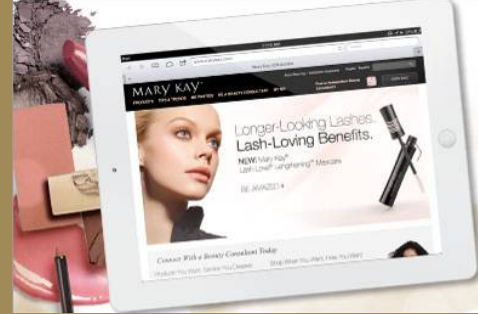




# DIANNE'S DREAM BELIEVERS NEWSLETTER



October brings a chance to win a FREE Ipad from Mary Kay! See Intouch for details.

September 2013 Recognition & Results



Top Love Check  
Yolanda  
Daves



Sharing Queen  
Evelyn  
Foster



YTD Sharing Queen  
Amy  
Tackett



YTD Retail Queen  
Ashley  
Torres

## Congratulations to Our Star Consultants!

Ashley Torres  
Diamond



Dianne Baxter  
Diamond



Yolanda Daves  
Ruby



Amy Tackett  
Ruby



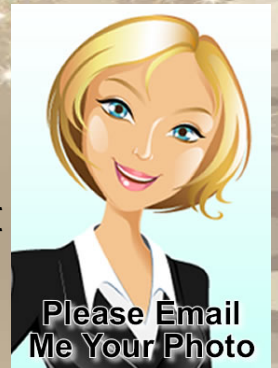
Brittany Young  
Ruby



Melody Ferreira  
Sapphire



Jillian Hopkins  
Sapphire



Dear Dream Believers,

With all the cute costumes filling the store, I can't help but think about Trick or Treaters. Put simply, children dress up, go door-to-door, and hope for something good in return. Most kids go with their parents, so they have a guiding hand with them at all times. When you think about booking classes or warm chattering, there are a lot of similarities. I like to dress up when I'm warm chattering, just like those fairy princesses. It makes me feel good about myself and opens the door to approach anyone with pride. I approach each person expecting great results. Sometimes those results include a class or finding someone who's lost her consultant or even a potential new team member. Sometimes the positive result is just a pleasant conversation with someone new who may already have a consultant, or just not be interested. Just like those cute kids in costume, we're not alone. We have other consultants, directors, events, and Intouch as a guiding hand in our lives to help us along the way and remind us we're never alone. I hope you'll remember to make meetings a regular part of your week this season.

This is such an exciting month! Our Let The Beauty Begin Team Building special is in full swing, and I hope you're out there holding interviews already! Our new products have been a huge hit already, and I'm sure the new skin care is flying off your shelf like it is mine. October is such a fabulous month. It's time to focus on customer service and meeting your customers' needs.

October is customer service month. I know in Mary Kay we do an incredible job offering customer service to our customers. All of our products are try before you buy, and we offer great beauty tips like the Color Confident ideas, new looks each season, and even customized skin care to meet each client's need. It's easy to remember those customers who order consistently and keep in touch with us. I encourage you to take a moment this month and reach out to those you may not have heard from in a while. Plus, in celebration of Mary Kay being the Official Beauty Sponsor of Project Runway All Stars Season 3, they are giving customers the opportunity to win a once-in-a-lifetime New York City Fashion Week Experience! Take the Fashion Week Challenge, discover a Winter Wonderland of gift ideas on Intouch, and pass out Holiday Wish Lists at every appointment! Your holiday dreams can come true!

Love and Belief, Dianne

**So how do YOU go red?  
It's easy! All you need is  
3 new team members! Why  
do you want to earn your  
Red Jacket?**



- ✂ **EASY WARDROBE:** No more deciding what to wear to meetings. The jacket is very trendy!
- ✂ **PROMOTION:** Red Jackets are also on their way to driving free! All it takes to go on target for your car is 5 team members!
- ✂ **Leadership:** Red Jackets are the top 6% of our company - what other company allows you to move into a leadership position so quickly?
- ✂ **Money:** Money, Money, Money! Receive a love check on the 15th of each month!

**You can do this! You are all ready for promotion - so market everyone! Get those leads and I will help you close the recruits.**

Thanks Leigh Ann Bender for sharing!

**IS IT TIME TO TURN OVER A  
NEW LEAF? WE'RE ON THE  
HUNT FOR OCTOBER  
RED JACKETS!**

Focus on earning extra cash for the holiday season! Ask her, "If money were no object, what would you like to purchase for your family for the holiday season?"

