



# Warfield National Area Red Jacket Newsletter

Executive National Sales Director, Cheryl Warfield

Results as of Nov. 2013

## NEW SALES DIRECTOR!



CONGRATULATIONS

**MYRA LESLIE-JOHNSON**

Myra and her Senior Director, Bruder will each receive a fabulous **Badgley Mischka handbag** and **Class of 2014 Ring!** Myra will receive **FREE Registration to Leadership Conference 2014** **AND A FREE DIRECTOR SUIT!**

PLUS...a special invitation to the **Class of 2014 Mingle!!!**

Myra will also have a brick with her name on the **GREAT WALL OF MARY KAY LEADERS IN DALLAS!!**

**MYRA LESLIE-JOHNSON**

## DIQs-Directors-In-Qualification



**Amy Postma**  
Epsie Elmer



**Kristine Pruitt**  
Laura Poling



**Barbara Tsagaris**  
Penny Jackson



**Casandra Webb**  
Dana Gattis

Building  
**WALL**  
to**WALL**  
Leaders



**Our Goal is to have 100 Future Directors & DIQs celebrate at Leadership 2014**



# Future Directors



Consultant  
Director Unit

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



**Barbara Bloom**  
Penny Jackson



**Gabriella D'Elia**  
Penny Jackson



**Julie Gerdeman**  
Laura Poling



**Randi Ginder**  
Cheryl Warfield



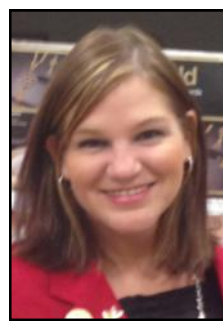
**Cheri Howard**  
Linda Rowsey



**Ruth Kato**  
Rhonda Valley



**Lisa Lute**  
Joyce Bruder



**Elizabeth Miller**  
Brandy Nusbaum



**Marie Quick**  
Cheryl Warfield



**Dana Rollins**  
Debra Bishop



**Elizabeth Sevier**  
Penny Jackson



**Linda Stawski**  
Joyce Bruder



**Teresa Taylor**  
Kathy McGinnis



**Stephanie Vanasco**  
Penny Jackson



## Using Facebook *to market your* **Business!**

What you can do on your facebook page regarding your MK Business:

- Communicate about MK:** facebook pages make it easy for you to connect and interact with your online community. It is a place for you to talk about your business.
- Engage:** learn from and engage your online community with skin care and makeup advice, pictures, polls and more.
- Express yourself:** be authentic, you have the ability to write your own messages in your own voice and let your personality shine through.
- Display your expertise:** you can talk about your personal experiences with the product and your Mary Kay business, you can also help your customers understand the benefit you bring vs. a department or retail store.

Facebook has more than 750 million active users and 50% of those users log onto Facebook on any given day!!



# New Independent Sales Directors who debut from Aug 1, 2013 to July 1, 2014 will receive INCREDIBLE REWARDS!

**#1** A gorgeous *Class of 2014 Ring* to match your Independent Sales Director suit.

**#2** A stunning *Badgley Mischka Handbag* (when you attend Leadership Conference 2014 or Seminar 2014) And a sleek *Badgley Mischka Wallet* to complement the handbag when you debut with 50 or more unit members!

**#3** Debut December 1, 2013 or January 1, 2014 and register and attend Leadership Conference 2014 will earn a *FREE Sales Director suit valued at \$300!*

Independent Sales Directors-in-Qualification as of January 2014 who have submitted their commitment cards, register and attend Leadership Conference 2014 and then debut as a new Independent Sales Director between Feb. 1 – July 1, 2014, will also earn a *FREE Sales Director suit valued at \$300!*

**#4** *Free Registration to Leadership 2014* in New Orleans when you debut between Aug. 1, 2013 and Jan. 1, 2014

**#5** From Sept. 1, 2013, to Sept. 1, 2014, every Mary Kay Independent Beauty Consultant who debuts as an Independent Sales Director will earn her *name on the Wall of Leaders* at the Mary Kay world headquarters in Dallas!

