

# Rock Solid

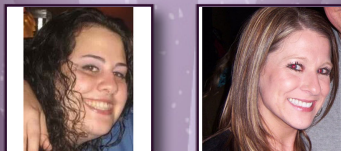
Daria Rocco | Independent Senior Sales Director



Newsletter for May 2014  
March Results



*Queen of Wholesale*  
**Siobhan Cleary**  
runners up



*Queen of Retail Sales*  
**Siobhan Cleary**  
runners up



*Queen of Sharing*  
**Siobhan Cleary**  
you could be here too!



## Court of Sales!



\$36,000 Personal Estimated Retail Production

Year to date results as of 4/7/2014

1



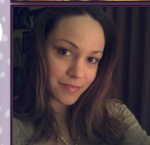
**Siobhan Cleary**  
\$9,829

2



**Dale Silva**  
\$7,010

3



**Dominique Di Carmine**  
\$5,229

4



**Carla Carter**  
\$3,702

5



**Norma Pettus**  
\$3,667

Consultant Name	Wholesale
1 Siobhan Cleary	\$1,430
2 Tina Salerno	\$403
3 Lindsay Carrington	\$318
4 Michele Flores	\$275
5 Dale Silva	\$248

Consultant Name	Sales
1 Siobhan Cleary	\$600
2 Dale Silva	\$500
3 Kimberly McCowen	\$200
4 Ameris Poquette	\$109

Consultant Name	Recruits
1 Siobhan Cleary	1

Career Conference was absolutely amazing! Your very next chance to experience a powerful company event (the highlight of our year) is Seminar 2014. By committing to come to Seminar 2014, (registration begins April 7th) it is simply the best investment you can make for your business. A firsthand view of the company that you are a part of can make a great difference in achieving your goals.

I started my business in 1989; for ten whole years, I convinced myself that my children were too young, the travels were too far, too expensive, etc.

What did that mindset cost me? In 1999 my husband was in an accident, and I knew that due to his limitations I would have to resume working a full time job. We mulled over many different areas in which I could work. At that moment, I remembered the woman that worked the Mary Kay business and made a lot of money. I couldn't really see how this small part time business could earn any real income for my family, and I owed it to myself to explore this area further.

My husband and I agreed it was worth attending my first Seminar to see for myself what this company was really about; I was blown away at what I saw.

Woman of all different ages and stages in their lives were earning free cars, diamonds, cash, and the famous Pink Cadillacs. The major difference was that I worked my business as a hobby, whereas businesses have potential to make real money. I immediately made the decision to give my business the attention it deserved. Within three short months, I earned my first career car and that was back in 1999. I have since had the privilege of driving free for fifteen years Mary Kay style.

In 2001 - more specifically in September - we debuted as a unit. Once again, I had every reason come up that would hinder finishing the qualifications. Still, I found the strength to succeed instead of listening to my own excuses.

For those who dare to be brave: Mary Kay has an unparalleled opportunity for you and your family. Why not invest in yourself and join us at Seminar 2014?

For me it was a great help in determining what I wanted to accomplish. I am sure that it has the same power for you. Make a decision and invest in yourself. I work on my personal growth daily. You owe it to yourself and to your family to see firsthand what Mary Kay can do for you. Dream big!

With Your Success in Mind,  
Daria

## Court of Sharing!



24 New Qualified Personal Team Members

Year to date results as of 4/7/2014

1



**Dale Silva**  
1

2



**Tina Salerno**  
1

# Share the Love

Team-Building Promotion

April 1 - 30, 2014



Share the love and passion you have for your Mary Kay business and "pass it on." During the month of April, your potential new team members can **start a Mary Kay business for only \$75!** Plus, they can receive up to \$100 credit AND free shipping on their initial wholesale Section 1 order!

How it works:

## fabulous incentives

### The starter kit for only \$75

\$400 wholesale product inventory (\$800 suggested retail value)  
\$10 BizBuilder Bucks credit

### The starter kit for only \$75

\$600 wholesale product inventory (\$1,200 suggested retail value)  
FREE shipping on the first product order  
Up to \$35 in BizBuilder Bucks credit  
FREE custom color look (\$118 suggested retail value)  
FREE product bonus bundle (up to \$223 suggested retail value)

### The starter kit for only \$75

\$1,800 wholesale product inventory (\$3,600 suggested retail value)  
A \$100 credit off the first product order  
FREE shipping on the first product order  
Up to \$125 in BizBuilder Bucks credit  
FREE custom color look (\$118 suggested retail value)  
FREE product bonus bundle (up to \$642 suggested retail value)

discover what you  
**LOVE**



newsletter direct, inc. | copyright 2014 | all rights reserved | www.newsletterdirect.net

Spring is here and that means it's time to start digging into the garden of your daily living!