Write down her answer. Respond with, "What if I could show you a way to make that dream a reality? With Mary Kay and a little work, anything is possible!"

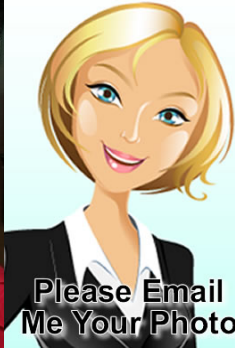
**Our October *Let The Beauty Begin!* Promotion can increase her profit immediately and jump start her business!**



# Happy 50th Anniversary Mary Kay! Our Top 5 Wholesale for September



Amy  
Tackett



Please Email  
Me Your Photo

Debbie  
Selsor



Please Email  
Me Your Photo

Mrs. Hope  
J. Abbott



Please Email  
Me Your Photo

Julie  
O'Connor



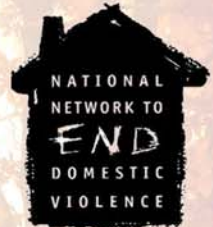
Janet  
Chambers

## Top 20 Consultants Who Invested in Their Business in September

Amy Tackett	\$793.00
Debbie Selsor	\$711.75
Mrs. Hope J. Abbott	\$617.50
Julie O'Connor	\$601.00
Janet Chambers	\$551.00
Yolanda Daves	\$505.50
Sherri Stull	\$403.25
Carrol Peery	\$401.00
Charity Brown	\$389.50
Ashley Torres	\$353.50
Lynita Brownlee	\$341.00
Corinna Corley	\$298.75
Kayla Clark	\$296.00
Robin Young	\$285.00
Michelle Mijares	\$258.75
Kris Pare	\$240.00
Mari LeBleu	\$225.50
Karen Speer	\$215.50
Kelsey Rooney	\$203.00
Tracy Bixby	\$202.50

# No Woman Should Walk Alone

**October is Domestic Violence Awareness Month.** Great strides have been made to reduce domestic violence in America, but there still is much more work to do. Results of the fourth national "Mary Kay Truth About Abuse Survey" on domestic violence and the economy sadly indicate that while the economy improves, the outlook for domestic violence survivors and their children worsens nationwide in light of the economy.



Mary Kay Inc. is firmly committed to this important issue and our awareness and prevention programs, including Lobbying for Good, Beauty That Counts, lead sponsorship of the National Dating Abuse Helpline, the loveisrespect.org "text for help" service and, of course, The Mary Kay Foundation shelter grants.

**This year, The Mary Kay Foundation has awarded a total of \$3 million in grants to 150 domestic violence shelters across the United States. Through its annual shelter grant program, the Foundation now has provided a grand total of \$34 million to domestic violence organizations since 2000.**

True to Mary Kay's mission of enriching the lives of women around the world, our commitment to breaking the cycle of domestic violence is unwavering. As we promote fun challenges like Let the Beauty Begin in October, consider challenging your area members to reach out to help survivors of domestic violence have beautiful new beginnings in the month of October.

THE MARY KAY  
FOUNDATION



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



# Recruiters and Their Teams

## Star Team Builders

### **Corinna Corley**

- Michelle Mijares
- Robin Young
- Stacey Howard
- \* Stacie Eaton

## Senior Consultants

### **Amy Tackett**

- Ashley Torres

### **Ashley Torres**

- Melody Ferreira

### **Charity Chappell**

- Kayla Clark

### **Evelyn Foster**

- Mrs.Hope J. Abbott
- \* Ara Johnson

### **Janell Sinclair**

- Diana Berry
- \* G. elaine Guest
- \* Teresa McNutt

### **Janet Chambers**

- Annette Hillison
- \* Heather Mathias

### **Kerri Coltrain**

- Charity Chappell

### **Mari LeBleu**

- Donna Flesner
- Janet Chambers

### **Melody Ferreira**

- Julie O'Connor

### **Rhonda Thomas**

- Yolanda Daves
- \* Lydia Campbell

### **Stacie Boyd**

- Ashley Evans

### **Yolanda Daves**

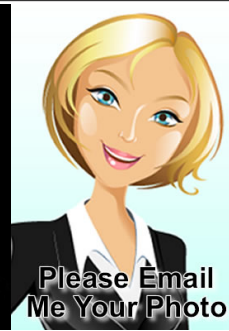
- Amy Tackett
- \* Amelia Daves
- \* Cassie Walker
- \* D. Carman-McClammy
- \* Madison Sawyer



