



Goin's GALAXY OF STARS



Independent Senior Sales Director Sonya Goins



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"If I could tell you anything, it would be these 3 words: Pass It On"

-Mary Kay Ash

EXPECT A MIRACLE!
Mark 9:23 Jesus said to him, "if you can believe, all things are possible to him who believes."

Goins TCB Future National Area



Sonya Goins

1st Line Directors



2nd Line Directors



Taking Care of Business in a Pink Flash

We are looking for women that are committed to leadership and have a work ethic to Take Care of Business the right way of putting God First, Family Second, Mary Kay Third! Are you that person that will help us finish the Dream of becoming a National Area? We need 15 more women and it will be done.....

Monthly Unit Goals

20 New
Team Members

Seminar 2014 Goals

NSD and #1 Unit
in the Ruby Seminar

A Note From Your Director...



WE'RE IN THE FINAL FOUR!! — March ~ April ~ May ~ June —

We're now in the final four months of our Mary Kay year and there is so much to be accomplished. Where do you want to be by the end of June? Red Jacket, Team Leader, DIQ, a New Car Driver...or maybe you're in pursuit of this year's fabulous Directors suit. Whatever it is you're aiming towards, the final four months of this year are guaranteed to be packed with excitement, abundance and blessings as goals are achieved and lives are changed. I see our unit making our mark on the Seminar stage and I want YOU to be a part of that. I am looking for Consultants who want more.... who want increase....who want abundance.... who are passionately committed to reaching the goals they've set for themselves... Is that you? No matter where you are in your business today, there is still time to finish the year ON THE SEMINAR STAGE!!! Share your goals with me. I want to help you not only achieve your goals, but surpass them!! Call me today and let's go to work!!

Believing in your Success, Sonya

So THAT'S what recruiting is all about!

Love this from Success Coach Ann Vertel

So you think you hate sales and you're no good at it. Or perhaps recruiting (which is also sales) feels too "pushy." You don't like trying to convince someone to do something they don't want to. Then stop! Where on earth did you get the idea that sharing the opportunity was about hogtying some poor unsuspecting soul, throwing them over your shoulder, and dragging them into a happy life? Did someone along the way tell you that you had to convince, connive, cajole, arm-twist, lie, fib, leave out details, put on a fake voice and a phony expression and do your level best to force someone into a decision to join the company? There are two ways to look at recruiting. The first makes you feel like you are doing something smarmy and underhanded - that you are on one side of the table and your prospect is on the other side of the table and it's a big game of chess. Your prospect becomes your opponent and your mission becomes the defeat of all her objections until there are none left and she simply surrenders out of exhaustion. This is the mindset of scarcity and competition. A winner and a loser. A victim and a victor. The second way to look at recruiting is through a mindset of abundance (there is plenty to go around) and collaboration (we are in this together). Now don't discount the enormity of the difference between the two - it is huge, a chasm in fact. If I showed you a gathering of 100 women and told you to go convince ten of them to join, it might seem like a daunting task. But if I told you that there were ten women in that group that didn't need convincing, they just needed to hear about the opportunity and they would jump at the chance to join, and all you had to do was go and find out which ten they were, could you do that? Of course you could (and I probably couldn't stop you!). That's what recruiting is all about. It's not about convincing women to do something they don't want to do. It's about finding the ones that want to do what you have to offer. You simply need to sort them out. Let me show you how!



We
CELEBRATE
You!



Happy April Birthday!

Birthdays Day

Margaret E. Goins	1
Amanda N. King	1
Carlena Choice	5
Mary N. Kirkley	5
Suzan E. Morris	9
Jennifer R. Howell	12
Eugenia R. Hastings	14
Carol A. Hall	15
Cynthia Trawick	16
Brandi Lassen	19
Becky J. Cline	20
Lynn P. Griffin	20
Lauren G. Ballinger	22
Valerie S. Nelson	24
Bonnie D. Reid	25
Kammi Stowe	26
Charlotte Miller	27
Veronica M. Peoples	30



Happy April MK Anniversary!

