



# Warfield National Area Red Jacket Newsletter

Executive National Sales Director, Cheryl Warfield

Results as of June, 2013

## 4 BRAND NEW SALES DIRECTORS!!

**DRIVING FREE!**

**ON-TARGET CAR! ON-TARGET CAR! ON-TARGET CAR!**



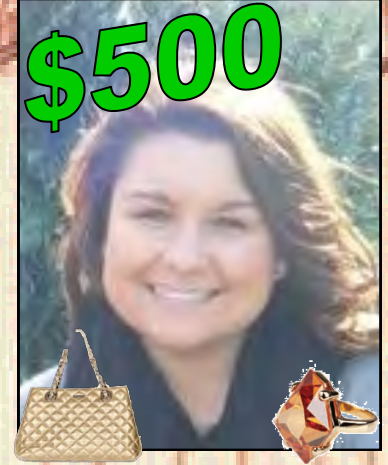
**Regina Richardson**  
from Nashville, GA  
Ruth Stewart Unit



**Hope Barker**  
from Baconton, GA  
Beth Piland Unit



**Susan Hanna**  
from Exeter, NH  
Tonya Sorrell Unit



**Laura Garland**  
from Cordele, GA  
Amanda Jones Unit

## PLUS..We have 28 Incredible DIQs See pages 4-5

Dear Warfield Inner Circle Area,  
There are sooo many wonderful things that have happened in June!!

Look at this.....We have 4 new Warfield Directors.....**Susan Hanna (Sorrell Unit), Regina Richardson (Stewart Unit), Laura Garland (Jones Unit)** AND.....We have another **One Month Wonder Director!! Hope Barker form the Beth Piland Unit / Future National Area completed DIQ in one month, just 6 weeks after joining MARY KAY!**

28 more DIQ's are bursting to put on that new Director's suit!!

4 New Warfield Directors have earned their NSD to speak at their New Director Debut!!! Jennifer Converse, Melanie Bass and Catherine Martinez each debuted with 50+ Unit members!!!And New Director Hope Barker debuted in One Month!!

I am soooo proud of you!

Pink Hugs, Cheryl



# WHOOHOO!! WE ARE CELEBRATING 12 NEW WARFIELD AREA SALES DIRECTORS AT SEMINAR 2013!!



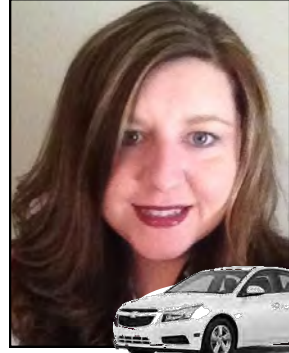
**Stacey Price**  
Debut Date:  
8/2012



**Lauren Gamage**  
Debut Date:  
10//2012



**Shirley Talley**  
Debut Date:  
10//2012



**Tina Parker**  
Debut Date:  
12/2012



**Elizabeth Webb**  
Debut Date:  
2/2013



**Jennifer Converse**  
Debut Date:  
5/2013



**Melanie Bass**  
Debut Date:  
6/2013



**Catherine Martinez**  
Debut Date:  
6/2013



**Hope Barker**  
Debut Date:  
7/2013



**Susan Hanna**  
Debut Date:  
7/2013



**Regina Richardson**  
Debut Date:  
7/2013



**Laura Garland**  
Debut Date:  
7/2013



Class of 2013

**CONGRATULATIONS**

**CLASS OF 2013!!**



**I'm so proud that  
You're in my area!**

*Love, Cheryl G. Warfield*

**One woman can change anything.**

**Many women can change everything!**

Congratulations on your debut as an Independent Sales Director! A beautiful future awaits you and the Year 1 New Sales Director Track to Run program gets you started right away. With the *On the Move, Fabulous 50s* and *Honors Society* Challenges of this rewarding program, you get the goals you need to succeed and build a strong team in your first 12 months.

# New Director Rewards

Your hard work deserves to be rewarded with fabulous prizes and spectacular recognition. Look what you can earn during your 1st Year as a New Independent Sales Director.

All Independent Sales Directors who debut from Aug. 1, 2012 – July 1, 2013, will receive:

- A gorgeous **Class of 2013** ring to match their 2012-2013 Independent Sales Director suit
- A shimmery **Kate Spade** handbag
- A **\$500** check when you attend either Leadership or Seminar.

## On The Move (by the end of 3rd month)

\$15,000 + 3 Qual Personal Team Members



- **\$1,000** bonus
- Stackable stainless steel ring
- Name badge ribbon and standing recognition at Leadership Conference 2014

## Fabulous 50s Club (by the end of 6th month)

\$30,000 + 50 Unit Members



- **\$1,000** bonus
- A stainless steel ring w/ the famous MK repeat logo, and a round burnished set clear cubic zirconium.
- Free Leadership Conference Registration plus name badge ribbon

## Honors Society (by the end of 12th month)

\$60,000 + 50 Unit Members



- **\$1,000** bonus
- Stackable stainless steel and cubic zirconia ring
- Free Seminar registration, name badge ribbon, and standing recognition at Leadership Conference

## Achieve all three challenges above and receive the stunning Triple Crown ring.



14-karat white gold contemporary-design diamond ring containing 1-carat of round brilliant-cut, colorless and black diamonds.

## Join the Honors Society Dean's List among the Top 3 and earn a beautiful Topaz Ring.



14-karat white gold hand-made custom mounting with MK initials crafted into the gallery of the ring. Contains one 16 x 12 mm 13-carat lozenge-cut London blue topaz flanking by two 7 x 3.5 mm, 1-carat half-moon-cut sky blue topaz stones

# CLASS OF 2014

# DIQS



**June Benton**  
Beth Piland



**Barbara Bloom**  
Penny Jackson



**Amy Branch**  
Catherine Martinez



**Stephanie Carter**  
Gloria Brewster



**Denisse Cason**  
Amanda Jones



**Tammy Corbin**  
Melanie Bass



**Heather Dawson**  
Julie Draulans



**Ashley Dean**  
Melanie Bass



**Barb Drabek**  
Joyce Bruder



**Marcia Epps**  
Beth Piland



**Kristen Hankins**  
Beth Piland



**Carol Hughes**  
Regina Richardson



**Annette Johnson**  
Lillian Yocum



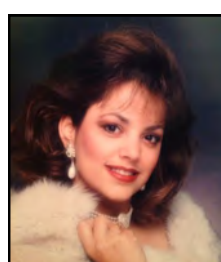
**Jessie Kalinowski**  
Lauren Gamage



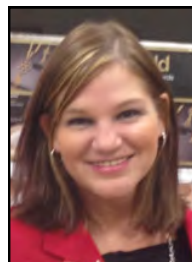
**Sydney Laxton**  
Lillian Yocum



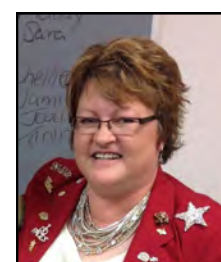
**Myra Leslie-  
Johnson**  
Shirley Talley



**Susana Linder**  
Catherine Piland  
Rogers



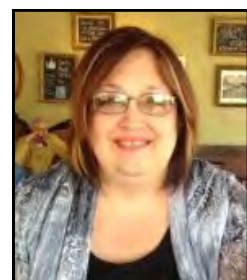
**Elizabeth Miller**  
Brandy Nusbaum



**Kristine Pruitt**  
Laura Poling



**Marie Quick**  
Cheryl Warfield



**Kat Roedell**  
Linda Horne



**Snowe Saxman**  
Sandra Forsyth



**Megan Southwell**  
Melanie Bass



**Dana Taylor**  
Gloria Brewster



**Sharron Tevanian**  
Susan Hanna

# CLASS OF 2014

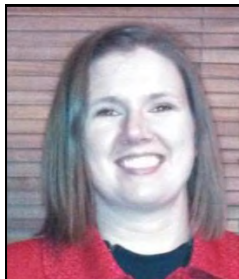
# DIQS



**Rachel Thompson**  
Catherine Piland  
Rogers



**Leann Veal**  
Amanda Jones



**Lisa Woodke**  
Brandy Nusbaum

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

**We are looking for sharp women who are looking for something more.**

**It may be more fun, more girlfriends, more income, more time and money management skills or more confidence in their lives. We never know unless we ask. We know how awesome this company is and how it can change lives. We are so lucky to be able to choose who we work with. Don't be afraid to ask because we need to share the info and if they are interested and want to take a chance on themselves, they are the ones that need to make that decision, not us. Keep spreading the word. There are so many women looking for jobs right now. This may be the answer they did not know was just around the corner.**

