



# THE GIRLS ON FIRE NEWSLETTER



April 2014 Recognition & Results

## Congratulations On-Target Stars:

Here's how much you need to finish your next star by 6/15/14

Star Achieved	Name	Current Wholesale	WS Needed for Next Star
	Suzanne Katin	\$923	\$877
	Cyndi Wiggins	\$623	\$1,177
	Allison Rooks-Armstrong	\$484	\$1,316
	Wendy Immel	\$367	\$1,433
	Elyse McDonald	\$246	\$1,554
	Lori Stearns	\$245	\$1,555
	Arlene Barber	\$239	\$1,561
	Amber Graves	\$229	\$1,571
	Zahra Attarzadeh	\$229	\$1,571
	Barbara Kropf	\$136	\$1,664
	Laura Lewis	\$46	\$1,754
	Alishia Egenhoff	\$44	\$1,756



**Suzanne Katin**  
Queen of Wholesale



**Cyndi Wiggins**  
Queen of Sharing



**Cyndi Wiggins**  
Top Love Check

## Welcome New Consultants

Charlotte Bridges

*Sponsored By:*

Deborah Muscutt

Elyse McDonald

*Sponsored By:*

Cyndi Wiggins

Did you know that over **10,000 people retire a day?**

(taken from Prudential's website).

Teachers are almost out for the summer too! Who do you know that is looking for something fun to do with their extra time?



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

Dear Girls on Fire,

I am so excited to be finishing up this seminar year with such strength and determination! We are on our way to achieving some amazing goals and dreams together. May is a wonderful month to push yourself just a little bit harder. May 12th was Mary Kay Ash's birthday, and I like to challenge myself to honor her in some way this month. She was a tremendous example of hope and dedication to excellence and hard work. Will you have your own Grand Week (or two)? Will you challenge yourself to build Wall to Wall and start the journey towards a unit of your own?

Eleanor Roosevelt said, "Do one thing a day that scares you." I think Mary Kay would have liked that. I heard a wonderful story about putting your fears into perspective. Consider spending an evening camping out in the woods with a flashlight and a Stephen King novel. Imagine just how big the squirrels will be! The next morning, walking out of the woods, you'll laugh at your updated perspective on things. What we have to remember is fear is always like that! It is a fact that 84% of what we are afraid of never comes true; 14% of our fears we have control over and can change the outcome; only 4% of our fearful future is out of our control, and yet most of these things never become reality either. I encourage you to confront just one of your fears this month. Do one thing a day to work towards mastering that fear, and you'll never regret it.

For example- summer sales can quickly lead to summer team members. We all need more time. If you are anything like me, your schedule fills up twice as fast this time of year. Add that we are trying to do more with less, and Mary Kay is the perfect fit for so many women. It can be added into your life just about any time or anywhere. When sharing the opportunity and holding classes, listening is key. We've all heard about listening for the need and filling it. This principle applies to everything from makeup tips to hostess credit for free product to scheduling time interviews. If you can find the need, you can usually provide a solution with Mary Kay. Instead of thinking about overcoming objections, think of the opportunity as a service just like our great products. The best part is if you shared the opportunity with anyone in April (or took advantage of it yourself and are a new consultant), you can offer these same great incentives to potential new team members in May! Make sure to check out Intouch daily for inspiration, motivation and some great ideas! I can't wait to celebrate your success this summer. If you need help, I'm only a phone call away!

Love and Belief, Debbie



### It's the 100th anniversary of Mother's Day!

The American Mother's Day was created by Anna Jarvis in 1908 and became an official U.S. holiday started by President Woodrow Wilson in 1914. The notion of a Mother's Day was initially a fairly radical idea and even led towards things like women's rights and equality in the 1860s and '70s. In the years before the Civil War (1861-65), Ann Reeves Jarvis of West Virginia helped start "Mothers' Day Work Clubs" to teach local women how to properly care for their children. In 1870, Howe wrote the "Mother's Day Proclamation," a call to action that asked mothers to unite in promoting world peace. Together, women can do anything! What special way will you choose to honor mothers everywhere this month?