Consultant Years

Shelia S. Turley	18
Charlene True	16
Pam Moody	15

Dorothy B. McInnis	13
Vickie L. Robinson	13
Kathy E. Anders	12
Leah A. Norris	12
Rachel O. Harrington	12
Jackie D. Orr	12
Nedra E. Payne	11
Carol A. Duncan	11
Paige H. Lesley	10
Kenya Boyd	10
Brenda Hurley	9
Kim W. Ary	9
Tanya M. Helms	8
Diane Bullard	8
Lacie Nolin	6
Cyndy C. Codina	6
Ashley P. Kirkland	5
Vanessa A. Suggs	5
Brandy E. Comer	5
Patricia L. Camp	4
Debbie McGuire	4
Brittany Englebert	1
Lane B. Lowery	1
Roslynn L. Odell	1
Ginger D. Tooke	1
Gwenn M. Bennett	1
Casey F. Wilke	1
Cassidy L. Evans-May	1
Mallorie N. Muhle	1
Lindsay H. Stallings	1
Mary Mock	1

Welcome New Consultants

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

Those who dared...

- Shawn Bozeman-Carter
- Courtney Christian
- Jill G. Christopher
- Stephanie L. Glenn
- Angela W. Hinson
- Sandra A. Page
- Janet F. Rauhe
- Cynthia Trawick

From:

- VERNON, AL
- VERNON, AL
- TRUSSVILLE, AL
- CALEDONIA, MS
- DEMOPOLIS, AL
- ROSWELL, GA
- GIBSONVILLE, NC
- NORTHPORT, AL

Those who cared...

- L. Carter
- R. Gunnels
- S. Goins
- R. Gunnels
- M. Park
- L. Harbin
- L. Nolin
- L. Harbin



JOIN THE MOVEMENT!!

And with every brick you lay, a leader is born. Before long, you will have built a monumental force. With that much leadership power, with that much experience, you can't help but change the world. That's what it means to build Wall to Wall Leaders. Women standing shoulder to shoulder, rallying others to follow their lead to greatness, building their futures brick by brick. It's more than a mission. It's a movement. Will you join the movement to be one of our Wall to Wall Leaders?

Here's how it works:

From Sept. 1, 2013, to Sept. 1, 2014, every Mary Kay Independent Beauty Consultant who debuts as an Independent Sales Director will earn her name on the Wall of Leaders at the Mary Kay world headquarters in Dallas. And every Independent Sales Director and Independent National Sales Director who debuts an offspring Independent Sales Director will earn her name on the Wall of Leaders. And that's not all you'll earn! As a Wall to Wall Leader, you'll also earn all the fantastic rewards bestowed on the Class of 2014 (see back page of this newsletter). Plus, you'll receive an invitation to an ice cream social at Seminar 2014.



2014 Seminar Courts

These reports reflect results through 02/28/14

Top 10 Court of Retail Sales

	Name	YTD Retail Sales Total
1	Lisa A. Locklier	\$8,843.50
2	Holli E. Moss	\$8,011.00
3	Leigh Harbin	\$7,648.50
4	Linda L. Larson	\$6,772.50
5	Teleisa A. Schofield	\$6,620.50
6	Margaret E. Goins	\$5,036.00
7	Vickey L. Plant	\$4,879.50
8	Loretta A. Carter	\$4,702.50
9	Camille Smith	\$4,294.00
10	Lynn P. Griffin	\$4,280.50

Set your sights on the 2014 National Courts

Queens Court of Personal Sales

\$36,000 Personal Estimated Retail

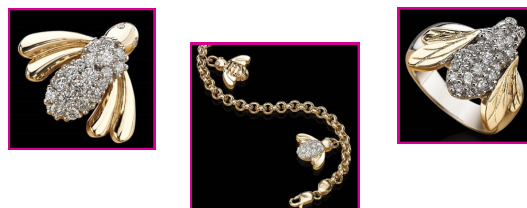


Top Court of Sharing

	Name	SEM QUAL Recruits	Commission
1	Ginger D. Tooke	1	\$82.79
2	Lacie Nolin	1	\$72.08
3	Ashleigh H. Buchanan	1	\$56.88
4	Leigh Harbin	1	\$48.02
5	Lynn Johnson	1	\$41.56
6	Terri Cox	1	\$25.38
7	Rendy M. Gunnels	1	\$24.00
8	Sonya F. Goins	2	\$288.59

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
Senior Sales Director
Sonya Goins

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
next 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!