Plant three rows of peas...

1. Peas of Mind
2. Peas of Heart
3. Peas of Soul

Plant four rows of squash...

1. Squash Gossip
2. Squash Indifference
3. Squash Grumbling
4. Squash Selfishness

Plant four rows of lettuce...

1. Lettuce Be Faithful
2. Lettuce Be Kind
3. Lettuce Be Patient
4. Lettuce Love One Another

No garden is complete without turnips...

1. Turnip for Meetings
2. Turnip for Service
3. Turnip to Help One Another

All great gardens require thyme...

1. Thyme for Each Other
2. Thyme for Family
3. Thyme for Friends

Don't forget to water freely with patience and cultivate with love.

newsletter direct, inc. | copyright 2014  
all rights reserved | www.newsletterdirect.net

## Recipe of the Month!

### Ingredients:

4 ripe avocados  
¼ cup sour cream  
3-4 Tbsp fresh lime juice, divided  
2 Tbsp minced fresh chives  
15 oz fresh crabmeat, squeezed dry  
½ cup mayonnaise  
3 Tbsp thinly sliced fresh basil  
1 red jalapeno chili, minced  
salt and pepper to taste

## FRESH CRAB & AVOCADO DIP

### Directions:

1. Mash avocados with sour cream, 2-3 Tbsp lime juice and the chives in a large bowl.
2. Season with salt and pepper.
3. Spoon evenly into a glass serving bowl.
4. Lightly mix crab, mayonnaise, basil, jalapeno and 1 Tbsp lime juice in a bowl.
5. Season with salt and pepper.
6. Spoon evenly over avocado layer.
7. Cover and refrigerate until serving or for up to 8 hours.
8. Serve with chips.



# the POWER of the reorder

**What makes our business special? Residual income from reorders!**  
 Every item we sell is a consumable product. Our customers wash it down the drain twice a day! This means the products you sell today will actually be sold over and over and over again to the same satisfied customers! Building a good customer base will continue to boost your bank account every month!

**Harness the power of residual income in your business!** Residual income gives you the ability continue

to make money from your efforts or time worked in the past. **How many jobs can you say that about?** So many direct sales companies have a product with which you are only making money when you are holding parties. This is not the case with MK!  
**When your product is consumable you continue to make money over and over again** just by following up with your customers! Take advantage of this concept by building a solid foundation in your business. Check out

the table below as an example of how focusing on maintaining 45 skin care customers can earn you \$1,000 profit each month!  
**IMPORTANT!! Follow up is the moral of this story! You must follow up regularly to service and maintain your customer base.** It's the only way you will retain these skin care customers. Try a routine schedule like... 2 days, 2 weeks, 2 months! Keep up the contact and enjoy your residual income each and every month!

## What would you do with an extra \$1,000 profit per month?

botanicals miracle set repair set

retail price	monthly usage*	monthly sales	monthly profit*	sets sold	total profit
\$58	2	\$29	\$11.60	10	\$116
\$90	2	\$45	\$18	20	\$360
\$199	2	\$99.50	\$39.80	15	\$597
				45	\$1,073

\*Use-up rates for each product vary from 1-3 months. Log onto MK InTouch and look under product central for more information. Profit is based on 40% of retail prices. Adjust numbers as needed to match the results you experience in your business.

newsletter direct, inc. | copyright 2014 | all rights reserved | www.newsletterdirect.net

### Court of Sales!

\$36,000 Personal Estimated Retail Production  
 Year to date results as of 4/07/2014

Name	Amount
1 Siobhan Cleary	\$9,829
2 Dale Silva	\$7,010
3 Dominique Di Carmine	\$5,229
4 Carla Carter	\$3,702
5 Norma Pettus	\$3,667
6 Roxanne Rich	\$3,540
7 Lindsay Carrington	\$3,101
8 Tina Salerno	\$2,768
9 Ira Cohen	\$2,320
10 Millie Melendez-Hernandez	\$2,218
11 Kimberly McCowen	\$2,178
12 Alma Roman Bailey	\$2,072
13 Nona Brown-Amoruso	\$1,763
14 Beth Bodemann	\$1,628
15 Marie William	\$1,585

