



# Diane's Dream Catchers



*Independent Sales Director Diane Hineline*



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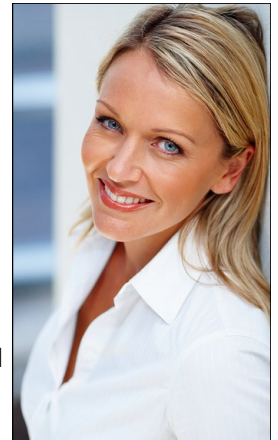
*“You  
can’t keep  
determined  
people from  
success!!.”*

**-Mary Kay Ash**

*What are you  
DETERMINED  
to achieve this year?*

## ENVISION A POSITIVE FUTURE!!

Envision a positive future for yourself, for those you care about, and for your world. Let that future vision fill your spirit with positive energy in the present. Give yourself a positive vision for the future and then begin to live that vision right now. Give yourself something wonderful and meaningful to look forward to, then start working forward to it.

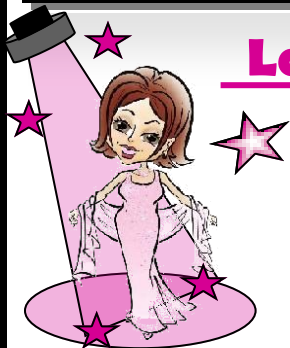


No matter how young or how old you are, you can choose a positive and realistic vision of the future. And no matter where you are or what you have, you can immediately act to bring that vision about in your life. The difference between feeling lousy and feeling great is knowing that you’re headed in a positive direction. Take steps right now so that you know, without a doubt, you are headed in a positive direction.

The future is as bright as you choose to see it. Make it shine so brilliantly that you are compelled to act effectively and persistently to bring it about. Instead of arguing about the past or complaining about the present, create a beautiful vision for your future. And find real joy in living that vision.

**- Ralph Marston**

## Look Who’s In The Spotlight!!



**CHEYENNE EVANS**

**On Target  
Star Consultant!!**

**REBECCA STEWART**

**Queen of Wholesale  
In July**

*Way to go ladies!!*

### Monthly Goals

**Personal Gold Medal  
(5 qualified recruits)  
at least 3 Red Jackets  
in the Unit**

### Seminar 2014 Goals

**Queen's Court  
of Recruiting  
Becoming a  
Cadillac Unit!**

# A Note From Your Director...



*From Business Coach Ann Vertel*



**How to move from being just an EMPLOYEE to being the fabulous ENTREPRENEUR that you are!!**

**Entrepreneur:** one who undertakes a business enterprise, especially one involving risk.

**Employee:** job-holder, staffer, wage-earner, worker.

**1. Stop thinking like an employee.**

Are you still thinking like an employee? Once you've made the commitment to run your Mary Kay business, everything changes. One of the most dramatic shifts that must be made, in order for you to be wildly successful, is to stop thinking like an employee and start thinking like an entrepreneur. Why? Because you are one now. No boss. No salary. No rules. What that really means is...no limits. The only restrictions now are the ones you choose to tolerate.

**2. Stop waiting for your next assignment.**

If you are waiting for your director to tell you what to do next you're missing the point. This is your business. Of course you need training but beyond that, it is entirely up to you what you do with it. This is a huge shift in thinking if you are used to working for someone else. Because they are used to being assigned work or told what to do, some consultants just do what they're told then wait for the next task. Your director is a resource, not your boss. She works in an advisory capacity with you to help you achieve your potential. You can learn incredible things from your director. One of them is responsibility for your own success.

**3. Establish your own benchmarks.**

The Nationals are pretty amazing ladies. So are you. Many of them set the standards. So can you. They've all made it using a proven system, a lot of energy, and a great attitude. And each and every one of them put their own personal touch on the secret to success. That means you should too. Learn from them. Then look at how you can be creative in getting to the top. You have very unique ideas, talents, and strengths – use them. There has never been a consultant just like you, and there never will be again. You are already genetically wired to be great and you will be, as long as you capitalize on your personal strengths. Create stretch goals. Lean into the uncomfortableness of what seems impossible.

You deserve to enjoy every benefit of being an entrepreneur!! Think big. Be brilliant. Then blaze your trail.

*Love & Belief in You, Diane*

We  
CELEBRATE  
You!



