



# Angie's ALIVE ALL Starz



Ind. Sales Director Angie Nelson

March 2013 Newsletter

February 2013 Results

**IT'S RAINING RED**  
Team-Building Challenge  
March 1 - June 30, 2013  
Build Your Team and Live Your Dream!

**Grow your business and have a chance to WIN!**  
A \$5,000 donation to their favorite charity\* benefiting women and children.

**MARY KAY one woman can MAKEOVER CONTEST**  
MARY KAY ASH BELIEVED IN THE BEAUTY OF WOMEN AND THEIR ABILITIES TO MAKE A DIFFERENCE IN THE LIVES OF OTHERS. Now you can help women transform themselves inside and out, grow your business and have a chance to win prizes! How fun is that? Take the challenge to do at least 50 makeovers!

## On Target Star Consultants

—Wholesale Production Needed—



Consultant Name

Current Wholesale Production

Sapphire

Ruby

Diamond

Emerald

Pearl

TIFFANY BARR	\$810.00	\$990.00	\$1,590.00	\$2,190.00	\$2,790.00	\$3,990.00
VERONICA HALE	\$508.50	\$1,291.50	\$1,891.50	\$2,491.50	\$3,091.50	\$4,291.50
LAUREN NEEDHAM	\$469.25	\$1,330.75	\$1,930.75	\$2,530.75	\$3,130.75	\$4,330.75
JORDAN BRUNS	\$459.50	\$1,340.50	\$1,940.50	\$2,540.50	\$3,140.50	\$4,340.50

**Bold in Gold**  
Celebrating 50 Years of Rich Rewards  
Star Consultant Program  
Dec. 18, 2012 - March 15, 2013

## Congratulations

on investing in your business last month!

Veronica M. Hale	\$295.50
Kathleen Andria	\$207.50
Pam K. Needham	\$206.50
Tara A. Moore	\$201.75
Jordan N. Bruns	\$152.75
Lauren A. Needham	\$115.50



## New Team-Building Video

Mary Kay can help provide the ink for women around the world to write their own success story. This powerful message is part of a new inspirational Team-Building video that launched at the Leadership Conference 2013.

Following are some of the ways that you can share the video:

♣ There is a [Customer Team Building eCard](#)



♣ Share the video on Facebook (It's under the "Be A Beauty Consultant" section)

♣ You can also find it on your Mary Kay® Personal Web Site on the "In the News" page and in the *Makeover Your Life* Team Building eCatalog, both located in the "Be a Beauty Consultant" section of your website.

Be sure to check out the video and help paint the vision for your potential new team members!



## Welcome to our Team!

### New Consultant

Lindsay K. Coleman  
Alisa Moyer

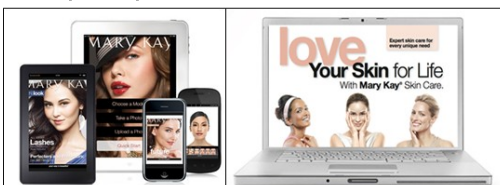
### From

BRADENTON, FL  
MARYVILLE, IL

### Sponsored by

K. Andria  
A. Nelson

Mary Kay .....*Is On The Move*



 **First Steps**  
to your business success



# Mary Kay Queen's Court of Sales

Achieve at least 36,000 in Retail production during the contest year 7/01/12-6/30/13 Retail Sales & earn your Diamonds