## **Class of 2014 New Director Challenge ~ Celebrate with Rich Rewards!**

**NEW! Independent Sales Directors who debut August 1, 2013 through July 1, 2014 and their Independent Senior Sales Director will receive:**

**A fabulous black Badgley Mischka handbag\***

**A stunning Class of 2014 ring\* to match your 2013-2014 Independent Sales Director suit**

**Once the handbag is earned, an Independent Senior Sales Director will receive Badgley Mischka wallet for when they debut an additional offspring Sales Director during the contest period. Once the wallet is earned, those who debut an additional offspring Sales Director will receive a \$100 bonus for each additional offspring debuted during the contest period.**

**NEW! Those who debut Aug.1, 2013 through Jan 1, 2014, will receive a free registration to Leadership Conference 2014 in New Orleans.**

**NEW! Those who debut Feb. 1, 2014 through July 1, 2104, will receive a free registration to Seminar 2014.**

**Sales Directors must be active at the time rewards are distributed to be eligible for the prizes.**



**BADGLEY  
MISCHKA**



# Tracking the Suit!



Once in DIQ, complete the following in

1, 2, 3, or 4 months!

BE A ONE-MONTH NORMAL!

\$18,000  
wholesale  
production

\$1,800 personal  
wholesale  
-max \$4,000  
toward unit-

24 active  
Unit Members

Maintain 10 active  
& \$4,000  
wholesale minimum  
each month

- |          |                |
|----------|----------------|
| 1 _____  | 13 _____       |
| 2 _____  | 14 _____       |
| 3 _____  | 15 _____       |
| 4 _____  | 16 _____       |
| 5 _____  | 17 _____       |
| 6 _____  | 18 _____       |
| 7 _____  | 19 _____       |
| 8 _____  | 20 _____       |
| 9 _____  | 21 _____       |
| 10 _____ | 22 _____       |
| 11 _____ | 23 _____       |
| 12 _____ | 24 <b>YOU!</b> |

Compliment your new Independent Sales Director suit with

A FREE class of 2014 ring

and a FREE Black Badgley Mischka handbag

+ FREE Leadership Registration

DEBUT STRONG! SHOOT FOR 30!

- |          |          |
|----------|----------|
| 25 _____ | 28 _____ |
| 26 _____ | 29 _____ |
| 27 _____ | 30 _____ |

# Debut as a Director at Leadership 2014!

**1 → 3 → 5 → 8 → 10 → You're in!**

**1** SENIOR CONSULTANT

- ↓
1. \_\_\_\_\_
  2. \_\_\_\_\_

**3** STAR TEAM BUILDER

- ↓
3. \_\_\_\_\_
  4. \_\_\_\_\_

**5** TEAM LEADER

- ↓
5. \_\_\_\_\_
  6. \_\_\_\_\_
  7. \_\_\_\_\_

**8** FUTURE DIRECTOR

- ↓
8. \_\_\_\_\_
  9. \_\_\_\_\_

**10** D.I.Q.

10. \_\_\_\_\_

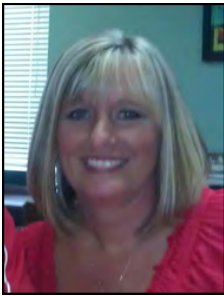
Compliment your new  
Independent Sales  
Director suit with

A FREE class  
of 2014 ring

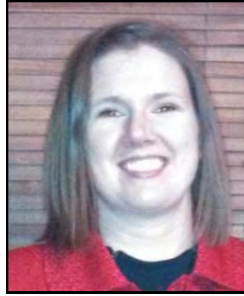
and a FREE  
Black Badgley  
Mischka handbag



# It's Raining Red Challenge WINNERS!



**Amy Branch**  
Catherine Martinez  
7 Qualified



**Lisa Woodke**  
Brandy Nusbaum  
5 Qualified



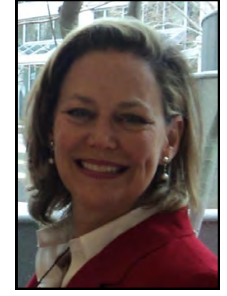
**Regina Richardson**  
NEW DIRECTOR  
5 Qualified



**Hope Barker**  
NEW DIRECTOR  
5 Qualified



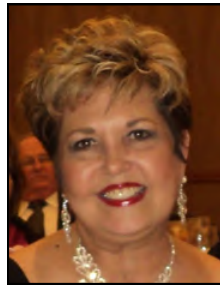
**Ashley Dean**  
Melanie Bass  
5 Qualified



**Susan Hanna**  
NEW DIRECTOR  
4 Qualified



**Laura Garland**  
NEW DIRECTOR  
4 Qualified



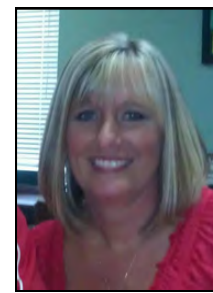
**Annette Johnson**  
Lillian Yocum  
4 Qualified



**Rawanda Smith**  
Shirley Talley  
4 Qualified



**Barbara Bloom**  
Penny Jackson  
4 Qualified



**Amy Branch**  
Gloria Brewster  
4 Qualified



**Dana Taylor**  
Gloria Brewster  
4 Qualified



**Heather Cearbaugh**  
Brandy Nusbaum  
3 Qualified



**Jessie Kalinowski**  
Lauren Gamage  
3 Qualified



**Ashley Estes**  
Tonya Sorrell  
3 Qualified



**Cheri Howard**  
Linda Rowsey  
3 Qualified



**Leann Veal**  
Amanda Jones  
3 Qualified



**Katie Van Hammen**  
Wendy Johnsen  
3 Qualified



**Rachel Thompson**  
Catherine Piland  
Rogers  
3 Qualified



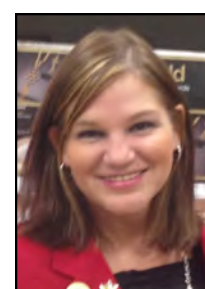
**Sharron Tevanian**  
Susan Hanna  
3 Qualified



**Stephanie Carter**  
Gloria Brewster  
3 Qualified



**Jennifer Miles**  
Catherine Martinez  
3 Qualified



**Elizabeth Miller**  
Brandy Nusbaum  
3 Qualified



**Phoebe Dales**  
Ruth Stewart  
3 Qualified



# How to Get to Leadership

by NSD Tammy Crayk

FINISH DIQ STRONG BY JANUARY 1ST TO ATTEND LEADERSHIP!

*Shoot for 30 Active Team Members!*

30\* — NUMBER OF ACTIVE RIGHT NOW = NUMBER OF NEW ACTIVES YOU NEED

\* 24 is the minimum - but who wants the minimum?

*1 out of 5 interviews recruit!*

NUMBER OF NEW ACTIVES YOU NEED (ABOVE)

× 5 =

YOUR MAGIC NUMBER!

This is the number of people to share the business with!

You find these people at classes.

An average of 1 person from every class will listen to the business so you also know that the *Magic Number* is how many classes you & your team need to hold between now & December 15th!

DEBUT BY *January 1st* & ATTEND LEADERSHIP TO QUALIFY FOR:

FREE LEADERSHIP REGISTRATION

FREE CLASS RING!

FREE BLACK BADGLEY MISCHKA HANDBAG!