### Court of Sharing!

24 New Qualified Personal Team Members  
 Year to date results as of 4/7/2014

Name	Recruits
1 Dale Silva	1
2 Tina Salerno	1
3 Dominique Di Carmine	1
4 Carla Carter	1



**STAR**  
consultant  
program

**GO** for  
the  
**GOLD**



03.16.14  
through  
06.15.14

newsletter direct, inc. | copyright 2014 | all rights reserved

*Get your star on!*







1800 2400 3000 3600 4800

contest ended: 3/15/2014 final results

**Congratulations to our stars!**



4 point  
Recruiting

**MK's Share the Love Starter Kit discount is a great way to boost your team size this month!** Skin care classes and collection previews offer the best place to find prospective team members. **Try this plan to grow your team!**

**1** Before every skin care class and collection preview, ask the hostess; Who is coming today who might be interested in doing what I do?

**2** Present your heartfelt, enthusiastic I-story at every skin care class and collection preview. Share why you began your Mary Kay business and what it means to you.

**3** Select at least one person at every skin care class and collection preview and offer her the Mary Kay opportunity. You may want to plant seeds by sending guests home with team building materials.

**4** Offer the hostess a special gift for any person she suggests who becomes an Independent Beauty Consultant.



**Daria Rocco**  
*Sapphire! Star!*



**Siobhan Cleary**  
*Sapphire! Star!*

## March Weekly Accomplishment Sheets!

NAME	SALES	HOURS	WAGE
<b>Siobhan Cleary</b> 3/20-3/26	\$600		
<b>Kimberly McCowen</b> 3/30-4/5	\$200		
<b>Ameris Poquette</b> 2/28-3/6	\$109	0.25	\$174
<b>Dale Silva</b> 3/15-3/21	\$500		

*Weekly  
Summaries*  
enter them online

**I want to celebrate your success!**

Click to [www.marykayintouch.com](http://www.marykayintouch.com) >

Business Tools > Weekly  
Accomplishments  
> Enter Weekly  
Accomplishments



newsletter direct, inc. | copyright 2014 | all rights reserved | www.newsletterdirect.net

# Team Builders!

Career and Status Levels as of 04/01/2014

\*You must place a minimum \$225 wholesale order to become active.

# Career Path

## TEAM LEADERS

### Siobhan Cleary

- Citlili Falcon
- Michele Flores
- Racheal Igharha
- Aldema Pereira Caliar
- Sandra Quezada
- Marie William
- Pauline Cleary\*
- Silvia Falcon\*
- Nadia Minott\*
- Zoila Rosa Penafiel Guaman\*
- Esther Asibuo\*
- Sundaymar Benn\*
- Cynthia Dimiyo\*
- Heremela Eshetu\*
- Olivia Meneses\*
- Roseanne Rooney\*
- Joy Shields\*
- Annette Trotta-Flynn\*
- Chemere Wells\*

### Kimberly McCowen

- Melissa Hunt
- Sharon Doyle\*
- Susan Thorp-Dillon\*
- Sara Varrone\*

### Roxanne Rich

- Andrea Long\*
- Marisa Schiavone\*
- Doreen Cardinale\*
- Judy Cassia-Koch\*
- Nicole Disalvatore\*
- Kellilynn Forrester\*
- Connie Fusco\*
- Toni Gruden\*
- Nicole Haight\*
- Rose Mullen\*
- Norma Pettus\*
- Olga Phelan\*
- Noemi Roman\*
- Valerie White\*

### Marie William

- Deborah William
- Sylvanie Abraham\*
- Marie Romelus\*
- Marjory Therassin-Sylla\*

## SENIOR CONSULTANTS

### Nona Brown-Amoruso

Edith Tunstull

### Dominique Di Carmine

Marlena Di Carmine  
Ameris Poquette

# Building WALL to WALL Leaders

it's more than a mission...it's a movement.

Log onto InTouch today!

copyright 2014 | all rights reserved | www.newsletterdirect.net

Join Now!



## SENIOR CONSULTANT

### Requirements

- 1 - 2 active personal team members.
- You must be active.

