



# Warfield National Area Red Jacket Newsletter

Executive National Sales Director, Cheryl Warfield

Results as of Feb. 2014

## DIQs-Directors-In-Qualification



**Cheri Howard**  
Linda Rowsey



**Emily Kohler**  
Laura Poling



**Stephanie Lelo**  
Lisa Woodke



**Teresa Lennon**  
Penny Jackson



**Marie Quick**  
Cheryl Warfield



**Cindy Watkins**  
Brandy Nusbaum



Becoming a Wall to Wall Leader just got bling-ier!  
Debut as an Independent Sales Director between  
Aug. 1, 2013 and July 1, 2014 and build your future!!

Building  
**WALL  
to WALL**  
Leaders

### Wear The Suit

Runway Ready. The 2014-2015 apparel collection is edgy, electrifying, business savvy and ohhhh-so chic!

### Class of 2014 Rewards

A beautiful **Class Ring**, a stunning **Badgley Mischka Handbag**, and **Free Registration to Seminar 2014** (debuts between Feb 1 and July 1, 2014) are yours when you debut as a New Independent Sales Director.

### Your Name on the Wall

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.

### Wrap up Directorship in 2014

Independent Sales Directors who achieve the Building Wall to Wall Leaders Challenge will receive an **invitation to the ice cream social** at the Prize Party at Seminar 2014 where they will pick up their gorgeous royal blue **Crystal-studded bracelets**



Your Name



# Future Directors



Consultant  
Director Unit

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



**Jeanne Bordelon**  
Penny Jackson



**Jamie Boylan**  
Jodi Bland



**Karen Evans**  
Renee Brooks



**Julie Gerdeman**  
Laura Poling



**Randi Ginder**  
Cheryl Warfield



**Sydney Laxton**  
Lillian Yocum



**Lisa Lute**  
Joyce Bruder



**Victoria Peasley**  
Penny Jackson



**Amy Postma**  
Epsie Elmer



**Elizabeth Sevier**  
Penny Jackson

## Just for Today

**Just for today**, I will try to live through this day only, and not tackle my whole life problem at once. I can do something for twelve hours that would appall me if I felt that I had to keep it up for a lifetime.

**Just for today**, I will be happy. This assumes to be true what Abraham Lincoln said, that "most folks are as happy as they make up their minds to be."

**Just for today**, I will try to strengthen my mind. I will study. I will learn something useful. I will not be a mental loafer. I will read something that requires effort, thought and concentration.

**Just for today**, I will adjust myself to what is, and not try to adjust every-thing to my own desires. I will take my "luck" as it comes, and fit myself to it.

**Just for today**, I will exercise my soul in three ways: I will do somebody a good turn, and not get found out. I will do at least two things I don't want to--just for exercise. I will not show anyone that my feelings are hurt; they may be hurt, but today I will not show it

**Just for today**, I will be agreeable. I will look as well as I can, dress becomingly, talk low, act courteously, criticize not one bit, not find fault with anything and not try to improve or regulate anybody except myself.

**Just for today**, I will have a program. I may not follow it exactly, but I will have it. I will save myself from two pests: hurry and indecision.

**Just for today**, I will have a quiet half hour all by myself, and relax. During this half hour, sometime, I will try to get a better perspective of my life.

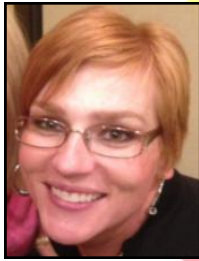
**Just for today**, I will be unafraid. Especially I will not be afraid to enjoy what is beautiful, and to believe that as I give to the world, so the world will give to me.

~Kenneth L. Holmes



# CAREER CONFERENCE|14

## Career Conference Special Luncheon WINNERS!!



**Stephanie Lelo**  
Lisa Woodke



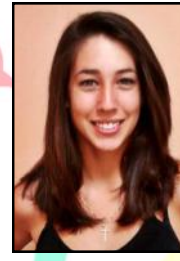
**Keisha Ware**  
Melissa Smyre



**Sharon Hawkins**  
Laura Poling



**Barbara Young**  
Christina Loftus



**Jessica Lennon**  
Penny Jackson



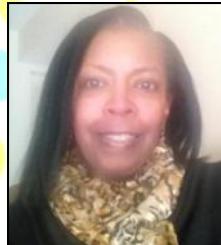
**Amelia Belden**  
Stephanie Mitas



**Teresa Lennon**  
Penny Jackson



**Sandra Hankins**  
Denise Crosby



**Jovita Johnson**  
Denise Crosby



**Lisa Taylor**  
Denise Crosby



**Alicia Small**  
Tonya Sorrell



**Ida Wallen**  
Stephanie Mitas



**Christine Walsh**  
Stephanie Mitas



**Angeles Vilchis**  
Director



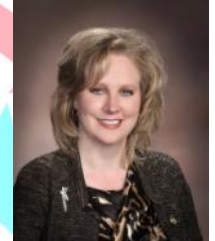
**Casandra Webb**  
Director



**Melissa Smyre**  
Director



**Stephanie Mitas**  
Director



**Stacey Price**  
Director



**Elizabeth Webb**  
Director



**Shirley Talley**  
Director



**Connie Diest**  
Director



**Barb Drabek**  
Director



**Julie Draulans**  
Director



**Jodi Bland**  
Director



**Dawn Durocher**  
Director



**Myra Leslie-Johnson**  
Director

### Career Conference Special Luncheon

*Consultants and Directors who from Dec. 1, 2013—Feb. 28, 2014, added two qualified\* AND Qualified\* new Beauty Consultants who add one new qualified\* team member from Dec. 1, 2013, - Feb. 28, 2014, Earned their invitation to attend the luncheon.*





# 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



**Barbara Bloom**  
Penny Jackson



**Linda Burtzner**  
Cheryl Warfield



**Gabriella D'Elia**  
Penny Jackson



**Carolyn Faircloth**  
Linda Rowsey



**Cleoyne Fowler**  
Jenan Wood



**Rhonda Jenkins**  
Joyce Bruder



**Ruth Kato**  
Rhonda Valley



**Tami Klingenberg**  
Rhonda Valley



**Angela Little**  
Elizabeth Webb



**Lee Anne Loek**  
Joyce Bruder



**Tretta McNeill**  
Lana Gaydon



**Barbara Miner**  
Renee Brooks



**Latasha Patterson**  
Nadine Marino



**Darcy Richardson**  
Epsie Elmer



**Kat Roedell**  
Linda Horne



**Dana Rollins**  
Debra Bishop



**Janet Sairs**  
Joyce Bruder



**Linda Stawski**  
Joyce Bruder



**Lisa Taylor**  
Denise Crosby



**Teresa Taylor**  
Kathy McGinnis



**Judy Thomas**  
Jenan Wood



**Barbara Tsagaris**  
Penny Jackson



**Joanne Tysor**  
Lana Gaydon



**Darlene Underwood**  
Jenan Wood



**Stephanie Vanasco**  
Penny Jackson



**Barbara Vaughn**  
Lillian Yocum

*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.*

# ON THE ROAD TO DRIVING FREE!!

## On-Target Grand Achievers



**Teresa Lennon**  
Penny Joackson



**Stephanie Vanasco**  
Penny Jackson



**Emily Kohler**  
Laura Poling



**Cindy Watkins**  
Brandy Nusbaum

Team Member #1 (Senior Consultant)

