

# Captivate & Shine

Stephanie Arbaugh • Independent Future Executive Senior Sales Director



Newsletter for November 2013

September Results

boost  
holiday  
sales  
on Friday,  
November 29th!

## Black Friday

One Day Only **Pink Sale!**

**Black Friday is the busiest shopping day of the year!** Why not capture some of the holiday retail sales for yourself! This is an incredible way for you to **sell products while you are out shopping!** No crowds, no lines...your customers can shop with you from their homes in their pjs and save on the products they love!

### Steps to a successful Black Friday sales event...

- 1. Decide what discounts you want to offer.** Half of the fun of Black Friday is getting up early to get the best deals. Consider offering a higher discount the earlier they shop. Check out the idea to the right. This offers larger discounts in the morning.
- 2. Purchase or create an invitation.** Your invitation should outline the discounts you intend to offer and let them know they can place their order via email, voicemail, text message or your personal website... whatever you like! This way you do not have to sit at home to personally take all of the orders yourself! Ask me for invitation ideas/sources to save you time and money!

### The earlier they shop... the more they save!

6am-7:59am	30% Discount
8am-9:59am	25% Discount
10am-12:59pm	20% Discount
1pm-6pm	15% Discount

personally take all of the orders yourself! Ask me for invitation ideas/sources to save you time and money!

- 3. Mail it to your customers between one to two weeks before Black Friday.** If you send it out too early they might forget. Make sure it arrives no more than two weeks before the big day.
- 4. Follow up! Print out your customer list and call each person the week of your sale.** Wish them a Happy Thanksgiving and remind them about your exciting Black Friday sale. This would also be a great time to schedule them for a holiday facial/party or to share the opportunity over a cup of coffee! Ask them to make a Christmas shopping list so they can get the best deals on gifts and stocking stuffers during your sale.
- 5. Finally, send out an email two to three days before the big day.** This will serve as one final reminder to seal the deal!

**Marketing your sale is one of the most important keys to your success!** Have you ever noticed how many newspaper ads, tv commercials and mailers the big retailers send out? A lot! They know you can offer the best products and prices in the world and no one will buy if you have not told them about it! Start inviting, calling & emailing your way to a successful start of the holiday season!

# LET THE *Beauty* BEGIN



Some great things get even better when shared with friends! When your new team member starts a business in October and places her first product order by Nov. 30, she's eligible to receive **up to a \$150 credit on her initial wholesale order!** Make a list of the women you know will want to take advantage of this offer today!

### Here's how it works:

Consultants whose agreements are received and accepted by the Company from Oct. 1 - 31 can receive one of the following:

- A \$50 credit on her initial wholesale Section 1 order of \$400 – \$599
- A \$75 credit on her initial wholesale Section 1 order of \$600 – \$1,799
- A \$150 credit on her initial wholesale Section 1 order of \$1,800 or more

### What's more...

When you add a new team member in October, and the new team member places a \$400 Section 1 wholesale order or more by Nov. 30, you will be entered into a weekly drawing throughout that time frame to possibly **win an iPad®**. The drawing entries are initiated by the new team member's qualified \$400 Section 1 wholesale order or more.

**For more details log onto [www.marykayintouch.com](http://www.marykayintouch.com)!**

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## FOUR POINT RECRUITING

Skin care classes and collection previews offer the best place to find prospective team members. Mary Kay herself developed the Four-Point Recruiting Plan when she first started holding skin care classes. Since then, it has been used successfully by thousands of Independent Beauty Consultants and Independent Sales Directors.

**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.

[www.newsletterdirect.net](http://www.newsletterdirect.net)

### Recipe of the Month!

## SLOPPY PIZZA JOES

### Ingredients:

- 1 lb lean ground beef (90% lean)
- 1 jar (14 oz) pizza sauce
- ¾ teaspoon garlic powder
- ¾ teaspoon dried rosemary, crushed
- ¾ teaspoon dried oregano
- ¾ teaspoon dried basil
- ¼ teaspoon onion powder
- ¼ teaspoon pepper
- 4 hamburger buns, split
- 4 slices part-skim mozzarella cheese

### Directions:

1. Cook beef over medium heat in a large skillet until no longer pink; drain
2. Stir in the pizza sauce and seasonings
3. Cook and stir until heated through
4. Serve on buns with cheese

# The Queens of September!

## Queen of Wholesale...



Email your photo to [photos@newsletterdirect.net](mailto:photos@newsletterdirect.net)! Include your full name, email address, unit number and consultant number

### Silvia Deac!

Look who's stocking their shelves with the Freshest Product!

