Warfield



Sydney Laxton
Lillian Yocum



Elizabeth Miller
Brandy Nusbaum



Latasha Patterson
Nadine Marino



Victoria Peasley
Penny Jackson



Marie Quick
Cheryl Warfield



Darcy Richardson
Epsie Elmer



Darlene Underwood
Cheryl Warfield

Make plans now to be in the Court of Sharing! Just 24 qualified new team members for the year!

At Seminar, we want to celebrate the brilliance of you! Each time you share our fabulous career opportunity, you reach past your own comfort zone to help someone else. If our career isn't for them, nothing has changed. However, you may be offering them the opportunity of a lifetime—exactly what they need to SHINE! Dare to Dream this seminar year, and you'll be walking down the red carpet in style on Awards Night!



Get a head start on Seminar 2014 with Double Credit!!

Share the Mary Kay opportunity in August,
*and you can earn double credit toward the
Seminar 2014 Queen's Court of Sharing!*



Independent Sales Directors and Independent Beauty Consultants can earn double credit for up to 6 qualified* new personal team members for a maximum credit of 12 in the month of August 2013 towards the Seminar 2014 Queen's Court of Sharing.

So why just count August once, when you can **DOUBLE IT!**
Give your business a head start for the new year.

CRUZE BY CHRISTMAS



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

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

• **14 active** personal team members.

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

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

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

• You must be active.

PLAN OF ACTION



SEPTEMBER

10 Parties
20 Interviews
5 New Team Members

**Combined Personal & Team
Production \$5,000 Wholesale**

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



OCTOBER

10 Parties
20 Interviews
5 New Team Members

**Combined Personal & Team
Production \$7,000 Wholesale**

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



NOVEMBER

10 Parties
20 Interviews
5 New Team Members

**Combined Personal & Team
Production \$8,000 Wholesale**

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

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

Team Leaders



Consultant
Director Unit

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



Gina Barfield
Julie Draulans



Heather Cearbaugh
Brandy Nusbaum



Gabriella D'Elia
Penny Jackson



Carolyn Faircloth
Linda Rowsey



Cleyone Fowler
Cheryl Warfield



Nora Fowles
Renee Brooks



June Grundy
Nadine Marino



M. Kathryn Harris
Lana Gaydon



Karen Hillstead
Penny Jackson



Cheri Howard
Linda Rowsey



Rhonda Jenkins
Joyce Bruder



Ruth Kato
Rhonda Valley



Tami Klingenberg
Rhonda Valley



Angie Kuhn
Renee Brooks



Lisa Lute
Joyce Bruder



Tretta McNeill
Lana Gaydon



Rina Miller
Jenan Wood



Theresa Moore
Irish Dickerson



Lynnette Perez
Sandra Forsyth



Kristine Pruitt
Laura Poling



Regina Raney
Denise Crosby



Dana Rollins
Debra Bishop



Janet Sairs
Joyce Bruder



Valerie Simpson
Debra Bishop



Linda Stawski
Joyce Bruder



Erin Vance Brown
Melissa Smyre

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

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

Recruiting Corporate Women: Waiting for the Opportunity to Knock!

Thank you Bonnie Rogers

Here are 10 tips on recruiting and the recruiting interview. They are simple but very pertinent and right to the point. They will help you see the interview from your prospective recruit's point of view.

1. Don't prejudge. You'll want to give her the opportunity to make her decision. If she is already rich, she may need Mary Kay for personal growth. If she is successful, she can be successful through Mary Kay without compromising her priorities. If she is busy, busy people get the most done. If she needs money, that's why she needs Mary Kay! If she can borrow the money for her showcase and/or inventory, she can repay that loan from her Mary Kay profits, not her already tight budget. Remember, many NSDs had little or no money when they started!

2. Keep it simple! She wants to know three things: Will I like the business? How much money can I make? How much time will it take? Answer those questions.

3. Concentrate on her. Keep yourself out of the picture. You'll want to explain what each avenue of income will mean to her, using her situation as an example.

4. Ask positive questions. Ask questions to find out what excites her: Tell me a little about yourself. What do you like most about what you do? What do you like least? What interests you the most about a Mary Kay career? Could you get excited about? (You'll want to fill in the blank with an answer to motivate her, perhaps money, recognition or the use of a car.) After listening to her answers, you'll know what to emphasize about the Mary Kay opportunity.

5. Don't be afraid of questions. The more questions she asks, the more interested she may be. Listen to her question, restate her question, and answer her. If it is an objection, you'll want to use the feel, felt, found technique - I understand how you feel, I felt that way too, and I found that ...

6. Don't be afraid of no. Everyone has them and the world doesn't come to an end. "If you don't ask, you won't get a no, but you can be certain you'll never get a yes!"

7. Always follow up! Unless someone says absolutely no, they may be scared and need more information. Let them know you are thinking of them. Call them and thank them again for being your guest. You don't want time to slip away before you follow up.

8. Don't be afraid of inventory. Tell prospective recruits that you decided to stock inventory from the beginning because it enabled you to provide on-the-spot delivery. You may want to tell them that they can make that decision after they decide they want to become a Consultant. It isn't a requirement to have inventory, so their first decision simply needs to be their commitment to begin.