## 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.)





# 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



**Nancy Bigley**  
Jennifer Converse



**Alicia Bjorklund**  
Melanie White



**Jeanne Bordelon**  
Penny Jackson



**Jamie Boylan**  
Jodi Bland



**Linda Burtzner**  
Cheryl Warfield



**Toni Cook**  
Laura Poling



**Barbara Crosley**  
Shannon Kadlec



**Jennifer Edmond**  
Myra Leslie-Johnson



**Cleyone Fowler**  
Jenan Wood



**June Grundy**  
Nadine Marino



**Karen Hillstead**  
Penny Jackson



**Janie Hullinger**  
Jenan Wood



**Lisa Kerkof**  
Shannon Kadlec



**Emily Kohler**  
Laura Poling



**Angie Kuhn**  
Renee Brooks



**Sydney Laxton**  
Lillian Yocum



**Reba Lay**  
Linda Rowsey



**Marcia LeBlanc**  
Geralene Champion



**Teresa Lennon**  
Penny Jackson



**Tretta McNeill**  
Lana Gaydon



**Barbara Miner**  
Renee Brooks



**Theresa Moore**  
Irish Dickerson



**Jessica Olds**  
Brandy Nusbaum



# Team Leaders



Consultant  
Director Unit

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



Victoria Peasley  
Penny Jackson



Lynnette Perez  
Snowe Saxman



Barbara Ribelin  
Denise Crosby



Betty Thompson  
Lana Gaydon



Darlene Underwood  
Jenan Wood



Erin Vance Brown  
Melissa Smyre

## Earn Special Recognition at Career Conference

### Movin' on Up Challenge!

Independent Beauty Consultants who from Nov. 30, 2013—Feb. 28, 2014 achieve and maintain a new step on the career path of **Star Team Builder, Team Leader, Future Independent Sales Director or Independent Sales Director-in-Qualification** will receive a name badge ribbon and onstage recognition at Career Conference!



### Join us for a Special Luncheon

Independent Beauty Consultants and Sales Directors who from Dec. 1, 2013, through Feb. 28, 2014, **add two qualified\* new personal team members** will be invited to this special luncheon held in their honor.

Qualified\* new Independent Beauty Consultants who **add one new qualified\* team member** from Dec. 1, 2013, through Feb. 28, 2014, also will be invited to attend the luncheon.

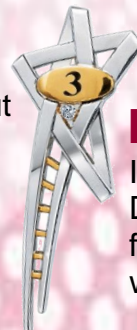


### Class of 2014

Independent Sales Directors who debut from Aug. 1, 2013-March 1, 2014, will receive a name badge ribbon and onstage recognition.

### Celebrating the First Year in My

**Mary Kay Business:** Independent Beauty Consultants who submit their Independent Beauty Consultant Agreements from March 1, 2013, through Feb. 28, 2014, will receive a name badge ribbon and standing recognition.



### I'm a Star!

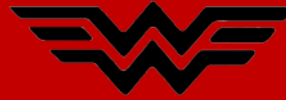
Independent Beauty Consultants and Sales Directors who achieve Star Consultant status from Dec. 16, 2013, through Feb. 28, 2014, will receive a name badge ribbon.

### On-Target All-Star Consistency Challenge

Independent Beauty Consultants and Sales Directors who achieve three quarters of consistent Star Consultant status from June 16, 2013—Feb. 28, 2014, will receive a name badge ribbon and standing recognition.



