



THE GIRLS ON FIRE NEWSLETTER



February 2014 Recognition & Results

Great Teambuilding Questions at Skin Care Class

I wanted to share with you something I learned from Kathy Goff. While on your recruiting page in your Look Book at your Skin Care



Class & after you've done your I-story, ask your guests to turn their Skin Profiles over & write their answers to these 4 questions:

1. Do you consider your present job the career of a lifetime?
2. Do you have a flexible work schedule?
3. Do you honestly feel you are paid what you are worth?
4. Do you have absolute control of your career advancements?

Then you say, "If you've answered 'no' to any of these questions, then watch what I do tonight & see if you can learn to do what I do. You know, Mary Kay herself says that at every SCC, there is at least one other person who'd be great doing what I do..... I wonder who it's going to be!!" Smile, then turn the page! It's so easy & it works so well!! You will then have her answers on the back of her profile while you are doing the individual closing. Wrap it up with handing her a tape &/or booking an interview within the next 24-48 hours!



Celebrating 50 years: Mary Kay Ash taught us how—go live your dream! **One Woman Can!**



Alishia Egenhoff
Queen of Wholesale



Please Email Me Your Photo

Position Available
Queen of Sharing



Cyndi Wiggins
Top Love Check

Welcome New Consultants

Allison Rooks-Armstr

Sponsored By:

Deborah Muscutt

Samantha Gilman

Sponsored By:

Deborah Muscutt

When I first conceived the idea of Mary Kay Cosmetics, it was my dream to build a company based on the Golden Rule. It was and is my sincere desire that each and every one of our Consultants learns to live by this beautiful rule, not only in her career but also in her personal life. I have found the Golden Rule is the secret of a happy, fulfilled life. If there ever is a question about how to deal with a situation, simply put yourself in the place of the other person and treat that person as you would want to be treated. I promise you that, in the long run, you will always gain much more than you may lose.

~Mary Kay Ash



Dear Girls on Fire,

We're in the final four months of this seminar year! How will yours end? These four months are similar to the close of a skin care class. You've done the work. You've spent the year showing our product to others, telling your I-story, painting a picture of what our product can do for them, and you've come to the part where you ask them, "What would you like to take home tonight?"

March is the moment for movement, fun and color! What color should you paint your world this month? I vote for Green or RED! We usually associate green with March for St. Patrick's Day- and who isn't looking forward to some extra money this time of year? It's earned by holding classes! Lots and lots of classes. This is the perfect month to book them as well. We have fabulous new products, Discover What You Love, and the weather is changing so that we all want to get out of the house and are looking for the next fabulous thing to do with our girlfriends! It's time. Time to come out of the "hibernation" you've been in all winter and give your business some air! It's time to dust off your calendar, call your clients and book, coach, sell and share! Mary Kay is giving you all the tools you need to make it a success!

Do you want a free car? A family vacation? How about grocery money? Just what do you want to "take home" and achieve by seminar? Together, we can map out a plan to make your dream a reality- all you have to do is keep at it till it's done! You can achieve whatever goal you have by building your team and helping them step on up! Mary Kay is making it so easy with their great team-building promotions, the launch of some amazing spring products, and our incredible opportunity.

It's time to move on up to Red Jacket! It takes just a little more effort to share our career opportunity. It's easy to go from Sr. Consultant to Red Jacket, but that extra effort can make all the difference in the world! A Red Jacket shows that you're willing to work a little longer, a little harder, a little more. It shows you are willing to step on up from a fun hobby to a part-time consultant. Red Jackets are more likely to be star consultants, since they're out holding appointments to meet those prospects. Anyone who has been in this business for a little while and is working full circle should be a Red Jacket! If you hold 1 class a week, you should definitely be one!

Focus on moving up just one step, and you'll be amazed what it can do for you! Without a goal- you won't be able to measure your success! Not only can you wrap up your end-of-the-year goals, but you can shoot for the moon next year with the momentum you'll have!

Love and Belief, Debbie

What's Your Personal Measure of Success?



You can make your own luck in Mary Kay, so

decide this month what you'd like to achieve and make your goals and dreams a reality!