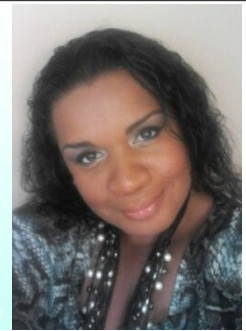
## Top Love Checks



Yolanda  
Daves  
\$31.72



Mari  
LeBleu  
\$30.12



Evelyn  
Foster  
\$24.70

Please Email  
Me Your Photo

### 4% Recruiter Commission

Yolanda Daves	\$31.72
Mari LeBleu	\$30.12
Evelyn Foster	\$24.70
Melody Ferreira	\$24.04
Corinna Corley	\$21.75
Rhonda Thomas	\$20.22
Amy Tackett	\$14.14
Charity Chappell	\$11.84
Ashley Torres	\$1.98
Janet Chambers	\$1.96



## Welcome New Consultants

Name:

Julie O'Connor

Ara Johnson

Laurrie May

Sponsored By:

Melody Ferreira

Evelyn Foster

Ashley Evans



## Welcome Back Consultants

Lynita Brownlee  
Kayla Clark  
Michelle Mijares  
Elizabeth Thomas

# Map your plan to be in the Queen's Courts



Queen's Court of Sales:  
Order \$375 Wholesale Each Week

Queen's Court of Recruiting:  
2 Qualified Recruits Each Month

## Our Top 5 YTD Personal Retail Court According to MK Orders



Ashley Torres



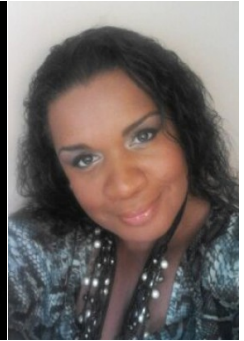
Amy Tackett



Melody Ferreira



Yolanda Daves



Evelyn Foster

## Year to Date Retail Court

1 Ashley Torres	\$5,716.50
2 Amy Tackett	\$5,657.00
3 Melody Ferreira	\$4,421.00
4 Yolanda Daves	\$4,404.50
5 Evelyn Foster	\$2,321.00
6 Sharon Hess	\$2,164.00
7 Janet Chambers	\$1,979.50
8 Ashton McBrayer	\$1,631.00
9 Julie O'Connor	\$1,467.00
10 Debbie Selsor	\$1,453.50
11 Mrs.Hope J. Abbott	\$1,402.00
12 Rhonda Thomas	\$1,312.50
13 Robin Young	\$1,299.00
14 Sherri Stull	\$1,268.50
15 Carrol Peery	\$1,225.00
16 Sally Wright	\$1,089.00
17 Charity Brown	\$1,055.00
18 Ashley Evans	\$952.00
19 Debra Brummett	\$917.50
20 Donna Flesner	\$903.00

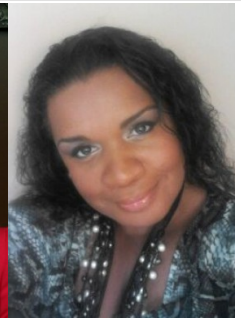
## Year to Date Sharing Court



Amy Tackett  
1 Qualified  
\$102.53



Ashley Torres  
1 Qualified  
\$77.42



Evelyn Foster  
1 Qualified  
\$24.70

Amy Tackett	1 Qualified	\$102.53
Ashley Torres	1 Qualified	\$77.42
Evelyn Foster	1 Qualified	\$24.70
Melody Ferreira	1 Qualified	\$24.04

**Happy 50th Anniversary Mary Kay! One Woman Can!**

# The Holidays are here!

Mary Kay Intouch has all you need to make this holiday season a success!



PCP The Look! Enrollment for Winter Ends Oct 15 & mails Nov. 20; Month 2 Mailer: Enroll until Nov. 15, mails Jan. 15

## Section 2 Holiday Brochures



Gift & Color Bundle Ideas



Tons of Ideas in Oct & Nov Applaude!

Color Confident Training just in time for Holiday Glamour Makeovers!

## Intouch's Incredible Holiday Hub support Section!

Intouch's Incredible Holiday Hub support Section!

**Holiday Gift Bundles**  
Bundle up for the holiday season!

**Holiday Parties**  
Create a wonderland of fun!

**Holiday Customer Service**  
Bring joy to their world!

**Holiday Planning**  
Keep the happy in your holidays!

The holiday hub will provide fantastic holiday gifting ideas, selling tips, print and online selling tools, gorgeous product photos, fliers, videos and more!