9. Bring a guest to everything! Ask someone to come as your model. Ask her because she was your high hostess last week. Ask because you want to share your unit meeting with her. Ask for whatever reason, and bring a guest to everything! You'll never know whether she'll love it unless you bring her.

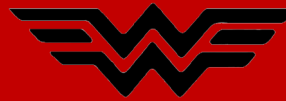
10. Don't be like the man who approached W. Clement Stone and asked for referrals. Stone suggested he use the phone book since there were lots of people there. The man assured him he couldn't do that but knew he could sell if Mr. Stone would give him some leads. He left with a list the secretary prepared and was back a week later raving about his results and asking for another list. He was again advised to go to the phone book and again said he could never do that. "But you just did," was Mr. Stone's reply. "I asked my secretary to take one name from the A's, one from the B's, etc."

There is no shortage of people, but there is often a shortage of belief. If you can aim for the moon, you'll land amongst the stars!



Many professional business women today, especially those between the ages of 30 and 50, feel that the time to establish a good retirement income is running out. Salaries that looked good 10 or 20 years ago buy less today. Many of these women are bored with their careers and can't imagine doing the same thing for another 15 years (or are afraid their career will end before they can retire). They are tired of the long hours away from their families that the corporate world expects. Often they are subjected to a lot of stress with little fun, excitement or recognition. If they begin to look for another job, they encounter other people who will work for less and are younger. Many are discovering that their secure jobs aren't really secure. Thousands of communication, banking, oil and gas company employees found this out the hard way. Where can you find these women? They are bank vice presidents, real estate agents, secretaries. They work in doctors' offices, schools, department stores. They are everywhere. Look around you!