Created by MKVirtualOffice.com

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



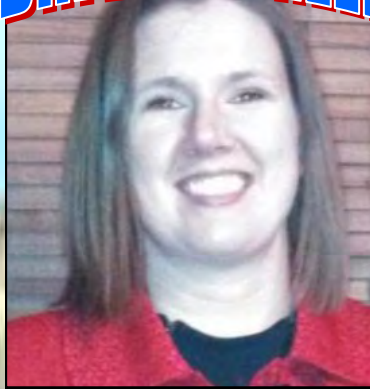
**DRIVING FREE! DRIVING FREE!**

**WAY TO GO...**

New Director **Regina Richardson**  
and DIQ **Lisa Woodke**  
each earned their Career Car,  
the **New Chevy Cruze**  
and will be **DRIVING FREE**  
this summer!



**Regina Richardson**  
New Sales Director



**Lisa Woodke**  
Brandy Nusbaum

On-Target Grand Achievers



**Ashley Dean**  
Melanie Bass  
**\$8,176.00**



**Crystal Norman**  
Beth Piland  
**\$7,431.25**



**Rachel Thompson**  
Catherine Piland  
Rogers  
**\$6,943.75**



**Kristine Pruitt**  
Laura Poling  
**\$6,597.00**



**Amy Branch**  
Catherine Martinez  
**\$6,584.00**



**Carol Hughes**  
Regina Richardson  
**\$6,494.75**



**Annette Johnson**  
Lillian Yocum  
**\$5,744.75**



**Lori Fountain**  
Melanie Bass  
**\$5,635.25**



**Leann Veal**  
Amanda Jones  
**\$5,603.50**



**Lynnette Perez**  
Sandra Forsyth  
**\$5,005.50**



**Marcia Epps**  
Beth Piland  
**\$4,980.25**



**Jessica Shiver**  
Hope Barker  
**\$4,916.25**

*Be Confident, Be Beautiful, Be Yourself!*

# CRUZEN'



# In Style!



## The Chevy CRUZE Sedan!

### 1st Month

Team w/s \_\_\_\_\_

# Team Members \_\_\_\_\_

### 2nd Month

Team w/s \_\_\_\_\_

# Team Members \_\_\_\_\_

### 3rd Month

Team w/s \_\_\_\_\_

# Team Members \_\_\_\_\_

### 4th Month

Team w/s \_\_\_\_\_

# Team Members \_\_\_\_\_

## Get On-Target

- . You must be active with five or more active personal team members
- . \$5,000 combined personal/team wholesale Section 1 production in a calendar month.
- . These requirements must be met each month to be considered on-target.
- . Log on to Mary Kay InTouch / Contests/Promotions / Career Car Program for complete qualifications

# Future Directors



Consultant  
Director Unit

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



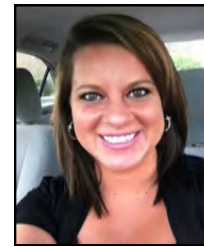
**Gabriella D'Elia**  
Penny Jackson



**Julie Gerdeman**  
Laura Poling



**Randi Ginder**  
Cheryl Warfield



**Amy Kuczynski**  
Amanda Jones



**Lisa Lute**  
Joyce Bruder



**Theresa Moore**  
Irish Dickerson



**Latasha Patterson**  
Nadine Marino



**Victoria Peasley**  
Penny Jackson



**Darlene Underwood**  
Cheryl Warfield



## Making the Personal Connection:

*NSD Diana Sumpter*, knows the importance of developing friendships with her customers. It's what helps her and other Independent Beauty Consultants go from making a one-time sale to building loyal customers for the life of their businesses.

Diana has built her business on this belief and shares her insight, plus a few great tips on how she uses the personal touch to build great relationships with her customers.

I believe what separates Mary Kay from any other brand is not only a first-rate product but first-rate personal service. We need to go the extra mile - like enclosing a package of dry chicken soup mix in a get-well card to a customer who's not feeling well. I also like to send congratulations cards to customers and their families when they experience promotions or celebrations.

Cards and calls from me let them know we appreciate them as people and not just as customers." "Mary Kay Ash taught us that if we treat each customer with the utmost care - like she's wearing a sign that says 'Make me feel important' - then we will have a customer for life.

During the hot summer months, you'll want to remember that certain products are sensitive to high temperatures. You may want to avoid storing Mary Kay products in the trunk of your car where temperatures can become extreme. You could experience some product reactions to the heat — such as slight “sweating” or beading on some lipsticks — that will return to normal once removed from the heat. However, once products have been exposed to extreme heat for a prolonged period, product and package deterioration can occur. To ensure that you always deliver the finest quality products to your customers, store your products in the optimum storage conditions. The company recommends storing products at a temperature between 59 and 86 degrees Fahrenheit.



# How Do I Build My Business Fast?

## Booking Approach

When you are in conversation anywhere (ball game, at work, social situation, etc.) Simply ask, "By the way, I've been meaning to ask; when you need any cosmetics, do you like to buy them at full price, half off, or free?" She says, "Free", and you say, "Great, I was hoping you would say that, did you hear that Mary Kay is giving away free cosmetics this summer?"

## Booking Card

Then, reach into your purse or pocket and take out the Booking Card and say, "Look at this, a free mascara or \$10 selection for getting me 15 items in outside orders!

## Booking Box

Once you get a class booked, then you need a Booking Box, which is any kind of pretty box with a lid. Put ribbons, roses and glitz on the lid, and inside you place;

1. An empty Custom Compact
2. A \$15 Gift Certificate for product
3. A fun piece of jewelry (get it on sale at a department store)

When you arrive at the class and your hostess greets you with, "Can I help you bring anything in?" You say, "Yes, I want you to take this box and set it on the kitchen table and pick out a prize inside that you would like to win!" You then set up your table as she peeks inside the box. Other things you could put inside are:

1. Two movie passes
2. A manicure certificate
3. A \$5 McDonalds food coupon book for kids

Ask her then what she would like to win. Then say this, "Sue, your job tonight is this, get two bookings dated and you win one prize choice, three bookings dated and you get two prize choices, get four bookings (one can be your re-book) and win all three prizes! Was there anyone that wanted to come but couldn't attend? Want to call them now and ask if they'd like their own facial and have two friends share it with them?"

## How you handle the prize presentation:

At the end of the class when everyone is gone say, "Sue, I'm so proud of you, four bookings! Wow! Let's see, you booked your mom, your sister, Mary and yourself! Will you attend your sister's class? Great, which gift would you want to be presented in front of everyone first? (The \$15 Gift Certificate)." "Then, will you come to Mary's? Great, which prize would you like to receive that night? (The Compact) Great, and I'll have the jewelry to present to you at the next class!" (Do write in your date-book which prize to present at each class!)

## Why?

1. This helps prevent postponements; if she comes to get her hostess prize she encourages the new hostess to hold the class.
2. The new hostess sees Sue getting prizes and will work at getting you bookings also.
3. If you see Sue 3-5 times, first she is a great recruit prospect, and second, if she signs she is trained via her 3-5 observations!



## Recruiting Tickets:

Purchase tickets on a roll at Wal-Mart, and put two tickets at every guest's tray at classes. Then announce they can ask any question about starting a Mary Kay business during the class. Each question entitles them to put their name on the ticket and place it in the center of the table. At the end of the class the hostess will draw one lucky ticket for a wrapped gift (a wrapped Preferred Customer premium). With every question asked, respond with, "Great question!"

## Examples:

1. "How much do you make?" "Great question, do put your ticket in and I'll tell you how much I cleared at the end of the class, okay?"
2. "How many classes do you do a week?" "Great question, two to three."
3. "How does the moisturizer come?" "Great question, sorry no ticket in the middle....the answer is \_\_\_\_\_, do ask a company question again." If someone asks a question you don't know the answer to: "Great question, put your ticket in and I don't know the answer, but may I call someone and get back to you tomorrow?" How do you use this? Don't be too concerned with the questions, but rather who is asking the most, who is the most energetic, and who has that sparkle in her eye!

