

Captivate & Shine

Stephanie Arbaugh | Independent Senior Sales Director



Newsletter for May 2014
March Results



the POWER of the reorder

What makes our business special? Residual income from reorders!
Every item we sell is a consumable product. Our customers wash it down the drain twice a day! This means the products you sell today will actually be sold over and over and over again to the same satisfied customers! Building a good customer base will continue to boost your bank account every month!

Harness the power of residual income in your business! Residual income gives you the ability continue

to make money from your efforts or time worked in the past. **How many jobs can you say that about?** So many direct sales companies have a product with which you are only making money when you are holding parties. This is not the case with MK!

When your product is consumable you continue to make money over and over again just by following up with your customers! Take advantage of this concept by building a solid foundation in your business. Check out

the table below as an example of how focusing on maintaining 45 skin care customers can earn you \$1,000 profit each month!

IMPORTANT!! Follow up is the moral of this story! You must follow up regularly to service and maintain your customer base. It's the only way you will retain these skin care customers. Try a routine schedule like... 2 days, 2 weeks, 2 months! Keep up the contact and enjoy your residual income each and every month!

What would you do with an extra \$1,000 profit per month?

retail price	monthly usage*	monthly sales	monthly profit*	sets sold	total profit
\$58	2	\$29	\$11.60	10	\$116
\$90	2	\$45	\$18	20	\$360
\$199	2	\$99.50	\$39.80	15	\$597
				45	\$1,073

*Use-up rates for each product vary from 1-3 months. Log onto MK InTouch and look under product central for more information. Profit is based on 40% of retail prices. Adjust numbers as needed to match the results you experience in your business.

botanicals
miracle set
repair set

Share the Love

Team-Building Promotion

April 1 - 30, 2014



Spring is here and that means it's time to start digging into the garden of your daily living!

Plant three rows of peas...

1. Peas of Mind
2. Peas of Heart
3. Peas of Soul

Plant four rows of squash...

1. Squash Gossip
2. Squash Indifference
3. Squash Grumbling
4. Squash Selfishness

Plant four rows of lettuce...

1. Lettuce Be Faithful
2. Lettuce Be Kind
3. Lettuce Be Patient
4. Lettuce Love One Another

No garden is complete without turnips...

1. Turnip for Meetings
2. Turnip for Service
3. Turnip to Help One Another

All great gardens require thyme...

1. Thyme for Each Other
2. Thyme for Family
3. Thyme for Friends

Don't forget to water freely with patience and cultivate with love.

fabulous incentives

The starter kit for only \$75

\$400 wholesale product inventory (\$800 suggested retail value)
\$10 BizBuilder Bucks credit

The starter kit for only \$75

\$600 wholesale product inventory (\$1,200 suggested retail value)
FREE shipping on the first product order
Up to \$35 in BizBuilder Bucks credit
FREE custom color look (\$118 suggested retail value)
FREE product bonus bundle (up to \$223 suggested retail value)

The starter kit for only \$75

\$1,800 wholesale product inventory (\$3,600 suggested retail value)
A \$100 credit off the first product order
FREE shipping on the first product order
Up to \$125 in BizBuilder Bucks credit
FREE custom color look (\$118 suggested retail value)
FREE product bonus bundle (up to \$642 suggested retail value)



discover what you **LOVE**

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Recipe of the Month!

Ingredients:

- 4 ripe avocados
- ¼ cup sour cream
- 3-4 Tbsp fresh lime juice, divided
- 2 Tbsp minced fresh chives
- 15 oz fresh crabmeat, squeezed dry
- ½ cup mayonnaise
- 3 Tbsp thinly sliced fresh basil
- 1 red jalapeno chili, minced
- salt and pepper to taste

FRESH CRAB & AVOCADO DIP

Directions:

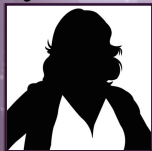
1. Mash avocados with sour cream, 2-3 Tbsp lime juice and the chives in a large bowl.
2. Season with salt and pepper.
3. Spoon evenly into a glass serving bowl.
4. Lightly mix crab, mayonnaise, basil, jalapeno and 1 Tbsp lime juice in a bowl.
5. Season with salt and pepper.
6. Spoon evenly over avocado layer.
7. Cover and refrigerate until serving or for up to 8 hours.
8. Serve with chips.



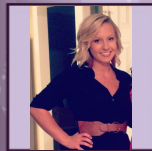
Queen of Wholesale
Harrie Williams
runners up



Queen of Retail Sales
Kaila Nelson
you could be here too!

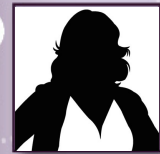


Queen of Sharing
Savanna Hassler
runners up



Court of Sales!