Star Team Builder



Consultant
Director Unit

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



Rosalynn Alexander
Elizabeth Webb



Judy Allen
Jean Batts



**Shannon
Armstrong**
Tina Parker



Nancy Bigley
Jennifer Converse



Susan Blake
Denise Crosby



Katherine Bowers
Epsoe Elmer



Jamie Boylan
Jodi Bland



Linda Burtzner
Cheryl Warfield



Bernice Bush
Espie Elmer



Sue Campana
Jennifer Converse



Bernice Carter
Linda Rowsey



Toni Cook
Laura Poling



Linda Crawford
Linda Rowsey



Barbara Crosley
Shannon Kadlec



Ashley Estes
Tonya Sorrell



Shawnta Fleming
Denise Crosby



Lenka Green
Ashley Kelly



Beth Haely
Julie Draulans



Rebecca Hasenbeck
Laura Poling



Patti Hebert
Ashley Kelly



Pam Howard
Debra Bishop



Janie Hullinger
Cheryl Warfield



Tami Johnson
Espie Elmer



Sarah Kelley
Linda Rowsey



Lisa Kerkof
Shannon Kadlec



Elena Knollinger
Debra Bishop



Reba Lay
Linda Rowsey



Marcia LeBlanc
Geralene Champion



Eleanor Leech
Cheryl Warfield



Stephanie Lelo
Lisa Woodke

Star Team Builder continued



Consultant
Director Unit

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



Teresa Lennon
Penny Jackson



Carrie Lero
Laura Poling



Tangelo Lewis
Snowe Saxman



Angela Little
Elizabeth Webb



Lee Anne Loek
Joyce Bruder



Alicia McLaughlin
Renee Brooks



Cathleen Meyer-Butler
Epsie Elmer



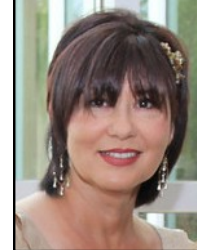
Barbara Miner
Renee Brooks



Rachel Morales Lopez
Linda Rowsey



Debie MorganDoyle
Snowe Saxman



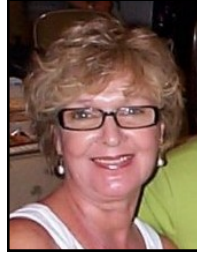
JoAnn Nestor
Penny Jackson



Jahaida Pabon
Leticia Velasco



Amy Postma
Epsie Elmer



Norma Reeser
Linda Rowsey



Kat Roedell
Linda Horne



Rebecca Ruiz
Leticia Velasco



Mary Russell
Penny Jackson



Elizabeth Sevier
Penny Jackson



Trina Siebenaler
Rhonda Valley



Kelley Sillaway
Epsie Elmer



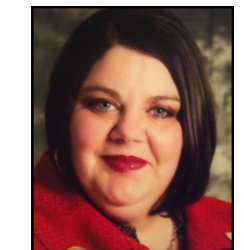
Rawanda Smith
Shirley Talley



Ruth Smith
Linda Rowsey



Trishelle Smith
Laura Poling



Sarah Stuckey-Diaw
Jodi Bland



Christine Tarchala
Denise Crosby



Teresa Taylor
Kathy McGinnis



Judy Thomas
Cheryl Warfield



Betty Thompson
Lana Gaydon

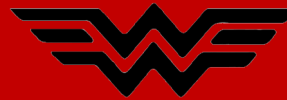


Barbara Tsagaris
Penny Jackson



Katie Van Hammen
Wendy Johnsen

Star Team Builder continued



Consultant
Director Unit

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



Stephanie Vanasco
Penny Jackson



Barbara Vaughn
Lillian Yocum



Diane Walker-Saunders
Connie Naiman



Cindy Watkins
Brandy Nusbaum



Casandra Webb
Dana Gattis



Nancy Werner
Cheryl Warfield



Penelope Wesselhoff
Lillian Yocum



Jessica Whittington
Annette Johnson



Leah Wunch
Denise Crosby



Alice Zemaitis
Wendy Johnsen

WHAT YOU DO
TODAY
CAN IMPROVE ALL
YOUR TOMORROWS

You Make Your Own Luck

From Independent Senior National Sales Director Emeritus Wanda Janes

- 1. IDENTIFY YOUR GOALS.** Visualize. Imagine yourself as having already achieved your goal
- 2. SET A DEADLINE.** Without a deadline, you really don't have a goal.
- 3. MAKE A LIST OF THE OBSTACLES.** Make a list of everything you will have to overcome in order to achieve your goal.
- 4. MAKE A LIST OF HELPFUL PEOPLE.** Identify the people who will help you reach your goal.
- 5. MAKE A LIST OF WHAT YOU WILL NEED TO LEARN.** Make yourself aware of what you will need to know, or what you will have to learn.
- 6. DEVELOP A PLAN OF ACTION.** You need a track to run on.
- 7. KNOW "WHAT'S IN IT FOR ME?"** What will be the benefits? Write them down. Without knowing the benefits, you cannot truly be sold on your goal. Once you know the benefits, you will know why you want to accomplish your goal.
- 8. HAVE A POSITIVE ATTITUDE.** Start from where you are now and go as far as you can see. When you get there, you will be able to see even further. The most important thing to remember is that you must have a positive attitude. Positive thinking does not make anything possible, but it does make everything better than it would be with negative thinking. Remember, 90 percent of the way you feel is the way you decide to feel. Accept responsibility for your own actions. Build a winning attitude, and you will be a winner!
- 9. CHANGE THE WAY YOU SAY "HELLO."** You set the pace with your first words. Put pep into your hello, and a peppier you will follow!
- 10. TAKE CARE OF YOUR BODY.** Achieving goals requires vitality!
- 11. FEED YOUR MIND EVERY DAY.** Self-image is a determining factor in success. We must override any negativity fed to us on a daily basis.



Team Building: What an Opportunity!

We have some tremendous opportunities in Mary Kay. First, we have the opportunity to choose who we work with. Choose to interview quality women each week. There are certain qualities that are really important to me. Work with women of their word who are hard-working and fun to be around!



When you facial each woman before holding the interview, you will get a better idea of who she is before asking her to join you as a team member. Make it a personal responsibility of representing Mary Kay in spirit, and make sure that your team members will do the same. Choose women you will enjoy working with each month in the future!

Another great opportunity we have is the privilege of offering the opportunity to anyone. In Corporate America, it can be hard to choose just one candidate to fit the job you're looking to fill. You may have several who would work. Or, you may be stuck with a salary cap that isn't high enough to attract the candidate you really want. In Mary Kay, we have a great opportunity that can fit the needs of lots of different types of women with unlimited potential!

Take a moment and write down the names of your customers that you would enjoy working with! Trust your instincts and tell her why you would enjoy working with her. Even if she says no to the interview, she'll be flattered by your sincere compliments! After you have made her feel important, turn your attention to what's in it for her. Present our fabulous opportunity clearly, and look for which points hit her hot button. She'll never know until she hears what we have to offer. If she says no, she will be making an educated decision based on her life at the moment and may become a great talent scout for you in the future! By working full circle (book, sell, & then interview), you'll either keep her as a valuable customer, or she'll step on up to join your team!



Mary Kay said. "School is never out for the pro."

With this in mind, the company created a variety of educational programs to help you be the best you can be in your Mary Kay business.

Log on to
www.marykayIntouch.com

Choose the Education tab/
Consultant Education and
click any of the programs
to fall in love with your
Mary Kay Education.

Choose from:
The Silver Wings Program
Power Class of the Month
Start Something Beautiful
MK Media Source
MK Library
NEW! PinkLink online
AND MORE...

Whose Life Will You Enrich Today?

Every woman you meet today wants to change her life in some way. Perhaps she wants excellence, or financial freedom or a sense of community. Maybe she wants to improve her health or she wants to look and feel younger. You aren't sent to everyone, but you are definitely sent to someone today. Someone needs what you have. We need to recognize our innate gifts, talents and strengths and do everything in our power to build on them. Even if you have NEVER done anything with them, these gifts are still resident within you. Choose to do something with them, beginning right now. Gifts and talents are really God's deposits in our personal accounts, but we determine the interest on them. The greater the amount of interest and attention we give them, the greater their value becomes. These gifts are never depleted. In fact, the more they are used, the greater, stronger and more valuable they become. Everybody may not need your gift. But it is definitely needed by someone. Whose life will you enrich today? Someone has been waiting for you for a lifetime. They are worth pursuing. Open your mouth and offer this opportunity to other women today.