- I can donate ____ to my favorite charity.
- I have a roster of clients that I love working with.
- I make more money than I do now.
- I am working no more than ____ hours a week and have time for other things too.
- I see myself or my work on the front cover of a magazine or paper.
- I land an invitation to speak at a conference.
- I can afford to put a down payment on a house/car/kid's school/piece of art.
- I find myself looking forward to Monday morning.
- I earned a free car.

March is Medals Month!

There has never been an easier time to earn your own Gold Medal! Think of the pride you'll feel when sharing our opportunity and changing someone's life! Begin today by sharing with one person. Then watch your team grow into a unit of your own!

The Mathematical Power of Simple Duplication

- Month 1: You + 1 = 2
- Month 2: 2 + 2 = 4
- Month 3: 4 + 4 = 8
- Month 4: 8 + 8 = 16
- Month 5: 16 + 16 = 32
- Month 6: 32 + 32 = 64
- Month 7: 64 + 64 = 128
- Month 8: 128 + 128 = 256
- Month 9: 256 + 256 = 512
- Month 10: 512 + 512 = 1024
- Month 11: 1024 + 1024 = 2048
- Month 12: 2048 + 2048 = 4096

The choice is yours!

MARY KAY
one woman canSM
 50 YEARS



Focus on the basics this month!

**Book
 Coach
 Sell
 Share**

*They can take you
 anywhere you want to go!*



Year To Date Court of Personal Sales

1 Cyndi Wiggins	\$13,393.00
2 Suzanne Katin	\$12,924.00
3 Alishia Egenhoff	\$4,417.50
4 Brenda Murphy	\$3,760.00
5 Diana Herbeck	\$3,515.00
6 Kyllie Weinberg	\$2,999.00
7 Barbara Kropf	\$2,394.00
8 Teresa Parga	\$1,588.00
9 Laura Lewis	\$1,552.50
10 Billie Miller	\$1,425.00
11 Heather Williams	\$1,110.00
12 Micale Montgomery	\$825.00
13 Pitsachaporn Boyd	\$808.00
14 Renee Hildebrand	\$409.00



**Thank You Consultants Who Invested
 in Their Business in February**

**Alishia Egenhoff
 \$557.00**

**Suzanne Katin
 \$491.00**

**Diana Herbeck
 \$483.50**

**Cyndi Wiggins
 \$413.25**



PCP Participants:

- Heather Williams
- Cyndi Wiggins
- Laura Lewis
- Deborah Muscutt



**Pamper Mom with
 Our Lemon Parfait
 Pedicure Collection,**

\$28 This Limited Edition Includes: Lemon Parfait Foot Gel, Pumice Stone, Emery Board, Toe Separators and Lemon Parfait Foot Fizzies in a Gift Bag.



**Mary Kay's Suits for Shelters
 Program in the Spotlight!**

On "Good Morning Texas," Mary Kay Vice President of U.S. Marketing Sara Friedman along with representatives from a local women's shelter were interviewed about The Mary Kay Foundation's Suits for Shelters program. The segment also features inspiring comments from a domestic violence survivor – now a self-proclaimed "thriver" who credits the support she's received from programs like Suits for Shelters with helping her move past the trauma of abuse to the joy of a brand-new start.

Recruiters and Their Teams

Qualified Year to Date Sharing Court

Star Team Builders

Cyndi Wiggins

- Alishia Egenhoff
- Barbara Kropf
- Suzanne Katin
- * Amanda Shoemaker
- * Kyllie Weinberg
- * Lori Stearns

Senior Consultants

Billie Miller

- Diana Herbeck

Heather Williams

- Jamie Mckenzie



The Rewards Are Crystal Clear!

Becoming a Wall to Wall Leader just got bling-ier! Directors who achieve the Building Wall to Wall Leaders Challenge and their Senior will receive an invitation to the ice cream social at the Prize Party at Seminar 2014 where they will pick up one or more of these gorgeous, crystal-studded bracelets!

Debut during the promotion period and receive the beautiful pyramid bracelet with royal blue crystals to match the 2014 suit.

Debut by July 1, 2014, and you can pick up your bracelet at the Prize Party at Seminar 2014. If you don't attend, it will be mailed to you.



Cyndi Wiggins
Billie Miller

3 Qualified \$371.86
1 Qualified \$57.24



Make plans now to be in the 2014 Court of Sharing! Just 24 qualified new team members for the year!