\$36,000 Personal Estimated Retail Production
Year to date results as of 4/4/2014



Erin Hendrix
\$15,300



Kaila Nelson
\$13,060



Marinda Skeesick
\$7,117



Joni Ray
\$7,103



Brittany Carter
\$5,766

- 6 Kylie Ruiz \$4,949
- 7 Courtney Millard \$4,849
- 8 Jaclyn Duncan \$4,741
- 9 Cristina Zanski \$4,443
- 10 Karrie Williams \$4,170

Court of Sharing!

24 New Qualified Personal Team Members
Year to date results as of 4/4/2014



Kaila Nelson
1



Autumn Bolin
1

Consultant Name	Wholesale	Consultant Name	Sales	Consultant Name	Recruits
1 Karrie Williams	\$1,804	1 Kaila Nelson	\$80	1 Savanna Hassler	1
2 Cristina Zanski	\$699			2 Kaila Nelson	1
3 Cassie Johnson	\$666				
4 Kaila Nelson	\$473				
5 Madelyn Hansen	\$407				

Path to Cash

monthly worksheet

Use this worksheet to help you determine what activity level you need to achieve your financial goals this month!

Goals for the month of: _____

Income Goal for Month \$ _____
x 2.5

Retail Sales Goal ★ \$ _____

Team Building Goal for Month = _____

Average interviews needed per new team member x 5

Total Interviews to Hold = _____

Selling Activities Needed to Reach Goal:

Parties: Retail Sales Goal ★ x 0.0025 = _____

Facials: Retail Sales Goal ★ x 0.005 = _____

Reorders: Retail Sales Goal ★ x 0.00625 = _____

Total Selling Activities to Hold = _____

Business Reinvestments:

Inventory: Retail Sales Goal ★ x 0.5 = \$ _____

Business: Retail Sales Goal ★ x 0.1 = \$ _____

Business account covers marketing (PCP), party supplies, travel, etc.

Recommend that you make 5 connections to book 1 selling activity (example: phone call, follow up with customers, ask for referrals, hand out business cards, etc.). Break it down into a small daily goal!

This worksheet assumes... 40% profit (income), 50% inventory reinvestment, 10% business marketing/supply/travel reinvestment, 1/2 of your income from parties, 1/4 of your income from facials, 1/4 of your income from reorders, \$200 retail sales for parties, \$50 facials, \$40 reorders. This is not necessarily an average and may not reflect the results you experience in your business. Please adjust figures as needed to fit your personal business results.



STAR
consultant
program

GO for
the
GOLD



03.16.14
through
06.15.14

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Get your star on!







1800 2400 3000 3600 4800

contest ended: 3/15/2014 final results

Congratulations to our stars!



4 point Recruiting

MK's Share the Love Starter Kit discount is a great way to boost your team size this month! Skin care classes and collection previews offer the best place to find prospective team members. **Try this plan to grow your team!**

- 1** Before every skin care class and collection preview, ask the hostess; Who is coming today who might be interested in doing what I do?
- 2** Present your heartfelt, enthusiastic I-story at every skin care class and collection preview. Share why you began your Mary Kay business and what it means to you.
- 3** Select at least one person at every skin care class and collection preview and offer her the Mary Kay opportunity. You may want to plant seeds by sending guests home with team building materials.
- 4** Offer the hostess a special gift for any person she suggests who becomes an Independent Beauty Consultant.



Courtney Millard
Sapphire! Star!



Kaila Nelson
Sapphire! Star!

March Weekly Accomplishment Sheets!

NAME	SALES	HOURS	WAGE
Kaila Nelson			
3/2-3/8	\$80	2	\$16

Weekly Summaries
enter them online

I want to celebrate your success!
Click to www.marykayintouch.com >
Business Tools > Weekly Accomplishments > Enter Weekly Accomplishments



Team Builders!

Career and Status Levels as of 04/01/2014

*You must place a minimum \$225 wholesale order to become active.

Career Path

TEAM LEADERS

Madelyn Hansen

Jennifer Gray
Sierra Pettit
Julia Posmoga
Diana Sanchez
Erica Virgen
Michelle Starr*
Paige Strode*
Stephanie Crosswell*
Hedy Griego*
Betty Hansen*
Julie Krier*
Mojave Rose*
Kerri Rubio*
Hillary Scheblein*

SENIOR CONSULTANTS

Autumn Bolin

Savanna Hassler*

Erin Bradley-Weatherford

Susan Martin-Fore

Maria Gonzalez

Angelique Penland

Savanna Hassler

Tabitha Webb

Stephanie Mitchell

Laura Salyer
Cara Slemp
Melinda Acevedo*
Stephanie Berry*
Albertina Cyr*
Susan Depew*
Kristina Elsea*
Katherine Hicks*
Samantha Keys*
Lisa Mitchell*
Debbie Smith*

Kaila Nelson

Christine Tipton
Cynthia Roberts*
Mary Becker*
Jessica Gilland*
Amber Bishop*
Bianca Smith*

Tina Padgett

Agia Ward

Brandy Seymore

Brandy Duncan
Katherine Link*
Kristin Hardwick*

Cara Slemp

Marcia Terry
Caitlin Roberts*

Building WALL to WALL Leaders

it's more than a mission...it's a movement.