NEW FALL PRODUCTS—AVAILABLE NOW!



NEW

products to

FALL

in

LOVE

with!



created by director only services

NEW MARY KAY@ PLAY



**Mary Kay At Play™
Baked Eye Trios, \$10 each**

Ocean View ~ On the Horizon
Tuxedo ~ Earth Bound



**Mary Kay At Play™
Eye Crayons, \$10 each**

Purple Smoke ~ Green Tea
In the Navy ~ Gold Mine



**Mary Kay At Play™
Jelly Lip Gloss, \$10 each**

Berry Me ~ Crushed Plum
Hot Tamale ~ Teddy Bare



Mary Kay At Play™ Lip Crayons, \$10 each
Candied Apple ~ Perfect Pink ~ Toasted ~ Violet Love

**NEW Ltd-Edition
Fairytales & Fantasy Collections**



**Limited-Edition† Mary Kay®
Smoke & Shimmer Eye Wand, \$14 each**

Defines your eyes. Applies easily and smoothly.

- Amethyst Smoke
- Golden Illusion
- Enchanted Mauve



**Limited-Edition Mary
Kay® Glossy Lip Stain, \$16 each**

Glides on for an ultra-glossy look.

- Enchanted Mauve
- Mulberry Forest



**Limited-Edition Mary Kay®
Kohl Eyeliner, \$14 each**

Provides creamy, smear-proof color.

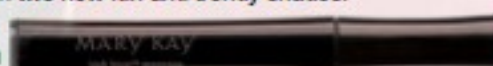
- Mulberry Forest
- Golden Illusion

Also Available for a Limited time

Colored Lash Love® Mascara \$14 each

benefits in two new fun and trendy shades.

- I ♥ plum
- I ♥ green



PLUS...



**Introducing Clearproof
Acne Treatment System, \$45**

ONLY \$10 EACH!



Item Sold	Items Sold	Items Sold	Items Sold
1	26	51	76
2	27	52	77
3	28	53	78
4	29	54	79
5	30	55	80
6	31	56	81
7	32	57	82
8	33	58	83
9	34	59	84
10	35	60	85
11	36	61	86
12	37	62	87
13	38	63	88
14	39	64	89
15	40	65	90
16	41	66	91
17	42	67	92
18	43	68	93
19	44	69	94
20	45	70	95
21	46	71	96
22	37	72	97
23	48	73	98
24	49	74	99
25	50	75	100

100 Mary Kay At Play products sold = \$1,000 retail!!!

Fall/Holiday 2013

New Product Smear Sheet

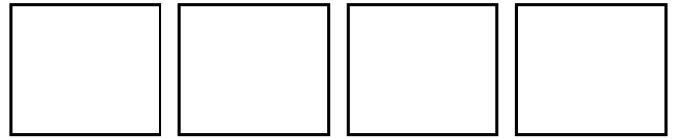
NEW!
marykayatplay™

We all play in our own way™. Your customers can turn up the volume with NEW colors.

With this collection of totally it shades for eyes and lips, reinventing your look every day is super easy!



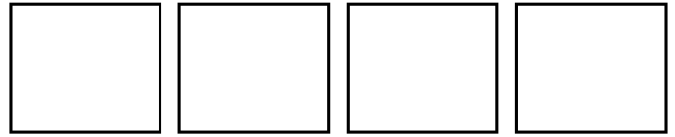
Mary Kay at Play™ Baked Eye Trio \$10



On the Horizon Earth Bound Ocean View Tuxedo



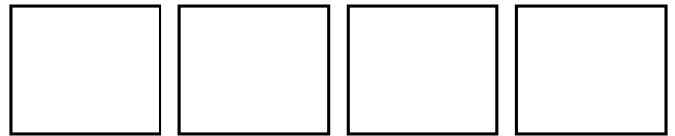
Mary Kay at Play™ Eye Crayon \$10



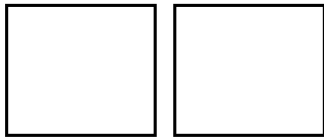
Green Tea In the Navy Purple Smoke Gold Mine