## At Class End:

Ask all you select to take an information packet with them and ask if you can touch base with them tomorrow. Information packet contains:

1. An agreement
2. A Look Book
3. Some Company piece

## Show Close:

Use ours.

## Summary:

The Booking Approach, booking card and booking box are meant to keep three to five classes on your books each week, The booking box will help you recruit and insure against postponements. Closing the class by sets will increase your class sales to \$300-\$500 average. Recruiting tickets will help you discern future recruit prospects.

# COACHING IS THE KEY!

By NSD Dacia Weigant

## Booking is the Lifeline of Your Business

1. Make a list (who would give their opinion, be a model, etc.) 30 minimum.
2. Mark your date book – when will you work your Mary Kay business?
3. Practice your script.  
Will you be wimpy or confident?  
Remember, you are not asking for a favor, you are offering something wonderful!
4. Practice working through the 4 or 5 objections:  
No Time, Tried MK once-broke out  
No Money Use \_\_\_\_\_ brand
5. Schedule an uninterrupted time to call.
6. Call until you get 8 - 10 scheduled in the next 2 weeks.

## Booking Gets It – Coaching Keeps It

### Why coach?

- To establish a rapport with the hostess & to give her confidence
- To establish a rapport with her guests & solidify the appointment

**When do we coach?** - 3 Opportunities

## Hostess Packet

- Look Books
- Hostess Brochure
- Business Card
- Start Something Beautiful brochure
- Start Something Beautiful CD

## EVERYBODY WINS!

Go through the *Hostess* program and explain how she can get \$75 in product for \$35 or earn a fabulous Mary Kay Gift.

- At least 3 girlfriends
- Keep the original date
- Get 2 new bookings

An extra \$25 Bonus for collecting \$100 in outside sales or completing a Questionnaire about our marketing plan. Your class will be a HUGE success when your hostess understands how to do her part. She wants success as much as you do.

**She needs you to show her how!**

## Coaching Check-off Lists

Put the following Coaching Check-off Lists on index cards and use one for each and every class!!

### Initial Coaching (When you book it)

- “I want you to get more out of this than you put into it.”
- Give her a Hostess Packet, have her promise to read it & set up a time within 24 hrs to call her for her guest list.
- Make sure she understands how to get \$75 in product for \$35 & ask what she would like.
- Give her ideas about who to invite & what to say – that she will need yes or no answers – reservation only basis.
- Stress “on time” to participate – “early” for special pampering.
- Stress the importance of outside orders & bookings. Say, “\_\_\_\_\_, this is my business & you can count on me. Can I count on you and if I can I have a special gift for you for keeping your scheduled appointment?” (Wait for reply and shake hands).

### Telephone Coaching (Within 24-48 hours)

- Get names, numbers, & best time to call guests.
- Encourage her to over-invite & to confirm each guest.
- Discuss where to have the class & the individual consultations.
- Keep refreshments simple.
- Remind her she gets \$75 in product for \$35. Find out what she wants to work for.
- If it's her Glamour appointment, remind her to be up to her Foundation (clean face, moisturized & with foundation) when you arrive.
- Review directions if going to her house & put them in your Date Book.
- Regarding children – we all love them, but this is Mom's Night Out to be pampered. Let's find someone to watch the kids. (Offer a lip-gloss for the sitter from you!)

### Pre-class Coaching (When you arrive)

- Arrive 30-45 minutes early.
- Give her a sincere compliment.
- Say, “Tell me about your friends who are coming today.” (1st pt. in recruiting plan) Tell her to watch you.
- Remind her to not offer drinks or refreshments until the end during individual consultations. You don't want them touching their face with dirty hands.
- Instruct her makeover while setting up.

# The 4 KEY Questions

via Sean Key, May 5, 2012

Prospective's Info	Name:		Date:	_____
	Telephone #:			<input type="checkbox"/> Su <input type="checkbox"/> M <input type="checkbox"/> T <input type="checkbox"/> W <input type="checkbox"/> Th <input type="checkbox"/> F <input type="checkbox"/> Sa
	Email Address:	@	Time:	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6 <input type="checkbox"/> 7 <input type="checkbox"/> 8 <input type="checkbox"/> 9 <input type="checkbox"/> 10 <input type="checkbox"/> 11 <input type="checkbox"/> 12 <input type="checkbox"/> a.m. <input type="checkbox"/> p.m.

**Agenda for Call: Introduction, 4 KEY Questions, Close**

<b>Introduction:</b>	<ul style="list-style-type: none"> <li>• I have four basic questions for you.</li> <li>• There is no right answer – just the honest one.</li> <li>• And, know that I will love you regardless.</li> </ul>
----------------------	---

<b>1.</b>	<b><i>Tell me a little more about yourself (i.e., family, job, hobbies, etc.)</i></b>
<b>NOTE TO CONSULTANT:</b> Be mindful of what is mentioned first & most often. Refer to Exhibit A: DISC for Teambuilders.	

<b>2.</b>	<b><i>What puts a smile on your face?</i></b>
-----------	---

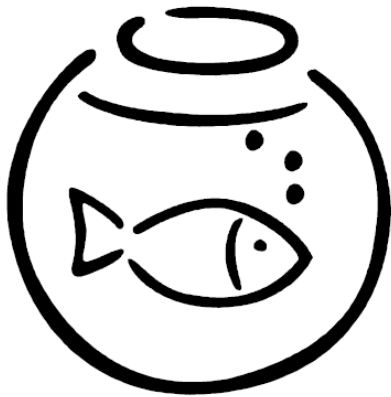
<b>3.</b>	<b><i>Tell me about a time when you felt successful. What did you like most about that?</i></b>
-----------	---

<b>4.</b>	<b><i>Fast-forward a year -- what unfulfilled dream would you like to have come true that you're <u>not</u> living now? Where are you with achieving that goal?</i></b>
-----------	---

**NOTE TO CONSULTANT:**

- Listen MORE, talk LESS. Remember: **W.A.I.T.** (Why Am I Talking?)
- Relate the above responses to some aspect of the Mary Kay business opportunity based on the DISC chart. [EXAMPLE: If she talks about her children/family, then focus on how her own Mary Kay business will allow her to provide for or spend time with her family.]
- When presented with objections, flip-it & focus on 'selling' the prospective team member **her own** dream – that she has communicated to you during this interview.

# The How To On Fishbowls!



- **Select a store or business that is getting a lot of “female traffic”.** Examples might include a children’s clothing store, dress shops, bridal stores, Hallmark shops, beauty tanning or nail salons, fabric stores, uniform shops, health clubs, weight loss clinics, & restaurants. Stores in strip malls work best, as larger shops in the malls do not usually have local decision making power. Be creative!! You can also do this at bridal fairs and business booths.
- **Dress professionally.** Go into the store without the fishbowl and ask to speak to the Manager.
- **Give the Manager you card and say,** “Mrs. Anderson, my name is \_\_\_\_\_, and I’m a Consultant with Mary Kay Cosmetics. The reason I asked to speak to you is that I would like to do a promotion with your store. I will handle all the preparations. It’s very simple...I will purchase a \$20 Gift Certificate (or give away this gorgeous basket) from your store and feature it as the Grand Prize in a drawing, along with offering 15 total makeovers as runner up prizes. As you can see many will be winners—but only one Grand Prize will be given! I will only need a small amount of counter space on which to place a tastefully decorated fishbowl. It will collect the entry blanks for a two week period. At the end of the contest, I’ll let you draw the name of the Grand Prize Winner! During the Contest Period I will promote your business and this drawing to all of my clients I see daily! Is there any reason why we couldn’t work together on this promotion?”
- **Once she agrees, set a date to return with the fishbowl.** Agree on your promotion dates. Bring a small gift for the Manager the day you arrive with the fish bowl & offer a contest to the co-workers. Have them sign their name on the back of each entry form they assist in getting filled out from their store customers. The employee with the most signatures in the bowl wins a **FREE Satin Hands!**
- **1-2 gallon fishbowls with the flat sides work best** and can be purchased at your local discount store. Keep a color theme to your decorations. A nice wired bow around the rim and matching shred inside. You may also want to tie a pen to the bowl. Tape your business card on the back inside of the bowl. Your sign should be clear taped to the inside of the front so that it faces the customers. Instruct the manager that only YOU will be back to pick it up and if she is not there you will identify yourself with your business card.
- **Make copies of the entry blanks on color coordinating paper** and place about 100 next to the bowl. Fill out one entry with your name address and phone number so the bowl doesn’t look empty.
- If the entry is blank drawn by the Manager, is not completely filled out, have her draw another. The Grand Prize is ONLY awarded at the total makeover.