### Compensation

- 4% personal team commission.

## STAR TEAM BUILDER

### Requirements

- 3 - 4 active personal team members.
- You must be active.

### Compensation

- 4% personal team commission.
- Eligible to begin earning \$50 team-building bonus.

## TEAM LEADER

### Requirements

- 5 - 7 active personal team members.
- You must be active.

### Compensation

- 9% or 13% personal team commission.
- \$50 team-building bonus.

## CAREER CAR

### Requirements

- 14+ active personal team members.
- \$5,000 monthly personal team production.
- You must be active.

### Compensation

- 9% or 13% personal team commission.
- \$50 team-building bonus.
- Career Car or \$375 per month.



## FUTURE DIRECTOR

### Requirements

- 8+ active personal team members.
- You must be active.

### Compensation

- 9% or 13% personal team commission.
- \$50 team-building bonus.

Welcome New Business Owners!



### Sandra Quezada

Carmel, NY  
rec... Siobhan Cleary

pink doing green

Be a part of our latest effort to make a difference. Mary Kay Inc. will plant one tree in the United States, in partnership with the Arbor Day Foundation and the U.S. Forest Service, for every 10 flip-top caps and/or color refill cases received by Mary Kay Inc.!

Items may be sent to:  
Mary Kay Inc., Caps & Cases Program  
Attn: Carlos Troncoso  
1330 Regal Row  
Dallas, TX 75247

newsletter direct, inc. | copyright 2014 | all rights reserved | www.newsletterdirect.net

## May Birthdays

Name	Day
Marie Washburn	1
M. Grace Cantwell	9
Carla Carter	30
Marisa Schiavone	30

## May Anniversaries

Name	Years
Alma Roman Bailey	12
Jerrilyn Heiman	9
Lindsay Carrington	3
Carly Augustis-Kokoni	1
Toni Gruden	1
Rose Mullen	1
Olga Phelan	1

## Consistency Club Card

# \$200 Week!

1 2 3 4 5 6 7 8 9 10

## Consistency Club Card

# \$400 Week!

1 2 3 4 5 6 7 8 9 10

## Consistency Club Card

# \$600 Week!

1 2 3 4 5 6 7 8 9 10

## Consistency Club Card

# \$800 Week!

1 2 3 4 5 6 7 8 9 10

## Join our unit's Consistency Club!

What is your Weekly Sales Goal?

\$200...\$400...\$600...\$800?

Pick the punch card that depicts your weekly sales goal. Cut it out and keep it in your appointment book. Let me know what your goal is so I can keep a duplicate card for you. Then as you achieve your weekly sales goal, let me know and you will receive a punch on your punch card!

### Earn double or triple punches!

When you achieve your goal or add a new member to your team you will receive one punch. Adding a new qualified team member gets you a total of three punches on your punch card!

### Fill your punch card!

Let me know when your punch card is full and you will receive a fabulous prize from our prize table!

**Hint...**the larger the goal, the larger the prize!

*Out of town Consultants will have the opportunity to view pictures of the prizes available at the time of winning.*

## Seminar Awards 2014



**QUEEN'S COURT OF PERSONAL SALES**  
\$36,000 Personal Estimated Retail Production



**QUEEN'S COURT OF SHARING**  
24 Qualified New Team Members

## product corner



## Mary Kay® Facial Highlighting Pen

The Mary Kay® Facial Highlighting Pen can help your customer wake up her look with sheer luminosity. The special light-reflecting pigments in the Highlighting Pen optically "lift" the shadowy areas of the face. Instantly the skin will look brighter, the skin tone more even and the face more radiant!

### Benefits & Claims

- Diminish small imperfections
- Easy-to-blend formula will not settle into fine lines
- Non-Comedogenic
- Oil-Free

### Target Customer

- Any customer who likes to look refreshed throughout the day
- Any customer who wears Mary Kay® foundations, concealers and powders

### How it works

- Light reflecting pigments optically "lift" the shadowy areas of the face



Come on in!  
Join the fun ▶



discover what you **LOVE**.