Step 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!

**Elizabeth Barnett
Linda Larson
Vickey Plant**

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!

**Valeria Morrison
Holli Moss
Krista Snyder**



Senior Consultants

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

**Tammy Bailey
Lauren Ballinger
Debra Baucom
Brenda Bosch
Ashleigh Buchanan
Terri Cox
Margaret Goins
Kara Griffin
Rendy Gunnels
Leigh Harbin**

**Cayla Hayes
Tanya Helms
Lynn Johnson
Lacie Nolin
Mary Park
Faith Patterson
Nedra Payne
Erika Pinkerton
Casey Rice
Alisia Smith**

**Brenda Snider
Lynne Stith
Kammi Stowe
Ginger Tooke
Charlene True
Amy Vest
Bertha Wallace
Beverly Wilson**



Focus on being a STAR Consultant!!



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

Congratulations to our 3rd Quarter STARS!!!

DECEMBER 16TH-MARCH 15TH



SONYA GOINS
Diamond Star



LEIGH HARBIN
Ruby Star



RENDY GUNNELS
Ruby Star



LORETTA CARTER
Sapphire Star



HOLLI MOSS
Sapphire Star



CANDICE HUNTER
Sapphire Star



MARY BETH SHEFFIELD
Sapphire Star



JANET RAUHE
Sapphire Star



February Wholesale



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

These Consultants invested \$225+ into their businesses in February...

Janet F. Rauhe	\$1,802.00	Diane Cornelius	\$403.25	Becky J. Cline	\$283.00
Sandra A. Page	\$1,200.50	Ashley Ezell	\$384.75	Cayla W. Hayes	\$282.00
Lisa A. Locklier	\$832.50	Ginger K. Carroll	\$384.50	Julie Bright	\$269.00
Rendy M. Gunnels	\$765.00	Debra P. Baucom	\$381.00	Patricia L. Camp	\$268.50
Mary E. Sheffield	\$612.00	Tanya M. Helms	\$373.00	Loretta A. Carter	\$267.75
Jill G. Christopher	\$603.75	Cathy Bush	\$345.00	Cay W. Strickland	\$261.75
Leigh Harbin	\$602.75	Amy J. Vest	\$335.50	Brenda F. Snider	\$260.50
Courtney M Christian	\$600.00	Lynn Johnson	\$332.75	Tina D. Dorroh	\$249.00
Linda L. Larson	\$537.75	Vanessa A. Suggs	\$324.00	Cristin Miller	\$248.00
Vickey L. Plant	\$534.50	Susan M. Henderson	\$318.00	Ginger D. Tooke	\$244.00
Holli E. Moss	\$516.75	Lynn P. Griffin	\$318.00	Jackie D. Orr	\$240.25
Kim W. Ary	\$490.50	Lynne Stith	\$308.00	Brenda S. Bosch	\$234.00
Debbie McGuire	\$470.50	Lacie Nolin	\$306.00	Melissa B. Foster	\$233.00
Jessica R. Burns	\$455.50	Kara E. Griffin	\$305.75	Casey L. Rice	\$227.50
Julie Goodwin	\$452.50	Sara M. Webb	\$304.50	Belinda A. Hudson	\$226.00
Darley N. Johnson	\$439.00	Shannon Hoyle	\$303.50	Sonya F. Goins	\$430.50
Kammi Stowe	\$411.50	Cecelia D. Lawley	\$297.00		
Nancy F. Jones	\$405.25	D. Skillingstad	\$292.00		

EVERYTHING STARTS WITH BOOKING!

Filling Your Datebook ~ From NSD Yvonne Lemmon



Everything Starts with Booking:

Whether you're a brand new consultant or have been in Mary Kay for years... everything starts with booking. Booking is what leads to sales, recruiting, customer re-orders and every profit-making part of this business.