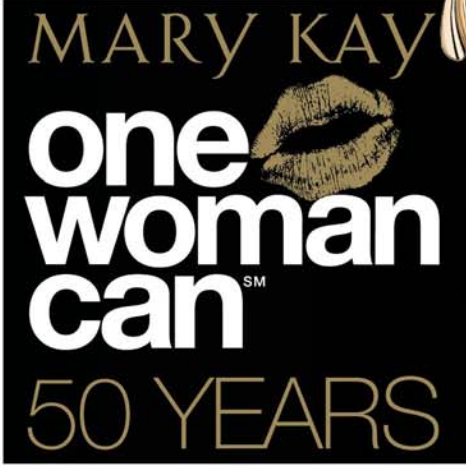


### GRADUATION GIFT IDEAS

- ◆ **Tribute to the Graduate** - Tribute Cologne for Men
- ◆ **As You Begin Life's Journey** - Journey Eau de Parfum
- ◆ **With an "Eye" on the Future** - Eye Shadows, Eye Liner, Mascara, Concealer & Eye Primer
- ◆ **You Deserve a Hand** - Satin Hands Set
- ◆ **Summer Survival Kit** - Lemon Parfait Pedicure Collection including Foot Gel & Foot Fizzie, pk. of 10
- ◆ **Your Future Looks Bright** - Tinted Moisturizer with SPF 20 or Subtle Tanning Lotion, Sunscreen SPF 30, & Lip Protector



# Our Top 5 Wholesale Orders For April



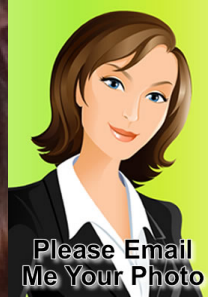
Suzanne Katin



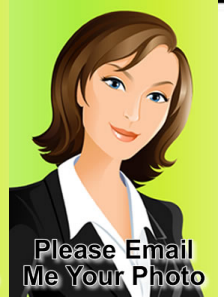
Cyndi Wiggins



A. Rooks-Armstrong



Elyse McDonald



Lori Stearns

## Year To Date Court of Personal Sales

1	Suzanne Katin	\$15,813.00
2	Cyndi Wiggins	\$14,796.00
3	Alishia Egenhoff	\$4,505.50
4	Brenda Murphy	\$3,963.00
5	Diana Herbeck	\$3,515.00
6	Barbara Kropf	\$2,756.00
7	Billie Miller	\$2,388.00
8	Laura Lewis	\$2,196.00
9	Heather Williams	\$1,885.00
10	A. Rooks-Armstrong	\$1,631.50
11	Renee Hildebrand	\$1,161.00
12	Arlene Barber	\$883.00
13	Amber Graves	\$867.00
14	Zahra Attarzadeh	\$864.00
15	Micale Montgomery	\$825.00
16	Pitsachaporn Boyd	\$808.00
17	Elyse McDonald	\$491.00
18	Lori Stearns	\$489.00



## Thank You Consultants Who Invested in Their Business in April

Suzanne Katin	\$922.50
Cyndi Wiggins	\$622.50
A. Rooks-Armstrong	\$254.50
Elyse McDonald	\$245.50
Lori Stearns	\$244.50
Arlene Barber	\$238.50
Amber Graves	\$229.00
Zahra Attarzadeh	\$229.00
Laura Lewis	\$45.50

### Limited-Edition Journey of Dreams Eau de Toilette, \$25

Discover how you can help bring to life the dreams of women and children in need with this light, fresh floral scent. In the United States, from May 16- Aug. 15, \$2.50 will be donated from each



sale of Journey of Dreams.

## PCP Participants:

- Cyndi Wiggins
- Barbara Kropf
- Renee Hildebrand
- Deborah Muscutt



## Welcome Back Consultants

- Zahra Attarzadeh
- Arlene Barber
- Amber Graves



# Recruiters and Their Teams

## Star Team Builders

### Cyndi Wiggins

Alishia Egenhoff

Elyse McDonald

Lori Stearns

Suzanne Katin

\* Amanda Shoemaker

\* Barbara Kropf

\* Kyllie Weinberg

## Senior Consultants

### Billie Miller

Diana Herbeck

### Heather Williams

Jamie Mckenzie

## *Your End of The Year Moving On Up Checklist*

- Decide on the goal. Put a date on it.
- Post affirmations around the house. Attain motivational growth through books, audio and coaching. If you need more positive affirmation information—do a search on Intouch.
- Make 2 new goal posters and put them in your kitchen and office.
- Decide how many personal classes and interviews it will take to reach your goal. (If you're not sure, call your director for guidance.)
- Fill out a weekly plan & menus a week in advance and shop for everything you need.
- Get support systems organized: a) Child care b) An office assistant—can even be one of your children 12-14 years old; 3 hours/week to put together looks, hostess packets, trays, recruiting packets c) Organize a filing system—brain book
- Book 10 selling appointments for the next 2 weeks.
- Book 10 interviews for the next 2 weeks (may invite them to an event).
- Set up coaching time with your director 2 times a week.
- Hand out no less than 10 recruiting packets a week!!!