Log onto InTouch today!

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Join Now!



SENIOR CONSULTANT

Requirements

- 1 - 2 active personal team members.
- You must be active.

Compensation

- 4% personal team commission.

STAR TEAM BUILDER

Requirements

- 3 - 4 active personal team members.
- You must be active.

Compensation

- 4% personal team commission.
- Eligible to begin earning \$50 team-building bonus.

TEAM LEADER

Requirements

- 5 - 7 active personal team members.
- You must be active.

Compensation

- 9% or 13% personal team commission.
- \$50 team-building bonus.

CAREER CAR

Requirements

- 14+ active personal team members.
- \$5,000 monthly personal team production.
- You must be active.

Compensation

- 9% or 13% personal team commission.
- \$50 team-building bonus.
- Career Car or \$375 per month.



FUTURE DIRECTOR

Requirements

- 8+ active personal team members.
- You must be active.

Compensation

- 9% or 13% personal team commission.
- \$50 team-building bonus.

Welcome New Business Owners!

Mary Becker

Johnson City, TN
rec... Kaila Nelson

Donni Fawcett

MT Carmel, TN
rec... Stephanie Arbaugh

Cassie Johnson

Hampton, TN
rec... Stephanie Arbaugh

Samantha Rhudy

Johnson City, TN
rec... Stephanie Arbaugh

Tabitha Webb

Crossville, TN
rec... Savanna Hassler

Karrie Williams

Elizabethton, TN
rec... Stephanie Arbaugh

Ashley Worley

Abingdon, VA
rec... Stephanie Arbaugh

Be a part of our latest effort to make a difference. Mary Kay Inc. will plant one tree in the United States, in partnership with the Arbor Day Foundation and the U.S. Forest Service, for every 10 flip-top caps and/or color refill cases received by Mary Kay Inc.!

Items may be sent to:
Mary Kay Inc., Caps & Cases Program
Attn: Carlos Troncoso
1330 Regal Row
Dallas, TX 75247

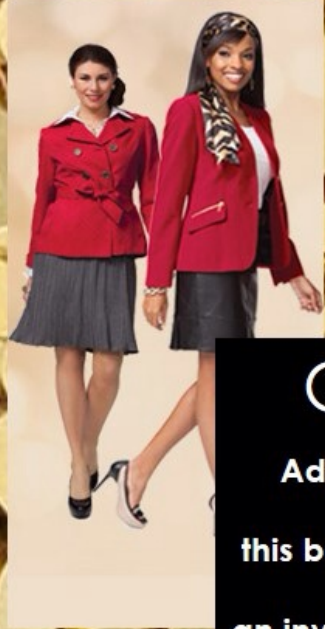
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May Birthdays

Name	Day
Kody Guinn	6
Sierra Pettit	8
Brittany Carter	12
Wendy Whitehead	14
Laura Thomas	18
Elena Villalba	21
Jennifer Gray	22
Stephanie Berry	24

May Anniversaries

Name	Years
Madelyn Hansen	5
Dahisy Ramirez	5
Cassandra Brickey	2
Stephanie Mitchell	2
Stephanie Berry	1
Albertina Cyr	1
Susan Depew	1
Kody Guinn	1
Lisa Mitchell	1
LaDonna Peterson	1
Christi Shepherd	1



IT'S RAINING

RED

GLOW GIRL

Add a new team member
and receive
this beautiful **CHARM BRACELET**
and
an invitation to be on a call with
top sales directors



RED STILETTO CLUB

Add 3 new team members this month
and receive
your **RED STILETTOS**
and
an invitation to be on a call with top
sales directors

TABLET MAGIC

Add a **QUALIFIED** team member
and receive
one entry into the drawing
for a
FREE TABLET*



*when we reach our magic growth number and have 5 qualifieds as a unit

Seminar Awards 2014



QUEEN'S COURT OF PERSONAL SALES
\$36,000 Personal Estimated Retail Production



QUEEN'S COURT OF SHARING
24 Qualified New Team Members

product corner



Mary Kay® Facial Highlighting Pen

The Mary Kay® Facial Highlighting Pen can help your customer wake up her look with sheer luminosity. The special light-reflecting pigments in the Highlighting Pen optically "lift" the shadowy areas of the face. Instantly the skin will look brighter, the skin tone more even and the face more radiant!