Consultant Name	Wholesale
1 Silvia Deac	\$2,707
2 Brittany Carter	\$1,813
3 Jaclyn Duncan	\$1,065
4 Jashalund Smith	\$605
5 Kaila Nelson	\$592

## Queen of Retail... next month this could be you...



Plan your work and work your plan!

Enter your Weekly Accomplishments online...Click to [www.marykayintouch.com](http://www.marykayintouch.com), log in, click on 'Record My Weekly Accomplishments'

## Queen of Sharing...



Email your photo to [photos@newsletterdirect.net](mailto:photos@newsletterdirect.net)! Include your full name, email address, unit number and consultant number

### Brittany Carter!

Look who's Sharing the Dream!

Consultant Name	Recruits
1 Brittany Carter	2
2 Silvia Deac	1
3 Jaclyn Duncan	1
4 Jashalund Smith	1
5 Erin Hendrix	1

## News Flash!

### • DARE, RISK — TRIUMPH!

It is far better to dare mighty things, to win glorious triumphs, though oftentimes you are going to experience failure, than to rank with those poor people who neither enjoy much nor suffer much because they live in the shadow of life that knows no victory or defeat. ~ Mary Kay Ash



## Queen's Court of Sales!

### YTD AS OF SEPTEMBER

achieve at least \$36,000 in personal retail production\* during contest period (7/01/13 through 6/30/14)

Consultant Name	Sales
1 Erin Hendrix	\$10,177
2 Jaclyn Duncan	\$4,092
3 Brittany Carter	\$4,051
4 Kaila Nelson	\$3,162
5 Christine Tipton	\$2,794
6 Kristen Taylor	\$2,087
7 Madelyn Hansen	\$1,672
8 Michelle Starr	\$1,396
9 Jashalund Smith	\$1,356
10 Elena Sanchez	\$1,170

## Queen's Court of Sharing!



### YTD AS OF SEPTEMBER

achieve 24 or more qualified new team members during the contest period (7/01/13 through 6/30/14)

Consultant Name	Recruits
1 Kaila Nelson	1

# Star Quarterly Contest!

Congratulations to last quarter's stars!



**Erin Hendrix**  
*Emerald Star!*



**Kaila Nelson**  
*Ruby Star!*



**Jaclyn Duncan**  
*Sapphire Star!*



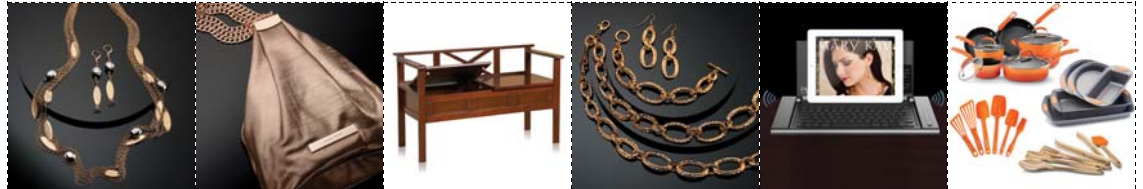
## 5 WAYS TO FINISH your star

The end of the Star Quarter will be here before you know it! Here are five quick ways to shoot for the stars!

- ★ Demo Clear Proof on 10 Moms & Daughters
- ★ Follow up with 10 customers
- ★ Book 10 to Hold 8 Christmas Coffees
- ★ Offer Mary Kay @ Play Stocking Stuffers
- ★ Call Husbands to fill Christmas Wish Lists



### Which prize do you have your sights set on?



Enter your  
**Weekly Summaries**  
Online!



Click to...  
[www.marykayintouch.com](http://www.marykayintouch.com)  
log in, and click on "Record My Weekly Accomplishments"

# Career Path Players!

Results as of 9/30/2013

\*You must place a minimum \$200 wholesale order to become active.