# Star Team Builder



Consultant  
Director Unit

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



**Shannon Armstrong**  
Tina Parker



**L. Nikki Bergeron**  
Linda Rowsey



**Susan Blake**  
Denise Crosby



**Katherine Bowers**  
Epsie Elmer



**Bernice Bush**  
Epsie Elmer



**Norma Cabrera**  
Penny Jackson



**Sue Campana**  
Jennifer Converse



**Heather Caerbaugh**  
Brandy Nusbaum



**Valerie Corder**  
Myra Leslie-Johnson



**Linda Crawford**  
Linda Rowsey



**Kay Dady**  
Margaret Quilty



**Machel Davidson**  
Jenan Wood



**Chellie Dietsch**  
Jodi Bland



**Carolyn Durand**  
Kathy McGinnis



**Carolyn Faircloth**  
Linda Rowsey



**Shawnta Fleming**  
Denise Crosby



**Nora Fowles**  
Renee Brooks



**Tabatha Gaskill**  
Laura Poling



**Nancy Gettinger**  
Jenan Wood



**Rachael Hall**  
Brandy Nusbaum



**M. Kathryn Harris**  
Lana Gaydon



**Rebecca Hasenbeck**  
Laura Poling



**Rhonda Jenkins**  
Joyce Bruder



**Linda Johnson**  
Debra Bishop



**Tami Johnson**  
Epsie Elmer



**Sarah Kelley**  
Linda Rowsey



**Ashley Kelly**  
Rhonda Valley



**Diana Kessler**  
Wendy Johnsen



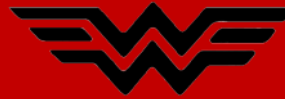
**Tami Klingenberg**  
Rhonda Valley



**Elena Knollinger**  
Debra Bishop



# Star Team Builder continued



Consultant  
Director Unit

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



**Eleanor Leech**  
Cheryl Warfield



**Stephanie Lelo**  
Lisa Woodke



**Carrie Lero**  
Laura Poling



**Angela Little**  
Elizabeth Webb



**Lee Anne Loek**  
Joyce Bruder



**Francine  
McLoughlin**  
Margaret Quilty



**Rachel  
Morales Lopez**  
Linda Rowsey



**Jahaida Pabon**  
Leticia Velasco



**Sharron Palow**  
Joyce Bruder



**Latasha Patterson**  
Nadine Marino



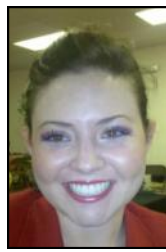
**Jaci Prance**  
Denise Crosby



**Carolyn Proctor**  
Linda Rowsey



**Regina Raney**  
Denise Crosby



**Hannah Rardain**  
Snowe Saxman



**Jade Renz**  
Denise Crosby



**Darcy Richardson**  
Epsie Elmer



**Jennifer  
Riegelsberger**  
Jenan Wood



**Vicki Robertson**  
Lillian Yocum



**Janet Sairs**  
Joyce Bruder



**Mary Sanderson**  
Laura Poling



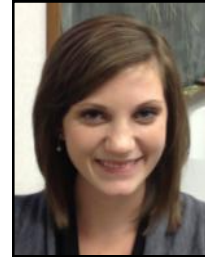
**Trina Siebenaler**  
Rhonda Valley



**Valerie Simpson**  
Debra Bishop



**Ruth Smith**  
Linda Rowsey



**Trishelle Smith**  
Laura Poling



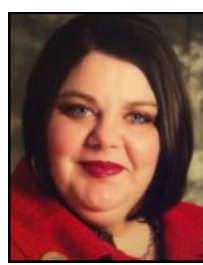
**Linda Spodick**  
Linda Rowsey



**Anne Spry**  
Jenan Wood



**Nancy Strand**  
Denise Crosby



**Sarah Stuckey-  
Diaw**  
Jodi Bland

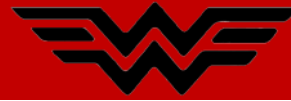


**Cheryl Sturmer**  
Tonya Sorrell



**Kristen Switzer**  
Heather Dawson

# Star Team Builder continued



Consultant  
Director Unit

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



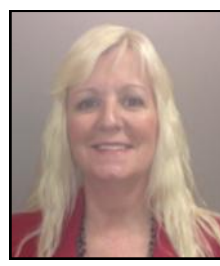
**Juliana Valverde**  
Heather Dawson



**Katie Van Hammen**  
Wendy Johnsen



**Barbara Vaughn**  
Lillian Yocum



**Cindy Watkins**  
Brandy Nusbaum



**Michelle Webster**  
Epsie Elmer



**Nicole Wellington**  
Jenau Wood



**Nancy Werner**  
Jenau Wood



**Penelope Wesselhoff**  
Lillian Yocum



**Jessica Whittington**  
Annette Johnson



**Eddie Wiggs**  
Debra Bishop

*As you Move On Up the Career Path..Be sure to send your photo to your Director or Carissa in Cheryl Warfield's Office*



*We would love to see YOU in a future Red Jacket Newsletter.*

## Get Better Results than Ever Before

There are several principles of military strategy that you can apply to your business, every single day. These can help you to think better and get better results than ever before.

**Do the Unexpected:** One really helpful military principle that can be applied to business is the Principle of Surprise. The principle of surprise says, "do the unexpected!" In sales and marketing, this means to be continually seeking ways to out-flank or upset your competition.

**Do the Opposite of Before:** Sometimes doing exactly the opposite of what you have been doing up till now can turn out to be the perfect solution. The natural tendency for a person, when they find themselves in a hole, is to dig deeper. In many cases, the solution is to go and dig somewhere else. Remember, the first law of holes is, "When you find yourself in one, stop digging."

**Follow-up and Follow-Through:** A second military principle that applies to business is the Principle of Exploitation. The principle of exploitation emphasizes the importance of follow-up and follow-through. In business, this means that, when you get an opportunity, you exploit it to the fullest extent possible. If you have a great promotional idea or product or service, you sell all you can. You take advantage of your idea or breakthrough and use every opportunity to capitalize on it.

**Work Harmoniously With Others:** The third principle of military strategy that applies to personal and corporate thinking is the Principle of Cooperation. In business, this is often called the principle of synergy. In military terms, this is often called the principle of "concerted action." In business terms, your ability to work effectively and harmoniously with other individuals and groups is more responsible for your success than any other quality.

**Win the Cooperation of Key People:** A key part of strategic thinking is for you to identify the individuals, groups and organizations whose cooperation you will require to achieve your goals. Make a list of them and then organize the list in order of importance. Then ask yourself, "How am I going to win their cooperation?"

**Answer Everyone's Favorite Question:** Everybody wants to know, "what's in it for me?" The effective executive is always looking for ways to help or assist others knowing that this is the only sure way to create within them a desire to help you to achieve your goals.

By doing the unexpected, by following up and following through, and by constantly looking for ways to get other people to cooperate with you, you will accomplish more in a shorter time than you might ever have imagined.





## **READY TO DRIVE FREE?**

From **\$2 MILLION NSD LISA MADSON!!!**

These words are from Lisa herself... and this is how she became a \$2,000,000 top Director!!  
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!!!\*\***







# be a star **consultant**

*I'm so excited about everything that is happening  
in the Mary Kay world right now!*



In David Holl's speech at Leadership, he told us that we have been selected #12 in a new category (Brands that Delight...includes McDonalds, Coca Cola, etc)  
You are in the right place at the right time!