Mary Kay at Play™ Lip Crayon \$10

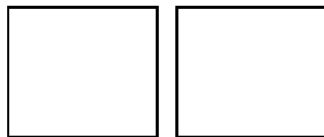


Toasted Perfect Pink Violet Love Candied Apple

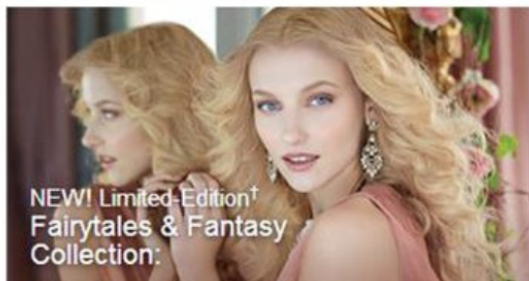


Mary Kay at Play™ Jelly Lip Gloss \$10

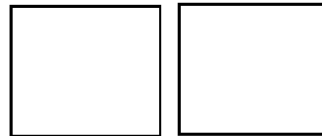
Teddy Bare Hot Tamale



Berry Me Crushed Plum

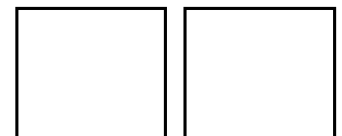


Mary Kay© Glossy Lip Stain \$16



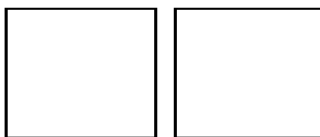
Mulberry Forest Enchanted Mauve

Mary Kay© Kohl Eyeliner \$16



Golden Illusion Mulberry Forest

Mary Kay© Lash Love Colored Mascara \$15



I ♥ plum I ♥ green

Mary Kay© Smoke & Shimmer Eye Wand \$14



Amethyst Smoke Enchanted Mauve Golden Illusion

Thinking of You Set (\$55 suggested retail)

Eau de Parfum
 Moisture Rich Shower Crème
 Eau de Parfum Pendant



Like It Love It Must Have It

Clear Proof Acne System (\$45 suggested retail)

Clarifying Cleansing Gel
 Blemish Control Toner
 Oil-Free Moisturizer
 Acne Treatment Gel



Like It Love It Must Have It

Here is a suggested script to finish your STAR:

"Hello, _____? This is _____. You may not know this, but I'm with Mary Kay and there's a contest going on and it ends on September 15. In order to win a prize during this contest, I have been given a challenge to get 30 opinions of our newest products before then - is there any reason why I couldn't give you a totally, absolutely free makeover? I'll only take 20 minutes."

(Wait for response.)

If she responds favorably, ask: "When I come over, would you like to learn more about skin care and how to solve problems, or would you like to look at color coordination or maybe do a little extra for your eyes?"

(Write down response.)

"Would you like to come to my house, or would you prefer that I come to yours?" Write her name, address, phone number and what she wants to focus on in your date book. Her gift for a facial would be a demo tube of the hand cream or spa collection.

Now, say: "One more thing - since my goal is to do 30 faces in less than 30 days, I would appreciate it if you could invite over a friend or two to giggle with—that would really help!! I'll even bring something special for you! I'm not talking about a party where you have to invite the whole neighborhood, collect money and make deliveries - just a couple friends getting together just to 'play in makeup.' And remember, no one is obligated to anything. I am there to share!" *(Her gift would be regular hostess credit, something the company is giving away, or a Preferred Customer gift.)* Your goal here is to develop customers and bookings. Sales will average out & take care of themselves. Be sure to ask women who take care of themselves and that you believe would use the products.

Challenge yourself to make 10 of these calls - let me know your results!!! I know that you will get at least 1 positive response, and the attempt should only take 30 minutes!!! Don't forget to send a postcard to remind her - fill it out while you're talking to her, and mail it that day!!



Everyone wins! Earn an **All-Star consistency prize today!**

Every All-Star will earn a 5th prize if they achieve Star Consultant status all four quarters during the All-Star Star Consultant Consistency Challenge June 16, 2013, through June 15, 2014. All-Stars must attend Seminar 2014 to win! Prizes range in value from \$25 to \$400. You don't want to miss your chance to win one of these fabulous prizes at Seminar 2014!



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

"I want you to aim for the moon and to remember that even if you miss, you will land among the beautiful stars." – Mary Kay Ash

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

Take Credit for Team-Building:

You can earn additional team-building credits when you share the Mary Kay opportunity and achieve \$1,800 minimum wholesale Section 1 orders within the contest quarter. Each qualified new personal team member* you add equals 600 contest credits. It's a great way to support your wholesale Section 1 orders and move you to the next Star Consultant prize category and Ladder of Success recognition.

*A qualified new personal team member is one whose Independent Beauty Consultant Agreement and a minimum of \$600 in wholesale Section 1 orders are postmarked and accepted by the Company within the contest quarter.

MARY KAY

Beauty Menu

100% Satisfaction Guarantee!



Thank you for supporting my business & helping me make my dreams come true!

#1: TimeWise Repair Skincare Set **Counts as 4 sets**
\$255

GOOD HOUSEKEEPING
 HOUSEKEEPING
 BEST OF HOUSEKEEPING

Volu-Firm Foaming Cleanser
 Volu-Firm Lifting Serum
 Volu-Firm Day Cream SPF 30
 Volu-Firm Night Treatment with Retinol
 Volu-Firm Eye Renewal Cream
 TW Liquid Foundation

#5: Flawless Finish
\$54

Foundation Primer
 Concealer
 Mineral Powder
 Brush

Get Your Perfectly Flawless Face.

#11: Finishing Set
\$68

Facial Highlighting Pen
 Powder Brush
 Finishing Spray
 Translucent Powder

All Set For Hours!

I accept Credit/Debit Cards, Checks, Cash, & Creative Financing!