- When calling the other names say, "Hi \_\_\_\_\_ this is \_\_\_\_\_ with Mary Kay! Do you recall entering your name for a drawing at the \_\_\_\_\_ at \_\_\_\_\_? You do? Great! Do you have a minute so I can tell you what you won? Are you one of those lucky people who win all the time? Well \_\_\_\_\_, you won one of our runner-up total makeovers along with a free eyeshadow! The shadow is valued at \$5.50 and the total makeover at \$45, so your total prize value is over \$50! When would be a good time for us to get together for your total makeover and free eyeshadow? Days or Evenings? Weekday or Weekend? (schedule time & turn into a class)
- If you work your Fish Bowl **full circle** you can and should have GREAT results! However, just like anything else—**fish bowls are a numbers game!** 1 out of 3 will be great, 1 good, and the last one minimal. I do not recommend having more than 2 out at a time. This way you are able to follow-up on all of the names in an appropriate time frame as to keep your integrity with the general public!
- Use one the of the signs below or create one to fit your drawing. You can also use a Paper Edger to make more of a creative edge. Run off on card stock (24 lb. paper).

*Training Designed by Senior Director Sarah Hjelle-Bjorgaard*

*Sign Up For This  
Gorgeous Gift Basket!*

*And "15"  
Runner-Up  
Total  
Makeovers!*



**Register Here!**

For A \$20 Gift Certificate!

Plus "15"  
Runner-Up  
Total  
Makeovers!



*It's Time To Go Fishing!*



# MARY KAY COSMETICS MARKETING PLAN

## WHAT CAN YOU EXPECT FROM YOUR CLASSES & REORDER BUSINESS AFTER ONE YEAR

### AREAS OF INCOME

- 1. Classes and Facials—50%**  
This is the highest direct sales commission paid in the United States.
- 2. Reorders—50%**  
Our product is consumable, like milk or bread, so reorders are a large part of our income.
- 3. Dovetails—15%**  
This is basically a flexibility tool. When a Consultant isn't able to hold a skin care class, another Consultant will teach the class and pay the Consultant who booked it, a 15% dovetail fee.
- 4. Team Members—4%, 9% or 13%**  
Based on number of personal, active recruits
- 5. VIP Car Program**  
Qualified Consultants earn the use of a Gray Chevy Malibu + the company pays for more than 80% of the car's insurance.
- 6. Directorship**  
13% Commission + qualify for additional 10% team-building bonuses + use of a career car + annual Wellness Bonus + fabulous prizes & trips.

### TAX BENEFITS & DEDUCTIONS

- **Automobile costs .58 cents per mile for business travel**
- **Telephone**—long distance business telephone calls—**100% Deductible**
  - **AT&T and T-Mobile**— 18% discount
- **Entertainment & Travel**—when primarily for your Mary Kay business
- **Skin Care Class supplies**—washcloths, cotton balls, tablecloths, beauty showcase, etc.
- **Office supplies**—printing, postage, paper, pens, etc.
  - **Fedex/Kinkos**— discount card

### ADVANTAGES

- **Health Insurance available**— low cost group plan
- **No Territories**
- **Website Business for only \$25/year**
- **No Quotas**
- **Full training program**— Weekly Success Meetings, Seminars, Quarterly Retreats, etc.
- **Retirement Package for National Sales Directors**
- **Prizes**—Jewelry, Trips, Cars, Luncheons, etc.

### INVESTMENT REQUIRED

- **\$100 Beauty Showcase plus tax & shipping**
- **Product Inventory**—optional, but highly recommended (**90% Buy-Back Guarantee**)

### MARY KAY PHILOSOPHY

God first, Family second, Career third.

### GOLDEN RULE

"Do unto others as you would have them do unto you"

- At each Skin Care Class, the number of guests ranges from 3-6 with an average of 3 people
- The average sales are \$175-\$300 per class
- We retain 85% of our customers
- The average reorder per customer each year is \$157-\$200

#### 5 CLASSES PER WEEK: 15-20 HOURS

\$175 X 5 = \$875 Weekly Sales  
\$875 x 50 Weeks = \$43,750 annual retail sales  
425 Customers x \$157 per year = \$66,725 annual reorders  
\$110,475 total yr. sales = **\$55,237 annual profit (\$1062/wk)**

#### 4 CLASSES PER WEEK: 10-15 HOURS

\$175 X 4 = \$700 Weekly Sales  
\$700 x 50 Weeks = \$35,000 annual retail sales  
340 Customers x \$157 per year = \$53,380 annual reorders  
\$88,380 total yr. sales = **\$44,190 annual profit (\$849/wk)**

#### 3 CLASSES PER WEEK: 6-8 HOURS

\$175 X 3 = \$525 Weekly Sales  
\$525 x 50 Weeks = \$26,250 annual retail sales  
255 Customers x \$157 per year = \$40,035 annual reorders  
\$66,285 total yr. sales = **\$33,142 annual profit (\$637/wk)**

#### 2 CLASSES PER WEEK: 4-6 HOURS

\$175 X 2 = \$350 Weekly Sales  
\$350 x 50 Weeks = \$14,500 annual retail sales  
170 Customers x \$157 per year = \$26,690 annual reorders  
\$44,190 total yr. sales = **\$22,095 annual profit (\$424/wk)**

#### 1 CLASS PER WEEK: 2 HOURS

\$175 X 1 = \$175 Weekly Sales  
\$175 x 50 Weeks = \$8,750 annual retail sales  
85 Customers x \$157 per year = \$13,345 annual reorders  
\$22,095 total yr. sales = **\$11,047 annual profit (\$212/wk)**

## HOW DO I GET STARTED?

- 1. Submit a Beauty Consultant Agreement + \$100 for your Starter Kit**
- 2. Attend New Consultant Orientation**
- 3. Watch Skin Care Class Video & observe an actual class with a trained Consultant or Director**
- 4. HAVE FUN!!!**



Executive National Sales Director, Cheryl Warfield

# 5 Closing Questions of your Interview

1. If you did this, what do you think you'd enjoy the most?

- A. Money
- B. Appreciation/Recognition
- C. Sky's the limit opportunity & Security of owning your own business
- D. No Car Payments
- E. Tax Deductions
- F. Be your own boss

Please complete this (both sides) and return to your Mary Kay Consultant.



2. What assets do you have that would make you an asset to Mary Kay?

3. If it takes you 2 hours to do an appointment, how many could you hold per week?

\_\_\_\_\_ (see Weekly Plan Sheet on back & complete your plan of action)

4. If I show you how to do this, could you learn? Will you attend weekly training? Yes \_\_\_ No \_\_\_

5. If I could show you how to take \$100 & turn it into \$1,000 in 30 days, could you find the \$100? \_\_\_\_\_  
How would you handle the \$100 for your Mary Kay Starter Kit? \_\_\_\_\_ VISA, M/C, Discover, Check or Cash

You can go On-Target for Grand Achiever when you have 5 or more Active\*\* personal team members plus \$5,000 combined personal/team wholesale Section 1 production in a calendar month. You may qualify as a Grand Achiever in one, two, three or four months, based on when you achieve the following:

- **\*\$20,000 combined personal/team wholesale Section 1 production**
- **\*14 or more Active\*\* personal team members**
- **You may contribute up to \$5000 in personal wholesale Sect. 1 production towards the \$20,000 total**

See the Advance brochure for complete details.