\_\_\_\_\_

Team Member #3 (Star Team Builder)

\_\_\_\_\_

Team Member #5 (Team Leader)

\_\_\_\_\_

Team Member #7

\_\_\_\_\_

Team Member #9

\_\_\_\_\_

Team Member #11

\_\_\_\_\_

Team Member #13

\_\_\_\_\_

Team Member #2

\_\_\_\_\_

Team Member #4

\_\_\_\_\_

Team Member #6

\_\_\_\_\_

Team Member #8 (Future Director)

\_\_\_\_\_

Team Member #10 (Submit DIQ)

\_\_\_\_\_

Team Member #12

\_\_\_\_\_

Team Member #14 **YOU DID IT!**

\_\_\_\_\_

1st Month Wholesale

Personal \_\_\_\_\_

Team \_\_\_\_\_

2nd Month Wholesale

Personal \_\_\_\_\_

Team \_\_\_\_\_

3rd Month Wholesale

Personal \_\_\_\_\_

Team \_\_\_\_\_

4th Month Wholesale

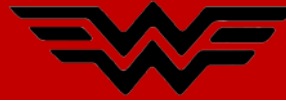
Personal \_\_\_\_\_

Team \_\_\_\_\_

No greater opportunity for women exists than the one we have to offer. The Mary Kay family throughout the world is "on a roll!" In any given minute throughout the day somewhere around the world a skin care class is being held where women find new self-esteem in learning how to make the most of their faces and thus to feel better about themselves. In many cases they become so excited they join our Mary Kay family, and their lives take on new meaning. - Mary Kay



# Star Team Builder



Consultant  
Director Unit

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



**Amelia Belden**  
Stephanie Mitas



**Nancy Bigley**  
Jennifer Converse



**Alicia Bjorklund**  
Melanie White



**Susan Blake**  
Denise Crosby



**Katherine Bowers**  
Epsie Elmer



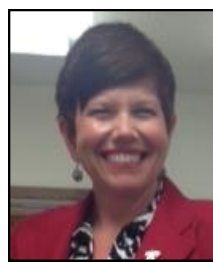
**Traci Bowers**  
Laura Poling



**Julie Brown**  
Elizabeth Webb



**Bernice Bush**  
Epsie Elmer



**Sue Campana**  
Jennifer Converse



**Heather Cearbaugh**  
Brandy Nusbaum



**Ursula Clarke**  
Gloria Leek-Tannenbaum



**Valerie Corder**  
Myra Leslie-Johnson



**Melissa Cox**  
Penny Jackson



**Barbara Crosley**  
Shannon Kadlec



**Machel Davidson**  
Jenan Wood



**Sherri Dickens**  
Jenan Wood



**Chellie Dietsch**  
Jodi Bland



**Shawnta Fleming**  
Denise Crosby



**Nora Fowles**  
Renee Brooks



**Tiffany Frisch**  
Shannon Kadlec



**Nancy Gettinger**  
Jenan Wood



**June Grundy**  
Nadine Marino



**Debbie Harned**  
Linda Rowsey



**M. Kathryn Harris**  
Lana Gaydon



**Sharon Hawkins**  
Laura Poling



**Patti Hebert**  
Ashley Kelly



**Janie Hullinger**  
Jenan Wood



**Amber Johnson**  
Penny Jackson



**Linda Johnson**  
Debra Bishop



**Lisa Kerkof**  
Shannon Kadlec



# Star Team Builder continued



Consultant  
Director Unit

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



**Diana Kessler**  
Wendy Johnsen



**Elena Knollinger**  
Debra Bishop



**Angie Kuhn**  
Renee Brooks



**Marcia LeBlanc**  
Geralene Champion



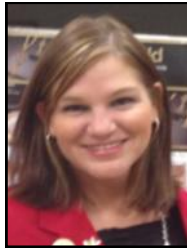
**Eleanor Leech**  
Jenan Wood



**Geneva Leek**  
Gloria Leek-Tannenbaum



**Francine McLoughlin**  
Margaret Quilty



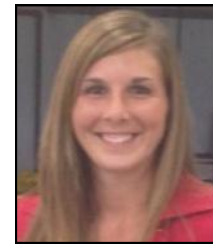
**Elizabeth Miller**  
Brandy Nusbaum



**Theresa Moore**  
Irish Dickerson



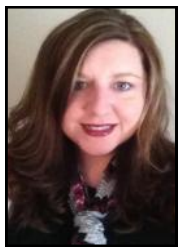
**Catherine Nemmers**  
Denise Crosby



**Jessica Olds**  
Brandy Nusbaum



**Sharron Palow**  
Joyce Bruder



**Tina Parker**  
Wendy Johnsen



**Lynnette Perez**  
Snowe Saxman



**Kristine Pruitt**  
Laura Poling



**Regina Raney**  
Denise Crosby



**Jade Renz**  
Denise Crosby



**Barbara Ribelin**  
Irish Dickerson



**Mary Sanderson**  
Laura Poling



**Trina Siebenaler**  
Rhonda Valley



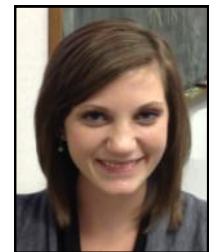
**Kelley Sillaway**  
Epsie Elmer



**Helen Simmons**  
Lana Gaydon



**Valerie Simpson**  
Debra Bishop



**Trishelle Smith**  
Laura Poling



**Anne Spry**  
Jenan Wood



**Nancy Strand**  
Denise Crosby



**Christine Tarchala**  
Denise Crosby



**Betty Thompson**  
Lana Gaydon

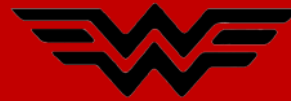


**Tammie Traxler**  
Epsie Elmer



**Erin Vance Brown**  
Melissa Smyre

# Star Team Builder continued



Consultant  
Director Unit

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



**Nancy Walker**  
Penny Jackson



**Diane Walker-Saunders**  
Connie Naiman



**Michelle Webster**  
Epsie Elmer



**Nancy Werner**  
Jenan Wood



**Penelope Wesselhoff**  
Lillian Yocum



**Eddie Wiggs**  
Debra Bishop

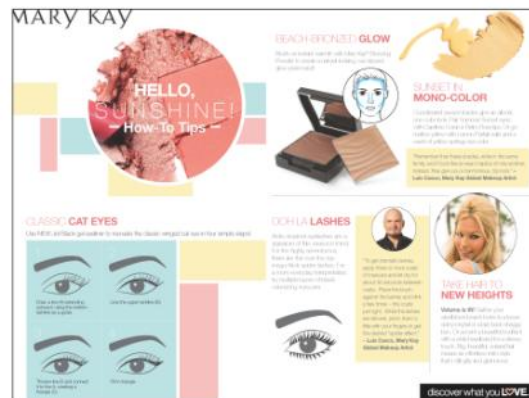
## Welcome to Your **HELLO, SUNSHINE!** Hub On Mary Kay Intouch

It's where you'll find everything you need to spring into action this quarter and help re-energize your Mary Kay business!

