

# GLAM Girl!

Growing Leaders with Audacious Mindsets

Ind. Sales Director Rachel Ellis



January 2014 Newsletter

December 2013 Results

Let the Moment Unfold™

NEW BELARA Midnight™

Eau de Parfum

INDULGE YOUR SENSUAL SIDE\*



## Career Conference 2014

### Career Conference Special Luncheon

Independent Beauty Consultants and Independent Sales Directors who from Dec. 1, 2013, through Feb. 28, 2014, add two qualified new personal team members will be invited to this special luncheon held in their honor. Qualified new Independent Beauty Consultants who add one new qualified team member from Dec. 1, 2013, through Feb. 28, 2014, also will be invited to attend the luncheon.

**Note:** You MUST be registered for Career Conference 2014 on or before Feb. 28, 2014, in order to attend the Career Conference Special Luncheon you may have qualified for. We cannot accommodate onsite registrants.



## On Target Star Consultants

Consultant Name	Current Wholesale Production	—Wholesale Production Needed— for Star				
		Sapphire	Ruby	Diamond	Emerald	Pearl
JERI REUM	\$1,817.00	STAR	\$583.00	\$1,183.00	\$1,783.00	\$2,983.00
NANCY CARTER	\$416.00	\$1,384.00	\$1,984.00	\$2,584.00	\$3,184.00	\$4,384.00



Sapphire



Go for the Gold!  
Celebrating 50 Years of Rich Rewards  
Star Consultant Program Dec. 16, 2013 – March 15, 2014



Pearl

Ruby

Emerald

Diamond



## Congratulations

on investing in your business last month!

Mikayla J. Beck	\$1,962.75
Jeri L. Reum	\$1,817.00
Shante N. Hill	\$1,289.25
Nancy Carter	\$416.00
Ginger L. Birkenfeld	\$398.00
Brittany A. Jarman	\$383.50
Mary N. Cornelius	\$363.00
Dalia H. Lira	\$340.50
Lenae L. Speer	\$330.50
Ashley Cherai	\$266.00
Felicia E. Baker	\$233.00
Julie M. Mobley	\$226.50
Destiny Carter	\$225.50
Christy D. Poe	\$222.50
Nancy Young	\$217.50
Joni L. Hall	\$203.00
Jill M. Castro	\$200.00
Crystal F. Lovvorn	\$158.00
Adrienne Luster	\$138.00
Catrina L. Berner	\$125.00
Alex M. Mashburn	\$115.00
Kristin N. Craft	\$114.00
Nicole K. Wesley	\$108.75
Nicole Young	\$97.00
Ashley R. Wilhite	\$93.00
Kirsty M. Ray	\$93.00
Megan O. Peeks	\$75.00
Kelsey D. Baker	\$54.50
Pamela D. Carter	\$35.00
Amy M. Gahman	\$18.00



## 5 WAYS TO SELL

**Developing your customer base through product marketing is key to building your business -- and that can help you start earning money right away. With a solid customer base established, you'll have a strong foundation for your business as well as a source for finding potential new team members. Remember, women want the products you have to sell. So it's a good idea to be accessible and contact your customers often to remind them of what you have to offer -- great products, convenience and personalized service.**

**There are five suggested ways to market products.**

1. On the Face - Skin care classes and facials
2. On the Go - Quick and easy, 15-minute appointments
3. Online - Sales through your Mary Kay® Personal Website
4. On Paper - Sales through catalogs and brochures (Preferred Customer Program mailings, The Look, Beauty Book, etc.)
5. On With the Show - Parties that preview product sets (collection previews, open houses)

It's a great idea to employ a full-circle strategy by incorporating multiple ways to market products in your service-oriented relationship with the customer.