\*\*An Independent Beauty Consultant is considered Active in the month a minimum \$200 wh Section 1 product order is received by the Company and in the following 2 calendar months.

## Earn the use of a Chevy Malibu LS

Or choose Cash Compensation (up to \$375 per month\*)



## A Working Woman.....The Myth

Working Woman's Earnings	\$20,000	\$40,000
Less taxes—Income & Social Security	-\$8,000	-\$16,000
<b>Total Annual Earnings</b>	<b>\$12,000</b>	<b>\$24,000</b>
<b>TOTAL MONTHLY TAKE HOME PAY</b>	<b>\$1,000</b>	<b>\$2,000</b>
Less Day Care @ \$100/week	\$400	\$400
Total Remaining	\$600	\$1,600
Miscellaneous (clothing, etc)	\$50	\$100
Total Remaining	\$550	\$1,500
Less Meals Out, Parking, Gas, etc	\$150	\$150
<b>TOTAL REMAINING</b>	<b>\$400/mo</b>	<b>\$1,350/mo</b>

If you work 40 hours a week and earn \$20,000 a year, That's about \$9.62 per hour!

After occupational expenses, you NET roughly \$2.50 per hour

And are away from your home & family at least 50 hours per week!

If you work 40 hours per week and earn \$40,000 a year, That's about \$19.24 per hour!

After occupational expenses, you NET roughly \$8.43 per hour

And are away from your home & family at least 50 hours per week!

# Team Leaders



Consultant  
Director Unit

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



**Shannon  
Armstrong**  
Tina Parker



**Gina Barfield**  
Julie Draulans



**Katrina Behrman**  
Ruth Stewart



**Nancy Bigley**  
Jennifer Converse



**Heather Cearbaugh**  
Brandy Nusbaum



**Toni Cook**  
Laura Poling



**Phoebe Dales**  
Ruth Stewart



**Carolyn Faircloth**  
Linda Rowsey



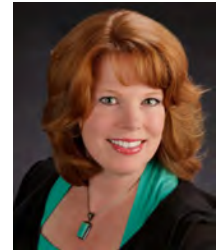
**Lori Fountain**  
Melanie Bass



**Cleyone Fowler**  
Cheryl Warfield



**Nora Fowles**  
Renee Brooks



**Beth Haely**  
Julie Draulans



**Ramona Hall**  
Beth Piland



**M. Kathryn Harris**  
Lana Gaydon



**Karen Hillstead**  
Penny Jackson



**Casey Holder**  
Amanda Jones



**Cheri Howard**  
Linda Rowsey



**Pam Howard**  
Debra Bishop



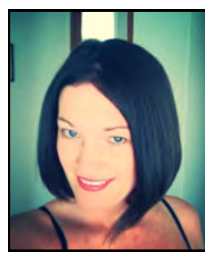
**Amber Johnson**  
Elizabeth Sevier



**Lisa Kerkof**  
Shannon Kadlec



**Angie Kuhn**  
Renee Brooks



**Susan Lee**  
Lauren Gamage



**Alicia McLaughlin**  
Barbara Miner



**Tretta McNeill**  
Lana Gaydon



**Crystal Norman**  
Beth Piland



**Lynnette Perez**  
Sandra Forsyth



**Amy Postma**  
Epsie Elmer



**Regina Raney**  
Denise Crosby



**Barbara Ribelin**  
Irish Dickerson



**Darcy Richardson**  
Epsie Elmer

# Team Leaders



Consultant  
Director Unit

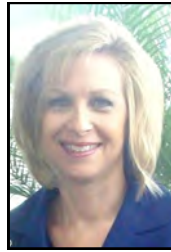
5-7 Active Team Members | 9% or 13% Personal Team Commission | \$50 Team Building Bonus



Dana Rollins  
Debra Bishop



Jessica Shiver  
Hope Barker



Trina Siebenaler  
Rhonda Valley



Valerie Simpson  
Debra Bishop



Trishelle Smith  
Laura Poling



Linda Stawski  
Joyce Bruder



Teresa Taylor  
Kathy McGinnis



Casandra Webb  
Dana Gattis



Penelope Wesselhoff  
Lillian Yocum



Ar Woods  
Leah Gibson

Believe...

**In your Dreams!**

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#

It's so important that you are sharing the Mary Kay opportunity with others each month. Where would you be right now if someone did not take the time to share Mary Kay with you? **Can you imagine?**

Executive Senior Sales Director Tammy Romage says that you should ask your customers to take part in team building appointments and do it often! Tammy provides the following script to use, "Part of my education is to learn how to present more about the Company and **the Mary Kay opportunity**. I know it may not be for you, and that is OK. Would you mind if I take some time to share a few facts with you?"

"**Once you have a "YES,"** take some time and share brochures and company facts with her. Remember to overcome any objections that she may have.



ENSD Cheryl Warfield

**How to eliminate indecision & procrastination?**

Mary Kay taught us to use the 6 most important things to do list and a weekly plan sheet. *If you write it down & check it off, you'll get them done, one by one!*

# Star Team Builder



Consultant  
Director Unit

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



Photo Coming!

**Judy Allen**  
Jean Batts



Photo Coming!

**Vickie Barker**  
Hope Barker



Photo Coming!

**Jennifer Belgard**  
Beth Piland



**Katherine Bowers**  
Epsoe Elmer



**Traci Bowers**  
Laura Poling



**Jamie Boylan**  
Jodi Bland



Photo Coming!

**Susan Browning**  
Amanda Jones



Photo Coming!

**Mary Brumbaugh**  
Ruth Stewart



Photo Coming!

**Linda Burtzner**  
Cheryl Warfield



**Bernice Bush**  
Epsie Elmer



Photo Coming!

**Bernice Carter**  
Linda Rowsey



Photo Coming!

**Amy Cox**  
Stacey Price



**Linda Crawford**  
Linda Rowsey



**Barbara Crosley**  
Shannon Kadlec



**Chellie Dietsch**  
Jodi Bland



**Ashley Estes**  
Tonya Sorrell



Photo Coming!

**Shawnta Fleming**  
Denise Crosby



Photo Coming!

**Melody Fredricj**  
Jodi Bland



**Tabatha Gaskill**  
Laura Poling



Photo Coming!

**Kayton Gay**  
Laura Garland



**Lenka Green**  
Ashley Kelly



**June Grundy**  
Nadine Marino



**Rebecca Hasenbeck**  
Laura Poling



**Patti Hebert**  
Ashley Kelly



**Rhonda Jenkins**  
Joyce Bruder



**Ruth Kato**  
Rhonda Valley



Photo Coming!

**Sarah Kelley**  
Linda Rowsey



**Tami Klingenberg**  
Rhonda Valley



**Elena Knollinger**  
Debra Bishop



**Celinda Kuczynski**  
Ruth Stewart

# Star Team Builder continued



Consultant  
Director Unit

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



**Reba Lay**  
Linda Rowsey



**Marcia LeBlanc**  
Geralene Champion



**Eleanor Leech**  
Cheryl Warfield



**Teresa Lennon**  
Penny Jackson



**Angela Little**  
Elizabeth Webb



**Lee Anne Loek**  
Joyce Bruder



**Cathleen Meyer-Butler**  
Epsie Elmer



**Jennifer Miles**  
Catherine Martinez



**Rina Miller**  
Jenau Wood



**Rachel Morales Lopez**  
Linda Rowsey



**Ana Muniz**  
Anabel Yeiser



**Brandi Myers**  
Gloria Brewster



**JoAnn Nestor**  
Penny Jackson



**Jahaida Pabon**  
Leticia Velasco



**Leticia Pereira**  
Leticia Velasco



**Michelle Pino**  
Doris Ortiz-Rafols



**Kelly Roberts**  
Beth Piland



**Vicki Robertson**  
Lillian Yocum



**Rebecca Ruiz**  
Leticia Velasco



**Janet Sairs**  
Joyce Bruder



**Mary Sanderson**  
Laura Poling



**Rawanda Smith**  
Shirley Talley



**Ruth Smith**  
Linda Rowsey



**Linda Spodick**  
Linda Rowsey



**Anne Spry**  
Cheryl Warfield



**Nancy Strand**  
Denise Crosby



**Judy Thomas**  
Cheryl Warfield



**Betty Thompson**  
Lana Gaydon



**Katie Van Hammen**  
Wendy Johnsen



**Barbara Vaughn**  
Lillian Yocum

# Star Team Builder continued



Consultant  
Director Unit

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



**Diane Walker-Saunders**  
Connie Naiman



**Cindy Watkins**  
Brandy Nusbaum



**Nancy Werner**  
Cheryl Warfield



**Leah Wunch**  
Denise Crosby



**Alice Zemaitis**  
Wendy Johnsen



During the hot summer months, you'll want to remember that certain products are sensitive to high temperatures. You may want to avoid storing Mary Kay products in the trunk of your car where temperatures can become extreme.