# Career Path...

## TEAM LEADERS

### Madelyn Hansen

Stephanie Crosswell  
Jennifer Gray  
Sierra Pettit  
Kerri Rubio  
Diana Sanchez  
Michelle Starr  
Erica Virgen  
Jolene Hopper\*  
Paige Strode\*  
Lily E. Smith\*  
Sierra Saucier\*  
Stephanie R. Rios\*  
Tracy L. Richards\*  
Angela L. McKeown\*  
Sierra M. Knebel\*  
Katelyn M. Clark\*  
Tanya A. Carter\*  
Kathleen S. Aguilar\*  
Erin R. Kubik\*  
Barbara Gonzalez\*  
Ria Grassia\*  
Hedy Griego\*  
Betty Hansen\*  
Nicole Landini\*  
Julia Posmoga\*  
Mojave Rose\*

## TEAM LEADERS

### Madelyn Hansen

Hillary Scheblein\*

## SENIOR CONSULTANTS

### Erin Bradley-Weatherford

Susan Martin-Fore

### Kalysta Cruz

Maria Gonzalez  
Amanda Guizar\*  
Wendie McDonald\*

### Jayna Davis

Tamara Davis

### Brandy Duncan

Renee Carr  
Tammie Crawford  
Mandi Crawford\*

### Kristin Hardwick

Chelsea Spivey

### Tracy Hoilman

Jaclyn Duncan  
Lacey Huskins\*  
Wendy Parker\*  
Lynae Peters\*

## SENIOR CONSULTANTS SENIOR CONSULTANTS

### Brittany Kistler-Loehrke

Joni Greer

### Stephanie Mitchell

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

### Kaila Nelson

Christine Tipton

### Tina Padgett

Agia Ward

### Brandy Seymore

Kristin Hardwick  
Katherine Link  
Brandy Duncan\*

### Cara Slemp

Caitlin Roberts  
Taylor Brown\*  
Marcia Terry\*

### Laura Thomas

Stephanie Thomas  
Megan Wright\*

### Erica Virgen

Hailey DiPiero  
Janette A. St John\*  
Karla Montes de oca\*  
Brittani L. Rhodes\*  
Nicole Jimenez\*



## 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.

# Welcome New Business Owners!



### Tiffany Boggs

Kingsport, TN  
rec...Brittany Carter

### Autumn Bolin

Crossville, TN  
rec...Jaclyn Duncan

### Silvia Deac

Lenoir City, TN  
rec...Stephanie Arbaugh

### Alexandria Doran

Bristol, VA  
rec...Jashalund Smith

### Alexis Fluty

Luttrell, TN  
rec...Kylie Ruiz

### Kylie Ruiz

Johnson City, TN  
rec...Stephanie Arbaugh

### Marcia Terry

Jonesville, VA  
rec...Cara Slemp

### Kara Thompson

Flat Rock, NC  
rec...Erin Hendrix

### Courtney Weltch

Novi, MI  
rec...Silvia Deac

### Kelsey Whittaker

Kingsport, TN  
rec...Brittany Carter

## 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 INDEPENDENT SALES DIRECTOR

### Requirements

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

### Compensation

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

## November Birthdays!

Name	Day	Name	Day
Dahisy Ramirez	3	Diana Sanchez	26
Brianna Abner	4	Hailey DiPiero	28
Mandi Crawford	5	Cristina Zanski	29
Maricela Andrews	6		
Taylor Brown	6		
Michelle Fitch	9		
Joni Greer	17		
Samantha Keys	19		
Erin McMillan	21		
Adrianna Sloan	23		
Rachelle Byrd	26		

## November Anniversaries!

Consultant Name	Years
Lindsay Thomas	3
Adrienne Crawford	2
Jennifer Crerar	2
Kaitlyn Anthony	1
Joni Greer	1
Sarah Mullins	1
Leah Shipley	1

November Challenge!

Anton National Area  
Director & consultant promotion

# Raise\* The Bar

WIN A CHARM  
EACH MONTH  
YOU RAISE  
THE BAR!

**GOLD Circle  
Status**

Receive the Single  
Rhinestone Bar with  
your First Win!

15 faces +  
5 sharing  
appointments +  
\$600 wholesale  
order

**Diamond Circle  
Status**



30 faces +  
10 sharing  
appointments +  
\$1,000  
wholesale order  
+ 1 or more  
qualified recruit

**Inner Circle  
Status**

Receive the Double  
Rhinestone Bar when  
you achieve Inner  
Circle!

Achieve Diamond  
Circle 3 out of 6  
months  
July - December  
& January - June  
& receive the  
Double  
Rhinestone  
Bar Pin!

