

Luminous Ladies and Gentleman

lighting the way to success and illuminating choices for people



February 2014 Recognition & Results

Great Teambuilding Questions at Skin Care Class

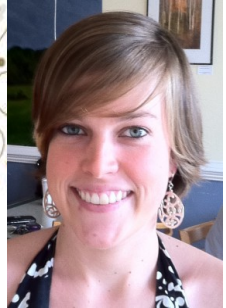
I wanted to share with you something I learned from Kathy Goff. While on your recruiting page in your Look Book at your Skin Care



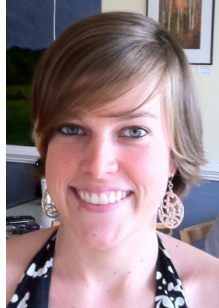
Class & after you've done your I-story, ask your guests to turn their Skin Profiles over & write their answers to these 4 questions:

1. **Do you consider your present job the career of a lifetime?**
2. **Do you have a flexible work schedule?**
3. **Do you honestly feel you are paid what you are worth?**
4. **Do you have absolute control of your career advancements?**

Then you say, "If you've answered 'no' to any of these questions, then watch what I do tonight & see if you can learn to do what I do. You know, Mary Kay herself says that at every SCC, there is at least one other person who'd be great doing what I do..... I wonder who it's going to be!!" Smile, then turn the page! It's so easy & it works so well!! You will then have her answers on the back of her profile while you are doing the individual closing. Wrap it up with handing her a tape &/or booking an interview within the next 24-48 hours!



Kaitlyn Wernsing
Queen of Wholesale



Kaitlyn Wernsing
Queen of Sharing



Please Email Me Your Photo

Anita Shelburne
Top Love Check

Welcome New Consultants

Name:

Pamela Lancaster
Mesha Canteen
Tyrone Cooper
Carla Hallman

Sponsored By:

Linda Heeschen
Kaitlyn Wernsing
Carla Hallman
Anita Shelburne

When I first conceived the idea of Mary Kay Cosmetics, it was my dream to build a company based on the Golden Rule. It was and is my sincere desire that each and every one of our Consultants learns to live by this beautiful rule, not only in her career but also in her personal life. I have found the Golden Rule is the secret of a happy, fulfilled life. If there ever is a question about how to deal with a situation, simply put yourself in the place of the other person and treat that person as you would want to be treated. I promise you that, in the long run, you will always gain much more than you may lose.

~Mary Kay Ash



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

Dear Luminous Ladies and Gentleman,

We're in the final four months of this seminar year! How will yours end? These four months are similar to the close of a skin care class. You've done the work. You've spent the year showing our product to others, telling your I-story, painting a picture of what our product can do for them, and you've come to the part where you ask them, "What would you like to take home tonight?"

March is the moment for movement, fun and color! What color should you paint your world this month? I vote for Green or RED! We usually associate green with March for St. Patrick's Day- and who isn't looking forward to some extra money this time of year? It's earned by holding classes! Lots and lots of classes. This is the perfect month to book them as well. We have fabulous new products, Discover What You Love, and the weather is changing so that we all want to get out of the house and are looking for the next fabulous thing to do with our girlfriends! It's time. Time to come out of the "hibernation" you've been in all winter and give your business some air! It's time to dust off your calendar, call your clients and book, coach, sell and share! Mary Kay is giving you all the tools you need to make it a success!

Do you want a free car? A family vacation? How about grocery money? Just what do you want to "take home" and achieve by seminar? Together, we can map out a plan to make your dream a reality- all you have to do is keep at it till it's done! You can achieve whatever goal you have by building your team and helping them step on up! Mary Kay is making it so easy with their great team-building promotions, the launch of some amazing spring products, and our incredible opportunity.