Booking is a Decision:

Do a check up from the neck up. Do you love booking? If not, you better learn to because it's what we do in Mary Kay. Decide to become a master booker. Decide to fall in love with booking. Decide that every woman in this world deserves this product. Decide that what you offer is valuable and wanted. Decide to live in a world of abundance. Decide NOW that your books will never fall below 10 appointments each month, EVER! Decide you'll do whatever it takes to get your date book full and keep it that way. Is it that easy? I think it is! I think we think too much, worry too much and evaluate too much about what we have to offer. If we ask more and think less, amazing things will happen. When we make the decision not to offer our product or services to someone, we strip them of the freedom of choice. If they don't want it, they'll say so and you are truly no worse for the wear. Quit prejudging and decide to just start asking!

I don't have anyone to ask:

So many times I have had consultants tell me they are out of leads. I've been in Mary Kay for 12 years and I've never run out of leads or people I could ask. Consultants don't run out of leads...

They run out of energy!

They run out of motivation!

They run out of focus!

They run out of determination!

They run out of dreams!

But they never run out of leads. Leads are everywhere. Decide to go over, under, around or through to get on the date book and stay there. Where do I start? There are three basic places I always look first:

1st – Your head:

There are new people you are constantly in contact with and meeting every day that you have never facialed or even asked. The thought may enter your mind to book her, but when it comes time to sit down and make calls you draw a blank. That's why you must have a list of anyone who enters your mind with you in your date book at all times. These people will come to you at the strangest times, but I truly believe in inspiration and I

can't tell you how many times I've been impressed to call someone and put it off and finally called and been so pleasantly surprised at how ready and receptive they are.

I want you to take a minute right now and just start writing a list of people you know you have never facialed.

2nd – Your Customers:

Never think because you've facialed someone once that it's over and they've done their class and that's it. You can develop great hostesses who will hold classes every single quarter. Every quarter we have a whole new reason to schedule an appointment with every single customer. What is new right now? To find out, log on to www.marykayintouch.com and read all HOT NEWS!! So there is something for EVERYONE! Don't hound your customers to death, but always let them know your door is open and give them a reason to want to get together with you.

3rd – Warm Chattering:

Everywhere you go there are people. Mary Kay says to use the three foot rule and ask every person that comes within three feet of you. I didn't become a master at warm chattering until I was in DIQ, but I wish I had learned sooner. I made a rule for myself when I was in DIQ that every person I spoke to under any circumstances I would ask. That meant store clerks, bank tellers, dry cleaners, waitresses, even fast food help. Not that the leads were quality, but I learned to ask, ask, ask and I learned that no's don't kill me. NSD Cindy Williams says she feels like Santa Claus every single day of the year because she always carries gifts (samples) with her to hand out wherever she goes and people love it. Don't you love a free sample? So does everyone else. Start giving, sharing, and offering. Remember it is their choice, not yours.

Brainstorming:

You know many successful seasoned Consultants in our Unit who know how to book and have great success. Do some brainstorming together and share your favorite booking approaches. It doesn't matter how you do it, all that matter is that you DO IT!!



BOOKING CHALLENGE!!

Get 10 appointments on your books for this month... this week!

Booking 10 means only six to eight will hold, so as each one HOLDS or CANCELS, you MUST replace it! Appointments can be classes or facials, but always encourage them to bring a friend or more. That is where your future bookings will come from. You can do anything

you set your mind to. You can probably accomplish this in one POWER HOUR on the phone, but you have an entire week to do it. So don't put it off... don't wait until later in the week or even tomorrow.

Start right now. The sooner you have your 10 booked, the sooner success begins!

March 2014



Order
\$225 wholesale
and receive your
Charm Bracelet or
Charm



Order
\$400 wholesale
this month and you
have a choice of
\$15 Retail OR
Charm Bracelet or
Charm

Order
\$600 wholesale
this month and you have a choice
of
\$20 Retail & Charm Bracelet or
Charm

Earn the beautiful PEARL BRACELET
when you have 5 Interviews in the month
of March!! After you earn you Bracelet
then earn charms each month you do 5
Interviews!!!



Name: _____

Prize earned: _____

MARCH MEDAL MADNESS!

The Month to Medal!

Receive a relaxing treat from your
Director when you earn a
Recruiting Medal
in March!



** Winners pick the place for their spa treat **

BRONZE MEDAL (3 New Team Members)

Receive a Manicure!

SILVER MEDAL (4 New Team Members)

Receive a Pedicure!