Love Checks: Sharing the Opportunity

4% Recruiter Commission

Cyndi Wiggins \$41.92
Billie Miller \$19.34

April Birthdays

Ali Moore	3
Barbara Kropf	6
Samantha Gilman	11
Tara Wise	18

April Anniversaries

Arlene Barber	3
Lisa Werner	3
Pitsachaporn Boyd	1
Teresa Parga	1

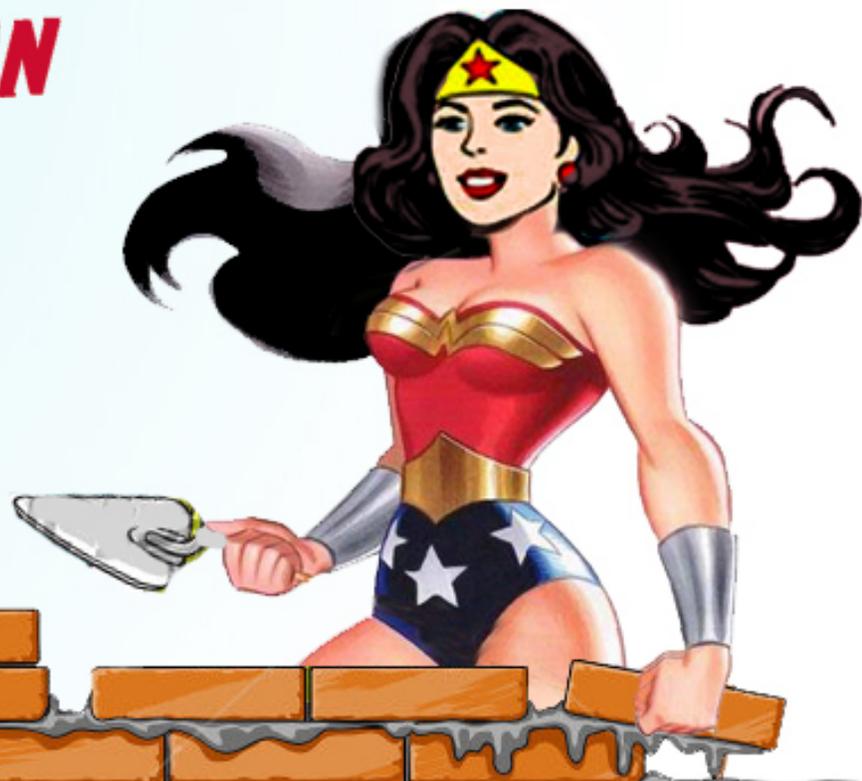
The reason a lot of people do not recognize opportunity is because it usually goes around wearing overalls looking like hard work.

~THOMAS EDISON

Looking for winners in March so let's make it happen!

WONDER WOMAN

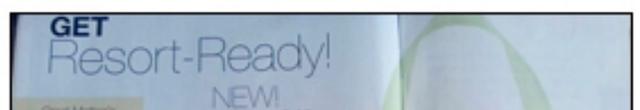
Can & Will Be
a Team Builder
in March



100 Area Career Chats/Conversations about Mary Kay Goal - 100 New Area Agreements

When the Area has completed 100 Career Chats/Conversations about Mary Kay AND reaches 100 New Area Agreements a drawing will be held from those entries. The Consultant or Director of the winning entry will receive a Tory Burch, three pocket, citrine wristlet (Tory is Mona's new favorite designer). The customer of the winning entry will receive the Spring Pedicure Set.

To participate, submit to Elayna page 1 of the 4 Key Questions Career Chat form found on this website under Education/Team Building. A photo or a scan of the form can be emailed to monasoffice@mchsi.com by April 3. Drawing will be held on April 5th.





Flame Keeper Future Area "Lucky You" Hostess Contest

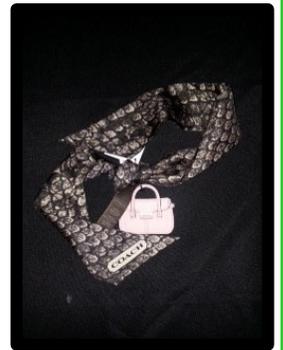


Get Lucky when you hold Mary Kay Parties in March!