### November Birthdays

Cheri Stephens	4
Dayna Corona	9
Debbie Selsor	11
Patty Willingham	21

### November Anniversaries

Corinna Corley	11
Crystal LaGrone	10
Beverly Wesley	9
Michelle Mijares	5
Stacie Eaton	3
Cheri Stephens	1
Kayla Clark	1
Kristi Robinson	1
Sherri Stull	1

Remember, until Nov. 1, the Company will donate \$1 to The Mary Kay Foundation from each sale of a Cream & Sugar Lip Gloss or Pink Parfait Lip Gloss for Beauty That Counts!

MARY KAY

one woman can<sup>SM</sup>

50 YEARS



Wasting time often is an unconscious act, and because it is unconscious it must be consciously fought off. Don't take six months to do what you can do in three. Some wise person said that many men and women fail in life not for lack of ability or brains or even courage, but simply because they never have organized their energies around a central goal. So it is imperative that you set a goal with a time limit. This time limit propels you toward your goal. I have found that once you have set a deadline and break your goal into monthly, weekly and daily achievements, the task becomes more realistic.



50th Anniversary Caddy Caravan in Dallas!



Sales Director Stacy Emerson w/me in Dallas at 50th Anniversary Caddy Caravan.



1st Quarter Stars from Pink Studio Units at Luau Event at Dianne's house!



Directors at NSD JAN THETFORDS FALL RETREAT! AMAZING TRNG W/NSD GINA GASS AND CORPORATE!



We are "BUILDING OUR FUTURE" with a GREAT WALL OF MARY KAY!! HUNT FOR RED OCTOBER!!



# Check Out All the Team Building Contests, Perks & Opportunities that are Popping up for October!



## Let the Beauty Begin!

Beauty begins in October with the **Let the Beauty Begin Team-Building Promotion**.

During the month of October, a new consultant whose agreement is received from Oct. 1 – 31, will receive one of the following:

- A **\$50 credit** on an initial Section 1 order of \$400-\$599 wholesale (excluding shipping, handling and tax)
- A **\$75 credit** on an order of \$600-\$1,799 wholesale
- A **\$150 credit** on an order of \$1,800 or more



## Let the Beauty Continue!

Plus! Consultants who add new team members in October for the **Let the Beauty Begin Team-Building Promotion** will be entered into a drawing for an iPad when their team members place an initial Section 1 order of \$400+ wholesale by Nov. 30. Consultants will receive one entry for each new team member who places a \$400+ wholesale order by Nov. 30. Drawings will be conducted every Tuesday until Dec. 5, 2013.



## “Project Runway All Stars” Challenge Oct. 1–Dec. 31, 2013

Mary Kay will hit the airwaves later this month (Oct. 24) as part of a new, exciting partnership with Project Runway All Stars! Check out the November issue of The Applause for wonderful ideas, tips and tools that can help you make the most of this prime-time television exposure! Plus, get ready, because we could have a front row seat to watch top models “rock the runway” at the March 2014 Fashion Week in New York City! We could WIN a trip to New York City AND be a part of Fashion Week! *(Three winners from each Seminar affiliation will win!)*



## The Great Wall of Mary Kay

Inspired by visits to the Great Wall of China during the Top Director trip, the Company will build a “Great Wall of Mary Kay” that bears the names of Directors who qualify for an ambitious challenge that runs until Sept. 13, 2014. Our goal is to double the number of Directors in the United States and Canada before Sept. 13, 2014. A stretch? Definitely. Impossible? Not at all! It’s an exciting time to set new goals, make a plan to develop others, and take Mary Kay’s dream into the next 50 years! Will you be a part of it?



## Join Us For Leadership 2014 and Lead The Way

Online Registration will open Monday, October 14, at midnight CST for all DIQ’s and Future Directors, and continues through December 31. Do you have what it takes to join us at the top and Lead the way? Any dream can come true in 2014 if you’re willing to work consistently! The Registration Fee is just \$165, so plan to join us!

**If you’re not sure where to start– check out all the great team building strategies and tips available on Mary Kay Intouch this month. You can also find more details for all of these great contests!**



# project RUNWAY™ ALL STARS

Mary Kay is the official Beauty Sponsor of *Project Runway All Stars Season 3*. Join The Party!



Mary Kay hits TV airwaves as part of an exciting new partnership with Lifetime's *Project Runway All Stars Season 3* where designer contestants from previous seasons compete to create bigger, bolder fashions. Designers send their models to the **Mary Kay Color Design Studio** where 6 makeup artists

complete looks using *our* products. Mary Kay also will inspire a fashion challenge in one episode.