**Our Ultimate Mascara is #1 in the Reader's Choice Awards.  
Mary Kay Cosmetics is now a Top 10 Beauty Brand in the World!!!**

## **WHAT ARE THE BENEFITS TO YOU WHEN YOU WORK AT THIS LEVEL?**

- 1. Healthy Cash Flow** - When you're working consistently, you will have cash available for ordering, expenses and income.
- 2. Strong customer base and future team members** - Classes (Parties) are immediate income, but a healthy customer base is your future stability. When you build to 100 customers that you have on your Preferred Customer Program (PCP), you have a very solid, stable business that will not go away. When you are seeing 6-12-15 faces a week, each week--you are meeting enough people to build an awesome team and earn CARS and Directorship, should you choose! I know this to be a fact, for this is EXACTLY my action plan that I took every single week as a new consultant working into DIQ and completing directorship, and on target for the Caddy. My weekly accomplishment sheets reflect an average of 15 faces each week...was it worth it? YES!
- 3. Easy Booking** - It's no secret that booking from classes are more likely to hold--have larger sales--and take less time to acquire. When you hold appointments consistently, and book from them, the challenge is 'Where to fit them all in!' -- not how to find them!!
- 4. Consistent Income** - You and I are sitting on some of the best income potential in the working world right now, yet we don't take advantage of it. Use our incredible marketing plan! If you are going to call Mary Kay a job, be smart and make it provide income!
- 5. Satisfaction of Success** - We all want to know that feeling of reaching our goals...of having found our "place in the sun", of developing our gifts and talents to the degree that we can now affect the world in a positive way with them. Gang, the benefits of Mary Kay's Star Consultant Program are far broader than just a ladder with a star on it, and a beautiful prize. Mary Kay -- in her wisdom -- knew that we needed parameters and minimums in our business, and this is how she chose to provide them. Please work this program now, and I promise you that everything else will flow from it!

## **2013 is your time**

to make choices

*that will make you shine!*

<b>Credit</b>	<b>Ladder Pin</b>
<b>\$1,800</b>	<b>Sapphire</b>
<b>\$2,400</b>	<b>Ruby</b>
<b>\$3,000</b>	<b>Diamond</b>
<b>\$3,600</b>	<b>Emerald</b>
<b>\$4,800</b>	<b>Pearl</b>



# Creating Your Goals

Ask yourself, "What is it that would be beneficial to my family this year?" Is it an extra \$100, \$200, \$300 or \$400+/week or \$2,000-\$5000+/month? Maybe a Red Jacket, New Car, or the stunning new Director Suit? Let me know what your desire is, and we can create a plan for you.!

If you would like to set (or reset) goals for the New Year - here is a Guideline:

Figure out your averages (class, facial, etc) - Divide the number of appointments held by the total sales in each category. If you have been handing in accomplishment sheets- I can help you with those numbers. \$100 an hour is reasonable for reorders- you can do your own average based on the number of customers you service per week or month divided by the sales.

Consider handing out cards for new leads at approx \$10 a card. (At 5 cards a day for 5 days = 25 cards-if 5 of those 25 booked and bought \$50 each, that is \$250- so each card was worth \$10.)

Figure out your teambuilding goal. How many interviews have you done to add 1 new team member to your team?

The next step is to take a Weekly Plan Sheet and put everything on it that you do in 1 week- and I mean EVERYTHING—laundry, grocery shopping, taking the kids to school, cleaning, dinner...you get the idea.

How much money do you need (want) to make from your business? According to your 60/40 split, how much do you need to sell weekly to do that?

For example: I need \$400 extra a month, so \$300 retail sold per week = \$1200 retail sold 60% for reinvestment= \$720 40% for profit = \$480

According to your averages, what do you need to do in activity to meet your retail goal?

How many interviews do you need to hold to build your team by the goal you set each month?

How will that fit into your weekly plan?

Finally, what things have been working well that you need to continue?

What things are not working that you need to change?

How will you (or things you allow) stop you from achieving these goals? (sabotage)

How will the goals you set change what is happening in your life financially? personally?

What new choices will it create?

How will achieving these goals make you feel?

How will your family benefit from you reaching your goals?

Are you willing to do what it takes (change if necessary) to achieve your goals?

Are you willing to do the tried and true "Mary Kay" plan and not change the rules?

## WHAT YOU DO TODAY CAN IMPROVE ALL YOUR TOMORROWS

I know that some of these are tough questions and that facing change is not easy.

Picture yourself at the end of the Mary Kay year-celebrating at Seminar. **What awards are you receiving?**

Do you need to change what you have been doing these past few months?

Do more of what you have been doing?

Do less of some things/ more of others?

Look at your numbers- they never lie.

Remember that doing the same thing over and over and expecting different results is the definition of insanity.