You could experience some product reactions to the heat — such as slight "sweating" or beading on some lipsticks — that will return to normal once removed from the heat.

However, once products have been exposed to extreme heat for a prolonged period, product and package deterioration can occur. To ensure that you always deliver the finest quality products to your customers, store your products in the optimum storage conditions.

The company recommends storing products at a temperature between 59 and 86 degrees Fahrenheit.

## 10 Classes From Your Dreams This is THE plan!!!!

Are you ready for a plan that can put you in DIQ, a new Career Car, or a New Directors Suit? This is it!!!! Read it...get on the phone... and book your future today. Always work your business full circle!

### You are 10 classes away from your dreams!

In the next 20 days what would happen if you committed to 10 skin care classes? THIS is what would happen if you worked full circle. By that, I mean:

- Sell the basic and sell sets
- Book 2 or more classes from every class
- Book 2 interviews at each class

In this way, with 1 out of 4 people recruiting, you are:

- 2 classes away from a new recruit!!
- 10 classes away from having 5 recruits
- 16 classes away from being a Future Director

**Do you love this??** Now what if some of your new recruits did 10 classes their first month? Future Director no problem! Scared about being a director? Remember, fast is easy, slow is hard! These numbers may show you why it makes more sense!

### Team Leader Status

- You and your team do \$5000 production=\$650 (13%)
  - Plus 2 new recruits that month=\$100 (recruiting bonus)
  - Your Commission check would be=\$750
  - On-target for your car
- Not bad huh? But, it gets better!!!



### New Director status

- You and your team (now a unit) do \$5000 production=\$1,300 (13% personal plus 13% unit)
- Plus 5 new personal recruits =\$500 (recruiting bonus), unit volume bonus=\$500
- Your commission check would be=\$2,300

This does not include the wonderful amount you'd make from all your sales.

If you have 0 recruits right now, you are 16 classes away from being a future director- then you are 32 more classes away from BEING a director. Divide the 32 between your 8 team members. Each of you hold 4 or 5 and you'll have your Unit in one month!!! This plan does work!!





# 10 FULL CIRCLE PARTIES Tracking Sheet

Name \_\_\_\_\_ Date held \_\_\_\_\_

Your Goal is **10 FULL CIRCLE PARTIES** Directions—In the box, write the hostess' name, date party held, retail, etc. On the lines on the left, write the 2 bookings you got from that party. On the lines on the right, write the names of the 2 interviews you got from that party. Can be used for the week or for the month.

_____	← <u>Bookings</u>		<u>Interviews</u> →	_____
_____				_____
_____	← <u>Bookings</u>		<u>Interviews</u> →	_____
_____				_____
_____	← <u>Bookings</u>		<u>Interviews</u> →	_____
_____				_____
_____	← <u>Bookings</u>		<u>Interviews</u> →	_____
_____				_____
_____	← <u>Bookings</u>		<u>Interviews</u> →	_____
_____				_____
_____	← <u>Bookings</u>		<u>Interviews</u> →	_____
_____				_____
_____	← <u>Bookings</u>		<u>Interviews</u> →	_____
_____				_____
_____	← <u>Bookings</u>		<u>Interviews</u> →	_____
_____				_____



# Quarter 4 Area Stars

Name	Q4 - STAR EARNED	Name	Q4 - STAR EARNED	Name	Q4 - STAR EARNED
Lisa Woodke	PEARL	Tiffany Linstad	EMERALD	Stephanie Vanasco	RUBY
Regina Richardson	PEARL	Cookie ODonnell	EMERALD	Morgan Young	RUBY
Connie Diest	PEARL	Kacie Nencioni	EMERALD	Angela Mattison	RUBY
Leah Gibson	PEARL	Elizabeth Miller	EMERALD	Shaun Collins	RUBY
Melissa Smyre	PEARL	Amanda Bobb	EMERALD	Robyn Clark	RUBY
Gretchen Saunders	PEARL	Geralene Champion	EMERALD	Leslie Davis	RUBY
Annette Johnson	PEARL	Jill McAllister	EMERALD	Rebecca Hasenbeck	RUBY
Dana Gattis	PEARL	Jennifer Converse	EMERALD	Elizabeth Leamon	RUBY
Hope Barker	PEARL	Jessie Kalinowski	EMERALD	Denise Crosby	RUBY
Kristine Pruitt	PEARL	Joyce Haney	EMERALD	Stacey Price	RUBY
Melanie White	PEARL	Denisse Cason	EMERALD	Rina Miller	RUBY
Angeles Vilchis	PEARL	Dawn Durocher	EMERALD	Anne Hammond-Parisoe	RUBY
Shirley Talley	PEARL	Tonya Sorrell	EMERALD	Kristin Brady	RUBY
Mary Brumbaugh	PEARL	Ruth Stewart	EMERALD	Iva Damon	RUBY
Christina Lofthus	PEARL	Cheri Howard	EMERALD	Ashley Bell	RUBY
Amy Branch	PEARL	Margaret Quilty	EMERALD	Marcia Epps	RUBY
Anabel Yeiser	PEARL	Lori Thompson	EMERALD	Myra Leslie-Johnson	RUBY
Connie Naiman	PEARL	Gloria Leek-	EMERALD	Snowe Saxman	RUBY
Leah Wunch	PEARL	Tannenbaum	EMERALD	Jessica Olds	RUBY
Linda Lauer	PEARL	Cindy Moon	EMERALD	Jennifer Hosenfeld	RUBY
Melanie Bass	PEARL	Leann Veal	DIAMOND	Elisa Villanueva-Garcia	RUBY
Ashley Dean	PEARL	Renee Mattek	DIAMOND	Jodi Bland	RUBY
Katrina Behrman	PEARL	Laura Garland	DIAMOND	Casandra Webb	RUBY
Stephanie Lelo	PEARL	Nancy Walker	DIAMOND	Haley Hutcherson	RUBY
Julie Draulans	PEARL	Heather Gooch	DIAMOND	Gloria Brewster	RUBY
Cindie Brown	PEARL	Autumn Mabie	DIAMOND	Debra Bishop	RUBY
Christa Manz	PEARL	Shanon Keenan	DIAMOND	Carissa Warfield	RUBY
Paige Baines	PEARL	Amanda Jones	DIAMOND	Patricia Parks	RUBY
Kristin Ingram	PEARL	Stephanie Carter	DIAMOND	Sydney Laxton	RUBY
Celinda Kuczynski	PEARL	Tequila Guntle	DIAMOND	Betty Pasqualino	RUBY
Linda Horne	EMERALD	DeboraLee Davis	DIAMOND	Shannon Armstrong	RUBY
Lynnette Perez	EMERALD	Lillian Yocum	DIAMOND	Ana Muniz	RUBY
Marie Quick	EMERALD	RachelLopez	DIAMOND	M. Kathryn Harris	RUBY
Denise Simmons	EMERALD	Laci Carter	DIAMOND	Linda Hayes	RUBY
Angela Shulman	EMERALD	Jennifer Settlemyre	DIAMOND	Rebecca Ruiz	RUBY
Heather Cearbaugh	EMERALD	Mary Sanderson	DIAMOND	Kelly Ooten	RUBY
Rhonda Valley	EMERALD	Stephanie Mitas	DIAMOND	Martha Hernandez	RUBY
Brandy Nusbaum	EMERALD	Ashley Estes	DIAMOND	Diane Darling	RUBY
Carol Hughes	EMERALD	Melissa Parr	DIAMOND	Theresa Moore	RUBY
Barbara Bloom	EMERALD	Nancy Bigley	DIAMOND	Jennifer Miles	RUBY
Catherine Martinez	EMERALD	Sharron Tevanian	DIAMOND	Angela Little	RUBY
Wendy Johnsen	EMERALD	June Grundy	DIAMOND	Helen Dalizu	RUBY
Elizabeth Webb	EMERALD	Lisa Kerkhof	DIAMOND	Hildy Lynch	RUBY
Jacqueline Bobb	EMERALD	Donna Doyle	DIAMOND	Jennifer Mann	RUBY
Sue Campana	EMERALD	Cindy Watkins	DIAMOND	Jody Cole	RUBY
Doris Ortiz-Rafols	EMERALD	Katie Van Hammen	DIAMOND	Emily Justinger	RUBY
Erin Vance Brown	EMERALD			Deidrah Prior	RUBY
Linda Rowsey	EMERALD			Dana Taylor	RUBY
Epsie Elmer	EMERALD				