**Are You READY?**

You'll find *Project Runway All Stars*-inspired looks in the 11/13 issue of *The Look*. Book your appointment with me today and receive your own supermodel glamour makeover!



## TEAM UP FOR WOMEN & WINK FOR PINK!

Could you use a new mascara if you knew it would help others?!?

I ask because I have a special program called **WINK FOR PINK**.

October is both **Beast Cancer Awareness Month** and **Domestic Violence Awareness Month**. We want to find a cure for cancers affecting women.

Ultimately we want to break the silence & stop domestic violence. Our **Ultimate Mascara** is just that... the ultimate. Our **Lash Love Mascaras** are all about sharing love: love of our products, our company, and love and support for women everywhere. So this month, for any mascara I sell, I'm going to donate a portion of my profits to our Mary Kay Ash Charitable Foundation that provides grants to support both cancer research & domestic violence prevention.

- **Mary Kay Ultimate Mascara in Black or Black/Brown**
- **Lash Love Mascara in Regular, Lengthening or Waterproof** (Each come in color options I ♥ black or I ♥ brown)
- **AND Limited Edition Colored Mascaras in I ♥ green or I ♥ plum**



Be a part of The Mary Kay Foundation and help in the fight against cancers that affect women and to end domestic violence.

The Mary Kay Foundation is dedicated to ending women's cancers and domestic abuse. Throughout her life, Mary Kay Ash showed others how to live and how to give. She gave hope to women who lacked opportunity, self-esteem and financial support. Now her legacy of love lives on through The Mary Kay Foundation, which she began in 1996. [www.marykayfoundation.org](http://www.marykayfoundation.org)

# Give Your Customers Your Best Service



## Your customer deserves:

- **Your appreciation** — Let her know you are grateful. Send her a thank-you note immediately after her first purchase.
- **Your genuine interest** — Call her the very next day. Say, “I simply couldn’t wait to see how your new skin care routine went this morning.”
- **Continued education** — Offer a second facial for additional glamour tips and as a way to reinforce the reasons behind the skin care steps. For those important extras such as makeup and fashion tips, keep abreast of the latest ideas through beauty magazines and the Mary Kay website.
- **Continued attention** — Send her a card on her birthday. Call her every four to six weeks for reorders. Enroll her in PCP mailings.
- **To be asked for referrals** — This shows that you respect her judgment. You might say, “Surely, you have a friend who hasn’t had her complimentary facial yet. I’d be delighted to be the first to introduce her to Mary Kay.” Or, “Who do you know who would share your enthusiasm about Mary Kay products?”
- **To be asked to host a skin care class** — Let her earn points she can use toward some of the Mary Kay products she uses most or a unique gift from the Hostess brochure.
- **For you to follow up on referrals** — Follow up right away, not in a week or a month. Always remember to thank the person who gave you a referral.
- **Enthusiasm and determination** — Make your customers the happiest customers in town. Take care of your customers, and they’ll take care of you!

- Say “thank you” often. After a facial, send a sincere note that says, “Thank you for allowing me the privilege of introducing YOU to Mary Kay Cosmetics! What a pleasure it was getting to know you.” Appreciation unlocks doors!
- Do everything with class. Your stationery must be the best; your work clothes, your hair, your nails, even your car, done to perfection. Your demeanor and speech should always be above reproach.
- Personalize your business. Call “lost customers.” Take a customer for dessert and coffee once a week to find out what you are doing right. Customer loyalty is built one customer at a time.
- Remember, when there is a problem or complaint, the customer is always right. Think about her 20 friends who have 20 friends who all have 20 friends. They are all going to know how special and wonderful you and Mary Kay Cosmetics are—or how awful! Respond to a complaint promptly and sincerely. Go the extra mile!
- When someone says “no” after a facial, call her to find out why! Research is just as important for an individual Consultant as it is for the Company. It’s important to find out! A pleasant, short telephone call can give you answers. Make notes! Chart the response. The pieces of the puzzle will fall into place. You’ll improve your skin care class procedure, cut the length of your class, and do a better job of closing. All kinds of improvements will transpire. The “no’s” will make you a pro!!!
- Call customers in a planned and professional manner each week so that each one is contacted once every six weeks. Be consistent. Really care. Give them attention. Be responsive.
- Don’t be afraid, and don’t hesitate to say, “I’m sorry” when you should.
- Be committed to your customers with a passion. They must recognize the pride you feel for your Company, your product and your career. Promises are to be kept.
- Yes, there is competition, but the multiplying effect of happy customers is unbelievable!
- Love your customers. Celebrate the relationships! Send birthday cards. Show concern. See that your customer receives something professional and wonderful every quarter. Merchandise your *Mary Kay* products with bright ideas.
- Who answers your business phone? Remember, the impression your customer has of you must be without blemish. These are sophisticated ladies!
- Understand your customers’ needs. Simply put yourself in their shoes! Treat them as you would want to be treated. Surely the Golden Rule, which is Mary Kay’s personal philosophy, says it all: “*Do unto others as you would have them do unto you.*”
- What is the value of your customer records? They contain future bookings, recruits, and financial security. Just think of it: 300 reorder customers spending just \$15 per month is \$4,500 retail, or a potential \$2,250 gross profit for you! Wow!
- Give your customers your best, and you’ll discover new success!