Get real with yourself and set your goals to achieve what you want and what will make a difference for you and for your family!

Put your goals up in front of you-a poster- in a frame whatever works for you. I will be glad to meet with you after you complete this. Please call me for an appointment!

Now, finally, I want you to take a deep breath and let go of all the things you have been beating yourself up over (in your business) this past year.... Start new!


Change what you can change, one step at a time, and make 2014 the year that

**YOU DID IT!**


**EXPECT MORE (OF YOURSELF) IN 2014!**

# Daily Organizational Worksheet


Date \_\_\_\_\_

 **6 Most Important Things To Do List - MK**

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

 **6 Most Important Things To Do List - Other**

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_


 **Prospective Bookings to Contact**

Name \_\_\_\_\_ # \_\_\_\_\_

Name \_\_\_\_\_ # \_\_\_\_\_

Name \_\_\_\_\_ # \_\_\_\_\_

Name \_\_\_\_\_ # \_\_\_\_\_


 **Prospective Recruits to Contact**

Name \_\_\_\_\_ # \_\_\_\_\_

Name \_\_\_\_\_ # \_\_\_\_\_

Name \_\_\_\_\_ # \_\_\_\_\_

Name \_\_\_\_\_ # \_\_\_\_\_


 **Customers to Contact**

Name \_\_\_\_\_ # \_\_\_\_\_

Name \_\_\_\_\_ # \_\_\_\_\_

Name \_\_\_\_\_ # \_\_\_\_\_

Name \_\_\_\_\_ # \_\_\_\_\_


 **Personal Recruits to Contact**

Name \_\_\_\_\_ # \_\_\_\_\_


Name \_\_\_\_\_ # \_\_\_\_\_

Name \_\_\_\_\_ # \_\_\_\_\_


Name \_\_\_\_\_ # \_\_\_\_\_

 **Errands to Run**

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

 **Notes to Write**

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

 **Phone Calls to Return**

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

**5 Names & Numbers per Day**

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

Income Producing Activities	
A - 1 Skin Care Class (\$100 retail/ 3 new faces)	
B - 2 Facials (\$100 retail) OR	
B - 3 On the Go Appointments (\$100 retail)	
C - 2 New Appointments Booked	
D - \$100 Customer Service Sales, Website or Brochure	
E - 1 DVD/CD with Survey/Questionnaire	
F - 1 Team Building Interview with Survey/Questionnaire	
G - 1 Guest at a Meeting	
H - 7 New Contact (Name & #)	
I - 1 New Team Member	
J - 1st SCC for new Team Member (\$100 & 4 Bookings)	
<b>\$ Total IPA's for Today \$</b>	


**What's Your Goal:**

\_\_\_\_\_

**Part-Time Consultant**  
1 per day  
(Active Consultant building customer base)

**Full-Time Consultant**  
2 per day  
(Building to Star Consultant and Star Recruiter)

**Car or Sales Director**  
3 per day  
(Building to Team Leader Status and above)

 **Notes:**

\_\_\_\_\_


\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Today's Schedule**



6am \_\_\_\_\_

7am \_\_\_\_\_

8am \_\_\_\_\_

9am \_\_\_\_\_

10am \_\_\_\_\_

11am \_\_\_\_\_

12noon \_\_\_\_\_

1pm \_\_\_\_\_

2pm \_\_\_\_\_

3pm \_\_\_\_\_

4pm \_\_\_\_\_

5pm \_\_\_\_\_

6pm \_\_\_\_\_

7pm \_\_\_\_\_

8pm \_\_\_\_\_

9pm \_\_\_\_\_

10pm \_\_\_\_\_



## **What 2 Classes Per Week Could Mean To Your Mary Kay Business!!**

**By: NSD Kathy Goff-Brummett**

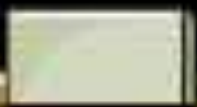
It is my observation that every consultant can find the time to hold an average of 2 classes per week. Yes, even the consultant who has 1 1/2 jobs and family responsibilities. Rarely do you meet a person who does not spend 6-10 hours per week in front of the television, playing Bunko, or some other activity which has nothing to do with her job or her family. What could it mean to her to invest that time into preparing for traveling to, and holding 2 classes per week?

Find 2 times per week that you would be willing to hold classes. Then, highlight those times in your date book for an entire year. Then, get on the phone for an Hour of Power to schedule 2 appointments in each of those times. Don't be afraid to double book--it doesn't mean you'll be holding 2 classes (that almost never happens). It does mean that when one of them postpones, you'll still have a class to hold. Double booking is all about smart use of your time--it's about dealing with the disappointment of postponements. (In the event that both hold, just do both classes at your home or at one of the hostess' homes offering her an extra gift for pulling up 4 more chairs.) Decrease postponements and increase sales by doing all the steps of hostess coaching (check your Career Essentials and Hostess Coaching for coaching tips).