There's a fun new trend to share with your customers, new trend-inspired products, party ideas and tolls to help you get on the road to success!

### **BIZ TOOLS**

Professionally designed and thoughtfully written to help you reach your customers at parties or through the mail. You'll want to put these Mary Kay business tools to work right away .



### **PARTY IDEAS**

**Help Your Customers Take a Vacation From the Ordinary.**

- Throw a travel-themed party with Polaroid cameras or Instagram available so each of your customers can capture her unique *Mary Kay*® look with a retro filter.
- Plan your own road trip with your friends, and bring your favorite *Mary Kay* products for the perfect party in an exciting and wondrous new place.



### **TRENDING NOW!**

**Play! Explore! Discover!**

The trend this quarter is all about carefree days and reinventing the timeless beauty of 1960s Americana. The feeling is yesteryear, but the time is now!

– Take pictures of all of your and your friends' new experiences to post on Facebook and Twitter, and be sure to post which *Mary Kay*® products were used to get your fun new looks.

– Challenge yourself and your customers to try new looks for different activities that you do on your adventures.

### **AVAILABLE NOW!!!**

Due to popular demand, the limited-edition *Mary Kay*® Sun Care After-Sun Replenishing Gel returns each spring/summer. We thought we'd launch it a bit earlier to give you a chance to stock up before your customers come looking for this summer favorite. It can also mean more sales for the spring and summer months!





# Warfield Area—Save the Dates

## PEARL SEMINAR 2014

**Saturday, July 26**  
(Directors & DIQs Arrive)

**Sunday, July 27**  
(Consultants Arrive)

Through

**Wednesday, July 30, 2014**

**DALLAS, TEXAS**

\*\*\*\*\*

**SHERATON DALLAS HOTEL**

**NEW**—You will now register for your hotel room through Mary Kay when you register for Seminar—look for Warfield Area block details

### **WARFIELD AREA SCHEDULE:**

#### **Saturday—7/26**

- 3-6pm—Director & DIQ's Meeting at Sheraton
- 7pm—Inner Circle Dinner at El Fenix for ALL Court & Circle Winners

#### **Sunday—7/27**

- Consultants Arrive, Packet Pick-up & Tours
- 3-6pm—Red Rally at Sheraton
- 7pm—Unit Awards Night Dinner Parties
- \*Photo Button for 4th Qtr Stars

#### **Monday—7/28**

- 7am Breakfast at the DCC
- 8:30-11:30am—General Session at DCC
- 11am-2pm—Prize Party for All-Stars & Class of 2014 Mingle at DCC
- 1:45—4pm—General Session at DCC
- 6:30pm—Warfield Area Awards Dinner Night

#### **Tuesday—7/29**

- 7am Breakfast at the DCC
- 8am General Session & Classes at DCC
- 2:30pm Limo for Directors w/ 10+ Red Jackets
- 3-4pm Royalty Reception
- 4-8pm Mary Kay's Awards Night

#### **Wednesday—7/30**

- Hotel Check out & luggage storage
- 9:30am-12 noon—General Session Closing

**PRIORITY REGISTRATION  
BEGINS ON APRIL 1**

**AT 8:30AM CST**

\*\*\*\*\*

**REGISTRATION OPENS  
TO ALL INDEPENDENT  
SALES FORCE MEMBERS  
ON MAY 1, 2014**

**AT MIDNIGHT CST**

\*\*\*\*\*

Be sure to register ASAP as Seminar sells out QUICKLY!!!

*Join us  
for the  
celebration  
of the year!*

# Class of 2014 *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, 2013 – July 1, 2014, will receive:

- A gorgeous **Class of 2014** ring to match their 2013-2014 Independent Sales Director suit
- A stunning **Badgley Mischka** handbag
- **Free Registration** to Seminar 2014 (Feb 1—July 1, 2014 debuts)

**On The Move (by the end of 3rd month)**  
\$15,000 + 3 Qual Personal Team Members



- **\$1,000 bonus**
- Stackable stainless steel ring

**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.

**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, July 1, 2013—June 30, 2014 achievers

**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



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# WARFIELD AREA

*Color & Size based on availability*

## New Director & Sr. Director CONTEST



Golden Fox

Black Feather Fox



Ebony Fox - Teal Fox - Magenta Fox

**Both the  
New Director  
& Senior Director**

**WIN**  
your choice from  
Cheryl!

Sizes XS—XL



Tipped Fox

**Become a New Director**

Debut by June 30th

**AND**

**Complete *On The Move***

By September 30th

**& You will WIN your  
Choice of one of these  
Fabulous Faux Fur Shrugs!**

\*\*\*\*\*

Current New Directors who  
complete their New Director  
Challenge & their Senior Director  
can win too!

Elizabeth Webb—Honors Society WINNER!  
Barbara Drabek—On The Move WINNER!  
Heather Dawson—Fabulous 50s by 3/31  
Jennifer Converse—Honors Society by 4/30

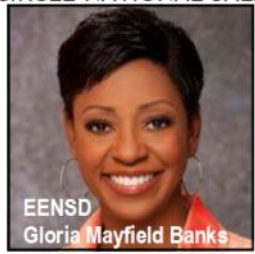
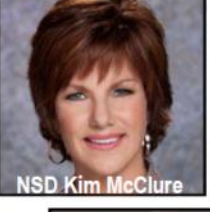
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You will LOVE wearing this at Awards Night at Seminar—The Arena is always so cold!  
Then, later you can wear it with jeans =)



THREE INNER CIRCLE NATIONAL SALES DIRECTORS



# COME ABOARD OUR GOLD MEDAL CRUISE!

*For Consultants & Directors*

Contest dates to earn Gold Medals:

January 2014 - June 2014

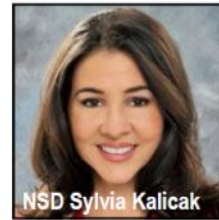
- **Be a Gold Medal Winner and you get to join us on the Mary Kay GOLD MEDAL cruise!**
- **Get 2 Gold Medals and you can bring your family & spouse/spice!**
- **Get 3 Gold Medals and you can join the NSDs for a special luncheon on the cruise!**
- **Get 4 Gold Medals and you get to have a special dinner at the Captain's Table!**



Featuring 25 NSDs!