*Happy September  
Birthday!*

<b>Birthdays</b>	<b>Day</b>
Crystal M. Waggoner	15
Melissa Ellisen	17



*Congratulations on Your  
September MK Anniversary!*

<b>Consultant</b>	<b>Years</b>
Grace B. Bechtle	1
Ashley M. Dollar	1
Alex Holck	1
Stacy Cotton	1
Sandy Millspough	1
Carol Mitchell	1
Sandy Thomas	1
Mary Weber	1

# Welcome New Consultants

**CONGRATULATIONS on your decision to become an INDEPENDENT BUSINESSWOMAN!**

**Those who dared...**

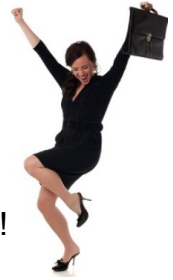
Stacey L. Chafin

**From:**

NASHVILLE, NC

**Those who cared...**

D. Hinline



*Share the Dream... Build a Team!!!*

I look forward to seeing your new team members names here next month!!

## EARN DOUBLE SHARING CREDIT THIS MONTH!!

**You can earn double credit toward the Seminar 2014 Queen's Court of Sharing! Check out details below:**

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

Normally you can earn one credit for every qualified personal team member. During the dates listed below you can earn two credits for each qualified\* new personal team member who signs her Independent Beauty Consultant agreement between Aug. 1-31, 2013 and places at least \$600 or more in wholesale Section 1 products from Aug. 1 – Sept. 30, 2013. See Intouch for full details!!



# 2014 Seminar Courts

These reports reflect results through 7/31/13

### Top Court of Sales YTD

	Name	YTD Total
1	Rebecca Y. Stewart	\$468.00
2	Timisha Gatling	\$69.50
3	Abbe Fralix	\$69.00
4	Mone Smith	\$54.50

Set your sights on the 2014  
*National Courts*

### Queens Court of Personal Sales

*\$36,000 Personal Estimated Retail*

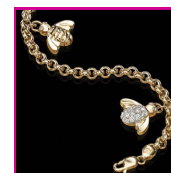


### Top Court of Sharing

Name	SEM QUAL Recruits	Commission
<p><b>Who will step up to be our QUEEN OF SHARING 2014?</b></p> <p><i>This could be you!!</i></p>		

### Queens Court of Sharing

*24 Qualified (\$600+)  
New Personal Team Members*



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# Who Wants To Move Up The Ladder?



## Your Sales Director

- 9% or 13 % Unit Commissions!
- 9% or 13% Personal Team Commissions!
- Unit Volume Bonus of \$500 or more!
- Personal Recruiting Bonus of \$100!
- Additional Bonuses, Special Gifts, Recognition & Travel!



Independent Sales Director  
**Diane Hinline**

## Offspring Sales Directors

- 9% or 13 % Unit Commissions!
- 9% or 13% Personal Team Commissions!
- Unit Volume Bonus of \$500 or more!
- Personal Recruiting Bonus doubles to \$100!
- Additional Bonuses, Special Gifts, Recognition & Travel!

Who will be our  
first Offspring Director?

## Directors in Qualification/Future Directors

- 8+ ACTIVE TEAM MEMBERS**
- Chevy Cruz Or \$375 Cash Per Month For 2 YRS
  - 9% or 13% Personal Team Commissions!
  - Team Building Bonus!
  - Special Classes at Career Conference & Seminar!

Work your  
way up to DIQ!!

## Grand Achievers

- CAR WINNERS**
- Chevy Cruz Or \$375 Cash Per Month For 2 YRS
  - 9 or 13% Personal Team Commission
  - \$50 Team Building Bonus W/Each New Team Member



Who's Ready  
To Drive Free?

## Team Leaders

- 5 ACTIVE TEAM MEMBERS**
- Can go On Target for Chevy Cruz!
  - 9% or 13% Personal Team Commissions!
  - \$50 Team Building Bonus!
  - Team Leader Pin!

You can be here and  
On Target for your Car!!

## Star Team Builders

- 3 OR 4 ACTIVE TEAM MEMBERS**
- 4% Personal Team Commissions!
  - Team Building Bonus!
  - Star Recruiter Pin!
  - Eligible to Wear Red Jacket!
  - \$50 Rebate on Jacket!

The  
**Star Team Builder**  
Position Is Open  
For YOU!



## Senior Consultants

- 1-2 ACTIVE TEAM MEMBERS**
- 4% Commission on wholesale orders of personal team members!
  - Senior Consultant Pin!