Name	YTD Retail	YTD PC Prem	YTD Total
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1	Lauren A. Needham	\$7,828.00	\$0.00	\$7,828.00
2	Tiffany N. Barr	\$2,910.00	\$0.00	\$2,910.00
3	Kathleen Andria	\$2,530.00	\$20.00	\$2,550.00
4	Veronica M. Hale	\$1,794.50	\$0.00	\$1,794.50
5	Tama L. Buss	\$1,615.00	\$0.00	\$1,615.00
6	Beth A. Allan	\$1,572.50	\$0.00	\$1,572.50
7	Nicole C. Thomas	\$1,362.00	\$0.00	\$1,362.00
8	Hannah E. Proffitt	\$1,211.00	\$0.00	\$1,211.00
9	Janice A. McGovern	\$1,211.00	\$0.00	\$1,211.00
10	Michelle Ramirez	\$1,208.50	\$0.00	\$1,208.50
11	Jordan N. Bruns	\$919.00	\$20.00	\$939.00
12	Julie A. Thompson	\$885.00	\$0.00	\$885.00
13	Sherri L. Howard	\$848.50	\$0.00	\$848.50
14	Lisa L. Graham	\$837.50	\$0.00	\$837.50
15	Lana M. Mushill	\$811.00	\$0.00	\$811.00
16	Kara L. Bode	\$729.00	\$0.00	\$729.00
17	Erika L. Neganov	\$700.00	\$0.00	\$700.00
18	Leah Bennett	\$647.60	\$0.00	\$647.60
19	Karen L. Copeland	\$630.00	\$0.00	\$630.00
20	Sonia Roman	\$605.50	\$0.00	\$605.50



# Mary Kay Queen's Court of Sharing

Qualify for your Diamond Bumble Bee from Mary Kay Inc. by reaching 24 Qualified New Recruits 7/01/2012-6/30/2013

Name	Seminar Qualified Recruits	Earned Recruit Commission Credit
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1	Kathleen Andria	2	\$60.06
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Seminar Scoreboards  


See you at the TOP

# Spotlight On Team Building

## Star Recruiters

Recruiter :Kathleen Andria  
 Jordan N. Bruns  
 Veronica M. Hale  
 Michelle Ramirez  
 Lindsay K. Coleman

## Senior Consultants

Recruiter :Lauren A. Needham  
 Pam K. Needham  
 \* Erica A. Foltz  
 Casey L. Haupt  
 \* Rachel L. Tempia  
 \* Lauren A. Winchester

\* Denotes Inactive Status



## Team Building

### 10 Commandments of a Successful Recruiter!

1. Always lead by example!
2. Attend all unit meetings—see that she is there with you.
3. Call, write, email or text her daily for the first 3-4 weeks.
4. Keep a friendly business relationship.
5. Always talk about profit level.
6. Always let her learn while you earn—take her with you to shows and classes.
7. Keep a 100% positive attitude.
8. Call your director if you need help to answer her questions.
9. Help her sponsor her first recruit.
10. Just as you never take credit for her successes, never take responsibility for her failures.

## Growing Your Team

Name	Recruits
Kathleen Andria	1

## Mary Kay Love Check

### 4% Recruiter Commission Level

Kathleen Andria	\$17.93
Lauren A. Needham	\$8.26



## Moving Up The Career Path

### Future Sales Director

#### Requirements:

- ♥ 8 + team members
  - ♥ Must be active
- #### Compensations:
- ♥ 9% or 13% personal team comm.
  - ♥ \$50 team building bonus



### Team Leader

#### Requirements:

- ♥ 5-7 Active team personal members
- #### Compensations:
- ♥ 9% or 13% personal team commission
  - ♥ \$50 team building bonus



### Career Car Driver

#### Requirements:

- ♥ 14 + active personal team members
  - ♥ \$5,000 mo team production
- #### Compensations:
- ♥ 9% or 13% personal team comm.
  - ♥ \$50 team building bonus
  - ♥ Career Car or \$375 per month



### Star Team Builder

#### Requirements:

- ♥ 3-4 active personal team members
- #### Compensations:
- ♥ 4% personal team commission
  - ♥ Eligible to begin earning \$50 team building bonus



### Senior Consultant

#### Requirements:

- ♥ 1-2 active personal team members
- #### Compensations:
- ♥ 4% personal team commission



\*Must be active to achieve and maintain all career path statuses.

## Glamour by Phone



Put your phone to work to increase bookings and sales for the SPRING!

### Record a message that includes something like this:

"Mary Kay just introduced a new line of glamour products and I can't wait for you to see them. If you book a skin care part now, you'll be one of the first to see and try these beautiful new colors - just in time for spring fashions. I'll call you back with how to receive a very special gift from me. Thanks for calling!"  
 When you call to follow-up, **REMEMBER** your GOAL: to **BOOK** this customer for a class so they can try the new products.