## Welcome to our Team!

### New Consultant

Jeri L. Reum  
Nancy Young

### From

TULSA, OK  
STILLWATER, OK

### Sponsored by

N. Carter  
N. Young



 **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 7/01/13-6/30/14 & earn your Diamonds

	Name	YTD Retail	YTD PC Prem	YTD Total
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1	Nancy Carter	\$6,349.50	\$2,415.00	\$8,764.50
2	Shante N. Hill	\$7,383.00	\$484.00	\$7,867.00
3	Nicole K. Wesley	\$7,237.00	\$0.00	\$7,237.00
4	Nicole Young	\$7,047.00	\$171.00	\$7,218.00
5	Kristin N. Craft	\$6,595.00	\$221.00	\$6,816.00
6	Megan O'Brien	\$4,097.50	\$2,042.00	\$6,139.50
7	Pamela D. Carter	\$4,368.50	\$1,763.00	\$6,131.50
8	Courtney M. Christie	\$5,163.00	\$0.00	\$5,163.00
9	Kirsty M. Ray	\$4,579.00	\$403.00	\$4,982.00
10	Mikayla J. Beck	\$4,479.50	\$0.00	\$4,479.50
11	Lenae L. Speer	\$3,879.00	\$354.00	\$4,233.00
12	Jeri L. Reum	\$4,070.00	\$0.00	\$4,070.00
13	Ginger L. Birkenfeld	\$3,612.00	\$187.00	\$3,799.00
14	Julie M. Mobley	\$2,093.00	\$485.00	\$2,578.00
15	Adrienne Luster	\$2,328.00	\$0.00	\$2,328.00
16	Amy M. Gahman	\$1,622.00	\$619.00	\$2,241.00
17	Megan O. Peeks	\$2,123.00	\$60.00	\$2,183.00
18	Crystal F. Lovvorn	\$1,786.50	\$382.00	\$2,168.50
19	Ashley D. Friend	\$1,506.00	\$576.00	\$2,082.00
20	Jill M. Castro	\$1,839.00	\$205.00	\$2,044.00



# Mary Kay Queen's Court of Sharing

Qualify for your Diamond Bumble Bee from Mary Kay Inc. by reaching 24 Qualified New Recruits 7/01/2013-6/30/2014

	Name	Seminar Qualified Recruits	Earned Recruit Commission Credit
--	------	----------------------------	----------------------------------

1	Kirsty M. Ray	2	\$196.49
2	Kristin N. Craft	1	\$112.67
3	Shante N. Hill	1	\$92.56
4	Lenae L. Speer	1	\$76.29
5	Nicole K. Wesley	1	\$73.41
6	Nancy Carter	1	\$72.68
7	Nicole Young	2	\$66.70
8	Ashley R. Wilhite	1	\$24.92



See you at the TOP

★ Seminar Scoreboards

# Spotlight On Team Building

## Star Team Builders

Recruiter :Ginger L. Birkenfeld  
 Yolanda J. Haney  
 Julie M. Mobley  
 Lisa J. Smith

Recruiter :Kirsty M. Ray  
 Mikayla J. Beck  
 Catrina L. Berner  
 Kristin N. Craft  
 Brittany A. Jarman  
 \* Talitha J. Moser  
 # Sprite L. Always  
 # Macy R. Cartwright  
 # Kiara L. Moss

Recruiter :Nicole Young  
 Ashley D. Friend  
 Megan O. Peeks  
 Nancy Young

## Senior Consultants

Recruiter :Destiny Carter  
 Dalia H. Lira  
 # Ambrosia M. Sisco  
 # Amber Tumleson

Recruiter :Nancy Carter  
 Jeri L. Reum

Recruiter :Jill M. Castro  
 Ashley Cherai  
 # Amber D. Davis  
 # Kaimia McLemore  
 # Janessa D. Rosenow

Recruiter :Kristin N. Craft  
 Nancy Carter

Recruiter :Lenae L. Speer  
 Pamela D. Carter

Recruiter :Nicole K. Wesley  
 Alex M. Mashburn  
 Megan O'Brien

\* Denotes Inactive Status

## Team Building

Tip of the Month!

### What you can say at an interview . . .

Featured on NSD Connie Kittson's Website

- Try to keep your introduction short.
- Tell her a little about yourself, including why you started your Mary Kay business. But, remember not to share your whole life story.
- Then ask about her - what she does and what is important in her life. People would much rather talk about themselves than listen to others talk about themselves. Let her talk!
- Next, explain the marketing plan and describe the products.



## Growing Your Team

Name	Recruits
Nicole Young	1
Nancy Carter	1

## Mary Kay Love Check

### 4% Recruiter Commission Level

Kirsty M. Ray	\$103.41
Nancy Carter	\$72.68
Kristin N. Craft	\$16.64
Destiny Carter	\$13.62
Nicole Young	\$11.70
Jill M. Castro	\$10.64
Ginger L. Birkenfeld	\$9.06
Nicole K. Wesley	\$4.60
Lenae L. Speer	\$1.40



## Party like a pro!

### FIVE Ps to rock your skin care sales



Vanessa Upkins  
 Independent Senior  
 Sales Director,  
 Madison, Miss.

