



Warfield National Area Red Jacket Newsletter

Executive National Sales Director, Cheryl Warfield

Results as of Sept. 2013

CLASS OF 2014!!



Heather Dawson



**CONGRATULATIONS BRAND
NEW SALES DIRECTOR!
HEATHER DAWSON**

Heather and her Senior Director, Julie Draulans will each receive a fabulous **Badgley Mischka handbag** and **Class of 2014 Ring!**
PLUS...Heather will receive FREE Registration to Leadership Conference 2014 where she will be awarded with a name badge ribbon and standing recognition.
PLUS, PLUS...a special invitation to the Class of 2014 Mingle!!!

DIQs-Directors-In-Qualification



Barb Drabek
Joyce Bruder



Myra Leslie-Johnson
Shirley Talley

Debut in the Class of 2014

August 1, 2013—
July 1, 2014

WIN THIS RING!



&

**Win this
Fabulous
Badgley
Mischka
handbag!**



**& FREE REGISTRATION TO LEADERSHIP 2014
IN NEW ORLEANS!**

20/20 VISION

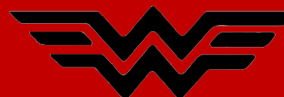


SAVE THE DATES: LEADERSHIP CONFERENCE - NEW ORLEANS - JANUARY 12-14, 2014

Fly in January 11 to have a free day in New Orleans! Leadership starts 9am Sunday Jan. 12th!

Our Goal is to have 100 Future Directors & DIQs celebrate & get great training with us there!

Future Directors



Consultant
Director Unit

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



Nancy Bigley
Jennifer Converse



Gabriella D'Elia
Penny Jackson



Julie Gerdeman
Laura Poling



Randi Ginder
Cheryl Warfield



Lisa Kerkof
Shannon Kadlec



Sydney Laxton
Lillian Yocum



Lisa Lute
Joyce Bruder



Elizabeth Miller
Brandy Nusbaum



Marie Quick
Cheryl Warfield



Barbara Tsagaris
Penny Jackson



On-Target Grand Achievers



Toni Cook
Laura Poling
\$10,346.00

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



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

**Million Dollar Director,
Beth Piland's**

**First Steps INVENTORY
HOTLINE**

610-214-0299

400338# then # again

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

One Month Wonder ~~Wonder~~ Normal

Step 1 10 and In!



Team Member:



Team Member:



Team Member:



Team Member:



Team Member:



Team Member:



Team Member:



Team Member:



Team Member:



Team Member:

Step 2 DIQ - Hold 10 Parties + Gold Medal

(5 New Team Members)



Team Member:



Team Member:



Team Member:



Team Member:



Team Member:

and Grow 3 Red Jackets!



RED JACKET

Team Member:

Team Member:

Team Member:



RED JACKET

Team Member:

Team Member:

Team Member:



RED JACKET

Team Member:

Team Member:

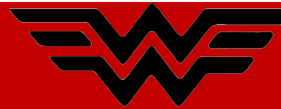
Team Member:

Total DIQ Team Count: _____

DIQ Finish Date: _____

(don't forget to count yourself as 1)

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



Alicia Bjorklund
Melanie White



Susan Blake
Denise Crosby



Barbara Bloom
Penny Jackson



Jeanne Bordelon
Penny Jackson



Jamie Boylan
Jodi Bland



Linda Burtzner
Cheryl Warfield



Toni Cook
Laura Poling



Carolyn Faircloth
Linda Rowsey



Cleyone Fowler
Cheryl Warfield



Nora Fowles
Renee Brooks



Cheri Howard
Linda Rowsey



Janie Hullinger
Cheryl Warfield



Rhonda Jenkins
Joyce Bruder



Tami Klingenberg
Rhonda Valley



Angie Kuhn
Renee Brooks



Reba Lay
Linda Rowsey



Teresa Lennon
Penny Jackson



Lee Anne Loek
Joyce Bruder



Tretta McNeill
Lana Gaydon



Barbara Miner
Renee Brooks



Victoria Peasley
Penny Jackson



Kristine Pruitt
Laura Poling



Darcy Richardson
Epsie Elmer



Dana Rollins
Debra Bishop



Valerie Simpson
Debra Bishop



Linda Stawski
Joyce Bruder

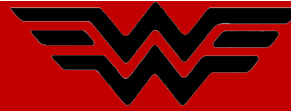


Teresa Taylor
Kathy McGinnis



Sharron Tevastian
Susan Hanna

Team Leaders



Consultant
Director Unit

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



Betty Thompson
Lana Gaydon



Darlene Underwood
Cheryl Warfield



Juliana Valverde
Heather Dawson



Katie Van Hammen
Wendy Johnsen



Stephanie Vanasco
Penny Jackson



Michelle Webster
Epsie Elmer



Nancy Werner
Cheryl Warfield

Two Spook-tacular Halloween Selling Ideas

Great Pumpkin Lottery - get someone who works in an office to take orders. After the sheet is filled 1 lucky goblin gets her order free! You could also do this on the phone - have a phone lottery! Everyone who places an order - their name goes in & you draw a lucky winner!

For those of you wanting to do a little "reverse" trick or treating... take Tootsie Rolls, place 1 or 2 tissues over them and tie with a orange or black curling ribbon to make ghosts (you can also use a black felt tip to make eyes & a mouth). You could say: "For a BOOtiful you, call for a complimentary facial." Then punch a hole in a biz card, tie it to the end of the curling ribbon, put them all in a plastic pumpkin and hand them out to every woman you see!



JOIN THE WARFIELD WONDER WOMEN IN NEW ORLEANS!

Independent sales members, who achieve a career path status of *Future Independent Sales Director or Sales Director -in Qualification* any time during the registration period, Oct. 1 – Dec. 31, 2013, can attend Leadership Conference 2014.

Special Functions

Mary Kay Mardi Gras Party– VIP Early Entry, Day 0

Sales Directors-In-Qualification and Independent Future Sales Directors who from July 1 – Dec. 31, 2013, are:

- *On-target for Double-Star Achievement*

Mary Kay Mardi Gras Party, Day 0

Independent Future Sales Directors and Sales Directors-In-Qualification who from July 1 – Dec. 31, 2013, achieve one of the following:

- *On-target for the Queen's Court of Personal Sales with at least \$18,000 in personal retail production*

- *On-target for the Queen's Court of Sharing with at least*
- *12 qualified* new personal team members*

Sales Director Suit Fit Line, Day 0

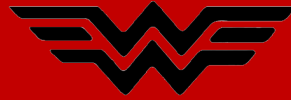
Independent Future Sales Directors and Sales Directors-In-Qualification will be invited to the Career Apparel Booth and have an opportunity to be fitted for the 2014-2015 Sales Director Suit.



