

Luminous Ladies and Gentleman

lighting the way to success and illuminating choices for people

Building
**WALL
toWALL**
Leaders

December 2013 Recognition & Results

Go for the Gold!
Reach Your Dreams.
Congrats to OUR
Quarter 2 stars!

~~Sapphire~~

Kaitlyn Wernsing
Linda Heeschen



Please Email Me
Your Photo

Katherine
Pritchard
Queen of
Wholesale



Please Email Me
Your Photo

This Could
Be You
Queen of
Sharing



Carolyn
Merrick
Top Love
Check

If you haven't taken the plunge, it's time to get your own Mary Kay website! Mary Kay offers us a very inexpensive way to stay up-to-date and meet our customers' needs, and they do all the work and updates!

Reasons to have your own personal MK site:

- **Instant Access:** Your customers can find you all the time, everywhere, on any wireless device.
- **Instant, Accurate Information:** You can depend on Mary Kay Corporate to market their products in the perfect way. Your customers can find specific product details and learn more about the products they are interested in.
- **Consistent Excellence:** You deliver excellence, all the time and everywhere, through your MK website. Customers will have access to the latest programs and perks and will be "in the know" since MK updates their website regularly.
- **Anywhere, Anytime Ordering:** Your customers buy on their terms, their way, all the time, anywhere!



**A MK Personal
Web Site comes
with fantastic
features! Get
yours today!**



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

Happy New Year Luminous Ladies and Gentleman,

I love the excitement, hope and dreams that each new year brings in a business like ours where everything is possible. Each day is filled with possibilities. Which prospect might turn out to be a new director? A star hostess that holds countless classes to earn hostess credit and is one of your biggest fans? Which warm chatter will turn out to be most excited about our new products? When you're making customer calls, which customer will decide to invest in our Timewise Repair to take better care of her skin in the new year? Each day is always full of potential- we just happen to see it better the first of each year.

I find January begins the battle for my mind. For example- worry is an abuse of our amazing, God-given imagination. Instead of using it to dream up beautiful futures filled with wonderful things, worry creates nightmares where we imagine the worst. Things don't work out, we daydream about things we don't want to happen, and worry can even kill our hopes, dreams and intuition. Our brain goes about trying to figure out a way for the worst case things to happen instead of using our intelligence and intuition to figure out ways to make our dreams come true.

Choose to manage your thoughts this month, instead of letting them flow spontaneously. Think of your conscious mind like running water. When left unattended, water naturally flows downhill- creating ruts, paths, and even potholes of worry, fear- even depression. Your thoughts will stay there and take the path of least resistance until you pump them back out to where you want them to go. Choose to begin this year with positive affirmations, and dare to dream BIG! Focus your thoughts on your goals and how to get to where you want to be. You won't regret a moment of focused work towards something you believe in! When you're feeling down, log in to Intouch and check out all the amazing support Mary Kay has to offer. We can make 2014 our best year ever, where all your dreams come true!

Love and Belief, Linda

Are you ready to take your business to new heights this year?

Remember:

"Your imagination is your preview of life's coming attractions"

~Albert Einstein

Make sure to dream big this year!!!



The Top 10 Time Eaters:

1. Crisis Management, Shifting priorities
2. Telephone Interruptions
3. Lack of objectives, priorities, planning
4. Attempting too much
5. Drop-in visitors
6. Ineffective delegation
7. Personal disorganization
8. Lack of Self-discipline
9. Inability to say no
10. Procrastination

Where does the time go? Management expert Alec MacKenzie, author of Time of Success, surveyed the time logs of thousands of executives to come up with this list of the biggest hour eaters.

One curious fact: Meetings didn't even make the top 10!



MARY KAY
one woman canSM
 50 YEARS



Our Top 5 Wholesale Orders For December



Please Email Me Your Photo

Katherine Pritchard



Kaitlyn Wernsing



Please Email Me Your Photo

Anita Shelburne



Bonnie Rogers



Please Email Me Your Photo

Nancy Kozlowski

Year To Date Court of Personal Sales

1	Kaitlyn Wernsing	\$7,189.50
2	Thea Donaldson	\$3,914.00
3	Katherine Pritchard	\$3,800.00
4	Judy Sweet	\$2,438.50
5	Cheryl Garcia	\$2,435.00
6	Missy Hendrix	\$2,089.50
7	Joy Basic	\$1,961.00
8	Alison Campbell	\$1,953.50
9	Deanna Barbeau	\$1,890.50
10	Carolyn Merrick	\$1,737.00
11	Stacey E Rittenhouse	\$1,671.00
12	Nancy Bolton	\$1,653.00
13	Anita Shelburne	\$1,558.00
14	Pat Dolan	\$1,356.50
15	Kim Cobbs	\$1,324.50
16	Emily Johnson	\$1,315.00
17	Debra Reed	\$1,279.00
18	Shanna Whitworth	\$1,241.00
19	Bonnie Rogers	\$1,217.00
20	Beth Huls	\$1,176.00



Top 20 Consultants Who Invested in Their Business in December

Katherine Pritchard	\$756.50
Kaitlyn Wernsing	\$445.00
Anita Shelburne	\$405.50
Bonnie Rogers	\$317.00
Nancy Kozlowski	\$256.50
Loyette Mathias	\$239.50
Mary Lou Hopkins	\$238.50
Pat Dolan	\$227.50
Patty Goetz	\$221.50
Heather Sellers	\$219.50
Connie Sylvester	\$215.50
Sandra Mills	\$210.50
Kelli Gerald	\$210.00
Cynthia Harman	\$204.00
Alison Campbell	\$203.50
V. Stanley-Hutchison	\$203.50
Cheryl Garcia	\$203.00
Lori Buckley	\$203.00
Tamara Lacy	\$200.00
Deanna Barbeau	\$178.00

It's easy to look at other people and see all of their great qualities. It's so much harder to look at ourselves and see the same greatness. Take time and look inside yourself right now. Take the risk to get quiet so you can listen to your heart and soul. Take time to find the gifts that belong in your spotlight.