MARY KAY™

# one woman can™

## MAKEOVER CONTEST

You could win an **international vacation** valued at **\$5,000** and a **\$5,000 donation** for your favorite **charity** benefiting women and children!

*Get more than a makeover – and give more to the world.*

Beauty is about more than looking good; it's also about opening your heart and sharing your gift of compassion with others. And this makeover contest lets you do both! One woman, like you, can change her look and change the lives of others by entering for an opportunity to win a \$5,000 donation to her favorite charity\* benefiting women and children.

1. Hold your makeover with me.
2. Tell your story & upload your fabulous before-and-after pictures at [www.marykay.com](http://www.marykay.com).
3. Get family & friends to vote for you – it's how to win the contest!
4. Give back by winning the grand prize of a \$5,000 donation to your favorite charity benefiting women & children, plus an international vacation valued at \$5,000 and other prizes.

**To schedule your makeover, contact me today!**

### One compact can inspire beauty today, tomorrow, forever.

In honor of Mary Kay's 50th Anniversary, you can join Mary Kay and change the lives of women and children worldwide. In the United States, from January 16 through May 15, \$1 will be donated from each sale of the special-edition *Beauty That Counts* Mary Kay Compact Mini to loveisrespect. Mary Kay is the lead sponsor of the loveisrespect "text-for-help" program designed to educate and assist young people seeking healthy relationships. For help, text "loveis" to 77054.

**Special-Edition Beauty That Counts Mary Kay Compact Mini, \$16 (unfilled)**





# Selling Success

In 2004 The #1 Consultant in the U.S. added 500 new customers in 1 year! She is married, has 5 kids (ages 4-14) and had major debt issues.

**Ok, so you want to hear how she did it?** How would you like to add 500 Customers?? It is an awesome strategy, one that you might want to incorporate into all your future appointments! She was a consultant when she started the year, but by the end of the year she was a Sales Director. **You must consistently hold 2-3 classes per week and commit to using the 4-point Recruiting Plan at every appointment.** At every class she sold between 2-3

New Basic Skin Care Sets. After closing the sale on the basic, she then said: "Now \_\_\_\_\_, as far as your re-order, would you like to pay full price, or would you like to get it free?" Upon the customer saying "free", then say, "Then I have a special offer just for you." Hand her 3 profile cards, 3 Skincare samples, 3 brochures (point out the foundation shades and 3 sales slips. Then tell her, "If you can turn 3 of your friends on to our TimeWise Skin Care Program, selling 3 Basic Sets within the next 72 hours, you get your reorder 3 piece set FREE! What do you think, isn't it worth a try?"

Set up a time immediately to pick up her orders OR have her come and meet you.

When the customer comes back in 72 hours, say... "Well, there is one more question I need to ask...would you like to take the profit from this sale or would you like me to have it?" When they answer, "I want it, but how can I do that?" Answer: "Well, right now you can see you can definitely sell this product wouldn't you agree? And you found the time to make 156 dollars in sales for maybe one hour of work." Tell her about the "Starter Kit and Go Book".

Give her an agreement and remind her she now has her first 3 customers (her friends) and then show her how to ask them to sell 3 sets for her to get their re-order for FREE. That would be 9 Basics in a 72-hour period and the new consultant would have retailed over 468 dollars!!

What a great start!! Her Perfect Start is almost already completed! Here are the results for the Consultant who worked this strategy: Achieved Sales Directorship within 4 months of making the decision to do this.

**516 NEW Basic customers, more bookings than she can hold (so dovetail) Debt FREE and money in the bank!** Four Offspring Sales Directors - because her new team members started doing what she was doing. (Booking, Selling & Team Building) She became a Senior Director the same year she debuted as a Director! Her New Offspring Directors have been in the company less than one year.

## Would it be worth it for you to give it a try?

Go for it! Go for Directorship and do it FAST! Or, could you get excited about selling all those new Basics (500 x 58.00 = \$29,000 CASH from Basic sales alone) not to mention color products, fragrances, etc. they will also buy from you and the every 2-3 month re-order they will need on their Skin Care program.