MARY KAY
LEADERSHIP
2014
New Orleans



Star Team Builder



Consultant
Director Unit

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



Katherine Bowers
Epsie Elmer



Sue Campana
Jennifer Converse



Barbara Crosley
Shannon Kadlec



Chellie Dietsch
Jodi Bland



Karen Evans
Renee Brooks



Shawnta Fleming
Denise Crosby



Melody Fredrick
Jodi Bland



Tabatha Gaskill
Laura Poling



Nancy Gettinger
Jenan Wood



June Grundy
Nadine Marino



M. Kathryn Harris
Lana Gaydon



Rebecca Hasenbeck
Laura Poling



Patti Hebert
Ashley Kelly



Linda Johnson
Debra Bishop



Tami Johnson
Epsie Elmer



Tammy Jordan
Joyce Bruder



Ruth Kato
Rhonda Valley



Sarah Kelley
Linda Rowsey



Diana Kessler
Wendy Johnsen



Elena Knollinger
Debra Bishop



Eleanor Leech
Cheryl Warfield



Stephanie Lelo
Lisa Woodke



Carrie Lero
Laura Poling



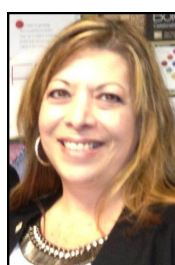
Tangela Lewis
Snowe Saxman



Angela Little
Elizabeth Webb



Alicia McLaughlin
Renee Brooks



**Francine
McLoughlin**
Margaret Quilty



**Cathleen
Meyer-Butler**
Epsie Elmer

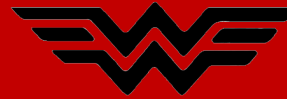


Rina Miller
Jenan Wood



**Debie
MorganDoyle**
Snowe Saxman

Star Team Builder continued



Consultant
Director Unit

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



Jessica Olds
Brandy Nusbaum



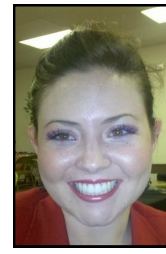
Sharron Palow
Joyce Bruder



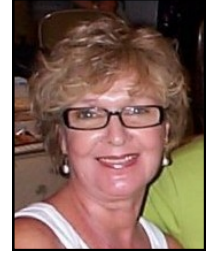
Amy Postma
Epsie Elmer



Regina Raney
Denise Crosby



Hannah Rardain
Snowe Saxman



Norma Reeser
Linda Rowsey



Shelly Rosenberger
Laura Poling



Rebecca Ruiz
Leticia Velasco



Janet Sairs
Joyce Bruder



Mary Sanderson
Laura Poling



Elizabeth Sevier
Penny Jackson



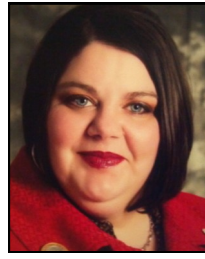
Kelley Sillaway
Epsie Elmer



Trishelle Smith
Laura Poling



Anne Spry
Cheryl Warfield



Sarah Stuckey-Diaw
Jodi Bland



Kristen Switzer
Heather Dawson



Lisa Taylor
Denise Crosby



Judy Thomas
Cheryl Warfield



Erin Vance Brown
Melissa Smyre



Cindy Watkins
Brandy Nusbaum



Penelope Wesselhoff
Lillian Yocum



Jessica Whittington
Annette Johnson



Eddie Wiggs
Debra Bishop



**YOU COULD WIN
AN I-PAD!**

Beautiful Wins!

When you add a new team member in October, and the new team member places a \$400 Section 1 wholesale order or more by Nov. 30, you will be entered into a weekly drawing throughout that time frame to possibly **win an iPad®!**

The drawing entries are initiated by the new team member's qualified \$400 Section 1 wholesale order or more. See InTouch for details and scheduled drawing dates.



CONGRATULATIONS QUARTER 1 AREA STARS !!!

Elizabeth Webb	PEARL	Christis Wheeler	RUBY	Kim Ransom	SAPPHIRE
Annette Johnson	PEARL	Beth Haely	RUBY	Vicki Schwarz	SAPPHIRE
Kristine Pruitt	PEARL	Shannon Christiansen	RUBY	Casandra Webb	SAPPHIRE
Angeles Vilchis	PEARL	Margaret Quilty	RUBY	Reba Lay	SAPPHIRE
Connie Diest	PEARL	Amy Bickford	RUBY	Melissa Longo	SAPPHIRE
Gretchen Saunders	PEARL	Gloria Leek-	RUBY	Shannon Armstrong	SAPPHIRE
Linda Horne	PEARL	Tannenbaum	RUBY	Barbara Crosley	SAPPHIRE
Brittany Heaton	PEARL	Jessica Olds	RUBY	Laura Poling	SAPPHIRE
Melanie White	PEARL	Crystal Greene	RUBY	Cheri Howard	SAPPHIRE
Julie Draulans	PEARL	Elizabeth Miller	RUBY	Ar Woods	SAPPHIRE
Melissa Smyre	PEARL	Heather Dawson	RUBY	Kelley Sillaway	SAPPHIRE
Dana Swander	PEARL	Jennifer Converse	RUBY	Betty Thompson	SAPPHIRE
Dana Gattis	EMERALD	Dawn Durocher	RUBY	Jeannie Lemert	SAPPHIRE
Epsie Elmer	EMERALD	Sheila Jaroniewski	RUBY	Jennifer Whittington	SAPPHIRE
M. Kathryn Harris	EMERALD	Anne Hammond-	RUBY	Carmen Hicks	SAPPHIRE
Cindie Brown	EMERALD	Parisoe	RUBY	Patricia Hawks	SAPPHIRE
Irish Dickerson	EMERALD	Lisa Taylor	RUBY	Jacky Stocking	SAPPHIRE
Cindy Moon	EMERALD	Joela Saintil	RUBY	Annette Whitner	SAPPHIRE
Stacey Price	EMERALD	Katie Van Hammen	RUBY	Juanita	SAPPHIRE
Nancy Walker	EMERALD	Jennifer Hosenfeld	RUBY	Pantophlet-Laing	SAPPHIRE
Barb Drabek	EMERALD	Shannon Kadlec	RUBY	Tangela Lewis	SAPPHIRE
Lillian Yocum	EMERALD	Joyce Bruder	RUBY	Kristen Switzer	SAPPHIRE
Stephanie Mitas	EMERALD	Jessica Whittington	RUBY	Kathy McGinnis	SAPPHIRE
Stephanie Lelo	EMERALD	Penny Jackson	SAPPHIRE	Amber Harms	SAPPHIRE
Barbara Tsagaris	EMERALD	Debra Schmucker	SAPPHIRE	Laura Smith	SAPPHIRE
Lisa Woodke	EMERALD	Barbara Whitney	SAPPHIRE	Valerie Simpson	SAPPHIRE
Rhonda Valley	EMERALD	Teresa Lennon	SAPPHIRE	Barbara Ahrndt	SAPPHIRE
Jeanne Bordelon	EMERALD	Patricia Parks	SAPPHIRE	Stephanie Vanasco	SAPPHIRE
Rachel Schneider	DIAMOND	Marge Garner	SAPPHIRE	Sandy Brown	SAPPHIRE
Jessica Chadderdon	DIAMOND	Linda Hayes	SAPPHIRE	Norma Crowe	SAPPHIRE
Randi Ginder	DIAMOND	Leah Gibson	SAPPHIRE	Jennifer Riegelsberger	SAPPHIRE
Nancy Bigley	DIAMOND	Emily Worsham	SAPPHIRE	Monica London	SAPPHIRE
Myra Leslie-Johnson	DIAMOND	Christie Reyes	SAPPHIRE	Amy Cox	SAPPHIRE
Sue Campana	DIAMOND	Kevin Schulte	SAPPHIRE	Jaci Prance	SAPPHIRE
Emily Kohler	DIAMOND	Catherine Nemmers	SAPPHIRE	Diane Kessler	SAPPHIRE
Sara Hable	DIAMOND	Hanna Oakley	SAPPHIRE	Sarah Rogers	SAPPHIRE
Arleca Woods	DIAMOND	Linda Rowsey	SAPPHIRE	Jennifer Settlemyre	SAPPHIRE
Shirley Talley	DIAMOND	Deb Graf	SAPPHIRE	Rawanda Smith	SAPPHIRE
Lisa Kerkhof	DIAMOND	Carol Tchebanoff	SAPPHIRE	Lee Anna Tevanian	SAPPHIRE
Sandra Forsyth	DIAMOND	Angela Little	SAPPHIRE	Janet Youtzy	SAPPHIRE
Snowe Saxman	DIAMOND	Jodi Bland	SAPPHIRE	Lorna Quinn	SAPPHIRE
Geralene Champion	RUBY	Melissa Thomas	SAPPHIRE	Tretta McNeill	SAPPHIRE
Cindy Watkins	RUBY	Diane Darling	SAPPHIRE	Cathy Weis	SAPPHIRE
Heather Cearbaugh	RUBY	Mary DeMaagd	SAPPHIRE	Rebecca Hasenbeck	SAPPHIRE
Jade Renz	RUBY	Amber Sudduth	SAPPHIRE	Jean Hays	SAPPHIRE
Tami Johnson	RUBY	Kelly Ooten	SAPPHIRE		
Brandy Nusbaum	RUBY	Sarah Clark	SAPPHIRE		
Christina Lofthus	RUBY	Nadine Marino	SAPPHIRE		
Donna Doyle	RUBY	Nora Fowles	SAPPHIRE		
Connie Naiman	RUBY	Mary Weaver	SAPPHIRE		
Francine McLoughlin	RUBY	Carrie Sanders	SAPPHIRE		