- 1 PREPROFILE.** This is especially important for new customers. It helps you determine any skin care concerns they'd like to address.
- 2 PERSONAL TESTIMONY.** I switched from the *TimeWise® Miracle Sets* to *TimeWise Repair®* so I can share my experiences with a customer if I think she could benefit from a change.
- 3 PRODUCT KNOWLEDGE.** I study product claims and benefits, product fact sheets, power statements, order of application, etc. It helps me feel more confident about what I'm selling.
- 4 PICTURES.** Visuals can help you sell. Consumer fliers from *Applause®* magazine and *Mary Kay®* YouTube® videos are great tools. You may even take customer before-and-after shots so they can see the differences in their skin.
- 5 PROMOTE.** Where else can your customers get the personal service you provide? Let them know about your *Mary Kay®* Personal Web Site where they can shop 24/7 and that you're available via text, email or phone. Tell them you can deliver products to their front door and about the *Mary Kay®* Satisfaction Guarantee. They may want to take advantage of the hostess incentive program and receive discounts or free products!



# It's "RED SWAG"

## Successful Women Achieving Greatness

### Earn your SASSY RED SHOES....

**When you have 2 NEW Active Team Members:**

Select your Red Shoes from 3 heel heights & 2 styles

But hurry and get #3 so your shoes will still be available!!

**When you have 3 NEW Active Team Members:**

You will arrive in RED at your Red Jacket Celebration!!





# CADDY CLUB

10 Parties (30 Faces) & 10 Career Chats

OR

\$600 Wholesale (accumulative)

OR

ALL New Consultants for the Month

Earn Your Invitation to the "Mystery" Caddy Club Event

Hostess Name:	Ph #	Date	# of Guests	Sales	Bookings	Interviews
1						
2						
3						
4						
5						
6						
7						
8						
9						
10						

## 10 CAREER CHATS

*(Director must follow up with all surveys to count)*

- |          |           |
|----------|-----------|
| 1. _____ | 2. _____  |
| 3. _____ | 4. _____  |
| 5. _____ | 6. _____  |
| 7. _____ | 8. _____  |
| 9. _____ | 10. _____ |

*(tracking sheet must be turned in by the 3rd of the month )*



# Bounce Back Into Business!

*Restart your Mary Kay business  
in January with this special offer!*

MARY KAY

Submit your Independent Beauty Consultant Agreement  
Jan. 1-31, 2014, and you can be eligible to receive:

**Two FREE\*** *TimeWise® Replenishing Serum+C®* (\$112 suggested retail value) AND a **\$50 credit\*** on your first product order of \$600 wholesale or more (excluding shipping, handling and tax)

OR

**One FREE\*** *TimeWise® Replenishing Serum+C®* (\$56 suggested retail value) AND a **\$25 credit\*** on your first product order of \$400-\$599 wholesale (excluding shipping, handling and tax).

With this *TimeWise® Replenishing Serum+C®* bonus offer, you can help your business bounce back! Contact me, your Mary Kay Independent Beauty Consultant, to get your business restarted in January.

\*Restrictions apply. You must be eligible to submit a new Independent Beauty Consultant Agreement to the Company. The Independent Beauty Consultant Agreement must be received and accepted by the Company Jan. 1-31, 2014. To qualify to receive a \$25 credit and one (1) FREE *TimeWise® Replenishing Serum+C®* on your initial order of \$400-\$599 in Section 1 wholesale product (excluding shipping, handling and tax), the order must be received and accepted by the Company by Feb. 28, 2014. To receive a \$50 credit and two (2) FREE *TimeWise® Replenishing Serum+C®* on your initial order of \$600 or more in Section 1 wholesale products (excluding shipping, handling and tax), the order must be received and accepted by the Company by Feb. 28, 2014. Sales tax is required on the suggested retail value of the free *TimeWise® Replenishing Serum+C®* and on all Section 1 products.