Put them on your Preferred Customer Program! By working this strategy you will be in the Queen's Court of Sales and likely the Queen's Court of Recruiting! That would be a diamond ring and a diamond bumblebee! Of course, there will be commission checks on your team!

Now, before "Negative Nellie" starts talkin' and says, "But what if they don't want to sell 3 sets or don't sell 3 sets to their friends?" the answer is, "SO, THEY DON'T." Now, move on to your next class. Some will, some won't, so what, some are waiting."

Don't let anyone take away your excitement!  
JUST DO IT!

If you think you can, you can.

If you think you can't - you're right!!!

# Focus

Follow One Course Until Successful!

# Make Your Own Luck of the Irish!



## 6 Simple Steps to Conquer Procrastination



### **1. Set clear goals**

As you approach projects and tasks, set clear goals for their completion. If you don't know where you're going, how are you going to get there? Set clear, definitive goals. Your goals should be specific, measurable, and time-bound (i.e., have a clear completion date and/or time.) And having done this, stick to those goals.

### **2. Eliminate distractions**

We all have WAY too many distractions every day. Only you know exactly what works for you, but here are a few things to consider:

- Turn off all electronic alarms for email, SMS, etc.
- If working on your computer, have just one program or browser tab open – unless your work requires research & multiple tabs
- Close the door
- Ditch the iPod, iTunes, and anything else that'll distract you
- Forward your phone into voicemail...

...and so forth. In short, reduce the number of potential distractions so you can FOCUS.

### **3. Stop worrying about perfection**

Face it: it's not going to be perfect. Things in life rarely are. Instead of worrying about how others will react to your work, recognize that you'll be disappointed in yourself if you don't get the work done or do a poor job because you procrastinated... and in the larger scheme of things, that disappointment will sting far worse than any other.

### **4. Don't lie to yourself**

Sometimes we'll tell ourselves little lies like, "I'll be much better equipped to jump on this early tomorrow morning," or "There's not enough pressure on me to do this now – I'll wait till tomorrow, or the day after." All we accomplish when we lie to ourselves like this is to waste our best resource – time. Don't lie to yourself! You aren't kidding anyone. Stop lying, start doing, and you'll feel better about yourself.

### **5. Break it into pieces**

One of the oldest axioms out there, but it's true: break the task into smaller chunks and tackle one at a time. By turning it into a series of smaller pieces, the task becomes more manageable. Focusing on the first, smaller step of a project makes the entire task less daunting, and makes it easier to start.

### **6. Do it NOW!**

*"A journey of a thousand miles must begin with a single step."* -Lao Tzu, founder of Taoism (~200 BC)



Having done steps 1-5, what remains is simple: START. Do it now. As is the case with many things we fear, once underway, it's not all that bad. And if you stay focused, you'll get a lot done quickly. Getting started is the tough part; simply do it now.



# Zen in Bloom Spring 2013

## New Mary Kay Makeup Finishing Spray by Skindinavia \$18

When makeup meltdown is not an option, give it the staying power to last up to 16 hours. Finishing sprays are the product that keeps celebrities picture-perfect long after they've left the makeup artist's chair.

- Mary Kay partnered with Skindinavia, a leading brand of this celebrity go-to product, to bring you our own exclusive formula.
- Feels completely breathable and works on any skin type, even oily skin.
- Works as a refresher any time of day to keep your face feeling cool.



### 4 New Shades!

#### Mary Kay Cream Eye Color \$14 each

Long-wearing, crease-proof, waterproof  
Lightweight feel, dries quickly  
lasts up to 10 hours



Special Edition  
Beauty that  
Counts  
Compact Mini  
\$16 unfilled

\$1 from the sale of each Special Edition Compact will be donated to the LoveisRespect program designed to educate and assist young people seeking healthy relationships.