It's time to move on up to Red Jacket! It takes just a little more effort to share our career opportunity. It's easy to go from Sr. Consultant to Red Jacket, but that extra effort can make all the difference in the world! A Red Jacket shows that you're willing to work a little longer, a little harder, a little more. It shows you are willing to step on up from a fun hobby to a part-time consultant. Red Jackets are more likely to be star consultants, since they're out holding appointments to meet those prospects. Anyone who has been in this business for a little while and is working full circle should be a Red Jacket! If you hold 1 class a week, you should definitely be one!

Focus on moving up just one step, and you'll be amazed what it can do for you! Without a goal- you won't be able to measure your success! Not only can you wrap up your end-of-the-year goals, but you can shoot for the moon next year with the momentum you'll have!

Love and Belief, Linda

What's Your Personal Measure of Success?



You can make your own luck in Mary Kay, so

decide this month what you'd like to achieve and make your goals and dreams a reality!

- I can donate ____ to my favorite charity.
- I have a roster of clients that I love working with.
- I make more money than I do now.
- I am working no more than ____ hours a week and have time for other things too.
- I see myself or my work on the front cover of a magazine or paper.
- I land an invitation to speak at a conference.
- I can afford to put a down payment on a house/car/kid's school/piece of art.
- I find myself looking forward to Monday morning.
- I earned a free car.

March is Medals Month!

There has never been an easier time to earn your own Gold Medal! Think of the pride you'll feel when sharing our opportunity and changing someone's life! Begin today by sharing with one person. Then watch your team grow into a unit of your own!

The Mathematical Power of Simple Duplication

- Month 1: You + 1 = 2
- Month 2: 2 + 2 = 4
- Month 3: 4 + 4 = 8
- Month 4: 8 + 8 = 16
- Month 5: 16 + 16 = 32
- Month 6: 32 + 32 = 64
- Month 7: 64 + 64 = 128
- Month 8: 128 + 128 = 256
- Month 9: 256 + 256 = 512
- Month 10: 512 + 512 = 1024
- Month 11: 1024 + 1024 = 2048
- Month 12: 2048 + 2048 = 4096

The choice is yours!

Our Top 5 Wholesale Orders For February

MARY KAY
one woman canSM
 50 YEARS



Kaitlyn Wernsing



Please Email Me Your Photo

Carla Hallman



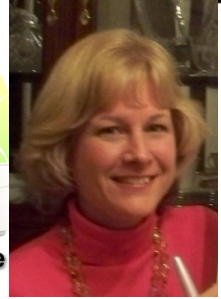
Please Email Me Your Photo

Judy Sweet



Please Email Me Your Photo

Anita Shelburne



Thea Donaldson

Year To Date Court of Personal Sales

1	Kaitlyn Wernsing	\$9,742.50
2	Thea Donaldson	\$4,914.00
3	Katherine Pritchard	\$4,666.00
4	Judy Sweet	\$3,443.00
5	Anita Shelburne	\$3,293.00
6	Missy Hendrix	\$2,817.00
7	Alison Campbell	\$2,756.50
8	Cheryl Garcia	\$2,435.00
9	Joy Basic	\$2,435.00
10	Carolyn Merrick	\$2,142.00
11	Nancy Bolton	\$2,061.00
12	Shanna Whitworth	\$2,015.00
13	Stacey E Rittenhouse	\$2,003.00
14	Emily Johnson	\$1,970.00
15	Carla Hallman	\$1,968.00
16	Deanna Barbeau	\$1,890.50
17	Pat Dolan	\$1,756.50
18	Beth Huls	\$1,637.00
19	Brenda Kelley	\$1,546.00
20	Joyce Lawson	\$1,533.50