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# Make the Most of Your PCP



**Notes: If they are not home, hang up and call back later. After calling three times and still not reaching them, leave a message and ask them to call you. If they do not call, keep calling until you reach them. Cell phone numbers are great to have. When you call them on their cell, do not leave a message; they will not know who you are when they see the number and they will definitely call you back to find out.**

Without a doubt the best time to reach the most people at home is on Saturdays between 4pm and 7pm. If they do errands on Saturday, they get home between those times. If they are going out that night, they are home getting ready. I can call for 2 hours each night four days a week a total of 8-10 hours and still reach by far more people 4-7 on Saturday night during those 3 hours.



**1** Call your customer three to four days after you have facialed her to ask her how she likes the products and if she has any questions. Then share with her, "Mary, I would like to put you on my Preferred Mailings which entitles you to specials and gifts with purchase and lets you be the first to know what is new in skin care and color--putting you on the cutting edge of personal care. I know you would want that."

**2** Call her the first quarter just before you enroll her on your PCP and say, "Hi Mary, this is Barbara with MK; have you got a minute? Great, I am putting together a special mailing and I wanted to touch base with you to make sure I have your address correct. I wouldn't want someone else to get your specials." Check her address and say, "I am preparing it now and I will get back with you once it is in the mail so you can be on the lookout for it." **After her first quarter say,** "I'm just checking to see if you are still at this address. I do my mailing third class and it is not forwarded, so you would miss the specials unless I have your new address." They usually laugh and say something like, "Yes, I'm still here, I'm not going anywhere."

**3** Call her after the mailing has gone out and say, "Hi Mary, this is Barbara with MK, have you got a minute? I wanted to make sure you received the new Look Book. Remember, I send it third class and the post office does not return it if I do not have the correct address on it. Did you get it?" Wait for an answer, then say; "Have you had a chance to look at it yet?" If they say no, I say; "Would you mind getting it out; I have something exciting to share with you. Turn to page \_\_\_\_ and check out the sample of the \_\_\_\_\_. Some of my customers have missed it, and I didn't want that to happen to you." At this time I share some information about the product.

By: Barbara Whitaker



**Be sure and get your customer's work and cell number. If she puts it on her profile then it is OK for you to call her at work. If it is not OK for you to call her at work, she will not put her work number on the profile or give it to you when you ask. Once she has given you her work number you do not have to ask her if it is OK for you to call her there. When you call, say, "I know I have reached you at work, so I will only take a minute; can you spare a minute right now, or what time should I call you back?"**

**Having every customer on your Preferred Customer Program is a must. This creates the best reasons possible to stay in touch with your customers by phone. It is so simple. It automatically gives you a reason to call your customers and helps you to know what to say.**



# Makeup Tip of the Month

**PRIMER & CREAM SHADOWS & FINISHING SPRAY & TRANSLUCENT POWDER...**

**Oh My!!**

*Courtesy of Lori Hogg, makeup artist*

**MYTH:**

- I don't need coverage, I wear Primer.
- Why in the WORLD would I use a Cream Shadow over an Eye Primer? There's no reason!
- I have Oily Skin, the Finishing Spray is NOT for me!
- There is NO reason for Translucent Powder if I'm using Finishing Spray!
- Using all these products at one time can AGE you and make you CAKEY!



**\*\*\*\* WRONG AGAIN \*\*\*\***

With almost EVERY other cosmetic line, these myth's are true. Most lines that create similar products are created to be worn one at a time, not all together in the same application! Sounds great right??? WRONG! That means, you only get to "handle" one issue at a time or per application. You may be able to take care of your makeup staying ALL day BUT, you now look overly dry, aged and not as soft as you do without makeup on! Women DREAM of a cosmetic line that works alongside their skin care line..... COMPLETELY! This is what Mary Kay does!!!

Each of these products work TOGETHER and when using them ALL together, you get to boost the benefits to new levels! You CAN & SHOULD use all of these products together to get the most youthful, FRESH, soft and long lasting makeup application possible! But how Lori? What is it that the products REALLY do??