*September 5-8, 2014*

*Prices of Cruise & Details are on back of flier*







*Royal Caribbean's  
Enchantment of the Seas*

*Among some of the standout innovations brought on board are an expanded pool deck that juts out over the ocean, 151 additional staterooms, four bungee trampolines, two suspension bridges topped by awe-inspiring arches, and an incredible interactive Splash Deck for kids. Ship updated in 2005*



**Don't forget-you will need your Passport!**

There are 61 shore excursions to choose from in Nassau, CocoCay (Royal Caribbean's private island) and Port Canaveral. Please remember you have up to 4 days prior to your sail date to purchase your Royal Caribbean International **Shore Excursions** online. If you are within the 4 days, you will then need to purchase your Shore Excursions on board; land excursions would need to be purchased directly through your tour director on the land portion of your Cruise Tour. Also, be sure to sign up for the **Crown & Anchor Society** through their website. Membership entitles you to many exclusive benefits - from special savings on cruise vacations to exciting onboard offers on spa services, casino visits, and much more. Our members get extra amenities, cruise planning benefits and onboard events. Plus, the more you cruise, the more benefits you'll receive.



**September 5-8, 2014**

**From Port Canaveral, FL to Nassau & Cococay, Bahamas!**

**4 Days—3 Nights**

**Consultants & Directors may attend with a  
Personal Gold Medal Jan—June 2014**

<u>Room Category</u> <i>(based on double occupancy)</i>	<u>Group Fare</u> <i>(per person- includes Taxes &amp; Port Fees)</i>	<u>Gratuities</u>	<u>Insurance</u> <i>(optional)</i>	<u>Total per person</u>
Junior Suite	\$622.63	\$36	\$59	\$717.63
OV Balcony (D2)	\$452.63	\$36	\$29	\$517.63
Ocean View (H)	\$382.63	\$36	\$29	\$447.63
Interior	\$372.63	\$36	\$29	\$437.63



Register for the Gold Medal Cruise through:

**Gloucester Travel & Cruise**

Bob Booth is our Travel Agent

**856-742-8010**

**[www.gloucestertravel.com/groups](http://www.gloucestertravel.com/groups)**

Look for Mary Kay—Gold Medal Cruise



You have made a decision to work your business in the new year. You have committed to holding 3 classes a week. But where do you find the new clients?

## Ways to Find Clients

by Julie Potts

- Referrals-Ask every client and everyone attending facials for the names of at least 5 people who would enjoy a free makeover.
- Model Makeovers for your before and after portfolio. Do a before/after portfolio for only professionals and put their business card with the picture.
- Business card with samples & Facial Boxes - When passing out your business card, ask them, "Would you fill out this info card? I'd be glad to put you on my mailing list."
- Hostess specials & second facials with friends from facials
- Conversational booking for a meeting's model
- Brides, new moms, newcomers to town, teachers, PTA, husband's office
- Signs at apartment complexes and grocery stores...any bulletin boards
- Offices like doctor or dentist -leave Beauty Books or the latest Look Book!
- Re-call cancelled appointments.
- Go to organizations, girl scout troops, retirement homes and offer your service to teach about skincare and glamour techniques.
- Have birthday party makeovers at your home once a month.
- Flyers in your neighborhood or outside neighborhoods
- Pass out Beauty Books and say, "Oh, by the way, this is for you..."
- Fill deliveries to clients with balloons...be sure to give her extra books and sales tickets
- Turn facials into classes, "Oh by the way, I can do 3 or 4 faces as easily as one, so if you'd like to share your appt with a few friends, we'll have lots of fun. And you know as women we don't even like to go to the bathroom alone. Ha ha!"
- Set up displays at clothes stores and help women shop, then ask them to enter into a drawing.

Many have asked me over the years how I move and get new clients so quickly. Two years ago when I moved to Atlanta in February, I completed 20/20 in April, and these are several of the ideas that I used to gain new clients. Convince yourself that you are a Master Booker through self-talk first, and then you will be unstoppable!! You do know that 30 faces in 30 days can put over \$1000 in your pocket!!!



## Ways to Find Clients (cont.) by Julie Potts

- Reprogram clients for the new season.
- Call business owners and offer to do a seminar on How to Make A Good First Impression.
- Ask your hairdresser to refer her clients to you and you will do the same for her.
- Ask professionals to be your model at sales meetings so they can network their business.
- Do mother/daughter makeovers & ask co-workers from past jobs.
- Ask dermatologists or plastic surgeons if you can show them our product line and work out a plan to work with them with their recovery patients, or go to hospitals and put coupons in the bags they give to new moms or other patients.
- Have guests write a little note to their friend on a coupon for \$5 off with a makeover that you will send their referred names.
- Always wear your MK pin if your hair and make-up look good. Make sure to put a Mary Kay sticker on your car.
- Use Mary Kay checks so that they can advertise even when you forget to say something.
- Work with a store to set up a fish bowl to enter into a drawing for their gift certificate and yours.
- Give every cashier your business card...if she gets your money, she gets your business card.
- Schedule special events at your home for your clients and ask them to bring a friend...Eyes only...
- Advertise only if it doesn't cost more than the profit of one basic, in church bulletins, school books, etc.
- Always be "in a contest by my director to \_\_\_\_." Then call me and tell me. Set a goal of how many new contacts you will make in a day.
- Schedule tentative dates when they aren't sure if it's good for them; then they can call you and reschedule. Always give them two times that are good for you. If you leave it open-ended, it is too hard to think of when they have an extra hour, so they will just say that they are too busy.
- Never ask them if they'd "like to have a free makeover." Say, "When is the best time for us to get together? . . .during day or evening? I find the lighting is better during the day if you have day time available."
- Always let them know what you do at your makeovers..."I teach skin care and color cosmetics. There is no obligation to buy, yet it does give me the opportunity to let you try the NEW MK line. It's a lot of fun, and you will learn a lot about yourself even if you choose to stay with the line you are currently using."



# 20-40-30-10

## 20 PARTIES

(Full Circle Parties)



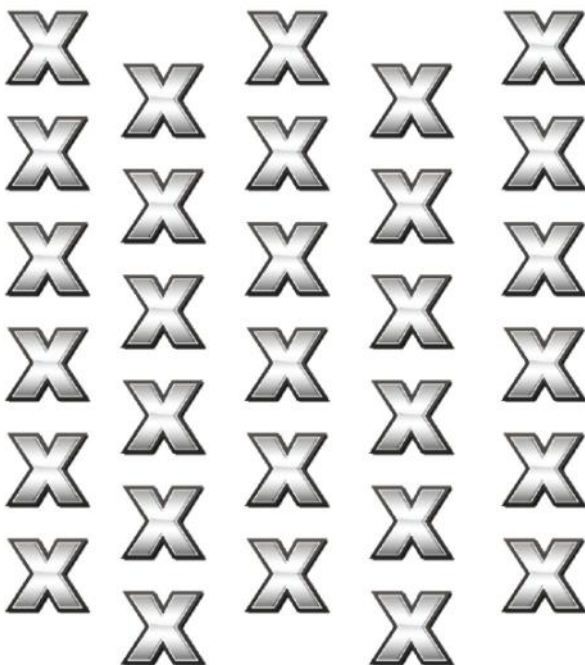
## 40 SHARING CAREER CHATS

(Select 2 people per party = Hostess + 1)