Your Hostesses in March will get the chance to win a GORGEOUS Coach bag, retail valued @ \$348 when they book and hold parties with you!

Since our 3 units have a goal to hold 100+ parties, we will have a second give away for hostesses for a Coach pouchette valued at \$118!



- **Hostesses get an entry for every party they hold (we don't have a sales requirement, but a party MUST be a hostess plus two guests, minimum).**
- **Hostesses can also get an extra entry for attending Monday Night Live or listening to the career facts using our Opportunity Calls, Hotline or our National Director's 11 minute call in message and 4 question survey with her consultant!
(go to www.monabutters.com for call info and survey)**
- **All parties held on March 8th, International Women's Day will get 10 extra entries!**



Consultants will earn rewards too! Every consultant who holds 10 parties March 1-31 will choose a stunning pink ice ring, earrings or pendant from her director. These will be presented at a unit event the 2nd week of April, to allow all the totals to be reported.

(We know you get too excited working to remember to report but please send your totals to your Director by April 3rd)



WHAT IT MEANS TO WEAR RED!

RED signifies vibrancy and confidence. It is an exciting color that arouses emotion and represents vitality and intensity. How appropriate that our company selected this color to identify those who employ these qualities to make their careers a success. Those with **RED JACKETS** feel very special about them. My **RED JACKET** evokes a deep sense of pride whenever I wear it.

Thanks Deborah Roebuck!



WAYS TO SHARE THE CAREER OPPORTUNITY

- Have your interviewee take a DVD home, or send them a web link and call for follow up.
- Bring Guests to weekly Unit Success Meeting.
- Bring Guests to special guest events.
- Three-way calls with your director.
- One-on-one interviews at classes, facials, or interviews!

So how do YOU go red? It's easy! All you need is 3 new team members! I earned my Red Jacket within 3 weeks of signing my agreement - so I bet you can do it faster! *Why do you want to earn your Red Jacket?*

- Red Jackets are the top 6% of our company - what other company allows you to move into a management position so quickly?!
- No more deciding what to wear to unit meetings!
- Money Money Money Money! Receive a Love Check on the 15th of each month!
- The jacket has been redesigned and is very trendy! Plus- you can choose from great options!
- Red Jackets are on their way to driving free! All it takes to go on target for your car is 5 team members! You are sooo close!
- You can do this! You are all ready for promotion - so market everyone! Get those leads, and I will help you close the recruits. Good Luck!! Thanks Leigh Ann Bender

To me, it means several things:

SELF CONFIDENCE My **Red Jacket** shows trust, belief, boldness and assurance. Many of us have lacked in this area at one time or another. My **Red Jacket** gives me confidence. It tells me I have reached a certain level of achievement. I have set a goal, attained it, and am making a success out of my business.

DETERMINATION It shows that my work is purposeful and worthwhile and that what I am doing is a credit to those represented by this jacket and to myself. It gives me determination to keep going forward and to let nothing hinder me from becoming successful.

PERSISTENCE It shows that I can hurdle obstacles that appear in my path and keep my mind shut against negativity. It means "stick-to-it-iveness" and refusing to let people or projects sidetrack me from my primary objective.

In a word, my **Red Jacket** symbolizes **SUCCESS** !! Not just mine, but also the successes of all those women who have made it possible for me to wear it.

MOVING ON UP IN MARCH!

SELLING Full Circle

Product Knowledge = higher sales and better customer service! The best way to sell products is to know about them. Do you know what each product does? What it's made of? How it looks on? If you don't know the answers, do you know where to find them?

For product knowledge, go to Intouch and click on Products. You'll find our Product Promise, Product Guide & Product Ingredient and Reference List. You'll also find education on Ingredients and Safety under the education toolbar (product education).

MARY KAY SAID MANY
TIMES: "NOTHING HAPPENS
UNTIL SOMEBODY SELLS
SOMETHING."

Learn Mary Kay's Power Statements! Under the Product Guide, you'll find information and descriptions of each product we sell. With most products, you'll also find a "Power Statement."

Power Statement Examples:

Lipstick- Long-wearing, stay-true color glides on with a lightweight, creamy texture and delivers maximum color impact that lasts.