Benefits & Claims

- Diminish small imperfections
- Easy-to-blend formula will not settle into fine lines
- Non-Comedogenic
- Oil-Free

Target Customer

- Any customer who likes to look refreshed throughout the day
- Any customer who wears Mary Kay® foundations, concealers and powders

How it works

- Light reflecting pigments optically "lift" the shadowy areas of the face



Come on in!
Join the fun ▶



discover what you **LOVE.**

Click to www.MaryKayInTouch.com to learn more about MK's new brand campaign!
Browse to the following menu... Resources -> Advertising -> Discover What you Love

May 2014

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
27	28	29 Prizes, Recognition & Booking Blitz @ 5:30; Makeovers @ 6; Skin Care @ 6:30	30 Red Jacket Luncheon @ 12pm; Last Day to Place Online Orders	1 Seminar 2014 Registration Begins for all Consultants; May Day	2 Inner Circle Coffee @ 10:30am	3 Mom & Me Guest Event
4	5 Cinco de Mayo	6 National Teachers Day; Nacho Night Guest Event @ 5:30; Skin Care @ 6:30	7	8	9	10 Order Early! Summer 2014 Promotion Begins for PCP Participants
11 Mother's Day	12 Mary Kay's Birthday; Team Up for Women Challenge Ends	13 Product Launch @ 5:30; Skin Care @ 6:30	14	15	16 Summer Issue of The Look begins mailing; Summer 2014 Promotion Begins	17 Armed Forces Day
18	19	20 Meeting & Makeovers @ 5:30; Skin Care @ 6:30	21	22	23	24
25	26 Memorial Day	27 Meeting & Makeovers @ 5:30; Skin Care @ 6:30	28	29 Last Day to Place Telephone Orders	30 Red Jacket Luncheon	31 Last Day to Place Online Orders; Share the Love Promotion Ends

Power Class of the month

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Get your MK education from the comfort of your own home! The Power Class of the Month is an incredible webcast you can watch each month to help you build your business! Listen as National Sales Directors share their wisdom and cutting edge ideas on how you can reach the next level. Find it under consultant education on MK InTouch.



Look who invested in their business during March!

Name	Amount	Name	Amount
1 Karrie Williams	\$1,804	15 Agia Ward	\$230
2 Cristina Zanski	\$699	16 Kalysta Cruz	\$229
3 Cassie Johnson	\$666	17 Angelique Penland	\$228
4 Kaila Nelson	\$473	18 Kaitlin Price	\$227
5 Madelyn Hansen	\$407	19 Marcia Terry	\$226
6 Courtney Millard	\$329	20 Katherine Link	\$104
7 Brandy Duncan	\$326	21 Diana Sanchez	\$94
8 Erica Virgen	\$296	22 Christine Tipton	\$81
9 Tabitha Webb	\$286	23 Savanna Hassler	\$66
10 Maria Gonzalez	\$254	24 Brittany Carter	\$51
11 Dahisy Ramirez	\$246	25 Marinda Skeesick	\$36
12 Chelsea Spivey	\$246	26 Cara Slemp	\$8
13 Taylor Clark	\$234	27 Erin Hendrix	\$6
14 Laura Salyer	\$231		

make it a Power Start this month!



30 faces in 30 days will boost your business to the next level! Make a list of your 30 faces and start booking today!

you can do it!

Join the Fight!

THE MARY KAY FOUNDATION

TEAM UP FOR WOMEN!



April 1 - May 12, 2014

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Unit Goals!

We are building our Executive Half Million Dollar Area!! Join the movement!!

Captivate & Shine



STEPHANIE ARBAUGH
Independent Senior Sales Director

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email shinensd@gmail.com
web www.StephanieArbaugh.com

to the beautiful

Annual Goals!

We are building the Shine National Area in 2013!

Looking for a way to Pamper Moms?



Limited Edition



Lemon Parfait

pedicure collection



Mother's Day is on it way! What better way to pamper moms this season than a pedicure kit! This incredible pedicure collection is sure to sell out! Limited Edition set includes Lemon Parfait Foot Gel, Foot Fizzies, Toe Separators, Pumice Stone, and Emery Board and a gift bag. **Call your customers to start booking your "Mother/Daughter Pedis" today!**



discover what you

LOVE

SEMINAR 2014

- Ruby:** July 16 - 19
- Pearl:** July 27 - 30
- Sapphire:** July 20 - 23
- Diamond:** July 30 - Aug. 2
- Emerald:** July 23 - 26