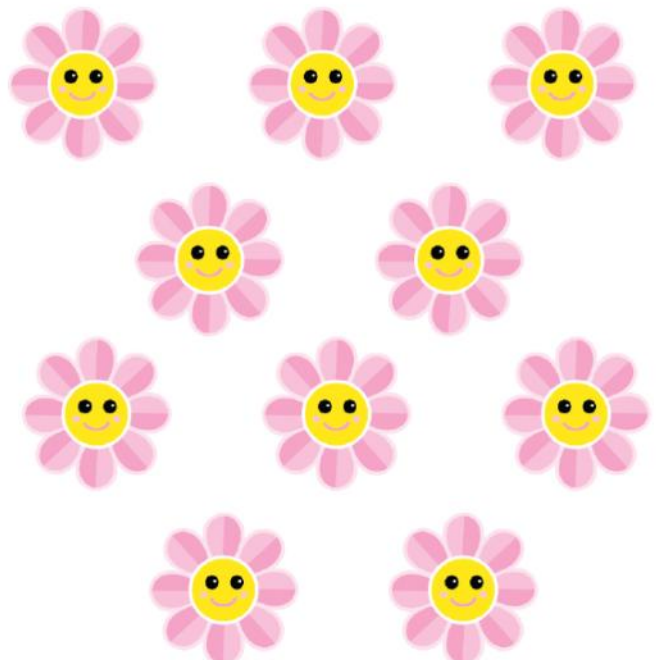
## 30 No's

(Thank You, Not for Me Right Now)



## 10 New Team Members!!

(Way To GO!)





# Individual Close

## Why do a short individual consultation?

- It's a special relationship building time.
- It gives you opportunity to hear each woman's story
- It allows you to help by listening to her needs.
- It removes any potential negativity when closing the sale if you discuss finances individually rather than in front of other people.
- If finances are an issue for her, you can help her get products for free or at a discount when she hosts a party for you

## Prepare them for this individual consultation by mentioning it 8-10 times throughout the course of the party.

- Make reference to not only the Individual Consultation, but also their second appointment.
- Mention it every time there's a choice of products. *"We can discuss which option will work best for you when we spend a few minutes together at the end for your Individual Consultation."*
- This gives them time to get used to the idea of meeting with you briefly one-on-one, alleviating any reservations they may have about it.

## *The 7 Closing Questions at a Skin Care Class*

1. **Did you have a good time?** (nod yes at her as you say it)
2. **How does your skin feel?** (touch your cheek as you say it)
3. **If money were no object, which set would you take home with you today?**
4. **Which of the sets would you be most comfortable starting out with today?** (fill out the sales ticket)
5. **Knowing you can earn a lot of FREE products or a discount for sharing your follow-up / custom appointment with some friends, is there any reason why we can't have a few ladies join us?** (now schedule the check-up/party—offer them 2 dates and times as choices)
6. **I am currently promoting myself in my business and would appreciate some help with my training. Is there any reason why you couldn't listen to a 20 minute recorded call about the Mary Kay business opportunity and give me your opinion on what you've learned?** (when she says yes, give her a postcard with the call information printed on it, and say....)
7. **I will win a prize when you listen to the call within 24 hours and then allow me to follow up with you. When is the best time tomorrow for me to contact you?** (set the appointment)



# Easter Selling Ideas

**As Easter approaches**, we all feel a sense of renewal and new beginnings with the budding and blossoming of nature all around us. Many of your customers will follow the **Easter tradition** of giving Easter baskets to friends and family, or maybe to themselves, as a needed boost after winter weather. This could be a great time to pass along the emphasis of fresh starts to your customers by creating your own **Easter basket gift sets to sell for spring.**

## General Ideas

### Easter Goodies for All

Spring into action with some awesome spring sales by offering the following Easter gift ideas for her eggs-tra special customers.

### For Some Bunny Special

Customized color sets in vinyl bags.

### For My Honey Bunny

One each of MK Lipstick, MK Eye Color and MK Cheek Color

### Spring Chick Collection

One each of Time Wise Age-Fighting Eye Cream and Indulge Soothing Eye Gel.

### For Sun-Bunny Special

Any combination of Sun Care products.

### Basic Bunny

Basic skin care products with a bunny.

### Pretty Peepers

Any combination of color or skin supplement eye products.

### Theme: A New Spring Look

It's time to pack away the winter look and start anew with fresh spring colors! Mary Kay lip colors for spring are the best way to begin your new spring wardrobe. Teaching your customers how to achieve the lip look they always wanted, using our fabulous lip products and online application tips is sure to boost your spring sales.

## Getting Leads

### Here's some helpful tips:

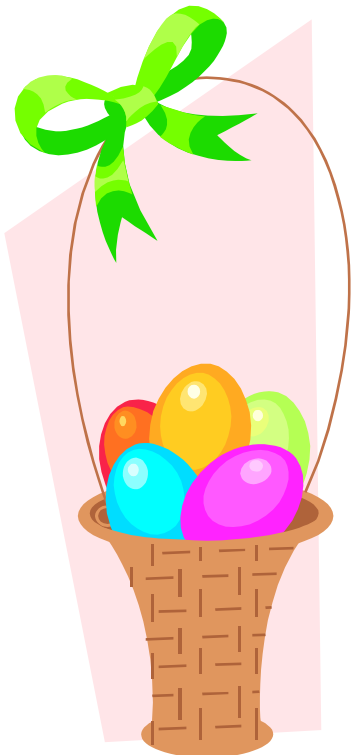
Purchase 4 dozen plastic eggs, and put inside a "\$10 gift certificate with make-over" with your name and phone # along with some jelly beans. Put the eggs in a pretty basket.



Go to area businesses where you know women are working. What do you say to these ladies when you handed them the egg? "I am here to honor the working women in your office with candies, Easter eggs and gift certificates! Would you like to be honored? Here, you get to choose your egg!"

The egg has a prize in there from me, so I need to get your name and a number to reach you so we can get together for your prize!" Then hand them the name/phone number side of your business card, have them choose their egg, and after getting their name and number, say, "What is the best time to reach you? Thanks! Have a Happy Easter!!"

Be sure to ask if there are any other women they know who'd like to be honored, and if so, I follow the same script with all of them. If no, then I say thanks and head to the next office! Tomorrow there will be lots of bored and frustrated working women who wish they were off work!! Banks, doctors' offices, etc.!! Go find them and brighten their day!





# Honey Bunny Basket

Melinda Mercedes Balling, ESD

## WHAT IS A HONEY BUNNY BASKET?

A Honey Bunny Basket is a wonderful Spring/Easter Basket filled with Mary Kay Products. Some examples of contents could be: Body Care Products , Botanical Effects, Velocity for teens , Satin Hands Pampering Set, Mint Bliss Energizing Lotion for Feet & Legs, Sun Care Products: Sunscreen, Lip Protector, Sun Replenishing Gel, Men's skin care products, fragrances, Miracle Set, etc.