**Timisha  
Gatling**





# Focus on being a STAR Consultant!!



STAR CONSULTANTS EARN MORE PROFIT, FREE PRODUCT & WONDERFUL PRIZES!

## Look who's On-Target for their 1st Quarter STAR...

JUNE 16TH-SEPTEMBER 15TH  
Contest updated through 8/12/13

Consultant Name	Current W/S Production	Sapphire	Ruby	Diamond	Emerald	Pearl
		----- Wholesale Production Needed -----				
CHEYENNE EVANS	\$400.00	\$1,400.00	\$2,000.00	\$2,600.00	\$3,200.00	\$4,400.00

*So proud of you Cheyenne!!  
You're on your way!!*

# HAVE YOU PICKED THE PRIZE YOU WANT TO EARN THIS QUARTER?



*Visit Mary Kay InTouch today to decide on the prize you want to work towards in this first quarter!!!*



## July Wholesale



*"Thank you for providing excellent customer service, having fresh products on your shelf, and for contributing to our unit goals!"*

Name	Amount
Rebecca Y. Stewart	\$224.00
Timisha Gatling	\$69.50
Abbe Fralix	\$34.50
Mone Smith	\$27.25
Diane M. Hinline	\$11.00

**Fabulous New Products Are Here!!**





# ADVICE FROM AN MK SUPERSTAR!!

Senior National Sales Director Dacia Wiegandt's story is a true inspiration!!!

Dacia became a Consultant at 22, finished DIQ & became a Director just 6 months later after flying through DIQ in ONE month!! She earned her 1st car 3 months after signing her agreement and her 1st Cadillac only 11 months after signing. Just one year later her new Unit had achieved the Half Million Dollar Circle of Achievement & they went on to earn the Million Dollar Circle of Excellence in her second year as a Director. On November 1, 2005, just 4 short years after signing her beauty agreement, Dacia debuted as the youngest National Sales Director in Mary Kay history at the age of 25. Dacia's highest love check in ONE month was \$60,000 and she has been able to enjoy an annual income of \$300,000.



*Advice from Dacia is super valuable!*

I hope you'll be inspired by some of the things Dacia shares here about her journey...

*"Consistency was important to me because it meant I could make a sometimes unpredictable business predictable! By consistently working personally and working hard, I had control of my business and it was never in the hands of someone else. I had a formula for success that I focused on from day one of my business. I knew that week to week, day to day, this formula would pay off. Want to know what it is? Surprise, surprise! I did what Mary Kay told us to do and did 3+3+3 (3 classes, 3 interviews, \$300 in new sales per week), and made sure I had my Perfect 10 (10 Classes & 10 Interviews a month). To help me become more consistent I put in place the habit of getting 5 NEW contacts A Day and 2 bookings a day. I knew if I could do these things week in and week out it would pay off and look it did. 4 years later a National Sales Director."  
-Dacia Wiegandt*

**SOME OF DACIA'S ADVICE....**

- God cannot bless your work if you don't give him anything to bless.
- I work my business every day as though it's the last day of June.
- I get 5 new contacts a day, period. EVERY DAY - 5 NEW CONTACTS, END OF STORY.
- I get at least 1 new booking a day, without fail. WITHOUT FAIL.
- The pain of discipline is far less than the pain of regret.
- Listen to yourself, would you want to book with you? If not, then change.
- There are NO valid excuses, it's only you who can stop you. It's all in your head.
- Every day is a brand new start. Compare yourself to no one—just go get that goal.
- Give women a chance to participate in your goal. They will RISE UP TO HELP YOU.
- I complete a PowerStart each and every month, no exceptions.
- Utilize your tape library or have a powerful buddy to communicate with on a daily basis.
- Never prejudge anyone. But do focus on the following...
  - a. women between 25—55
  - b. women who own a home
  - c. women who are married
  - d. women who have children
  - e. women with at least a few years of post secondary education.
 If you consistently find women with at least 3 of those 5, you will move much quicker.

## STEP UP TO DIRECTORSHIP!

Your path to success will be rewarded with fabulous perks and prizes befitting a Mary Kay Independent Sales Director. When you debut as an Independent Sales Director from Aug. 1, 2013, through July 1, 2014, you will receive several fantastic rewards:

- A beautiful Class of 2014 ring to match your 2013-2014 Sales Director suit
- A stunning Badgley Mischka handbag
- Free registration to Leadership Conference 2014 if you debut between Aug. 1, 2013, and Jan. 1, 2014
- Free registration to Seminar 2014 if you debut between Feb. 1 and July 1, 2014

And there's more!