GOLD MEDAL (5+ New Team Members)




Receive a Manicure & Pedicure!





Looking Ahead...

April 2014

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1 Online DIQ Commitment Form available beginning 12:01am CT. Postmark cutoff for Consultants to mail Commitment forms to begin DIQ. 2014 Team Up For Women Challenge Begins.	2	3 Last day to submit online DIQ form. Available until midnight CT.	4	5
6	7 Priority Awards Seminar 2014 Registration begins.	8	9	10	11	12 
13 	14	15 Last day to enroll online for The Look for Summer 2014	16	17	18 Good Friday. Company Holiday. All Company & branch offices closed.	19
20 Easter Sunday.	21	22	23 Administrative Professionals Day.	24	25	26 
27	28	29	30 Priority Seminar 2014 Registration Ends			

APRIL ORDERING DEADLINES...	
April 29th	Last day of the month for Consultants to place phone orders.
April 30th	Last day of the month for Consultants to place online orders.

Unit Highlights...

I have moved our
PINK ZONE meetings
to my home.
Thursday Nights
at 6:30 PM!

MONDAY NIGHT MEETINGS, 6:30PM

11857 Aspenwood Drive Moundville AL 35474 SONYA'S HOME
Please use garage door and use the door with the STAR where you will enter the PINK ZONE!!!
Casual Dress is fine unless we have a special event

THURSDAY NIGHT MAKEOVERS AT SONYA'S, 6:30PM

MONDAY NIGHT CONFERENCE CALLS 8:30PM

Training and Recognition!
712-432-1500 Access Code 893486#

MARCH 13TH 6:30 PM

RALLY NIGHT—NIGHT OF RECOGNITION

Makeovers are also welcome...Sonya's Home (Please wear skirted attire this night for pictures)
Also Red Jacket and Director Suits

MARCH 23RD ~ WEDNESDAY NIGHT MARKETING CALL, 8:30PM

712.432.1500, Access Code 893486#

"Today is the first day of the rest of your life. Use it to climb up to heights not climbed by others. The rungs of the ladder upward are unselfishness, love, sincerity and faith. Resolve today to become the person you have always wanted to be"

-Mary Kay Ash

It's a Superstar Celebration!!!

WE'RE IN THE FINAL FOUR!!

MARCH, APRIL, MAY & JUNE

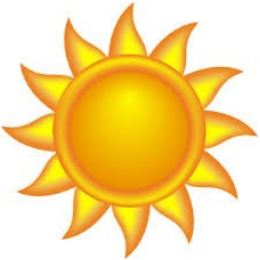
What do you plan to accomplish between now and June 30th? Let me know your goals so that I can support you on your race to the finish line!!!



SONYA GOINS
 Independent Senior Sales Director
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 Email: sonyagoings@marykay.com



Company News & Promotions!



Get ready for Spring & Summer Sales!



Surprise! The limited-edition* Mary Kay® Sun Care After-Sun Replenishing Gel scheduled to launch as part of the May 16, 2014 promotion has now launched to all independent sales force members, as a write-in item on the February 16 Consultant Order Form and via Online Ordering!

Due to popular demand, the limited-edition* Mary Kay® Sun Care After-Sun Replenishing Gel returns each spring/summer. The company thought they'd launch it a bit earlier to give you a chance to stock up before your customers come looking for this summer favorite. It can also mean more sales for the spring and summer months!

Class of 2014 Offspring Challenge

Dates August 1, 2013- July 1, 2014
 Independent Sales Directors who debut Aug. 1, 2013 through July 1, 2014 and their Independent Senior Sales Director will receive:
 A fabulous black Badgley Mischka handbag (only one handbag per achiever)
 A Class of 2014 ring to match their 2013-2014 Sales Director suit.

Once the handbag has been earned, Sales Directors will receive a coordinating Badgley Mischka wallet for when they debut an additional offspring Sales Director during the contest period. (A maximum of one wallet per achiever.) Once the wallet is earned, those who debut an additional offspring Sales Director will receive a \$100 bonus for each additional offspring they debut during the contest period. Those who debut Feb. 1 through July 1, 2014, will receive a free registration to Seminar 2014. Sales Directors must still be active at the time rewards are distributed to be eligible for the prizes.