Top 20 Consultants Who Invested in Their Business in February

Kaitlyn Wernsing	\$938.50
Carla Hallman	\$851.50
Judy Sweet	\$492.25
Anita Shelburne	\$457.00
Thea Donaldson	\$422.00
Sarah Tompkins	\$408.50
Shanna Whitworth	\$372.00
Katherine Pritchard	\$344.50
Emily Johnson	\$317.50
Jane Gauger	\$307.50
Sandra Mills	\$303.50
Mimi Magyar	\$289.00
Sara Dickinson	\$242.50
Mary Lou Hopkins	\$237.00
Ann Easton	\$217.50
Linda Warren	\$216.00
Charlotte Ford	\$215.50
Carolyn Talley	\$213.00
Joyce Lawson	\$208.50
Alison Rinehart	\$207.00

PCP Participants:

- Shanna Whitworth
- Kaitlyn Wernsing
- Anita Shelburne
- Leigh Reid
- Brenda Kelley
- Missy Hendrix
- Thea Donaldson
- Pat Dolan
- Linda Heeschen



Welcome Back Consultants

- Catherine Coffman
- Sara Dickinson
- Wendy Eckerle
- Charlotte Ford
- Jane Gauger
- Mimi Magyar
- Alison Rinehart
- Carolyn Talley

Recruiters and Their Teams

Qualified Year to Date Sharing Court

Star Team Builders

Bonnie Rogers

Claudette Beggs

Linda Adams

Tamara Lacy

* Kelly Goodson

* Krisha Fiorentino

Katherine Pritchard

Ann Easton

Lori Buckley

Mimi Magyar

Senior Consultants

Anita Shelburne

Carla Hallman

Carolyn Merrick

Katherine Pritchard

Joy Basic

Pat Dolan

Kaitlyn Wernsing

Emily Johnson

* Allison Bonner

* Chavonne Wilson

* Joe Choi

* Julie Parent

* Mesha Canteen

* Tiara Williams

Missy Hendrix

Alison Rinehart



The Rewards Are Crystal Clear!

Becoming a Wall to Wall Leader just got bling-ier! Directors who achieve the Building Wall to Wall Leaders Challenge and their Senior will receive an invitation to the ice cream social at the Prize Party at Seminar 2014 where they will pick up one or more of these gorgeous, crystal-studded bracelets!

Debut during the promotion period and receive the beautiful pyramid bracelet with royal blue crystals to match the 2014 suit.

Debut by July 1, 2014, and you can pick up your bracelet at the Prize Party at Seminar 2014. If you don't attend, it will be mailed to you.

Anita Shelburne

1 Qualified

\$34.06



Make plans now to be in the 2014 Court of Sharing! Just 24 qualified new team members for the year!

Love Checks: Sharing the Opportunity

4% Recruiter Commission

Anita Shelburne	\$34.06
Katherine Pritchard	\$20.26
Carolyn Merrick	\$13.78
Kaitlyn Wernsing	\$12.70
Missy Hendrix	\$8.28
Bonnie Rogers	\$8.18

<u>April Birthdays</u>			
Nancy Bolton		4	
Sherri Sullivan	3	Sherri Sullivan	3
Brenda Morris	5	Pat Dolan	3
Sandra Mills	10	Linda Peffley-Firer	3
Stacey E Rittenhouse	19	Kaitlyn Wernsing	3
Kate Cooper	22	Joyce Lawson	3
Catherine Coffman	24	Charlotte Ford	3
Kelly Goodson	25	Johanna Rude	1
Robert Rodney	26	Johnnie Payne	1
		Karen Johnson	1
<u>April Anniversaries</u>			
Karyn Smith		1	
Colette Backlund	17	Kimberly Eklond	1
Connie Sylvester	14	Kristan Whitlow	1
Christy Youngkin	13	Mcshanna Jackson	1
Cynthia Harman	11	Pania Meggison	1
Mary Mohr	8	Rosaura Mares	1
Beth Huls	7	Sandra Cline	1
Cathy Stead	6	Diana Reyes	1
Shanna Whitworth	5		
Elizabeth Smith	5		

The reason a lot of people do not recognize opportunity is because it usually goes around wearing overalls looking like hard work.