Now, what can the 2 classes do? Let's say your first classes meet the national average for new untrained, unskilled consultants of \$150--\$200 in sales. Two classes per week at \$175 would give you \$350 in sales. Your 40% paycheck (once you get your inventory built to profit taking level) is \$140. That's \$140 profit for 2 classes. Couldn't you find 4-6 hours a week for \$140? Just think what will happen as your skills increase and you build just a small reorder business. It has been my observation that consultants who are consistently holding 2 classes per week will have their sales to \$500 per week in just a few short weeks. These are averages, not guarantees. \$500 weeks = \$2,000 months. Your 40% paycheck for a \$2,000 month is \$800 a month. 60% to replace what you sold is \$1200 wholesale. \$1200 wholesale every month is Emerald Star status every quarter. Being an Emerald Star each quarter puts you within a few dollars of National Court of Sales. What could an extra \$800 a month mean to your family? Vacation, swimming pool, braces!

That's not all. Let's look at what 2 classes a week can do for recruiting. It has been my observation that there is at least one good recruit prospect at every class (a person who needs money, is already working 2 jobs, needs to get out of the house, or is looking for a way to get back home). Company statistics teach us that every new consultant can expect to recruit one out of every 5 prospects. So, if there is one prospect at every class and you make the effort to do some follow-up (give her a recruiting packet, book a class with her, invite her to weekly events, set up an interview with her), you should get a new recruit from every 4-5 classes. That's 2 recruits per month. That's a free car for anyone in 6 months. And, if each of them orders a minimum of \$600 wholesale before the Seminar year ends, that mean you walk on stage at Seminar as a member of the National Court of Recruiting.

You deserve the financial supplement 2 classes a week can mean, as well as the company prizes. Are you willing to discipline yourself to hold 2 classes per week?



# BOOKING BASICS

*Julie Potts, Future Exec. Sr. Sales Director*

Booking is an attitude. If you believe that people want what you have...that you're providing them a service that is free., there is no obligation to buy, she is going to learn something new... if you believe that, then guess what? You're going to do it. You're going to talk to people and share the opportunity with people. I wouldn't be doing my business if I didn't offer them the opportunity!

What do you believe about your business? Do you believe that you are imposing on people? Do you think other people have already asked them?

Sit down and write the pros and cons of what a person receives when they attend a facial or a class with you. If you want to book, book, book, think "what does she get out of it, if she books an appointment and doesn't buy anything, what does she gain?" Then you'll realize it is almost selfish for us not to offer. We have the best-selling brand of in the USA, and the only way for people to get it is through you!

If you were the marketing representative of a different business...a dress shop, real estate, etc, how would you market your business? You would network and look for people who need dresses or homes. We do the exact same thing, except every woman washes their face and uses some cosmetics. Everyone who walks by you is in your target market. If a doctor didn't accept patients because he felt bad that he would make lots of money helping people, being a doctor, and didn't want to impose on them because they going to be making a profit on it. That's just crazy!

Respect your business the same way. I feel that people need to know me. They need to be pampered. They need to know and experience this awesome Mary Kay product. They need to be looked at as someone special or important, for at least an hour within their week and meet their needs. And they can walk away and buy nothing.

EVERYWHERE YOU GO hand out your business cards. Be professional.

That is what you do everywhere you go. "Oh, by the way, I'm with Mary Kay. Can I give you my card?"

If they get excited and give you a favorable response. "Who is your Consultant? Have you tried our new mineral powder products? Oh my gosh! I've got to get a new brochure to you. Would you give me your address and I'll get one out to you?"

"Oh, by the way, instead of using mannequins we use real faces for our training. Do you think you could come and be one of our models at our success event?"

Usually when I tear off what she filled out, often times I'll write on the back of my business card the information on how to get to the event that I have invited her to. I write the directions on the back.

Then you say, "Oh, by the way, the more the merrier, and I find that when you come to something like this it's fun to have a girlfriend to giggle with. So if you'd like to share your time with a few girlfriends then you're more than welcome, and I'd love to get their opinion of our looks, too."

For you coming I'll give you \$20 in free products, and for every friend who comes with you, I'll give you another \$10 in free products."

2<sup>nd</sup> appt: It's girlfriends at your kitchen table...no big cooking, just fun time together.



# 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 heard it before 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!