## WHO ARE GOOD PROSPECTS FOR HONEY BUNNY BASKETS?

Mothers can purchase for daughters, daughters for mothers and grandmothers, grandmothers for daughters & granddaughters , best friends for best friends, co-workers, favorite aunts, nieces, wives for husbands, girlfriends for boyfriends, teenagers. Remember to market to men for wives and girlfriends. **ANYONE WHO WANTS TO MAKE SOMEONE FEEL SPECIAL AND LOVED !!**

## HOW DO YOU CREATE A HONEY BUNNY BASKET?

*(IMPORTANT: all honey bunny baskets must have a bunny inside - stuffed or chocolate.)*

Buy bright colored Easter baskets and colored grass to coordinate with our product. Arrange product in basket on grass. Wrap with clear cellophane or buy sheer netting in Spring colors at the fabric store (usually one yard per basket) and tie up with colored fabric ribbon. Netting is about \$.89 per yard at Hobby Lobby, or your local fabric store.

*Note: Add basket, ribbon, etc., to cost of basket (keep at approx \$5). Most baskets are on sale at ½ price at Hobby Lobby, Michaels, etc.*

## CALL EVERYONE YOU KNOW...

Tell them about your Special Honey Bunny Baskets. Offer to make them up in various price ranges. Some suggested dialogue for your customers could be....

" Hi \_\_\_\_\_, it's \_\_\_\_\_, with Mary Kay. Happy Spring! Do you have a quick minute...I have a couple of fun ideas I'd love to share with you. Great! \_\_\_\_\_First of all, I am creating the most wonderful Spring/Easter baskets for teenagers and adults. I call them Honey Bunny Baskets. These baskets are a fun way to say Happy Easter or Happy Spring to sisters, daughters, mothers, best friends, grand daughters, even the men in your life. Actually anyone you want to make feel special. I promise, they are adorable. Baskets can be customized with Body Care products, color cosmetics or skin care. Even a professional brush set. Prices range from \$12 on up. You pick the price and tell me a little about the person and I'll create the basket. Tell me, \_\_\_\_\_, who can you think of that would love having a special Honey Bunny basket from you? Get her response and proceed accordingly. Then, say...secondly, \_\_\_\_\_, while I have you on the phone, I'd love to schedule a mutually convenient time for us to get together so I can show you our fabulous new Color Line for Spring and give you a Spring Makeover. Schedule a date first... then, after getting a date , ask if she'd like to get some free products and turn her appointment into a "Girl's Night Out".

HAVE FUN...HONEY BUNNY BASKETS ARE FUN & PROFITABLE !!

# Lipstick

## Personality Test



### 1. Slant keeps close to original slant and tip shape.

- Abides by the rules
- Great follower
- Does not like too much attention
- A little self-conscious
- Somewhat reserved
- Likes a schedule
- May occasionally color hair to attract attention



### 5. Rounded tip to a point.

- Lovable
- Family-oriented
- A "doer"
- Can give orders easily
- Domestic
- Exaggerates sometimes
- Stubborn over little things
- Needs people around



### 2. Rounded, smooth tip.

- Easy going
- Peacemaker
- Even-tempered
- Steady
- Likable
- Generous



### 6. Flat top.

- To the point
- High morals
- Needs approval
- Careful about appearances
- Very dependable
- Conservative
- Quick mind
- Loves challenges



### 3. Sharp-angled tip.

- Opinionated
- High-spirited
- Dislikes schedules
- Selective of friends
- Outgoing
- Likes attention
- Argumentative



### 7. Flat top concave.

- Makes a great detective
- Makes friends easily
- Inquisitive
- Adventurous
- A prober
- Complex
- Exciting



### 4. Sharp-angled, but curved tip.

- Creative
- Enthusiastic
- Energetic
- Talkative
- Loves attention
- Falls in love easily
- Helpful
- Needs schedule, but dislikes one



### 8. Sharp angles both sides.

- Spiritual
- Curious
- Seeks attention
- Mysterious
- Big ego
- Faithful
- Looks for easy way
- Loves life





# L-I-P-S-T-I-C-K Marketing



Name: \_\_\_\_\_ Consultant: \_\_\_\_\_

Phone: \_\_\_\_\_ Date: \_\_\_\_\_

Occupation: \_\_\_\_\_

In a job situation I like to: **Have a Boss** \_\_\_\_\_ **Be a Boss** \_\_\_\_\_

What do you like best about your job? \_\_\_\_\_

What do you like least? \_\_\_\_\_



Please circle all that appeal to you...

**L = Love what you do!** Are you excited to go to work everyday?

**I = Income!** Do you have unlimited income potential?

**P = Promotions!** Can you give yourself a promotion and a raise when you want?

**S = Self Esteem & Self Confidence!** Do you receive recognition for a job well done?

**T = Tax Advantages!** Do you have great tax deductions?

**I = Incentives!** What was the last prize you were awarded?

**C = Cars!** Will your company award you a FREE car?

**K = Keep It Simple!** This business is really so simple! Step by step training & guidance.



You can start your own independent Mary Kay business for just \$100! This includes everything to get started plus over \$350 in retail product! So why not give it a try... who knows you might be surprised at what's hidden within you!

**A - Absolutely!** This sounds fun and I'd like to try it.

**B - Buy me coffee,** I'd like more details. (no obligation) choose any item at ½ price!

**C - Check back another time,** right now I'd like to remain a happy customer paying full price.

However, I think my friend needs to hear about this!

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

IF you started a business with Mary Kay, which would you choose:

\_\_\_\_\_ Spare Time: 3-5 hours per week \_\_\_\_\_ Part Time: 5-10 hours per week

\_\_\_\_\_ Full Time: 10-15 hours per week (free car!)

Thank you for helping me reach my goal by completing this sheet.



# Making Money the "Model Way"



THE PORTFOLIO IS THE WAY TO BUILD YOUR BUSINESS IN A GREAT WAY! THE BEFORE AND AFTER PICTURES SELLS YOUR CUSTOMERS & PUTS THEM IN A POSITION TO LISTEN TO THE MK OPPORTUNITY! SHOWING IT TO OTHERS AND INVITING THEM TO "BE YOUR MODEL" STARTS THE PROCESS ALL OVER AGAIN! GO FOR IT GANG ~ IT PAYS, AND IS FUN FOR ALL!!!

This is an idea that works when you work it! Read how below.

## Here's How!

Every quarter Mary Kay's makeup artists create four NEW, ON-TREND COLOR LOOKS using our FAB MK PRODUCTS and features them in your seasonal LOOK magazine and on your personal MK website!

A Model Portfolio has historically been one of the best booking tools ever!

Here's how you can profit up to \$35,000 additional income this year!

13 Models per look X 4 looks = 52 models per quarter

52 Models X 4 quarters = 208 Models for the year

Average Customers spends \$350 a year!!!

**208 Models X \$350 = \$72,800 in retail sales!!**

(This breaks down to 18 faces a month goal, single, or 4 shows a month, or any combination that works.)

Everyone can build their own Model Portfolio! It's a wonderful way to show how great your MK products look on other women; and other women like to look at all the pictures.

Many Consultants carry their Portfolio everywhere to generate attention.