~THOMAS EDISON



WHAT IT MEANS TO WEAR RED!

RED signifies vibrancy and confidence. It is an exciting color that arouses emotion and represents vitality and intensity. How appropriate that our company selected this color to identify those who employ these qualities to make their careers a success. Those with **RED JACKETS** feel very special about them. My **RED JACKET** evokes a deep sense of pride whenever I wear it.

Thanks Deborah Roebuck!



WAYS TO SHARE THE CAREER OPPORTUNITY

- Have your interviewee take a DVD home, or send them a web link and call for follow up.
- Bring Guests to weekly Unit Success Meeting.
- Bring Guests to special guest events.
- Three-way calls with your director.
- One-on-one interviews at classes, facials, or interviews!

So how do YOU go red? It's easy! All you need is 3 new team members! I earned my Red Jacket within 3 weeks of signing my agreement - so I bet you can do it faster! *Why do you want to earn your Red Jacket?*

- Red Jackets are the top 6% of our company - what other company allows you to move into a management position so quickly?!
- No more deciding what to wear to unit meetings!
- Money Money Money Money! Receive a Love Check on the 15th of each month!
- The jacket has been redesigned and is very trendy! Plus- you can choose from great options!
- Red Jackets are on their way to driving free! All it takes to go on target for your car is 5 team members! You are sooo close!
- You can do this! You are all ready for promotion - so market everyone! Get those leads, and I will help you close the recruits. Good Luck!! Thanks Leigh Ann Bender

To me, it means several things:

SELF CONFIDENCE My **Red Jacket** shows trust, belief, boldness and assurance. Many of us have lacked in this area at one time or another. My **Red Jacket** gives me confidence. It tells me I have reached a certain level of achievement. I have set a goal, attained it, and am making a success out of my business.

DETERMINATION It shows that my work is purposeful and worthwhile and that what I am doing is a credit to those represented by this jacket and to myself. It gives me determination to keep going forward and to let nothing hinder me from becoming successful.

PERSISTENCE It shows that I can hurdle obstacles that appear in my path and keep my mind shut against negativity. It means "stick-to-it-iveness" and refusing to let people or projects sidetrack me from my primary objective.

In a word, my **Red Jacket** symbolizes **SUCCESS** !! Not just mine, but also the successes of all those women who have made it possible for me to wear it.

MOVING ON UP IN MARCH!

SELLING Full Circle

Product Knowledge = higher sales and better customer service! The best way to sell products is to know about them. Do you know what each product does? What it's made of? How it looks on? If you don't know the answers, do you know where to find them?

For product knowledge, go to Intouch and click on Products. You'll find our Product Promise, Product Guide & Product Ingredient and Reference List. You'll also find education on Ingredients and Safety under the education toolbar (product education).

MARY KAY SAID MANY
TIMES: "NOTHING HAPPENS
UNTIL SOMEBODY SELLS
SOMETHING."

Learn Mary Kay's Power Statements! Under the Product Guide, you'll find information and descriptions of each product we sell. With most products, you'll also find a "Power Statement."

Power Statement Examples:

Lipstick- Long-wearing, stay-true color glides on with a lightweight, creamy texture and delivers maximum color impact that lasts.

Satin Hands Pampering Set: Rough, dry hands are instantly cleansed, softened and moisturized in three easy steps with the Satin Hands Pampering Set.

There are two great reasons for speaking in positives. First, people understand what you have to say more readily when it's stated positively. In fact, Johns Hopkins psychologist Dr. Herbert Clark quantitatively demonstrated that, on average, a person understands positively-worded statements one third more quickly than those with negative phrases. The second, more powerful reason is that positive, active words and statements are exactly the kind of "gets things done" images that do help get things done. To be perceived as a person who has definite answers, knows where you are going, and has authority, you must speak that way! By: George R. Walther

DARE TO DREAM!