#2: Miracle Set **Counts as 2 sets**
\$128

GOOD HOUSEKEEPING
 HOUSEKEEPING
 BEST OF HOUSEKEEPING

#2A: TimeWise Basic \$64
 #2B: Day & Night Solution \$64

3-in-1 Cleanser Moisturizer Liquid Foundation

Construction Workers!

Powerful Age-Fighting Essentials for Early/Moderate Signs of Aging.

#7: Custom Compact
\$69

Compact
 2 Applicators
 3 Eye Shadows
 Cheek Color
 Lip Gloss

A Look Customized Just for You.

#13: Microdermabrasion
\$50

Fight Fine Lines. Refine Pores. Achieve Beautifully Smooth Skin—Immediately.

Busy Woman's Miracle!

Purchase the Miracle Set & Receive Your Foundation Brush for **FREE!**

(\$138 value, \$28 savings)

#3: Botanical Effects
\$78

Cleanse Mask
 Freshen Hydrate Foundation

Simple & Good for Sensitive Skin.

#9: Brush Set
\$65

Cosmetic Organizer Bag
 5 Professional Brushes
 Brush Cleaner

Apply Your Makeup Like a Makeup Artist.

#15: Serum + C
\$56

Give Collagen a Boost. Help Skin Bounce Back. Better than Botox.

Queen Diva Bag!

Purchase Any 5 sets & Receive the Roll Up Bag for **FREE!** Plus, Get Your 6th Set for **1/2 Price!**

(Up to \$74 Savings!)

#4: Clear Proof Acne System
\$74

Clear Proof Cleansing Gel
 Blemish Control Toner
 Acne Gel
 Moisturizer
 Foundation

See clearer skin in just 7 days!

#10: Mary Kay At Play
\$55

Baked Eye Trio
 Eye Crayon
 Jelly Lip Gloss
 Lip Crayon
 Mascara

Play with Color. Be Trendy.

#16: Satin Set
\$54

Satin Hands
 Satin Lips

Soft Hands. Kissable Lips.

I Deserve it All— Cadillac Style Bag!

Purchase Any 8 sets & Receive the Roll Up Bag for **FREE!** **Only \$399!**

(Up to a \$580 value/32% Savings)



With makeup, a woman can change from an understated beauty to a smart professional to a glamour girl in a matter of minutes. Because of its power to transform, makeup can sometimes seem a little intimidating. The good news?

None of it's permanent. Plus, it's the playing and experimenting that makes makeup fun! But if you need a little boost of confidence when it comes to makeup, you've come to the right place.

Color Confident is a step-by-step approach to color that will make it easy for you and your customers to achieve beautiful results. Once you learn the basics, you can make up your own rules. Because color rules! See it on the Intouch home page. Fun and simple lessons on Color... completed each one and take the quiz at the end & earn your Color Confident Badge on your Mary Kay website.



CLEARPROOF ACNE SYSTEM SET!

With the **Mary Kay Clear Proof™ Acne System**, you get an effective regimen clinically shown to provide clearer skin in just 7 days. This easy-to-use regimen feels soothing to irritated skin as it helps clear up blemishes and allows skin to heal.

Full Sized Set \$45.00 retail Includes:

- **Clear Proof™ Clarifying Cleansing Gel***
- **Blemish Control Toner***
- **Acne Treatment Gel***
- **Oil-Free Moisturizer for Acne-Prone Skin.**



Also available: Clearproof The Go Set One Week to WOW! Get the 7 day supply for ONLY \$20.00 retail!



Special Offer

A 50th Anniversary special edition of Mary Kay's autobiography *Miracles Happen* is available!

The incredible life story of the Company's beloved founder, Mary Kay Ash, is shared through the voices of her grandchildren, Karen and Ryan Rogers, in the English version; and Mary Kay Inc. employees Maricarmen Barragan and Andre Valdivia in the Spanish version. Each audiobook CD is available for \$10 on Section 2 of the Consultant order form and Online Ordering.

This must-have 50th Anniversary keepsake is available only while supplies last, so order your copy today!



**August Guest Speaker:
NSD Lisa Madson**

Each month there's a NEW TOPIC on InTouch under Education/ Consultant Education

As a Team Builder and Future Director, you can easily replay in your mind the things you did right when you were just starting out as a Beauty Consultant—and the things you didn't. You probably wish your team members could easily sidestep all those potholes and march straight to the top, right?

That is the topic if the August Power Class of the Month!



NSD Lisa Madson will share her thoughts on Beauty Consultants Do's and Don't's. She will teach what every Beauty Consultant needs to know about getting started in a New Mary Kay business. Encourage your team members to watch.

BACK TO SCHOOL: BACK TO WORK!

BOOKING: ANATOMY OF A SCRIPT

Thanks to SNSD Pam Shaw

When you have a skeleton of a potential script, an outline if you will, you can absolutely go anywhere!!!! You'll never be out of words, and you'll never need anyone to write you a script again if you master this line of thinking.

EXAMPLE:

1. **ENTHUSIASM:** (Pretend your favorite sports team is winning...that's the tone of voice)
"Hi Suzie! I'm soooooo excited; do you have a quick second?" (She is wondering, why is she excited?)