be a star **consultant**

The purpose of the Star Consultant Program is to set a minimum standard for consultants who want to make significant money and move ahead in their careers --that would be you -- correct?!?!?



When you take on any job--you have a choice to work 3-5 hrs a week and make a little pocket change or to work 40 hrs a week and make some real money. It is a CHOICE you make, but you don't pretend that you can earn full-time income on a 5-hr a week job, do you? Why would your Mary Kay business be any different? No! You don't have to work 40 hrs a week to make your business grow--or even 20 hrs., but you do need to DECIDE how many hours you will spend working and then do it with commitment and consistency every week.

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

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

2014 is your time
to make choices
that will make you shine!

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

Follow The Mary Kay® Path to Success!

Sales Director

- 24+ unit Members
 - Earn profit based on retail sales
 - 9-13% Unit commission
 - 9-13% personal Team Commission
- Eligible for:
- Unit Volume Bonus \$500 or more
 - Unit Development Bonus of \$300 or \$500
 - Star Consultant Bonus of \$300, \$400 or \$500
 - Wellness Award Bonus Program of \$750, \$1,200 or \$1,800
 - Cadillac Bonus, New Independent Sales Director Program Bonus
 - Independent Senior Sales Director Bonus
 - Earn the use of a Sales Director Career Car or Cash Compensation option
 - Quarterly Star Sales Director recognition and year long consistency prizes
 - Attend Leadership Conference • Qualify for Top Sales Director Trip

Director in Qualifications

- You must be active
 - 10 or more active personal team members
 - Earn profit based on retail sales
 - 4%, 9% or 13% personal team commission
 - \$50 Team-building bonus for each qualified personal team member
 - Eligible to go on-target for Grand Achiever status
- (Grand Achiever Career Car or Cash Compensation option)

Future Sales Director

- You must be active
 - 8 or more active personal team members
 - Earn profit based on retail sales
 - 9% or 13% personal team commission
 - \$50 Team-building bonus for each qualified personal team member
 - Eligible to go on-target for Grand Achiever status
- (Grand Achiever Career Car or Cash Compensation option)

Team Leader

- You must be active and have 5 to 7 active personal team members
 - Earn profit based on retail sales
 - 9% or 13% personal team commission
 - \$50 Team-building bonus for each qualified personal team member
 - Eligible to go on-target for Grand Achiever status
- (Grand Achiever Career Car or Cash Compensation option)

Star Team Builder

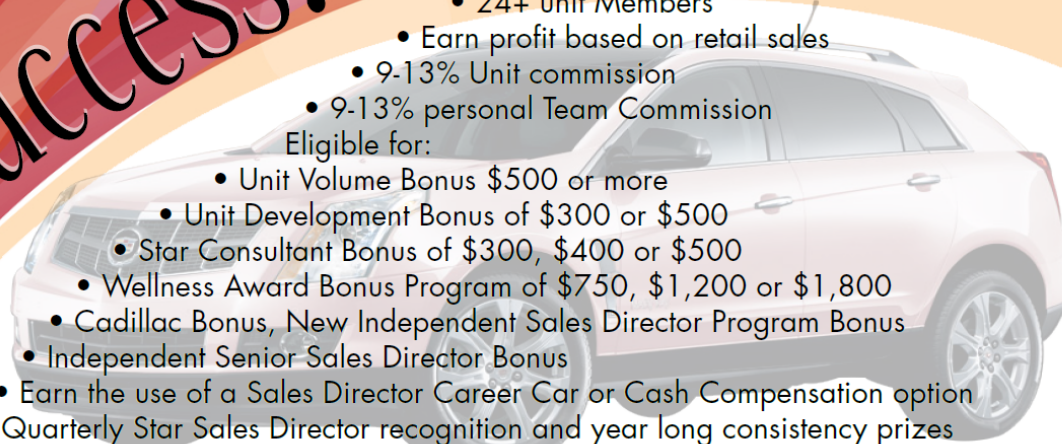
- You must be active and have 3 to 4 active personal team members
- Earn profit based on retail sales
- 4% personal team commission
- \$50 Team-building bonus for each qualified personal team member
- \$50 red jacket rebate

Senior Beauty Consultant

- 1-2 Active Team Members
- 4% Personal Team Commission

Independent Beauty Consultant

- Star Consultant
- Company and Unit Prizes
- Bonus Products
- 50% Discount on all Section One Products
- 50% Profit with each customer product purchase



Do you know someone who is ready for a Career Change?



Getting started is easy with lots of products, samplers and tools in the Starter Kit.

Your new team member will receive everything they need to help launch a successful business.

Earn 50% on everything they sell†!

AND MORE Beautiful Opportunities!

When they start a business in October and place their first product order by Nov. 30, they are eligible to receive **up to**

\$150 credit off of their first product order!