Thank you from Director Anna Litteral, Offspring Director of Director Esther Beeman



# MARY KAY AT PLAY ~ ONLY \$10 EACH!

## Baked Eye Trios



On the Horizon



Earth Bound



Electric Spring



Sunset Beach



**Lip Crayons**  
Toasted  
Coral Me Crazy  
Purple Punch  
Perfect Pink

## Eye Crayons

In the Navy  
Purple Smoke  
Over the Taupe  
Gold Mine  
Teal Me More



**Lip Jellies**  
Berry Me  
Violet Vixen  
Teddy Bear  
Poppy Love

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

# 10 Habits of a Successful Recruiter

How many times did you say "No" before signing your agreement?

How many questions did you have? **Think about how Mary Kay has changed your life!**

What if your recruiter had not given you the information you needed to make a decision?

Or she did not follow up? It takes consistency and focus to become a successful recruiter in Mary Kay.

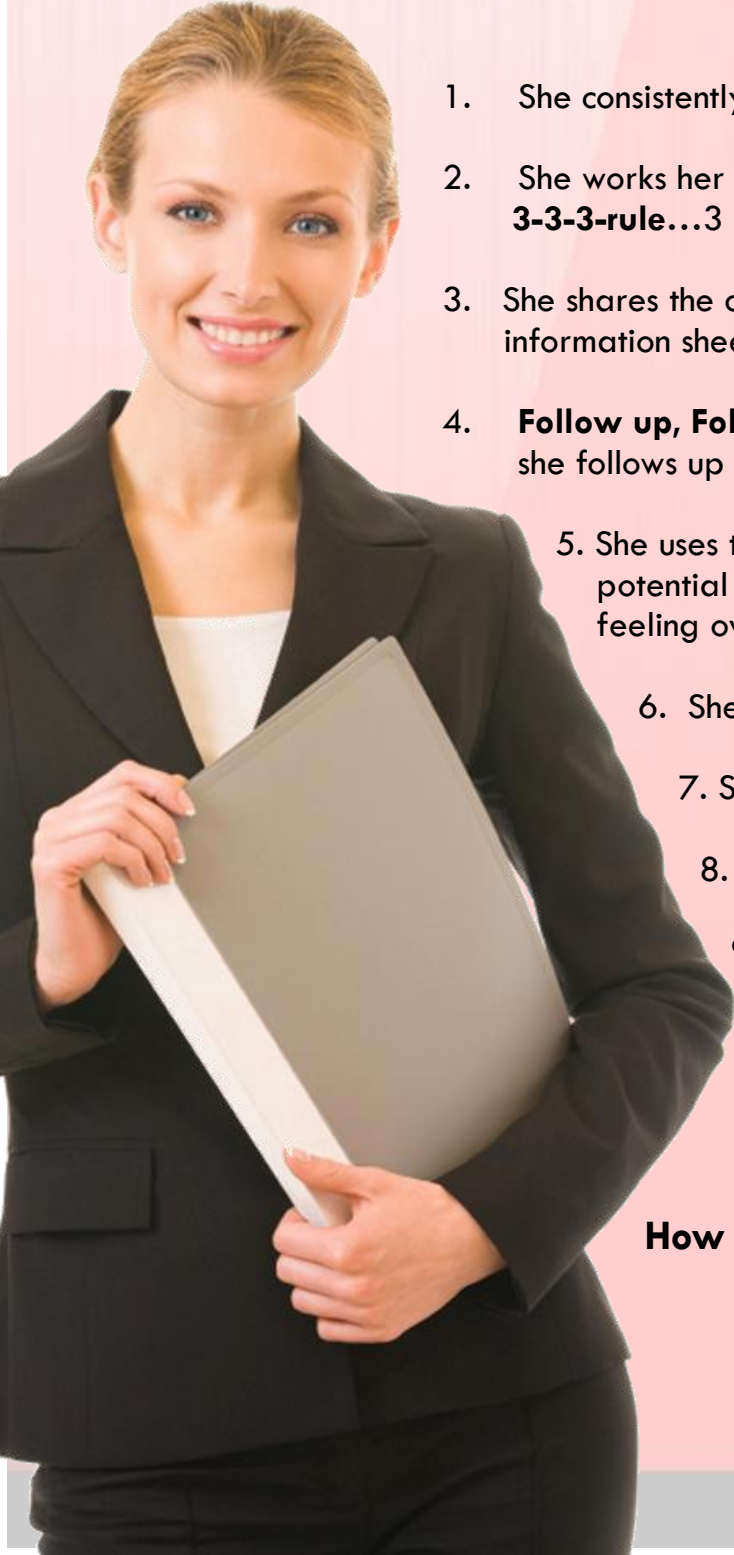
The following are essential recruiter habits which you may already possess or need to develop.

1. She consistently maintains the Mary Kay image and attitude 100%
2. She works her business consistently each week by following the **3-3-3-rule**...3 classes, 3 facials, 3 interviews
3. She shares the career opportunity with everyone by using career information sheets and questionnaires
4. **Follow up, Follow up, Follow up!** And when she is finished with that... she follows up some more.
5. She uses the layering process to share information which help potential recruits absorb this fabulous opportunity without feeling overwhelmed.
6. She works with a sense of **urgency**.
7. She works with a sense of **confidence**.
8. Her drive comes from **commitment** rather than emotion
9. She can always get up when she falls.
10. She is strong closer..she know how to ask for a commitment.

**How many of these habits do you have?**

**How many more will you commit to in the next month?**

**You have the power to become a Successful Recruiter...develop it, use it!**





# Scheduling Appointments is an Attitude

Thanks to NSD Sue Kirkpatrick

## Success in scheduling appointments begins with our attitude.

We have to believe that everyone deserves to have a makeover and everyone deserves to wear the product. It helps to believe that when a woman wears Mary Kay, she likes herself better. She may even yell at her kids less...she will make a better wife, mother, employee, etc.

That all may seem a little extreme, but it is meant to stress the importance of believing that **you are doing a SERVICE**. If you feel like people are having a facial or skincare class for you as a favor, it will come across as a lack of confidence. I know that there will be times when some people will schedule because you need their help in reaching a goal, etc. However, most of the time, it will be because of your enthusiasm for the product and how excited you are to share it with them or to get their opinion.

The question should never be, "Would you be interested.....?" If you don't know whether she would be interested or not, she will doubt her interest. Instead, **the question should be, "Has anyone treated you to a makeover recently?"** Do you currently have a consultant who is servicing you?" "No? Then I want to make you a priority in my schedule to treat you to one. In fact, you can be a model in our (current promotion) (Then tell her about that.) I can't wait to get your opinion of our new products!" If the objection is that she tried it before and it broke her out, find out how long ago it was, and then you might say, "Oh good, I have been looking for someone who had that problem. If I were willing to do a makeover and work with you, would you be willing to be a model in our

contest and give me your opinion of the new Mary Kay (or my facial)?"

If the objection is that she wears Brand X, you might say, "Oh good, I have been looking for someone who uses that brand to get their opinion of how the New Mary Kay compares. Even if you end up still preferring Brand X, I would enjoy the time with you and treating you to a new look.....and I sure would value your opinion. Which is best in your schedule, mornings or evenings... Tuesdays or Thursdays, etc.?" NEVER run down another product.