Click to [www.MaryKayInTouch.com](http://www.MaryKayInTouch.com) to learn more about MK's new brand campaign!  
Browse to the following menu... **Resources -> Advertising -> Discover What you Love**

# May 2014

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
27	28 Shoe Diva Night with NSD Vivian Diaz Best Western Nyack 6:30 pm	29 Last Day to Place Telephone OrdersNC Training by phone see website for deta	30 Last Day to Place Online Orders; Seminar Priority Awards Registration Ends	1 Seminar 2014 Registration Begins for all Consultants; May Day	2	3 Pink Studio Mother Daughter makeovers Hopewell Junction RSVP 1 pm
4	5 Cinco de Mayo	6 National Teachers Day Makeovers to CELEBRATE YOUR FAVORITE TEACHER RSVP	7	8	9	10 Order Early! Summer 2014 Promotion Begins for PCP Participants
11 Mother's Day	12 Mary Kay's Birthday; Team Up for Women Challenge Ends	13	14	15	16 Summer Issue of The Look begins mailing; Summer 2014 Promotion Begins	17 Armed Forces Day
18	19	20	21	22	23	24
25	26 Memorial Day	27	28	29 Last Day to Place Telephone Orders	30	31 Last Day to Place Online Orders; Share the Love Promotion Ends

## Power Class of the month

newsletter direct, inc. | copyright 2014 | all rights reserved | www.newsletterdirect.net

Get your MK education from the comfort of your own home! The Power Class of the Month is an incredible webcast you can watch each month to help you build your business! Listen as National Sales Directors share their wisdom and cutting edge ideas on how you can reach the next level. Find it under consultant education on MK InTouch.



*Look who invested in their business during March!*

Name	Amount	Name	Amount
1 Siobhan Cleary	\$1,430	11 Racheal Igharha	\$228
2 Tina Salerno	\$403	12 Jennifer Surace	\$227
3 Lindsay Carrington	\$318	13 Alicia Alfred	\$227
4 Michele Flores	\$275	14 Aldema Pereira Caliar	\$226
5 Dale Silva	\$248	15 Alma Roman Bailey	\$225
6 Marie Washburn	\$241	16 Millie Melendez-Hernandez	\$223
7 Marlena Di Carmine	\$231	17 Roxanne Rich	\$201
8 Ira Cohen	\$229	18 Dominique Di Carmine	\$66
9 Sandra Quezada	\$229	19 Carla Carter	\$40
10 Edith Tunstull	\$229	20 Ameris Poquette	\$26

*make it a Power Start this month!*



**30 faces in 30 days** will boost your business to the next level! Make a list of your 30 faces and start booking today!

*you can do it!*

newsletter direct, inc. | copyright 2014 | all rights reserved | www.newsletterdirect.net

Join the Fight!

THE MARY KAY FOUNDATION

TEAM UP FOR WOMEN!



April 1 - May 12, 2014

newsletter direct, inc. | copyright 2014 | all rights reserved

Unit Goals!

Our Unit goal is to become a PINK CADILLAC UNIT and to promote 10 BMW Winning Directors by June 30, 2014. 2 Court of Sales Winners and 2 Court of Recruiting Winners for Seminar 2014. My personal goal: to finish our National Area on or before 12/14.

# Rock Solid



**DARIA ROCCO**  
Independent Senior Sales Director

89 Ridgemont Drive  
Hopewell Junction, New York 12533

ph 845.226.4916

email [dariarocco@gmail.com](mailto:dariarocco@gmail.com)  
web [www.ourpinkstudio.com](http://www.ourpinkstudio.com)

*to the beautiful*

What's Inside

**The Power of the Reorder...**

Capture the power of residual income for your business today!

**Share the Love...**

MK is offering an incredible \$75 starter kit! Perfect for growing your team this spring!

**The Garden...**

Get inspired by the garden of daily living.

**March 2014 Results**

## Looking for a way to Pamper Moms?



Limited Edition



# Lemon Parfait

pedicure collection



**Mother's Day is on it way!** What better way to pamper moms this season than a pedicure kit! This incredible pedicure collection is sure to sell out! Limited Edition set includes Lemon Parfait Foot Gel, Foot Fizzies, Toe Separators, Pumice Stone, and Emery Board and a gift bag. **Call your customers to start booking your "Mother/Daughter Pedis" today!**



discover what you

# LOVE

## SEMINAR 2014

- Ruby:** July 16 – 19
- Pearl:** July 27 – 30
- Sapphire:** July 20 – 23
- Diamond:** July 30 – Aug. 2
- Emerald:** July 23 – 26