Plus they will get tons of special limited-time offers:

like a **FREE** custom color look (\$115 value), opportunities to earn **FREE** products, **FREE** business announcement e-card and more.

*Restrictions apply: You qualify for the "credit" off your first product order if your Independent Beauty Consultant Agreement is received and accepted by the Company from Oct. 1 – 31, 2013

†The 50 percent gross profit calculation based on sugg. retail prices

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

The time has never been better to share our Mary Kay Opportunity! MAGIC WORDS TO HELP YOU RECRUIT!

Here are some words from Million \$ Director Romaine Korzon

- Are you happy doing what you are doing? Do you want to do it for the rest of your life?
- You are so sharp... I would never forgive myself if I passed up the opportunity to give you my business card and tell you about what I do.
- You might think I'm crazy, but have you ever been asked to teach skin care? Mary Kay has asked us to grow the number of consultants in our area to teach skin care, and I would love the chance to tell you about what I do. Have you ever tried our products?
- Excuse me, my business is looking for faces like yours. I'm a skin care teacher for Mary Kay Cosmetics, and I'd love to feature your face in my Before and After Portfolio.
- I could not help but notice how efficient you are at what you do.....you would be so great doing what I do.... I teach skin care with Mary Kay Cosmetics, and you are exactly who I'm looking for.
- I'll bet this is not the first time you've been approached to become a skin care consultant with Mary Kay Cosmetics, is it? You are so attractive ... (so sharp... or whatever it was that drew your attention to her.)
BE SINCERE! SMILE! SMILE!! SMILE!!!!!!!



10 GREAT REASONS TO
BEGIN
YOUR
Mary Kay Career
DURING THE
HOLIDAY Selling Season!



1 You get to take the tax benefits at the end of the year! It's just like having a baby in December.

2 You'll be ready for the new year, when women are looking for new looks, new opportunities, and time-saving services. They also have gift money to spend. Everyone is looking for the post-holiday fun thing to do. January is one of our best sales months. If you wait until then to start, you will miss the opportunity.

3 You'll be ready to start your new year with a bang! You'll have a career that allows you to shoot for the stars without hitting a glass ceiling.

4 You will be able to take advantage of a fantastic discount (50%) on all of your Christmas presents for your friends & family. You'll also be able to help friends & family spend money they received as gifts.

5 Are your friends and acquaintances going to holiday parties? Help them with a great holiday look! Over the holidays, you will see lots of people that you won't see otherwise. What a wonderful time to be able to tell them about your new Mary Kay career and arrange for post-holiday bookings!

6 Make immediate sales by letting your friends and family know that your store is open for 12 Days of Christmas gifts, fragrances, last-minute stocking stuffers, and wrapping services.

7 Since Mary Kay has no territories, when you are making all of your holiday telephone calls to friends, keep good records, because you can tell them about your new Mary Kay career and write off the calls!

8 You will look fabulous this holiday season! You will receive great training and ideas on Christmas glamour techniques to look your best from Mary Kay and our unit.

9 Are you going to travel to see friends and family over the holidays? When you travel to visit long-distance friends and family, you can take your showcase and practice your skin care class skills. You can also write off part of the trip! Are your relatives visiting over the holidays? Practice on them over the holidays and get part of your Perfect Start done.

10 A camera (for before and after photos), an answering machine, voice mail service, or a computer are just a few of the tax-deductible business presents you might buy yourself in December.

Recruiting Corporate Women: Waiting for the Opportunity to Knock!

Thank you Bonnie Rogers

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

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

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

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

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

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

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

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

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

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

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

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

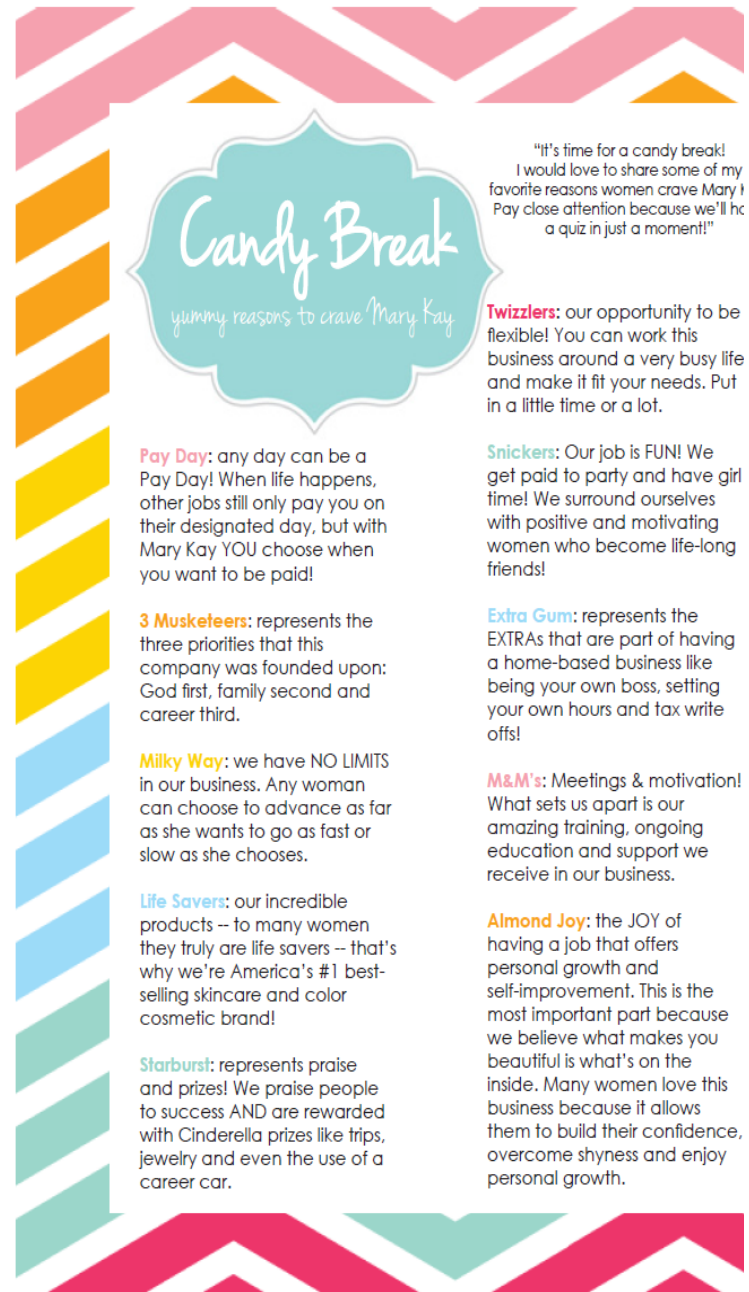


Many professional business women today, especially those between the ages of 30 and 50, feel that the time to establish a good retirement income is running out. Salaries that looked good 10 or 20 years ago buy less today. Many of these women are bored with their careers and can't imagine doing the same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

Candy Break Marketing

Say, "I want to take a minute to share some of the reasons women crave Mary Kay. Listen up - because there will be a quiz later for a fabulous prize!"