# Seminar 2014

## MARY KAY GOALS!



### I WILL BE A . . .

#### Career Level

\_\_\_\_\_ by Aug. 1st  
 \_\_\_\_\_ by Sept. 1st  
 \_\_\_\_\_ by Oct. 1st  
 \_\_\_\_\_ by Nov. 1st  
 \_\_\_\_\_ by Dec. 1st  
 \_\_\_\_\_ by Jan. 1st

#### Other Goals:

Monthly Retail Goal: \$ \_\_\_\_\_  
 Number of Monthly Selling Appt. \_\_\_\_\_  
 Monthly Wholesale goal: # \_\_\_\_\_

Quarterly Wholesale goals:  
 June 15 - Sept 15 \_\_\_\_\_  
 Sept 16 - Dec 15 \_\_\_\_\_

Monthly Team Building Appointments: \_\_\_\_\_  
 Number of New Team Members per month: \_\_\_\_\_

- Queen's Court of Personal Sales** - \$36,000 RETAIL production July 1, 2013- June 30, 2014
- Queen's Court of Sharing** - Minimum 24 new qualified\* personal team members July 1, 2013 - June 30, 2014 (Agreement & total \$600+ wholesale orders must be received 7/1/2013 - 6/30/2014)

Other Goals \_\_\_\_\_



Be a Director by Dec 31st to attend Leadership Conference in New Orleans in January

#### CAREER LEVEL

SENIOR CONSULTANT  
 STAR TEAM BUILDER  
 TEAM LEADER  
 FUTURE SALES DIRECTOR  
 DIQ (BE A STAR CONSULTANT)  
 ON-TARGET CAR  
 GRAND ACHIEVER

#### ACTIVE TEAM MEMBERS

1  
 3  
 5  
 8  
 10 BY 1ST OF MONTH  
 5+ \$5000 TEAM W/S  
 14+ ACTIVE \$20,000 TEAM WHOLESALE PRODUCTION IN 1-4 MONTHS

\*Team Member is ACTIVE in the month a \$200+ w/s order goes in and 2 months following the order



Sapphire \$1800  
 Ruby \$2400  
 Diamond \$3000  
 Emerald \$3600  
 PEARL \$4800

# Setting New Year's Goals!



The new year is here!! What have you decided upon that you would like to accomplish this year? Earn your car? Move up to become a DIQ or Director? Make more money? Set your goals high and reach for the stars! Read on for more about setting your New Year's Goals!

## There are four kinds of people in this world:

- Those who make things happen
- Those who watch things happen
- Those who wonder what happened
- Those who don't know anything happened!

## What signifies successful goal setting?

It is the progressive achievement towards your goal as you are working daily towards that goal; having tunnel vision towards your goals so that you are focused on that.

### What types of goals do you want to set this year?

- Spiritual Goals
- Family/Relationship Goals
- Career Goals
- Financial
- Physical/Health Goals
- Mental Goals
- Social/Fun Goals
- Contribution Goals

## GOALS CHECKLIST

1. Your Goals must be yours
2. Your Goals must be meaningful
3. Your Goals must be specific *and* measurable
4. Your Goals must be flexible
5. Your Goals must be challenging and exciting
6. Your Goals must be in alignment with your values
7. Your Goals must be well balanced
8. Your Goals must be realistic – must match your commitment & discipline
9. Your Goals must include contribution
10. Your Goals need to be supported

## TIPS TO ACHIEVING YOUR GOALS

1. **Find a purpose that is bigger than you.**
  - What is your Passion & Purpose - Find your WHY??
2. **Take Personal responsibility to GROW you**
  - Listen to CDs – EVERY day
  - Read uplifting books
  - Attend EVERYTHING
3. **Say positive affirmations**
  - WRITE YOUR GOAL DOWN
  - Make affirmations tape (script)
  - Dream tape (pillow speaker)
4. **Visualize your goal**
  - Make a goal poster – 80% will come to be
  - Create a picture Goals Book
  - Use an "Idea Book"
  - Act "As if"
5. **Be around positive people - go to your "Amen Corner"**
  - **Attend Success Events**
  - Seek out Mentors
6. **Focus on consistent DAILY ACTIVITY, Be accountable to yourself**
  - Book 2 classes per Day - Booking 1<sup>st</sup> thing in the morning
  - Create and work your 6 Most Important Things List
  - Work Full Circle hold the classes necessary
7. **Get your support systems in place**
  - Tell them what's in it for them!



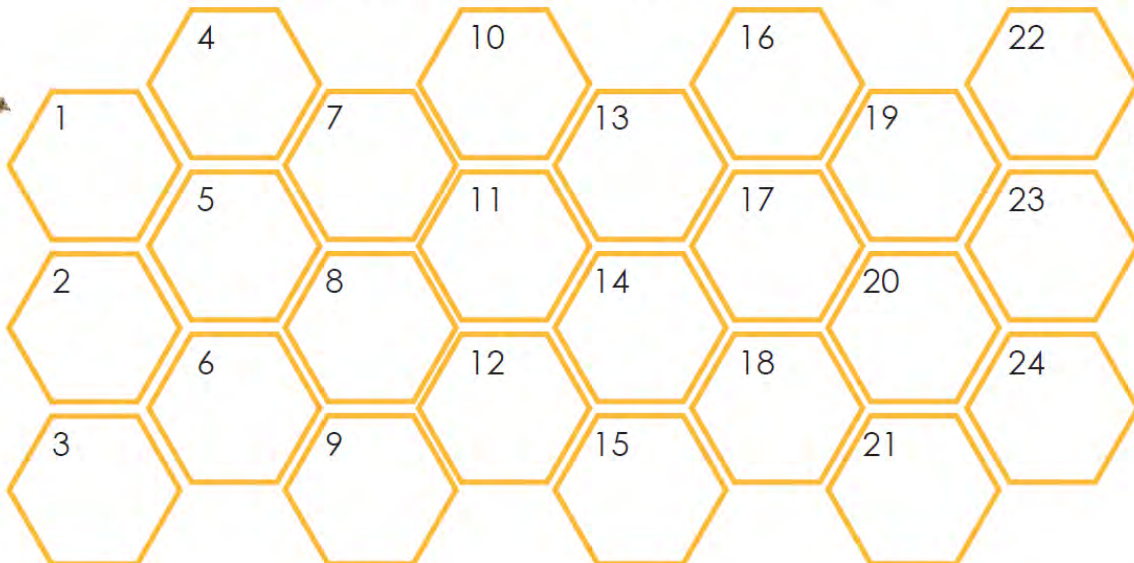
*If it is to bee, it's up to me*

## 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!*