**BELIEVE that you have one of the best products available and that YOUR service is the best.**



**Be so busy that you are working people in on your schedule. People love to do business with successful people. And.....you ARE such a person!**

**Have fun scheduling!!!**



Within you the person of your tomorrow is struggling to get out. Awaken to your hopes within and the gifts within you ready to be brought forth. These gifts are free, but the success and happiness that they bring must be brought forth through effort, commitment and discipline.

It is faith, not reason, that will be your guide. Your person of tomorrow will be determined by how you see with faith-filled eyes today. Through faith you will see a vital emerging magnificent you. You are writing your life story.



LOOK & FEEL

# RUNWAY-READY

*in Confident Cobalt*

*Edgy, electrifying,  
business savvy  
and **ohhhh-so chic!***



## MK 2014 - 2015 SUIT COLLECTION



# WARFIELD FAMILY NSDs

**Cheryl Warfield**  
Executive Senior  
National Sales  
Director



**Sylvia  
Kalicak**  
National Sales  
Director



**Glinda  
McGuire**  
Senior  
National Sales  
Director



**Beth  
Piland**  
National Sales  
Director



**Cathy  
Littlejohn**  
National Sales  
Director



**Kristin  
Myers**  
National Sales  
Director



Warfield Area Executive Senior Directors

Warfield Area Future Executive Senior Directors



**Renee Brooks**  
5

**Joyce Bruder**  
5



**Denise Crosby**  
4

**Penny Jackson**  
3

**Donna Doyle**  
3

**Lana Gaydon**  
3

Warfield Area Senior Sales Directors



**Epsie  
Elmer** 2

**Wendy  
Johnsen** 2

**Gerri  
Champion** 2

**Debra  
Bishop** 2

**Gloria  
Leek** 1

**Laura  
Poling** 1

**Jodi  
Bland** 1

**Lilly  
Yocum** 1

**Linda  
Rowsey** 1



**Leticia  
Velasco** 1

**Irish  
Dickerson** 1

**Brandy  
Nusbaum** 1

**Sandy  
Forsyth** 1

**Julie  
Draulans** 1

**Shirley  
Talley** 1

**Dana  
Gattis** 1





**Consultant  
Court of Sales**  
TOP YTD 7/01/13—6/30/14

**#1 Kristine  
Pruitt**

Name	Unit	YTD Retail
1 Kristine Pruitt**	Laura Poling Unit	\$21,291.50
2 Stephanie Lelo**	Lisa Woodke Unit	\$20,816.00
3 Teresa Lennon*	Penny Jackson Unit	\$17,660.00
4 Tami Johnson*	Epsie Elmer Unit	\$17,317.00
5 Suzanne Kelliher*	Tonya Sorrell Unit	\$16,575.50
6 Nancy Bigley*	Jennifer Converse Unit	\$16,382.00
7 Marie Quick*	Cheryl Warfield Unit	\$15,969.50
8 Marie Witer*	Laura Poling Unit	\$15,847.50
9 Cindy Watkins*	Brandy Nusbaum Unit	\$15,809.00
10 Sue Campana*	Jennifer Converse Unit	\$15,470.00
11 Cindy Loomis*	Denise Crosby Unit	\$15,458.00
12 Karen Gehringer*	Jennifer Converse Unit	\$15,408.00
13 Tretta McNeill*	Lana Gaydon Unit	\$15,316.00
14 Anne Hammond-Pariso*	Linda Rowsey Unit	\$14,897.50
15 Linda Hayes*	Donna Doyle Unit	\$14,824.00
16 Sara Hable*	Sandra Forsyth Unit	\$14,823.00
17 Heather Cearbaugh*	Brandy Nusbaum Unit	\$14,599.50
18 Shelly Mortorff*	Brandy Nusbaum Unit	\$14,429.50
19 Francine McLoughlin*	Margaret Quilty Unit	\$13,832.00
20 Barbara Tsagaris*	Penny Jackson Unit	\$13,716.50
21 Diane Darling*	Debra Bishop Unit	\$13,425.00
22 Shannon Christiansen*	Tonya Sorrell Unit	\$13,052.00
23 Kim Ransom*	Epsie Elmer Unit	\$13,031.00
24 Mary DeMaagd*	Linda Rowsey Unit	\$12,758.00
25 Kelley Sillaway*	Epsie Elmer Unit	\$12,718.00

*Queen's Court of Sharing*



**Area  
Court of Sharing**  
TOP YTD 7/01/13—6/30/14

**#1 Angeles  
Vilchis**

Name	Unit	Sem Comm	Qual Rcrts
1 Angeles Vilchis***	Unit Director	\$1,684.26	25
2 Connie Diest**	Unit Director	\$801.68	17
3 Casandra Webb*	Unit Director	\$1,472.14	10
4 Barb Drabek*	Unit Director	\$954.25	9
5 Myra Leslie-Johnson*	Unit Director	\$964.41	8
6 Emily Kohler*	Laura Poling Unit	\$1,273.16	7
7 Shirley Talley*	Unit Director	\$944.52	7
8 Lisa Taylor*	Denise Crosby Unit	\$437.55	7
9 Dawn Durocher*	Unit Director	\$848.69	6
10 Stephanie Mitas*	Unit Director	\$678.91	6
11 Stacey Price	Unit Director	\$717.05	5
12 Stephanie Lelo	Lisa Woodke Unit	\$652.27	5
13 Jessica Olds	Brandy Nusbaum Unit	\$988.44	4
14 Toni Cook	Laura Poling Unit	\$980.30	4
15 Tonya Sorrell	Unit Director	\$819.53	4
16 Elizabeth Webb	Unit Director	\$610.15	4
17 Melissa Smyre	Unit Director	\$514.39	4
18 Snowe Saxman	Unit Director	\$450.53	4
19 Nancy Bigley	Jennifer Converse Unit	\$437.02	4
20 Sandra Forsyth	Unit Director	\$378.88	4
21 Sharron Tevanian	Tonya Sorrell Unit	\$290.83	4
22 Lisa Woodke	Unit Director	\$251.24	4
23 Sharon Hawkins	Laura Poling Unit	\$242.33	4
24 Joyce Bruder	Unit Director	\$211.94	4
25 Jennifer Converse	Unit Director	\$196.22	4

**Retail Sales Courts:**

- \*\*\* \$36,000 Retail Sales = Company Award
- \*\* \$18,000 Retail Sales = Warfield Area Award
- \* \$9,000 Retail Sales = Unit Court Award



**Sharing Courts:**

- \*\*\* 24 Qual. TM = Company Award
- \*\* 12 Qual. TM = Warfield Area Award
- \* 6 Qua. TM = Unit Court Award



**Top achievers deserve great perks, unlimited recognition and sparkling rewards. Reap the sweet benefits from your hard work by earning one or more of many dazzling Seminar prizes. Make Seminar the place where all your dreams come true.**

**YOU DESERVE IT!!**