- Receive an elegant Badgley Mischka wallet to complement the handbag when you debut one offspring Independent Sales Director during the contest period
- Receive a \$100 bonus for each additional offspring when you debut two or more offspring Independent Sales Directors during the contest period



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

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

**Future Director & DIQ's are also invited to attend!!!**





*Looking Ahead...*

# September 2013

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
<b>1</b> Online DIQ Commitment Form available beginning 12:01am CT.	<b>2</b> Labor Day. Postal Holiday. All Company and branch offices closed.	<b>3</b> Last day to submit online DIQ form.	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>
<b>8</b>	<b>Happy 50th Anniversary Mary Kay!!</b>					<b>14</b>
<b>15</b> Quarter 1 Star Consultant Quarterly Contest Ends. PCP enrollment begins for Holiday 2013 Look.	<b>16</b> Quarter 2 Star Consultant Contest begins.	<b>17</b>	<b>18</b>	<b>19</b>	<b>20</b>	<b>21</b> Mary Kay Inc. 50th Anniversary
<b>22</b>	<b>23</b>	<b>24</b>	<b>25</b>	<b>26</b>	<b>27</b>	<b>28</b>
<b>29</b>	<b>30</b>					

**SEPTEMBER ORDERING DEADLINES...**  
**September 27th** Last day of the month for Consultants to place phone orders.  
**September 30th** Last day of the month for Consultants to place online orders.

## *Unit Highlights...*

- 8/17** Emerging Leaders Workshop with Donna Meixsell, 10-noon at The Dream Center in Fayetteville
- 8/20** Success Meeting, 6:30-8:30, at Celebration Church 8700 Capital Blvd, bring guests!
- 8/23** Fun, Food, and Facials at Celebration Church 6:30pm with special guest our new NSD Alicia Lindley-Adkins! Bring LOTS of guests!
- 8/27** Success Meeting, 6:30-8:30, at Celebration Church 8700 Capital Blvd, bring guests!
- 8/27** Success Meeting, 6:30-8:30, at Celebration Church 8700 Capital Blvd, bring guests!
- 9/3** Success Meeting, 6:30-8:30, at Celebration Church 8700 Capital Blvd, bring guests!
- 9/10** Success Meeting, 6:30-8:30, at Celebration Church 8700 Capital Blvd, bring guests!
- 9/17** Success Meeting, 6:30-8:30, at Celebration Church 8700 Capital Blvd, bring guests!
- 9/24** Success Meeting, 6:30-8:30, at Celebration Church 8700 Capital Blvd, bring guests!



**“Over the years I’ve determined that nearly all high achievers know how to make good use of those 1,440 minutes in each day!”**

*Mary Kay Ash*



*It's a Superstar Comethant!!!*

**JOIN ME IN NEW ORLEANS!!**



**Earn FREE Registration to Leadership 2014 when you Debut as a Director August 1, 2013-January 1, 2014!! Future Director & DQ's are also invited to attend!!!**

**DIANE HINELINE**  
**Mary Kay Independent Sales Director**  
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 Raleigh, NC 27616  
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 EMAIL: [hinelined@marykay.com](mailto:hinelined@marykay.com)



**☆☆ Promotions & Company News ☆☆**

**LET'S STEP UP TO THE CHALLENGE!!!**



We've been challenged by the company to grow our unit by 13% every month between now and December 31st . I need at least 24 of you who are willing to step up to the challenge and to start growing your teams!! The ladies who step up will see the rewards in their business. As you grow your team you'll enjoy more profit, more rewards & you can be well on your way to earning your car & Directorship!!

**EXCITING BREAKING NEWS!!!**

*Mary Kay has been chosen as the official Project Runway Beauty Sponsor for their upcoming Season!!!*



This show is exciting to watch, they take unknowns and make them into superstars in the fashion design world. In the upcoming season the designers will be under such amazing leadership of people like Award-winning designer Zac Posen, Marie Claire editor Nina Garcia and supermodel Heidi Klum. Now Project Runway has chosen our incredible brand to be their one and only makeup brand used on the show in their upcoming season!! What great product recognition for the brand that you and I love so much, and imagine how much fun it will be to share this news with your customers!!! Stay tuned for ideas on how to use this Project Runway spotlight to benefit your business!!