**IT DOESN'T
MATTER IF YOU
ARE CALLING TO:**

**Book a facial/
class**

**Do a drop-by
Selling appointment**

**Book a seasonal
makeover**

**Invite a guest
to an event**

**Schedule an
interview**

Ask for a Reorder

The sequence is the same!

2. **PURPOSE:** Include the challenge you are in from your director, time limit by the company, promotion, etc... "The reason I'm calling is that Mary Kay just launched our fall line, and my director challenged me to call my 10 sharpest customers first because on Monday, we are having our Success Event, and I would love for you to be a model

for me. I'd also love for you to see how this business works from the inside, and I'd be so proud to have you there with me...we'll also be doing fall makeovers, and I know you'd love the inside scoop on color for the season."

3. **SPECIFIC PLAN:** "It's this Monday, September ____ at the _____. The event begins at ____, and I'll pick you up at _____. We dress professionally in a skirted outfit or suit..."

4. **WHAT'S IN IT FOR ME?** "And as a thank you for your time, I'll have a _____ for you!!"

5. **ASK** "Is there any reason why you couldn't join me this Monday?"

6. **CONFIRM** "Great! Of course you know you can count on me, and I'll confirm the RSVP to my director for the two of us, and I'll pick you up at ____; and of course I'll have that special _____ for you! I know we'll have a great time!"

**OK. YOUR TURN. GIVE IT A TRY! WHEN YOU KNOW WHAT
TO SAY. GETTING BUSINESS ON YOUR DATE BOOK IS EASY!!!**

BACK TO SCHOOL COOL!



WHAT'S COOL THIS SEASON?!
The NEW! Mary Kay clearproof
acne treatment system,

Mary Kay At Play™ and
Ltd-Edition Fairytales &
Fantasy Collections.



Lead to Succeed!

Do you want to know the secret of your team's achievements? **Here it is: Lead to Succeed.**
As the leader of the team, you are responsible for directing, motivating and empowering your team to reach the achievements they are capable of. How do you lead to succeed? You focus on these four areas ...

Success

The old adage that nothing succeeds like success is true. You should assume that success is inevitable from every member of your organization. Others may take longer to achieve...obstacles may slow some down...but everyone on your team has the capacity to achieve the success they long for. Therefore, you must stay focused and refuse to divert your attention to anything else. Encourage achievement, reward accomplishments, celebrate victories. Keep your focus on success.

When you control what you can, you know you've done everything possible to succeed. That means hard work, total commitment, painstaking preparation and squeezing every ounce of ability from yourself. When you let go of the rest, you stop torturing yourself over every defeat.
- Joe Torre

Possibilities

Leaders can sometimes make the mistake of treating their team as if they were operating in a perfect world where they have control of every outcome. Hardly! Help your team to determine what is possible in a given situation and to go after it with all they have. Teach them to do their best and accept whatever results they achieve. Never be satisfied with mediocrity, but all you can do is all you can do. And when you've done all you can do you can be satisfied with the results no matter what they are.

The problems of the world cannot possibly be solved by skeptics or cynics whose horizons are limited by the obvious realities. We need men who can dream of things that never were. - John F. Kennedy

Ownership

Your team's success will be determined by how well they relate to you and how much ownership they take in your organization. As the leader you give ownership by assigning tasks and then giving them the freedom to accomplish it. You give ownership by encouraging responsibility in accomplishing those tasks. You give ownership by offering support when things don't turn out as planned. When you give ownership, eventually people will be saying "our team" and when they do your success will skyrocket.

Respect is the key determinant of high-performance leadership. How much people respect you determines how well they perform. - Brian Tracy

Example

Nothing else matters if you are not leading by example. Leaders influence, they don't blame. Leaders initiate, they don't procrastinate. Leaders challenge, they don't berate. Leaders set the standard, they don't wait for someone else to set it for them. If you aren't achieving the success in your organization that you know is possible, the first place to look is not at your team, but in the mirror.

Begin with praise and honest appreciation. Call attention to people's mistakes indirectly. Talk about your own mistakes before criticizing the other person. Ask questions instead of giving direct orders ... make the fault easy to correct. Make the other person happy about doing what you suggest. - Dale Carnegie

NEW PRODUCT PRICING EFFECTIVE AUGUST 16, 2013



To continue offering the highest quality products, when the cost of shipping and ingredients goes up, sometimes prices have to go up too. Some of our prices will be increasing August 16th, so order now at regular price and save! A list of price changes:

Product	Current Price	New Price		
Satin Lips Lip Balm	\$9.50	\$10		
Satin Lips Lip Mask	\$9.50	\$10		
Mary Kay Extra Emollient Night Cream	\$13	\$14		
Mary Kay Intense Moisturizing Cream	\$30	\$32		
Mary Kay Oil-Free Hydrating Gel	\$30	\$32		
Mary Kay Sun Care Lip Protector SPF 15	\$7.50	\$8		
Mary Kay Sun Care Subtle Tanning Lotion	\$16	\$17		
Mary Kay Compact Cheek Brush	\$2.50	\$2		
Mary Kay Eye Applicators	\$2.50	\$2		
Mary Kay Mineral Eye Color	\$6.50	\$7		
Mary Kay Mineral Eye Color Bundles	\$19.50	\$21		
Mary Kay Cream Eye Colors	\$13	\$14		
Mary Kay Mineral Cheek Color	\$10	\$12		
Mary Kay Cream Cheek Colors	\$13	\$14		
Mary Kay Eau de Toilette	\$25	\$20		
Belara Eau de Parfum	\$34	\$38		
Bella Belara Eau de Parfum	\$34	\$38		
Journey Eau de Parfum	\$36	\$40		
Domain Cologne Spray	\$34	\$38		
Tribute for Men Spray Cologne	\$25	\$28		
Mary Kay Travel Roll-Up Bag (unfilled)	\$30	\$35		
TimeWise 3-In-1 Cleanser N/D	\$18	\$20		
TimeWise 3-In-1 Cleanser C/O	\$18	\$20		
TimeWise 3-in-1 Cleansing Bar (with soap dish)	\$18	\$20		
TimeWise Age-Fighting Moisturizer SPF 30	\$22	\$24		
TimeWise Age-Fighting Moisturizer N/D	\$22	\$24		
TimeWise Age-Fighting Moisturizer C/O	\$22	\$24		
TimeWise Day Solution SPF 35	\$30	\$32		
TimeWise Night Solution	\$30	\$32		
TimeWise Microdermabrasion Set	\$55	\$50		
TimeWise Microdermabrasion Step 1: Refine	\$30	\$31		
Microdermabrasion Step 2: Replenish	\$25	\$26		
TimeWise Replenishing Serum+C	\$55	\$56		
TimeWise Firming Eye Cream	\$30	\$32		
TimeWise Age-Fighting Eye Cream	\$26	\$28		
TimeWise Age-Fighting Lip Primer	\$22	\$23		
TimeWise Targeted-Action Eye Revitalizer	\$35	\$36		
TimeWise Targeted-Action Line Reducer	\$40	\$42		
TimeWise Even Complexion Mask	\$20	\$22		
TimeWise Even Complexion Essence	\$35	\$37		
TimeWise Moisture Renewing Gel Mask	\$20	\$22		
TW Body Targeted-Action Toning Lotion	\$28	\$30		
MKMen Face Bar	\$14	\$12		
MKMen Shave Foam	\$10	\$12		
Indulge Soothing Eye Gel	\$15	\$16		

**Bold face products indicate suggested retail price decrease.*

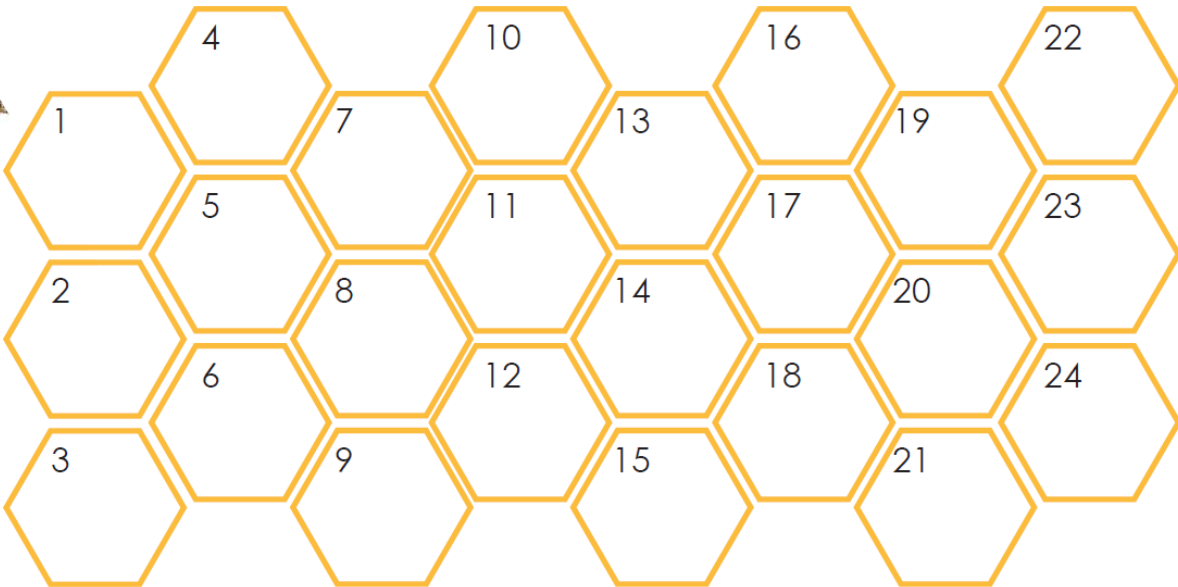
If it is to bee, it's up to me

Seminar 2014

July 1, 2013-June 30, 2014



National Queen's Court of Sales — \$36,000 in retail sales
Order \$1500 a month to reach your goal!



National Queen's Court of Recruiting — 24 Qualified

The Key is the Bee!