**PLUS!**  
SPECIAL PERKS  
AT ANTON AREA  
EVENTS, SEMINAR  
& LEADERSHIP!

DESIGN BY PINK INK MEDIA

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 @ Play@  
Baked Eye Trio**

*We all play in our own way.™  
You decide your color mood  
– keep it simple, go bold or  
reinvent – it's your call.*

- Four shades to choose from for only \$10 each.
- Vibrant shades already expertly coordinated for you.
- Super-smooth, buildable color lets you change up the intensity.
- Target Customers: Any women or girl interested in fun, trendy color, Women/girls age 16 to 22, Daughters of your current customer base, The cost-conscious customer.

**Way To Go!**



# Captivate & Shine

NOVEMBER 2013

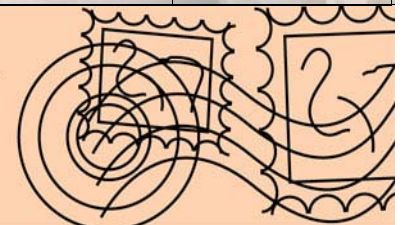


SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
27	28	29 Tuesday Night Live	30 Last Day to Place Telephone Orders; Red Jacket Luncheon	31 Last Day to Place Online Orders; Halloween; Family Call @ 12	1	2
3 Daylight Savings Time Ends	4	5 Tuesday Night Live	6	7 Family Call @ 12	8	9 Autumn Advance Power Day 9am - 4pm
10 Order Early! Holiday 2013 Promotion Begins for PCP Participants	11 Veterans Day	12 Tuesday Night Live	13	14 Family Call @ 12	15	16 Christmas Preview Holiday Open House 10am-2pm
17	18	19 Tuesday Night Live	20 Holiday Issue of The Look Begins Mailing	21 Family Call @ 12	22	23
24	25	26 Last Day to Place Telephone Orders; Tuesday Night Live	27	28 Thanksgiving Day; Hanukkah Begins	29 Black Friday	30 Last Day to Place Online Orders



*Just a quick reminder...*

Don't forget to mail your open house invitations early!  
Remember, if you want them to **show up** you need to **follow up!**



## *Congratulations for placing a product order in September!*

1 Silvia Deac	\$2,707	11 Michelle Starr	\$224	21 Christine Tipton	\$81
2 Brittany Carter	\$1,813	12 Marinda McConnell	\$223	22 Agia Ward	\$67
3 Jaclyn Duncan	\$1,065	13 Elena Sanchez	\$207	23 Adrienne Crawford	\$67
4 Jashalund Smith	\$605	14 JoAnn Cole	\$204	24 Cara Slemp	\$56
5 Kaila Nelson	\$592	15 Stephanie Crosswell	\$203	25 Kristen Taylor	\$48
6 Erin Hendrix	\$450	16 Hailey DiPiero	\$202	26 Tammie Crawford	\$20
7 Cristina Zanski	\$415	17 Chelsea Spivey	\$202	27 Jody Baker	\$17
8 Dahisy Ramirez	\$286	18 Lauren Evans	\$125	28 Kristin Hardwick	\$9
9 Jennifer Crerar	\$266	19 Brandy Seymore	\$107		
10 Erica Virgen	\$265	20 Renee Carr	\$105		

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 thirty faces and start booking today!

**You can do it!**

# Captivate & Shine

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## MARY KAY SECRETS

Women, start their *Mary Kay* business during the *holiday* season

1. Shop for Christmas at 50% off
2. Year end tax benefits
3. Write off purchases such a camera, computer and display items
4. Travel to see family, facial them and write off the trip
5. Friends and family who visit during the holidays can "Stay at the resort and shop in your gift shop"

to the fantastic...

*Everything has its time and place, and when your time and place are with your family, you must be able to detach yourself from your work.*



## What's Inside...

### Black Friday Pink Sale...

Get your retail on and capture major Holiday sales this year!

### Let the Beauty Begin...

Check out this incredible incentive you can offer your prospective team members!

### Four Point Recruiting Plan...

This is your formula for success! Happy team building!

### September 2013 Results

## Holiday Shopping Made Easy



**Shop in your own store and save!**

Make your own shopping list and use your discount privileges to complete your gift shopping needs this year!

# Captivate & Shine

## Annual Goals!

We are building the Shine National Area in 2013!

## LET THE Beauty BEGIN

### Team Building Challenge

October 1-31, 2013

Share the opportunity and help you new team member get up to a \$150 credit toward her first order!