# Qualified Year to Date Sharing Court

Cyndi Wiggins

3 Qualified

\$425.08

Billie Miller

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

\$56.50

Heather Williams

\$10.32

### June Birthdays

Teresa Welch	4
Amber Graves	9
Juanita Rodriguez	17
Lori Stearns	18
Cyndi Wiggins	19
Charlotte Bridges	29
S. Poffenbarger	30

### June Anniversaries

Barbara Kropf	1
Jenny Hand	1

We can choose to be our best selves and to become all we're capable of becoming. When we dedicate ourselves to the practice of the good life, we approach our challenges with greater equilibrium and have a more positive, constructive attitude as we pursue excellence. By: Alexandra Stoddard

# Pamper Mom & her Daughter with a complimentary Mary Kay Makeover!

Hold 20 Mother & Daughter appointments  
with a minimum of \$100 sales per  
appointment and win a Wonder Woman  
Eye Glass Case & Cloth





# OPERATION DOUBLE IT!

## MAY & JUNE POWER TOWER



**You've Asked—You have been heard!**  
**Everyone can Earn the Seminar 2014 Prizes**  
**in the next 60 days plus \$100 CASH**  
**When We DOUBLE Our Unit Size by June 30th!**  
**This can take you to Star, Red, Car, and DIQ!**

Seminar 2014  
Souvenirs



**6**  
WILD ABOUT YOU



**6. Finish Star (\$1,800+ w/s) by MAY 31ST and earn WILD ABOUT YOU TOTE!**



**5**  
HERE'S TO ME  
COLLECTABLE MUG

**5. Add 2 New Team Members (agreements only) in MAY and earn this COLLECTABLE MUG!**



**4**  
WILD ABOUT YOU  
WRISTLET

**4. Have a Grand Week in May and earn the Wild About You Wristlet!**



**3**  
KISS AND TELL  
JOURNAL

**3. Hold 15 (director approved) Interviews, Guests to meeting, Coffee with director, or listen for a lip gloss # 212-990-6304**



**2**  
ADORE TO EXPLORE  
DUFFEL  
RED JACKET MYSTERY NIGHT

**2. MOVE-UP 1 Level on Career Path (Senior, Star Team-builder, or higher) in MAY and earn the Duffel Plus RED JACKET Mystery Night!**



**1**  
MK WRITE ON SET

**1. Register for Seminar 2014 by May 31st PLUS enroll 15 clients in the Preferred Customer Program month 2 mailer by May 15th.**

**CASH DRAWING: FOR EVERY TIER YOU COMPLETE ON THE TOWER YOU WILL BE ENTERED INTO THE CASH DRAWING!**  
**COMPLETE ENTIRE TOWER AND GET 10 EXTRA ENTRIES! WOW!**





From May 16- August 15, \$2.50 will be donated from each sale. Mary Kay is committed to bringing an end to domestic violence. Your purchase supports The Mary Kay Foundation grant program for women's shelters, helping survivors of abuse begin a journey of recovery.

Spritz on the *limited-edition* Beauty that Counts! Journey of Dreams Eau de Toilette, and feel good about doing good! It's crisp floral scent expresses a spirit of caring. **Dreams:** They provide the power to overcome obstacles, achieve the impossible and transform today into a beautiful new future. **That's the inspiration behind this year's inspiring fragrance.** \$25



**Mary Kay At Play, NEW Products**

**Create statement eyes and lavish lips.**

Bold Fluid Eyeliner, \$10

Triple Layer Tinted Balm, \$10  
Atomic Red, In the Plum, Orange You Lovely, Pink Again



Blue My Mind, Gold Metal, Hello Violet & The Real Teal

**New True Dimensions Lipstick Shades!**

Intensely moisturizing. Exquisitely smoothing. It's like a color-infused fountain of youth for your lips.



Glide on 10 new shades with confidence: Tangerine Pop, Citrus Flirt, Coral Bliss, Exotic Mango, Sassy Fuchsia, Lava Berry, Berry a la Mode, First Blush, Tuscan Rose and Chocolate. \$18, each



**NEW Mineral Eye Color Shades, \$7 Driftwood, Ballerina Pink, Rosegold, Stone and French Roast.**

This long-lasting, fade-resistant, mineral-based formula delivers weightless, high-impact color in one swipe with a natural, luminous finish that looks gorgeous on any skin tone.

**Limited-Edition Honeydew Satin Hands Pampering Set, \$35 Delight in sweet summer scents.**



PCP Gift With Purchase  
You can get a FREE Mini Microdermabrasion Set & Indulge Soothing Eye Gel in a black mesh bag when you purchase \$40+ in MK products.



# HOW TO HAVE A GRAND WEEK IN MAY!

## WIN A GRAND!

*May is the perfect time to honor Mary Kay Ash. June is ideal to help finish the Seminar year strong. And July can help you kick off the new Seminar year with a bang!*

Need a little help? Submit your tips on our **“Let’s Talk” blog post**, sharing how you plan on achieving the *Have a GRAND Week* sales challenge, **AND** share your success stories once you’ve completed the challenge!