1. Buy bags of mini candy and separate into cello bags. I bring 1 bag with each candy in it to every party.
2. Go over each candy holding it up as you talk about what it represents be brief, be interactive, be fun! Make them laugh. Use personal stories!
3. At the end ask the girls which one appealed to them most - "Who could use an extra Pay Day?" etc. etc. and pass out the corresponding candy to each guest until everyone has one.
4. At the end of the class pass out the Candy Break Quiz and have each guest fill one out. Take them up fold them and draw one to be the winner.



Candy Break

yummy reasons to crave Mary Kay

Pay Day: any day can be a Pay Day! When life happens, other jobs still only pay you on their designated day, but with Mary Kay YOU choose when you want to be paid!

3 Musketeers: represents the three priorities that this company was founded upon: God first, family second and career third.

Milky Way: we have NO LIMITS in our business. Any woman can choose to advance as far as she wants to go as fast or slow as she chooses.

Life Savers: our incredible products -- to many women they truly are life savers -- that's why we're America's #1 best-selling skincare and color cosmetic brand!

Starburst: represents praise and prizes! We praise people to success AND are rewarded with Cinderella prizes like trips, jewelry and even the use of a career car.

"It's time for a candy break! I would love to share some of my favorite reasons women crave Mary Kay. Pay close attention because we'll have a quiz in just a moment!"

Twizzlers: our opportunity to be flexible! You can work this business around a very busy life and make it fit your needs. Put in a little time or a lot.

Snickers: Our job is FUN! We get paid to party and have girl time! We surround ourselves with positive and motivating women who become life-long friends!

Extra Gum: represents the EXTRAs that are part of having a home-based business like being your own boss, setting your own hours and tax write offs!

M&M's: Meetings & motivation! What sets us apart is our amazing training, ongoing education and support we receive in our business.

Almond Joy: the JOY of having a job that offers personal growth and self-improvement. This is the most important part because we believe what makes you beautiful is what's on the inside. Many women love this business because it allows them to build their confidence, overcome shyness and enjoy personal growth.

Candy Break

*yummy reasons women
crave Mary Kay*

Name: _____
Phone: _____
E-mail: _____
Occupation: _____

Which of the **sweet** benefits of Mary Kay
appelled to you most?
(Check all that apply)

- Pay Day:** Extra money when you need it
- 3 Musketeers:** God, family, then career
- Milky Way:** The sky's the limit!
- Life Savers:** Our awesome products
- Starburst:** Praise and prizes
- Twizzlers:** Flexibility
- Snickers:** Girlfriend time
- Extra Gum:** Be your own boss, set your hours
- M&Ms:** Meetings and Motivation
- Almond Joy:** Personal growth

On a scale of 1 to 10 (with 10 being the highest), how interested are you in learning more about Mary Kay and how this opportunity might meet your personal needs?

1 2 3 4 5 6 7 8 9 10

Candy Break

*yummy reasons women
crave Mary Kay*

Name: _____
Phone: _____
E-mail: _____
Occupation: _____

Which of the **sweet** benefits of Mary Kay
appelled to you most?
(Check all that apply)

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- Extra Gum:** Be your own boss, set your hours
- M&Ms:** Meetings and Motivation
- Almond Joy:** Personal growth

On a scale of 1 to 10 (with 10 being the highest), how interested are you in learning more about Mary Kay and how this opportunity might meet your personal needs?

1 2 3 4 5 6 7 8 9 10

Fall is in the Air!

TIPS THAT YOU WOULD LOVE TO KNOW!



SWITCH YOUR CLEANSER

As the temperatures inevitably start to dip (and eventually nosedive), the air will start to dry out and harsh wind can wreak havoc on skin. A gel cleanser is great in the summer for washing away sweat and busting up excess oil, but once cold weather hits, it's a good idea to switch to a moisture-rich formula. Mary Kay has the right formula for any skin type.

WAKE UP YOUR SHOWER

Whether you're going back to school or work or simply can't bear the thought of bidding adieu to the lazy days of summer, a good wake-up call might be in order. Mary Kay's 2-in-1 Body Wash & Shave leaves skin feeling fresh, clean and smooth.



GET A POST-SUMMER FACIAL

Chlorine water, salt water, sand, sweat, long nights spent drinking fruity cocktails – they all take their toll on your complexion no matter how diligent you were with cleansing, exfoliating and moisturizing. To get your face in top form for fall, we suggest getting a facial to transition your skin into a new season. TimeWise Microdermabrasion Set leaves skin feeling soft and smooth with ad radiant-healthy looking glow.



Fall is a great time for a skin care check up: *As a Beauty Consultant, I can look closely at what's going on with your complexion and devise a plan to combat any concerns standing in the way of a flawless face. You can take what you learn and put it into practice, not to mention get product recommendations best suited to your skin type.*

OVERHAUL YOUR MAKEUP BAG

It's time to turn your makeup bag upside down and take stock of what you want to keep – and what should be tossed. The start of a new season is a great time to overhaul your cosmetics bag and make sure anything expired or that you no longer use is replaced. While you're at it, do a thorough cleaning of all your makeup brushes with a Mary Kay's new Brush Cleaner. This fast-drying cleaner eliminates makeup residue from brushes to provide proper hygiene. Brushes feel new and perform like new again.



HYDRATE INSIDE AND OUT

It's so much easier to stay hydrated in the summer – you're hot so you feel thirsty faster, not to mention feeling the need to cool off with an icy drink. But sipping regularly through the fall is important for good health and energy – and for smooth, supple skin. Trade coffee and cocktails (at least some of them) for herbal tea and water with a twist of citrus. Now is also a good time to look into a heavier moisturizer if your skin tends to be dry. Look for something that soaks in but provides skin with a layer of nourishing moisture when the colder temperatures arrive. Mary Kay offer a wide variety of moisturizers for all skin types, from sensitive to extremely dry. Even oily and acne-prone skin requires hydration to stay healthy-looking.

Looking to Make More Money? Classes and Parties are the way to go!



This is director Ann Kelly (right) with Mary Kay Ash at Seminar 1975, the director suit in '75 was pink.

Below is advice from a Sales Director in Mary Kay for 30+ years. Her name is Ann Kelly and she resides in TN. Ann was trained by Mary Kay. Her lengthy career in Mary Kay is proof that this business works when you do. Please read Ann's article on the importance of holding classes and parties to increase your income.

Most of us would like to make more money, and having more customers is OUR KEY to achieving this. Sometimes we tend to get STUCK in our own Comfort Zone—but it is Growth that increases our Income. As I am writing this, I realize some of you may be totally happy with your Mary Kay business as it is—if so! GREAT! You have no doubt made the decision of how you choose to run your MK. However, for those wanting more money, having more Parties & Skin Care Classes is the way to go.

A person who has NEVER HAD a facial—might not be interested in being a hostess. When she feels the product and wants it—then Bingo! Tell her about earning it free as a Hostess. The same with Recruiting--She doesn't know how her face feels with the product, and doesn't know much about this Mary Kay Business. She probably doubts that many will buy. The progression of this business is the following:

- (1) Facial (to experience the product)
- (2) Being a Hostess (to earn Free Product & she'll see THAT THE PRODUCT DOES SELL!)