MARY KAY[®]
MAKEOVER DAY
 March 8, 2014

Mary Kay Dates to Remember:

- **April 1:** 2014 Team Up For Women Challenge Begins. Online DIQ commitment form available 12:01 am CST until midnight on the 3rd.
- **April 7:** Priority Awards Seminar Registration begins. World Health Day History. National "No Housework Day." Try Our Satin Hands!
- **April 13:** Palm Sunday
- **April 15:** Tax Day! PCP last day to enroll online for the Summer 2014 mailing of The Look. Passover begins.
- **April 18:** Good Friday. Company Holiday. All Company and branch offices closed.
- **April 20:** Easter Sunday
- **April 22:** Earth Day
- **April 23:** Administrative Professionals Day
- **April 25:** Arbor Day
- **April 29:** Last day for consultants to place telephone orders (until 10pm CST).
- **April 30:** Last business day of the month. Priority Awards Seminar 2014 Registration ends. Online agreements accepted until midnight CST. Last day of the month for consultants to place online orders (until 9pm CST). Orders & Agreements submitted by mail or dropped off at the branches must be received by 7pm local time to count towards this month's production.

Building
WALL
 to**WALL**
 Leaders



We're stronger than our fears and more competent than our worries. The next time you find yourself worrying, step back for a moment and reflect on past worries. Doesn't it seem all too familiar? Is it possible that you're merely repeating a mental exercise? Do you think the worry is going to help? Aren't you going to do whatever you're worried about anyway? What's the point of the worry? I think these are really important questions. And I believe that if you take the time to reflect on them, you'll agree that if you "feel the fear and do it anyway," all will be well. And once you get the hang of it, the worries begin to go away.



Don't Worry, Make Money By: Richard Carlson, Ph. D.



LINDA HEESCHEN
 INDEPENDENT SALES DIRECTOR OF
 LUMINOUS LADIES AND GENTLEMAN

2806 Idlewood Dr.
 Charlottesville, VA 22901
 Phone: (434) 466-8432
 luminousladymarykay@gmail.com

Return Service Requested

**TEAM WORK MAKES THE
 DREAM WORK !**

To Add 50 New Unit members by June 30th 2014
 Each active Consultant add 50 new customers
 10 star consultants each quarter
 13 red jackets
 5 team Leaders
 2 Future Directors
 1 Director in Qualification

Dealing With “NO”

By Sarah Scaffidi

It's a one-word answer. The word "NO." Some people really have a tough time accepting the fact that they are going to hear the word NO fairly often. They get discouraged and feel rejected because they look at the word NO as a negative. Nothing could be further from the truth. The word no simply means that nothing changes. Think about it. You approach your neighbor and ask her to be a hostess; she says NO - what changed? Is she still your neighbor? Yes. Did your income go up or down? NO. Nothing changed. It can't be a negative; to be negative, things would have to get worse, and they didn't. Everything remained exactly the same.

On the other hand, suppose she had said YES. Now, there are some positive changes. She received YOUR COMPANY'S INCENTIVE FREE (a positive). You gain several more customers, potential hostesses and consultants (another positive), and you earn more money (another positive). You can see by this example that there are no negatives in our business. There are only positives and times when nothing changes. Set a goal for yourself of getting 100 NO's crossed out within the next five days. If you want to see your business explode with growth, take this exercise seriously. Here is a hint that will make this easier. Triple up. Ask someone to:

1. Become a Consultant with YOUR COMPANY. If they say NO, cross out NO and ask them to....
2. Become a Hostess. If they say NO, cross out a second NO and ask them to...
3. Give a customer referral. If they say no again you have already gotten three NO's!

You will never be better at getting NO's than you are right now. The more you do this, the tougher it becomes to get those 100 NO's. You will find that a YES will creep in there every once in a while. Don't take this exercise lightly . . . it works! Get those NO's now while it is still easy for you to do so. Don't wait until it becomes difficult for people to tell you NO! That time will come soon enough.