When you do so, you will **have your name entered into a drawing of all eligible posts** submitted that week **for a chance at winning \$1,000 in American Express gift cards!** There will be **3 winners each week**, and the winners’ posts will be featured on the **“Let’s Talk” blog.**

*See Intouch or MK’s Let’s Talk for details.*



**Mary Kay’s birthday is May 12. And no one loved a challenge more than Mary Kay Ash! So to honor the Founder, sell \$1,000 in**

**suggested retail sales in a week! Want \$1000 weeks? Double your effort, double your fun, double your results!**



## How to be a Superstar (\$500 Retail) EVERY Week

By: SNSD Jeanne Rowland

- 1. Expect a minimum \$500 week every week.** Set your standard. You are capable and willing and can be a leader in your unit! Have a goal to crow about your week EACH week!
- 2. Book 5 Shows to hold 3.**
  - Set up your week before the week starts.
  - Book no more than 2 weeks in advance.
  - Always be thinking, "What do I have booked for next week?"
  - To avoid lots of postponements and cancellations, coach every appointment, every face, very well the week before the show.
  - Remember your hostess has 2 signs across her chest: "What's in it for me?" and "Make me feel important!"
- 3. Plan a minimum of \$300 retail EACH week in new faces,** then add the rest in good reorder customer service. This keeps your business growing!
- 4. Book at least one new face every day.** Have business cards handy. You need new people to build a strong customer base. "One a day keeps the scaries away!"
- 5. Think marketing:** To see it is to want it!
  - Have plenty of product on hand at Shows for impulse purchases.
  - Display ALL your stock at home during all facials.
  - Bring a basket of goodies when delivering reorders. Don't just throw the bag at her!
  - Display new products in the center of the table at parties. How about on a flat mirror?
  - Find out what your customers like and want in the future. Make notes. Show them how to get those items by having a show or recruiting.
  - Ideas are endless; a little extra time on your part may mean BIG bucks this week!
- 6. Take the time to talk to your customers.** Build a relationship. Listen to their needs! They will take good care of you for years to come!



# DARE TO DREAM!



MARY KAY<sup>®</sup>  
MAKEOVER DAY  
March 8, 2014

## Mary Kay Dates to Remember:

- **June 1:** Online DIQ commitment form available beginning 12:01 am CST until midnight on the 3rd.
- **June 10:** PCP summer 2014 mailing of month 2 mailer begins.
- **June 15:** Postmark deadline for Quarter 4 Star Consultant Quarterly Contest. Happy Father's Day!
- **June 16:** Quarter 1 Star Consultant quarterly contest begins. PCP fall 2014 online enrollment and Month 2 mailer begins.
- **June 20:** Online prize selection for Quarter 4 Star Consultant quarterly contest.
- **June 27:** Last day of the month for Consultants to place telephone orders (until 10pm CST).
- **June 30:** Seminar 2014 contest period ends. Last business day of the month. Orders and agreements submitted by mail or dropped off at branches must be received by 7pm local time to count towards this month's production. Last day for consultants to place online orders (until 9pm CST). Online agreements accepted until midnight CST.

Building  
WALL  
toWALL  
Leaders



### Value of Thinking About "Why": It Clarifies Focus

When you land on the real purpose for anything you're doing, it makes things clearer. Just taking two minutes and writing out your primary reason for doing something invariably creates an increased sharpness of vision, much like bringing a telescope into focus. Frequently, projects and situations that have begun to feel scattered and blurred grow clearer when someone brings it back home by asking, "What are we really trying to accomplish here?"

Whereas purpose provides the juice and the direction, principles define the parameters of action and the criteria for excellence of behavior.

This kind of grounded, reality-based thinking, combined with clarification of the desired outcome, forms the critical component of knowledgeable work. In my experience, creating a list of what your real projects are and consistently managing your next action for each one will constitute 90 percent of what is generally thought of as project planning. This "runway level" approach will make you "honest" about all kinds of things: Are you really serious about doing this? Who's responsible? Have you thought things through enough?



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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

Building  
**WALL**  
to**WALL**  
Leaders

There's so much to be involved in this month! Choose your passion to pursue!

**Join the Movement.**  
Build Wall to Wall Leaders.



Explore what's **NEW** on  
myCustomers!

Great new  
services &  
products,  
so check  
out  
Intouch!

Limited-Edition *Beauty That Counts* Journey of Dreams  
Eau de Toilette, \$25

**JOURNEY OF DREAMS™**

Celebrating the legacy  
of Mary Kay Ash...

Happy Birthday to Mary Kay!  
Enriching Women's Lives

Celebrate Mom  
With Pampering Gifts.

Book your mother' daughter  
makeovers today!

**MARY KAY**  
the look

**BRIGHT**  
YOUR SUMMER LOOK

The Look  
Mails  
May 16