**Mary Kay Brush Collection \$55**  
Eye crease brush, eyeliner/eyebrow brush, Eye color brush, Powder brush, Cheek brush & Cosmetic organizer bag

#### Mary Kay Brush Cleaner \$10

Removes makeup buildup from natural and synthetic brushes. Gentle, fast drying. Conditions bristles to help care for your investment.



Ps. The eye combo has the same blue/green as one from a white back but a much lighter brown color!



#### Limited Edition Zen in Bloom Collection

- Mineral Eye Color Combo, \$20
- Lip Lacquer with Mini Retractable Brush, \$16 each
- Nail Lacquer, \$9 each

#### Limited Edition Mary Kay Obi Clutch

Only \$5 with any purchase of \$40 or more of limited edition Zen in Bloom Collection items.





# It's Raining Red Challenge



The "It's Raining Red Team-Building Challenge" Is On, and the Rewards Are Red-Hot! During the contest period add three or more new qualified\* personal team members to earn your reward for FREE! Plus, attend exciting events at Seminar to get even more great prizes.

When you add at least three new qualified\* personal team members during this team-building challenge period, you'll be wearing a brand-new jacket of your choice! The "It's Raining Red Challenge" offers you three fabulous new red jackets to choose from.

## INDEPENDENT BEAUTY CONSULTANTS:



Add three new qualified\* personal team members and receive:

- A free red jacket of your choice.
- An Invitation to the It's Raining Red Mingle at Seminar 2013.
- A name badge ribbon.

Add four new qualified\* personal team members and receive:

- All prizes from the previous category, plus
- The Tiger-Print Scarf from the Independent Sales Director Suit Collection.

Add five new qualified\* personal team members and receive:

- All prizes from the previous two categories, plus
- Black chandelier earrings.



### THE CLASSIC

A sophisticated single-breasted jacket with two zipper pockets

### THE CROPPED

A fashion forward cropped jacket with three quarter length sleeves and a three-button front

### THE TRENCH

A hip double breasted trench with angled pockets and a stylish belt



## WHAT WILL YOU BE WEARING AT SEMINAR 2013?

## It's a Special Celebration

Birthdays	Day
Lauren A. Needham	14
Alisa Moyer	26



# A p r i l

Anniversaries	Years
Julie A. Thompson	3



## Words of Wisdom

"It is important to realize that you do not have to change a certain number of lives in order to make a difference in the world; you can do it by reaching out to just one person. That person can be anyone - a child, a friend, a customer, a homeless person, anyone at all. You don't have to win the Nobel Peace Prize. Making a difference requires only your willingness to give to others - the more the better."



Mary Kay  
WISDOM



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*Special Delivery for*



## Time Saving Tips

**Time is a valuable asset to the success of your business!**

A. Delegate when you can. Your focus should be booking, selling and recruiting. Find help from family members for labeling products, addressing envelopes, etc. To help you decide what to delegate, assign a rating to each task:

1. Only you can do it
2. If you have time you'd prefer to do it, but someone else can handle it
3. Should be delegated

B. Listen to motivational and business tapes whenever you're in your car (on the way to work, chauffeuring the kids, etc.).

C. Carry your Applause magazine, Consultants Guide or other business reading material wherever you go.

Read them while waiting for the doctor, dentist, hair appointments, etc.

D. Try to schedule a two-hour time frame each week without interruptions to call customers. Or, make a series of three phone calls at a time. A good time to make calls is immediately when you get home from work — before dinner, homework, bath and bed. This is probably a convenient time for the women you are calling, too.

E. Carry your datebook and a few blank skin care profiles with you at all times. When you meet a new customer, ask her to fill out a profile and set a time for her class or facial. This will eliminate preprofiling when you call to confirm.

F. Keep a year-at-a-glance calendar in your office. Write in important dates such as family events, quarterly cutoffs, Preferred Customer Program deadlines, special events, vacations, school holidays and doctor appointments.

G. Prepare and keep in your car at least 10 hostess packets and 10 recruiting packets to hand out, so you don't have to spend time mailing them later.

H. Try to hold skin care classes right after work — before you go home and get caught up in the hectic routine.

I. Review your Weekly Accomplishment Sheet. Did you reach your weekly goals?