When SEEING the Fun and the money, a Hostess or a Guest will be more inclined to Join Mary Kay. We can talk about our personal success for weeks, but "Seeing is Believing." I have proved this to myself **TIME AND TIME AGAIN**. I will confess that a few times I've recruited people who have never had a facial, which was a HUGE mistake. Usually, they never held their First Class—because they didn't **FEEL** the product or attend a Class with me. Remember MKA always said, "when you help enough people get **WHAT THEY WANT**, you get every thing you want. Think of it this way: if you'd never tasted chocolate ice cream— or a plate of chocolate fudge--would you want to try it?

They didn't SEE that part of the business. They didn't **HEAR** us Coach the Hostess. They didn't SEE how the guests LOVED the product. They didn't SEE "\$" exchange hands. They didn't SEE OR HEAR that the Hostess' Class totaled over \$500 and she got \$100 in Free Product. Because she had **TWO BOOKINGS!** They didn't **HEAR** our Booking approach to insure the Hostess gets her 20% Hostess Credit. There is **DEFINITELY** an **ORDER** to this Business!

Cutting corners to save time is not the way to go. In ANY BUSINESS, the EYE buys more than the EAR. People are always interested in WHAT'S IN IT FOR THEM. To Feel the Product & see the change in their faces, is what "sells" the product. This was the way Mary Kay BEGAN our Company—and it is STILL "Try before your Buy!"

Another reason for Classes and Parties is that they help us bond with our customers. We can "pick up" a new customer at the Beauty Shop or gym—and that is fine, however, that customer will not have the same loyalty to us that a Customer from a Class has with us, and when she needs product again, she'll order from the NEXT Consultant she happens to meet. If we follow our Class training and **CALL** a Class customer the next day, again in a week and again in a month—they feel truly connected to us. We get to know them and they become our friends. What if it is **IMPOSSIBLE** for you to think of holding more classes/parties? Think about what you **CAN DO**. Use your Weekly Plan Sheet and MAP out your time. Do a "Phone Facial," guiding her through the steps. Mail her all the samples and profile her on the phone, deliver or mail the product. 3 of these a week could mean \$300 in sales!

It's YOUR BUSINESS! You Decide! Please set a Goal to Make **THIS MONTH** your **BIG JUMP** toward your **FUTURE!** Whatever you **CHOOSE** to do, I'll **APPLAUD** you for it! Look at the **BENEFITS FOR YOU!** More Hostesses and Still more Re-Order Customers. Still More Names to be added to PCP!!

The Perfect Party

Reasons to coach your hostess:

- Helps us build a relationship with the hostess.
- Insures a more profitable party Increases likelihood the class will hold.
- Helps hostess understand what to prepare and what your need will be.
- Helps keep hostess excited about the products she can earn for FREE!



Three areas of coaching:

- 1. Initial Coaching** -occurs when you send the Hostess Packet
 - Hostess Credit Look Book Sales slips
 - Samples Team Building Brochure and/or CD
 - Business card
- 2. Telephone Coaching** -occurs when you call hostess in 2 days for the guest list (see page 38 in Consultant Guide)
- 3. Pre-Class Coaching** -occurs when you arrive 30 minutes before the party

Pre-profiling Your Party:

By Pre-profiling every guest for your pampering parties you are CHOOSING to HAVE full classes of 6 guests at each party!

Call the guests and introduce yourself and ask them a few questions from the profile card. Get them excited and build a rapport with them. Let them know the time, date, and type of pampering party. Tell them if they arrive on time they will be treated to our wonderful Satin Hands Pampering Treatment.

Rewarding Customers:

People love to receive gifts and know they're appreciated. By offering your customers a little extra, you're letting them know how much you care and how much you appreciate them for their loyalty, says Independent Elite Executive Senior Director, Sylvia Boggs, of Charlotte, N.C. I adore my customers! She lets them know it by treating them to special gifts like samplers.

When you nurture your customer relationships, your customers become close, almost like family. Plus, when you treat your customers well, they'll take care of you. Sylvia says a fun way she's found to grow her business is by asking her best customers to host a quarterly class using The Look.

This gives them a special incentive to get their friends together for a fun event. And I reward my hostesses for their efforts by giving a gift and a big thanks in front of their friends. These are just a few of the ways a little extra can create excitement and strengthen customer loyalty.

Here is a great script that you can use:

"Hi _____, this is _____ with Mary Kay. I am the consultant that will be at _____ party on _____ at _____. Do you have a quick minute? Great! I have a couple questions about your skin type. (use questions 1-3 on profile card)

Great! I have all of the information I need and I am really looking forward to meeting you on _____. One last thing because this is more of a personalized hands on party, your hostess was only able to invite up to 6 women to attend, so can we count on you to be there? Great! If for any reason something comes up, will you please let her know at least 24 hours in advance so she can give someone else YOUR SPOT? OK, thanks so much! I will see you on _____!



New Online Payment Option

On InTouch

To help ensure that your checkout experience is quick, easy and efficient, Independent Beauty Consultants can securely store information for up to four debit/credit cards online through Chase Paymentech/Orbital Gateway. Just place an online order and once the card has been authorized, you will be given the option to save the card for future use. (Note: you can still use only one card to pay for each order.)

You'll also have the ability to manage your credit/debit card information by updating card expiration dates, adding or removing cards, designating a "preferred card" and "nicking" your cards to quickly identify which card you wish to use to pay for your order.

Holiday Action Plan!

OCTOBER

1. Set your goal for holiday sales & team building. Dream BIG!
2. Make a list of 15-25 businesses & people you do business with; contact them about your gift-buying services!
3. Talk to ALL your customers about helping them with their gift-buying needs. Let them see how you can help them! Show them how shopping **NOW** will offer them the best choices and prevent some of the hassles of their holiday time!
4. Book 6-8 Holiday Coffees. (These are fabulous, fun & profitable!)
5. Have **every customer** fill out a Holiday Wish List so you can follow up with their "Santa" in Nov. & Dec.
6. Offer a variety of classes—skin care, glamour, body care, coffees, etc. Begin to talk to **everyone** about preparing for the holidays!
7. **RECRUIT!** Build your team in October so they can take benefit from holiday sales & tax benefits!

NOVEMBER

1. **Follow-up** with all business contacts & leads. Be sharp and get out of your comfort zone.
2. Continue to book (& hold) shopping coffees, skin care, glamour & body care classes.
3. Continue having each customer fill out a Holiday Wish List.
4. Begin talking to the men you have contact with - work, church, friends, etc.
5. Begin following up with Holiday Wish Lists. (They may not be ready to buy—but you are at least making your service known!)
6. Service all of your reorder customers for their personal & holiday needs. Offer pre-party glamour clinics.
7. **RECRUIT!** What a great time to begin a business—your own Shopping at COST, provide service for those you know & prepare for an exciting new year of opportunity!