While I recognize that each of us came into MK for individual reasons, for a lot of us it was, or now is, the opportunity to earn some "extra" money. To do that, we have to pay attention to how we are going to G-R-O-W (\$\$) OUR BUSINESS!

I keep thinking about a "painless" way for us to increase our businesses. When you did the facials on your family/friends, did you ask them for referrals? When you got a "new client" who had "lost" her MK Rep and didn't want a facial, just wanted product, did you ask her for referrals? If not, I don't know why you couldn't go back and do that now. (Put them all on your PCP List!)

Say you only add 20 customers...that's \$14\* plus tax. That means I am paying

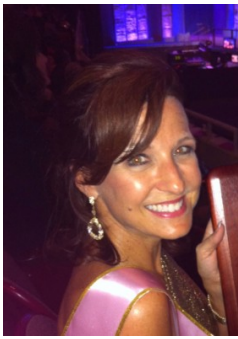
\$ .70 to generate a viable lead. In my before MK life, I sold advertising...Welcome Wagon. Merchants paid \$6 to \$8 *per lead*, AND whatever freebie/ discount that was necessary to get customers in the door. The general value-rule was never anything less than \$10 or 10% off the purchase. The reality of the situation was that they were often a specialty merchant...like a baby/kids store. Right away there were families receiving these address books (with merchant info and coupons) who did not even have kids! You know where I'm going with this...that drastically UPS the per lead expense. OUCH!!! We never have that problem, because "everybody has skin!!!"

The bottom line is, if you have a business you have to advertise...in person or via

some form of media vehicle. We need to appreciate what an affordable, dynamite program this is for us to use...and take advantage of it today!!! I just resold myself on PCP (not that I'd dream of not participating!) I know that you want to make your MK business work. I know that like me, most of you could use the extra \$\$\$s it generates every week/month. We just have to figure out how we can do it as easily and economically as possible. I think this is one way that is both very affordable and very professional!

*\*At \$14 plus tax for 20 leads, surely you can be confident that you will generate \$30 in sales and cover your expense...yep, that's all it would take (using the 40% rule)...the rest is pure profit!*

*This was written by Consultant Candy Semper*



DIANNE BAXTER  
INDEPENDENT SR. SALES DIRECTOR OF  
DIANNE'S DREAM BELIEVERS

1201 E. 18th St  
Tulsa, OK 74120  
Phone: 918812358  
dbaxtermk@gmail.com

Return Service Requested



### *Words of Wisdom From Mary Kay Ash*

We must carefully guard the image that we have established — and that calls for dealing with honesty and integrity in everything we do. We must remember the principles upon which this Company was founded, and believe in ourselves and our ability to do anything in the world we want to do.

## On The Hunt for Red Jackets!

The law of averages tells us that out of every ten women you ask to listen to the MK opportunity, approximately five will say yes. When five say yes, usually three or four actually really listen. Out of these, one will sign up. Therefore, it takes, on average, asking ten to recruit one person!



Have you considered all the great rewards that can be yours by moving on up? Not only will you be helping other women meet their holiday dreams, you'll be helping to make your own dreams come true. Would you like to **move on up** in the New Year? **Be One of The Great Wall of Mary Kay 50th Anniversary New Directors?** Do you want more **freedom and flexibility** for your work schedule? What about more **income potential**? All of these things can be yours! Mary Kay Ash used to love to talk about how you can eat an elephant one bite at a time. Earning your own Red Jacket is the first step towards your own free car, directorship, and on to even greater things!



**No accessory makes you feel as great as a Red Jacket!**