Satin Hands Pampering Set: Rough, dry hands are instantly cleansed, softened and moisturized in three easy steps with the Satin Hands Pampering Set.

There are two great reasons for speaking in positives. First, people understand what you have to say more readily when it's stated positively. In fact, Johns Hopkins psychologist Dr. Herbert Clark quantitatively demonstrated that, on average, a person understands positively-worded statements one third more quickly than those with negative phrases. The second, more powerful reason is that positive, active words and statements are exactly the kind of "gets things done" images that do help get things done. To be perceived as a person who has definite answers, knows where you are going, and has authority, you must speak that way! By: George R. Walther

DARE TO DREAM!



MARY KAY[®]
MAKEOVER DAY
 March 8, 2014

Mary Kay Dates to Remember:

- **April 1:** 2014 Team Up For Women Challenge Begins. Online DIQ commitment form available 12:01 am CST until midnight on the 3rd.
- **April 7:** Priority Awards Seminar Registration begins. World Health Day History. National "No Housework Day." Try Our Satin Hands!
- **April 13:** Palm Sunday
- **April 15:** Tax Day! PCP last day to enroll online for the Summer 2014 mailing of The Look. Passover begins.
- **April 18:** Good Friday. Company Holiday. All Company and branch offices closed.
- **April 20:** Easter Sunday
- **April 22:** Earth Day
- **April 23:** Administrative Professionals Day
- **April 25:** Arbor Day
- **April 29:** Last day for consultants to place telephone orders (until 10pm CST).
- **April 30:** Last business day of the month. Priority Awards Seminar 2014 Registration ends. Online agreements accepted until midnight CST. Last day of the month for consultants to place online orders (until 9pm CST). Orders & Agreements submitted by mail or dropped off at the branches must be received by 7pm local time to count towards this month's production.

Building
WALL
 to**WALL**
 Leaders



We're stronger than our fears and more competent than our worries. The next time you find yourself worrying, step back for a moment and reflect on past worries. Doesn't it seem all too familiar? Is it possible that you're merely repeating a mental exercise? Do you think the worry is going to help? Aren't you going to do whatever you're worried about anyway? What's the point of the worry? I think these are really important questions. And I believe that if you take the time to reflect on them, you'll agree that if you "feel the fear and do it anyway," all will be well. And once you get the hang of it, the worries begin to go away.



Don't Worry, Make Money By: Richard Carlson, Ph. D.



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Return Service Requested



**WHO WILL HELP US MEET OUR
SEMINAR 2014 UNIT GOALS?**

300,000 Unit Club

30 Stars

Cadillac Unit

2 Offspring Sales Directors

Dealing With “NO”

By Sarah Scaffidi

It's a one-word answer. The word "NO." Some people really have a tough time accepting the fact that they are going to hear the word NO fairly often. They get discouraged and feel rejected because they look at the word NO as a negative. Nothing could be further from the truth. The word no simply means that nothing changes. Think about it. You approach your neighbor and ask her to be a hostess; she says NO - what changed? Is she still your neighbor? Yes. Did your income go up or down? NO. Nothing changed. It can't be a negative; to be negative, things would have to get worse, and they didn't. Everything remained exactly the same.

On the other hand, suppose she had said YES. Now, there are some positive changes. She received YOUR COMPANY'S INCENTIVE FREE (a positive). You gain several more customers, potential hostesses and consultants (another positive), and you earn more money (another positive). You can see by this example that there are no negatives in our business. There are only positives and times when nothing changes. Set a goal for yourself of getting 100 NO's crossed out within the next five days. If you want to see your business explode with growth, take this exercise seriously. Here is a hint that will make this easier. Triple up. Ask someone to:

1. Become a Consultant with YOUR COMPANY. If they say NO, cross out NO and ask them to....
2. Become a Hostess. If they say NO, cross out a second NO and ask them to...
3. Give a customer referral. If they say no again you have already gotten three NO's!

You will never be better at getting NO's than you are right now. The more you do this, the tougher it becomes to get those 100 NO's. You will find that a YES will creep in there every once in a while. Don't take this exercise lightly . . . it works! Get those NO's now while it is still easy for you to do so. Don't wait until it becomes difficult for people to tell you NO! That time will come soon enough.



NO