**Primer**--- softens the skin for an even and balanced foundation application. Gently filling in fine lines and unwanted aging. It also acts as an adhesive for the Foundation to stick to. \*\*\*Doubling your Foundation Long wear ability and keeping the skin looking plump and healthy, no dehydrated look\*\*\* --- after applying Primer, for EXTRA long wear and a super fresh face, mist the Finishing Spray ON TOP of the Primer, before Foundation

**Cream Eye Shadows**--- Can be used ALONE or as a BASE for a more intense pop for your eye shadows. Using the Primer softens the look of the skin around the eyes so fine lines are minimized in appearance... now the Cream Shadow will help keep you from creasing, also water-resistant and if used with a shadow, MASSIVE color POP! \*\*\*Also Doubling your eye makeup wearability\*\*\*

**Translucent Powder**--- Is a CLEAR Powder! If the face is looking pale or ashy, too much product is being used! Translucent Powder mattifies the skin and ALSO acts as a FILLER. Again filling in fine lines keeping them soft and full, not dehydrated looking. It's perfectly fine to set eye makeup with this powder! It won't add age unless too much is used. If the brush is white, too much powder is on the brush. Tap it out and powder!

**Finishing Spray**--- Mattifies the face for Oily skin BUT, it also HYDRATES women/men with Dry Skin! It can also help remove the look of powder on facial hair. Spraying this ON TOP of your makeup once it's all done, seals it into the skin! Now you've tripled your makeup's wearability AND you've gotten the most YOUTHFUL look possible!

Using all of these products PLUS the PERFECT skincare line will give you the youthful, fresh, healthy look we all desire!

[www.lorihogg.com](http://www.lorihogg.com)

## It's a Special Celebration

Birthdays	Day	Anniversaries	Years
Amanda R. Crow	2	Lisa J. Smith	2
Rachel D. Ellis	6	Destiny Carter	2
Crystal F. Lovvorn	7	Brenda Mondragon	1
Ginger L. Birkenfeld	11	Patsy J. Woodcock	1
Roxanne C. Guthrie	12	Debra H. Hudgins	1
Nancy Carter	13	Jessica L. Espinoza	1
Adrienne Luster	17	Ashley D. Woodcock	1
Felicia E. Baker	26	Brittany L. Dunn	1
		Bridgette N. Wilson	1
		Raechell L. Snake	1
		Carolyn J. Boland	1



# February

## Words of Wisdom

“It is important for you to have a goal. You simply can't get there if you don't know where you are going! Begin to build in your mind a dream. Then write it down and make your goal realistic. Aim high enough that you will have to stretch your ability and your potential to reach it.”



*Mary Kay*  
WISDOM

Independent Mary Kay Sales Director



**Rachel Ellis**

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Special Delivery for

## Career Conference 2014

**Register in one of two easy ways from Feb. 1 - 28, 2014:**

Register online. Or by Mail to: Special Events Registration Mary Kay Inc.  
P.O. Box 799045 Dallas, TX 75379-9045

**February 3:** Registration opens at 8:30 a.m. Central time for National Sales Directors and their personal unit members through Feb. 28, 2014.

**February 4:** Registration opens at midnight Central time for the first week (March 21-22 and March 23-24) of Career Conference cities through Feb. 28, 2014.

**February 7:** Registration opens at midnight Central time for the second week (March 28-29 and March 30-31) of Career Conference cities through Feb. 28, 2014.

**Registration Fee:** \$90 received in Special Events by Feb. 28, 2014

\$100 on-site space permitting (except for New Beauty Consultants who submit their Beauty Consultant Agreements after Feb. 28, 2014)

**Hotel Deadline:** Feb. 28, 2014



### March 21-22, 2014

Des Moines, IA  
Galveston, TX\*\*  
Louisville, KY  
Madison, WI  
Mobile, AL  
Novi, MI  
Ontario, CA I\*

Orlando, FL  
Pittsburgh, PA  
Richmond, VA  
Riverside, CA  
Schaumburg, IL\*\*  
St. Charles, MO  
Tacoma, WA\*\*

### March 23-24, 2014

Ontario, CA II

### March 28-29, 2014

Atlantic City, NJ I  
Boise, ID  
Charlotte, NC I  
Dallas, TX\*\*  
Denver, CO\*\*  
Duluth, GA  
Glendale, AZ\*\*  
Indianapolis, IN

Lancaster, PA  
Miami, FL I  
Minneapolis, MN  
Oakland, CA\*\*  
Palm Springs, CA  
Providence, RI\*\*  
Rochester, NY  
San Antonio, TX\*\*

### March 30-31, 2014

Atlantic City, NJ II\*  
Charlotte, NC II\*\*  
Miami, FL II\*

\*Spanish Only  
\*\*Spanish Interpretation Provided