## 20 PARTIES

(Full Circle Parties)



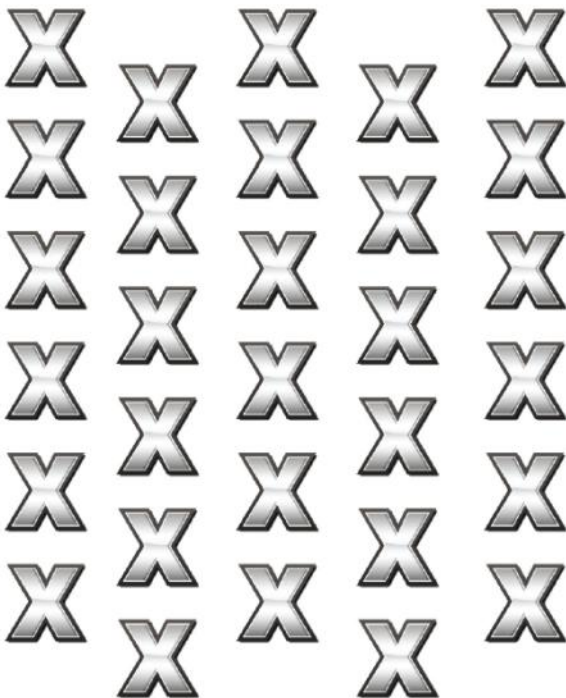
## 40 SHARING CAREER CHATS

(Select 2 people per party = Hostess + 1)



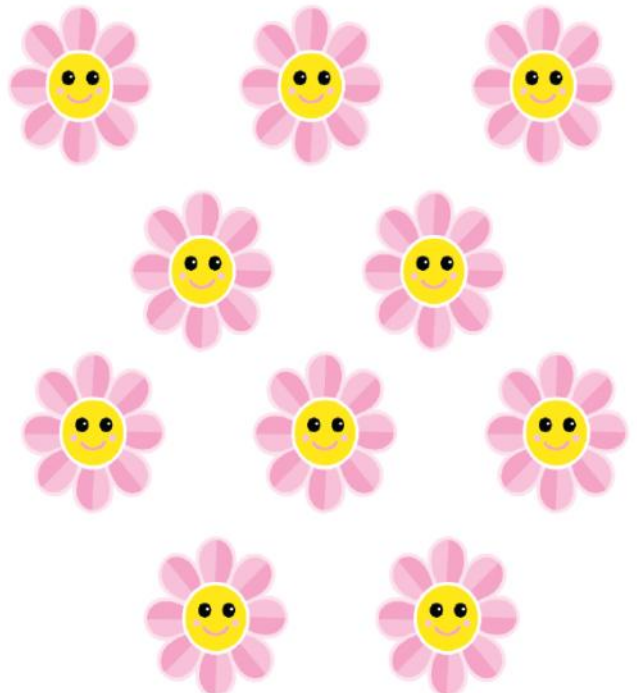
## 30 No's

(Thank You, Not for Me Right Now)



## 10 New Team Members!!

(Way To GO!)





# A FABULOUS LOOK BEGINS WITH HEALTHY SKIN THIS SEASON'S ESSENTIAL



## SKINVIGORATE CLEANSING BRUSH

**Still cleansing by hand? There's a lot you're missing!**

Like makeup, dirt and impurities. This lightweight, two-speed power brush gently massages as it thoroughly cleans skin, removing residue, dirt and makeup in seconds.

***In fact, it:***

- ***Removes makeup 85 percent better than cleansing by hand.\****
- ***Boosts the absorption of your next skin care step.***
- ***Starts improving skin's appearance immediately.***
- ***Helps polish away the look of past skin damage for a more even-looking complexion.***
- ***Softens the appearance of lines and wrinkles.***
- ***Feels like a spa facial treatment with dual-speed rotating action.***

**Eight out of 10 women who tried the SkinVigorate™ Cleansing Brush would buy it.\***

- 97% - Maximizes my skin care benefits.*
- 94% - Transforms dull skin into a radiant complexion.*
- 96% - Provides a more even-looking skin tone.*
- 93% - Reveals youthful-looking skin.*
- 95% - Skin feels softer, smoother and healthier.*

**\*Three-Week Independent Survey**

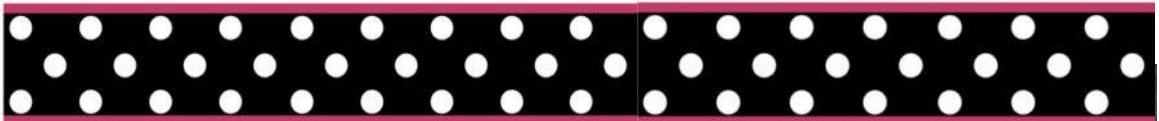


**NEW CONSULTANT OFFER!**

**DEC. 1 - 31, 2013**

Independent Beauty Consultants whose new Independent Beauty Consultant Agreements are received and accepted by the company in November or December 2013 and who place a single **\$400 or more** Section 1 wholesale order during the month of December 2013 will receive a beautiful

**One Woman Can™ globe** in their qualified order.



**Roll Away Trouble Spots!**  
**TIMEWISE® EVEN COMPLEXION DARK SPOT REMOVER**

*Try it! Love it!*



This lightweight serum helps reduce the appearance of past damage and dramatically reduces the look of dark spots.

Formulated with our exclusive MelaCEP™ Brightening Complex.

Rollerball design directly targets troublesome dark spots to dramatically reduce their look.



- In just one week, the look of dark spots begins to fade.
- After three weeks, a more uniform-looking skin tone is revealed.
- And in six weeks, you'll see dramatic results.