DECEMBER

1. Follow up on all husbands & men! They are beginning to think!!! Carry a "12 Days" in your trunk so you can show it to men you meet while you're out! (They have moms & assistants, too!)
2. Follow up on all Holiday Wish Lists. Think of the service you're providing, instead of how it benefits you — and it becomes easier!
3. Book 4-6 shopping coffees.
4. Book skin care & glamour appointments. (Help them prepare for parties & family gatherings.)
5. Talk to men, moms and kids about **12 Days of Christmas** gifts! They all love it, and you can put together a set for anyone!
6. Have gifts wrapped with you at all times - in your car—in a basket that you carry - at all appointments & reorders.
7. Help people remember stocking stuffers & last-minute gifts!
8. **RECRUIT!!** Still time to get gifts at cost, take advantage of the tax benefits & prepare for an exciting new year of opportunity! (And if you're selling & making \$...why wouldn't they want to?)
9. Challenge yourself to GO AHEAD and book 20-30 faces for January!



Recruiting in October

October is a key month for recruiting! This is the month to sign all Holiday Consultants. They can train and hold their first classes in October so they feel prepared for the holiday season and are past those first classes with family and friends. October is also a great time to get MK gift ideas for them. If she is unsure, have her hostess a class. This will show her that her friends/family are interested in the product, and she will learn while you earn! When she signs, hand the bookings over to her, she already has a jumpstart on the holidays!

If she can't book a class, give her samples and holiday wish lists. Once she has a list of products her friends and family would be interested in buying, signing her should be easy!

Focus on earning extra cash for the holiday season! Ask her, "If money were no object, what would you like to purchase for your family for the holiday season?" Write down her answer. Respond with, "What if I could show you a way to make that dream a reality? With Mary Kay and a little work, anything is possible!"

My Mary Kay® Holiday Wish List

Name: _____

Sometimes Santa Claus needs a little help!
Write the name and contact info of those shopping for you along
with your *Mary Kay*® product wish list. I'll follow up to
make sure you get just what you want under the tree!

- 1 _____
- 2 _____
- 3 _____
- 4 _____
- 5 _____

Holiday Shopping List

Who's on Your "Nice" List? Mary Kay® Gift Ideas

- _____ Teacher _____
- _____ Co-worker _____
- _____ Hairdresser _____
- _____ Neighbors _____
- _____ Church friends _____
- _____ Babysitter _____
- _____ Mail carrier _____
- _____ Stocking stuffers _____
- _____ Hostess gifts _____
- _____ Other _____

Mary Kay Holiday Open House

You
are
cordially
invited.

You'll find great
gift
ideas
for everyone on
your list!

When: _____
Where: _____
RSVP: _____

Thank You!

Your business means the world to me.
Thank you for letting me help with
your holiday gifting needs this year.
I'm always available for you.
Feel free to contact me anytime
I can be of further assistance!

Happy Holidays!

Your Mary Kay Independent
Beauty Consultant:

Contact Information





Christmas Coffees



Premier Club Director, Meredith Taylor hosted these Christmas Coffees during her DIQ. She got 20 new recruits from October—December. Her goal was to hold 10-20 of these parties and earn \$500—\$1000 per Christmas Coffee!

Call your Hostess & say this BOOKING SCRIPT:

Would you like to receive 50% off your Holiday Shopping with me? It will only last 45min to an hour. You must have 6-10 ladies there, and you'll get 50% off all your holiday shopping. Then you won't have to go to the mall and deal with all the craziness. I do all the gift wrapping for you....All you need is coffee and some fun holiday cookies. Here's our Look Book, so you can start choosing what you want! Let's schedule this now, so everyone can get their Holiday Shopping done early! This is going to be so much fun!

What You'll Need:

- Bring Satin Hands to do on all Guests
- Holiday Music CD, player & Holiday Candle
- Have 5 Sets at 5 price points to sell (5-6 of each set)—already wrapped. *Including Satin Hands Sets. \$15, \$30, \$40, \$45 & \$50 (Thinking of You Perfume & Lotion set=\$50)*
 - Holiday Look Books
- Every Guest gets a BAG with 1 of each in it
 - Skin care profile card
 - Gift List
 - Holiday Wish List
 - sales tickets for each guest
 - Pen
 - A Hershey's Kiss or other small candy

What to Do:

Mix & Mingle at the party, casually in the living room. Have each guest go through their Bag with everyone first and fill out their Profile Card! Then say, "Just for being here, you get a complimentary skin care consultation and holiday look from me, and I'll schedule it with you today before I leave." How many of you have a holiday party to attend?"

Second, have them pull out their Gift List... Have them write down some of the items they see in the Look Book that they would like to purchase for family and friends. Tell them, "Here's the deal....for every 2 items you buy today, you

get the 3rd at 1/2 off (the lesser value one)"

Most buy 3, 6, or 9 gifts.

Have the Hostess do Satin Hands, near the coffee & cookies. *(I'm grooming her to be a Consultant)*

Show the Sets you brought and tell them the prices (include tax & wrapping)

They are all set up to take home today!

My average sales per person is \$85 x 6 guests = \$500+ per Christmas Coffee! Plan to hold 10-20!

As you are ringing up sales, ask each of them

1. "Did you have fun today?"
2. Are you excited to get a holiday look? Do you have any special parties you want to get glammed up for? Let's schedule that time now.
3. Can I get your Gift List and profile card?
4. Pull out their 10 reasons to join Mary Kay & Interview them.
5. Ask her "Did you get everything you wanted? Or would you like to hear about my Holiday Hostess Program? With 6+ people, you get 50% off. (With only 5 people, you get 40% off.)"





Spice Up Your Holiday Open House

Laurie's Hot Apple Cider:

- 1 gallon of Apple Juice
 - 3/4 cup of brown sugar
 - 2 (3-inch) sticks of cinnamon
 - 4 slices of an orange
- Combine all ingredients. Bring to a boil.
Reduce heat and simmer for 10 minutes.

During the holidays, **Senior Sales Director Laurie Cole** of Allen, Texas, throws open the front door of her home and welcomes guests to another successful open house. If you're looking for some new ideas to spice up your annual gathering, fix yourself a mug of Laurie's homemade apple cider and read on to master her recipe for success!

1. Start a tradition. Select a date that will assure you of a great turn out and commit to holding the open house on that same day every year. If it's the second Saturday in November, then Laurie's customers know it's time for her annual get-together.

2. Send your guests their invitations at least two weeks in advance. To ensure that they have received your invitation, follow up a week before the open house with a courtesy "reminder call." When your guests answer their phones, Laurie says the following script is effective:
"Happy Holidays, (Name)! I'm really looking forward to my holiday open house next Saturday. Did you receive my invitation? Great! I will have homemade hot apple cider, cookies and lots of great Mary Kay® products! I have you down for (time). We are going to have a great time! I am looking forward to seeing you!"

3. Re-confirm all your appointments. Laurie suggests saving the Thursday and Friday before the open house to call each guest one last time. She also uses this opportunity to remind them they'll find a *Mary Kay* product for everyone on their shopping lists, and they can purchase gifts with a check, MasterCard, Visa or cash.

4. Decorate simply, yet tastefully. For a festive look, Laurie recommends placing gold material or paper across your kitchen's breakfast bar, and then scattering red and green shredded tissue over it. On top of that, try placing bowls of different shapes and sizes that have been wrapped with red or green tissue paper. Fill these festive bowls with various *Mary Kay* treasures; for example, fill one bowl with mascaras, another with Lip Gloss, and still another with Eye Defining Pencils.