The rollerball design directly targets dark spots, freckles, age spots and lingering acne spots on any skin tone without lightening the surrounding skin.

*Part of a multifaceted approach to achieving remarkably radiant skin when used with TimeWise® Even Complexion Essence and TimeWise® Even Complexion Mask.*



**December Reactivation Incentive!**



From Dec. 6 – 31, Independent Beauty Consultants who are in **I3** status or any **T** status as of Nov. 30, 2013, will receive one **Mary Kay Lash Love® Mascara in I ♥ Black** when they place a **\$200** or more wholesale Section 1 order. The mascara will be included as a bonus in their order.

If you have inactive consultants on your team, encourage them to reactivate. Call, text or email them with this great bonus offer!



**The wait is over!**

Sharpeners compatible with Mary Kay At Play products are here! This introductory shipment is packaged in a **six-pack for \$9.99**. So you'll receive one extra sharpener for the price of five! These six-packs are *available through MKConnections only while supplies last. After this introductory shipment is gone, the sharpeners will be sold in five-packs for \$9.99.*

**Mary Kay is live on the ABC Super Sign in Times Square through the holidays - including New Year's Eve! The ABC Super Sign broadcasts above the Good Morning America Show area for 17 hours a day from 9 a.m. to 2 a.m., and Mary Kay advertising will run once an hour through New Year's Day!**





Lets get excited!

# CAREER CONFERENCE|14



## Career Conference Dates:

**Week 1: March 21-22 and March 23-24, 2014**

**Week 2: March 28-29 and March 30-31, 2014**

**Career Conference 2014** will be here before you know it and now is the time to start focusing on moving up the career ladder. Plus, when you do, there is recognition in store for you at Career Conference 2014!

### What's in store for you?

- Great education
- Fun, bonding time
- Valuable idea sharing
- Sneak peeks at upcoming products
- Dazzling celebrations
- Terrific recognition
- Plus, a surprise or two!

### Celebrating the First Year in My Mary Kay Business:

Independent Beauty Consultants who submit their Independent Beauty Consultant Agreements from March 1, 2013, through Feb. 28, 2014, will receive a name badge ribbon and standing recognition.



### The Big Picture

"Career Conference was my first 'big' Mary Kay event. It definitely helps paint the

picture of what a Mary Kay business can be. I watched in awe as women were recognized onstage and realized I wanted that too! It was great to be surrounded by wonderful and inspiring mentors from whom I could watch and learn. I set my first goal in my Mary Kay business at Career Conference, and I've been happy and successful setting and meeting goals ever since. Some goals aren't met right away, but I never give up!" **Mary Fernandez, Independent Sales Director in Dallas, Texas**

## Career Conference 2014...Coming to a city near you.

### WEEK 1 : MARCH 21 – 22, 2014

Des Moines, IA Iowa Events Center  
 Galveston, TX\*\* Galveston Convention Center  
 Louisville, KY Louisville Convention Center  
 Madison, WI Monona Terrace  
 Mobile, AL Arthur R. Outlaw Mobile Convention Center  
 Novi, MI Suburban Collection Showplace  
 Ontario, CA I\* Ontario Convention Center  
 Orlando, FL Orange County Convention Center  
 Pittsburgh, PA David L. Lawrence Convention Center  
 Richmond, VA Greater Richmond Convention Center  
 Riverside, CA Riverside Convention Center  
 Schaumburg, IL\*\* Renaissance Schaumburg Convention Center  
 St. Charles, MO St. Charles Convention Center  
 Tacoma, WA\*\* Tacoma Convention Center

### WEEK 2 : MARCH 28 – 29, 2014

Atlantic City, NJ I Atlantic City Convention Center  
 Boise, ID Boise Center  
 Charlotte, NC I Charlotte Convention Center  
 Dallas, TX\*\* Dallas Convention Center  
 Denver, CO\*\* Colorado Convention Center  
 Duluth, GA Gwinnett Center  
 Glendale, AZ\*\* Renaissance Glendale Hotel & Spa  
 Indianapolis, IN Indiana Convention Center  
 Lancaster, PA Lancaster Convention Center  
 Miami, FL I James L. Knight Convention Center  
 Minneapolis, MN Minneapolis Convention Center  
 Oakland, CA\*\* Oakland Marriott & Convention Center  
 Palm Springs, CA Palm Springs Convention Center  
 Providence, RI\*\* Rhode Island Convention Center  
 Rochester, NY Rochester Riverside Convention Center  
 San Antonio, TX \*\* San Antonio Convention Center

### WEEK 1: MARCH 23 – 24, 2014

Ontario, CA II Ontario Convention Center

### MARCH 30 – 31, 2014

Atlantic City, NJ II\* Atlantic City Convention Center  
 Charlotte, NC II\*\* Charlotte Convention Center  
 Miami, FL II\* James L. Knight Convention Center

## Career Conference 2014...Coming to a city near you.