5. Set the mood. What would the holidays be without holiday music and the smell of spiced apples in the air? Laurie not only has her favorite holiday music playing in the background, but she also serves her famous homemade apple cider. Sound good? "Not only does it make your house smell heavenly," says Laurie, "but your customers will think you're the greatest!"

6. Display, as well as personally present, your *Mary Kay* holiday product line in an area of your home that facilitates customer interaction.

For Laurie, the kitchen is her favorite area to accomplish this. By the sink, she displays the Satin Hands set along with the Advanced Nail Care complete collection. Once again, a festive basket is Laurie's pick for displaying these products, and she sees to it that each basket is chock-full of the latest Nail Colors. Additionally, guests are given literature which explains all of Laurie's specials, as well as a holiday gift list sheet and a pink holiday shopping bag.

7. Shop 'til they drop! While Laurie is providing individualized attention to one customer, those waiting for their appointments are perusing the beautiful displays while enjoying the festive cider, cookies and heart-warming hospitality. Laurie doesn't miss this opportunity to pamper her customers one last time: she gets *their* wish lists! Then, she passes this information on to husbands or significant others. For a busy husband-on-the-run, what could be easier than her holiday gift service, complete with free gift wrapping and delivery?

8. Pursue additional opportunities to talk about *Mary Kay* products. Before your guests leave, Laurie suggests inviting them to book a holiday makeover class or shopping coffee!

And one last thought. Laurie says your open house can be more successful if you set up appointments with your customers and have plenty of products on hand for them to take home. "Do this," suggests Laurie, "and everybody wins!"

Holiday Open House

Date: _____
Time: _____
Place: _____
RSVP: _____



This year why not skip the hustle and bustle of the mall and join me for a friendly afternoon coffee or cider and Holiday Shopping?

I can help you create personalized gifts and baskets for everyone on your list.

Plus there will be yummy holiday goodies and product giveaways!

BOOK

PARTY!

1. Find Hostesses!

Make a list of 30 people you know

Would any of them want to earn free products?

Total Party Sales	10% of party sales with no new bookings	15% of party sales with 1 new booking	20% of party sales with 2 new bookings
\$500	\$50	\$75	\$100
\$400	\$40	\$60	\$80
\$300	\$30	\$45	\$60
\$200	\$20	\$30	\$40



2. Book Parties!

Scheduling appointments to introduce & sell Mary Kay products—Party with 3-5 friends

Sample script: *I'm getting started in my Mary Kay career, and I need to hold 5 parties in the next 2 weeks. I was thinking about the sharpest women I know, and I thought of you! Is there any reason why you couldn't be one of my 1st hostesses to kick off my new business? It will be a lot of fun! You can earn free products. I would really appreciate it if you'd help me!*

3. Learn how to overcome objections!

Objection: I don't have time.

I understand. I am busy too! I don't know how we fit it all in, but I do have next Thursday open at 6pm and a 1pm on Saturday. Would that work for you and a few of your friends? We could just take about an hour, and we will relax and have some pampering time!

Objection: I don't know when I can hold an appointment...I need to talk to my friends.

Why don't we set up a tentative date, and if we need to change it, we can.

When would be better, Thursday or Friday, 7pm or 7:30?

(Mary Kay taught us to always give two choices)

***“Booking is the lifeline of your business.
If you're out of bookings, you're out of business!”***

Mary Kay Ash

SELL

RECRUIT

Two top Mary Kay Independent Sales Directors are making plans for every single week during the run of *Project Runway All Stars Season 3*. Here's how they're getting ready for the runway:



Independent Executive Senior Sales Director Kali DeBlander Brigham
of Pensacola Beach, Fla.

Kali and her unit members plan to make the most of this opportunity by **hosting viewing parties each week**, complete with a beauty bar and hors d'oeuvres. Kali says, "This is one of the biggest things to ever happen with Mary Kay because so many women will be seeing *Mary Kay*® products in a whole new way. If Independent Beauty Consultants choose to capitalize on this then their businesses will never be the same."

Kali says these viewing parties will truly be a girls' night out, and she thinks her customers will return to her parties week after week to tune in to the show and the fun! During commercial breaks, Kali's going to turn down the volume on the TV and have her own commercials. She'll feature different skin care and color products each week so returning customers can get to know the entire line of *Mary Kay*® products.

Kali also plans to have an area where guests can play with the *Mary Kay At Play*™ products since this fashion forward makeup is a natural match to the concept of *Project Runway All Stars*.

Dress for success!

Kali intends to have fun dressing up and being trendy for her viewing parties. She's also going to encourage her guests to dress super cute or step out on a limb with their fashion choices, because as she says, "It's just us girls, and we're watching a fashion-forward show."

Kali explains, "Even though this is going to be tons of fun, it's an opportunity I take very seriously, and I think it's important for everyone to take advantage of it. Women want to have a reason to get together, and this is perfect. We'll be developing relationships and creating brand lovers."

Independent Elite Executive Senior Sales Director, Amy Stokes of Knoxville, Tenn.

Amy has been a big fan of *Project Runway* and *Project Runway All Stars* for years. She says, "They are some of my favorite shows because they're so inspiring. Over the years, I had always hoped Mary Kay could be the official sponsor and now I'm thrilled that it is. It's great publicity among our target markets."



Amy and her unit plan to **record the show and watch it at their Saturday guest events**. And they'll use *The Look* as a booking tool to invite guests. She explains, "My unit and I will look at the featured models and find the one who looks most like one of our customer. Then we'll invite her to the viewing party for a color makeover." Amy says the conversation will go something like this: "Mary Kay is the official Beauty Sponsor for *Project Runway All Stars Season 3*. I'd like to invite you to a viewing party and give you a color makeover to match this model's look" (then point to the model that looks like her, or if you're on the phone, describe her). This is a great way to not only get guests to come to your viewing party, but also to get *Mary Kay*® products on their faces!

Viewing party game ideas!

Amy also loves the idea of having viewing party games, and here are a couple she's planning to play with her guests:



1. Start with a wrapped prize and hand it off to a guest. Each time Mary Kay is mentioned throughout the show, the gift is passed. Whoever is holding the gift at the end of the show gets to keep the gift.
2. Have each guest write down her guess for the winner of the episode. Every guest who chooses the winning contestant wins a small prize or even a small discount on the purchases they make during the party.

MARY KAY



Mary Kay Rocks the Runway!

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Project Runway is the No. 1 original series on cable television for women 25-34.

And with Mary Kay as the official beauty sponsor of Project Runway All Stars Season 3, you have a season full of opportunity to talk to your customers and potential customers about the fresh fashion credibility of the Mary Kay® brand!

If you're a fan of the show, then you know that each week the show mentor reminds the designers to send their models to get their makeup done. For Project Runway All Stars, that means they'll be sending them to the **Mary Kay® Color Design Studio™** where six makeup artists will apply Mary Kay® products to the models – every single week! And Mary Kay will even conduct a fashion challenge in one episode.