Success Work:

- What are your best qualities?
- What risks have you taken in your life that you are proud of?
- What did you learn by taking those risks?
- Who do you know that is a great risk taker? What qualities do they have?
- Name three people you know who have a strong sense of who they are and show it daily. Did you put yourself on that list? If not, why not?
- What experience forced you out of your comfort zone? Can you see the lessons you learned from the experience?



Welcome Back Consultants

- Lori Buckley
- Kelli Gerald
- Patty Goetz
- Mary Lou Hopkins
- Tamara Lacy
- Loyette Mathias
- Sandra Mills
- Heather Sellers
- Viki Stanley-Hut

Recruiters and Their Teams

Star Team Builders

Bonnie Rogers

- Claudette Beggs
- Kelly Goodson
- Tamara Lacy
- * Krisha Fiorentino
- * Linda Adams

Senior Consultants

Brenda Kelley

- Kim Cobbs
- * Brenda Morris
- * Crystal Haislip
- * Gaynelle Noble
- * Gwen Costner
- * Kate Cooper
- * Teresa Morris

Carolyn Merrick

Katherine Pritchard

Joy Basic

Pat Dolan

Kaitlyn Wernsing

- Emily Johnson
- * Allison Bonner
- * Chavonne Wilson
- * Joe Choi
- * Julie Parent
- * Tiara Williams

Katherine Pritchard

- Ann Easton
- Lori Buckley
- * Mimi Magyar

Pat Dolan

Wanda Colvin



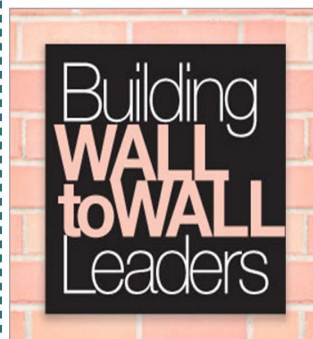
Imagine Building A Wall...

And with every brick you lay, a leader is born. Before long, you will have built a monumental force.

With that much leadership power, with that much experience, you can't help but change the world.

That's what it means to build Wall-to-Wall Leaders. Women standing shoulder to shoulder, rallying others to follow their lead to greatness, building their futures brick by brick. It's more than a mission. It's a movement.

Will you join the movement to be one of our Wall-to-Wall Leaders?



MARY KAY
one woman can™
50 YEARS



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

Earn Your Own Small Bee Fabulous Diamond Pin
14-karat yellow gold Diamond body, .75 carats



Love Checks: Sharing the Opportunity

4% Recruiter Commission

Carolyn Merrick	\$30.26
Joy Basic	\$9.10
Katherine Pritchard	\$8.12
Bonnie Rogers	\$8.00
Brenda Kelley	\$5.12

February Birthdays

Kathy Banner	2
Wendy Eckerle	2
Lisa Gillmor	3
Mary Mohr	7
Melinda Springer	8
Yvonne Agee	8
Sandra Cline	11
Kim Johnson	12
Geraldine Wyer	12
Cathy Reniere	14
Karen Weaver	18
Marlene Bond	18
Nancy Young	20
V. Stanley-Hutchison	21
Crystal Haislip	26
Sarah Tompkins	27
Cathy Stead	28

February Anniversaries

Linda Heeschen	23
Cheri Blevins	16
Brenda Kelley	16
Jane Gauger	15
Angela Vipperman	11
Robin Waymire	7
Alison Kulman	6
Katy Hood	4
Joy Basic	3
Lesley Foster	1
Kelli Gerald	1

"The only way to overcome darkness is to flood it with light. The only way to overcome your fears is step up with action. Action is the light to cure your fear."

(author unknown)

Will you join the movement to be one of our Wall to Wall Leaders?

Until September 1, 2014, every Consultant who debuts as a Sales Director will earn her name on the Wall of Leaders at the MK world headquarters in Dallas.

And that's not all you'll earn! As a Wall to Wall Leader, you'll also earn all the fantastic rewards bestowed on the Class of 2014! Plus, you'll receive an invitation to an ice cream social at Seminar.

Building
**WALL
to WALL**
Leaders



Whatever your lot in life, build something on it! – Mary Kay Ash

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Want to become a member of the Class of 2014? Your path to success will be rewarded with fabulous perks and prizes befitting a Mary Kay Independent Sales Director. When you debut by July 1, 2014, you will receive several fantastic rewards:

- A beautiful **Class of 2014 ring** to match your 2013-2014 Sales Director suit
- A stunning **Badgley Mischka handbag**
- **Free registration to Seminar 2014** if you debut between Feb. 1 and July 1, 2014
- Receive an elegant **Badgley Mischka wallet** to complement the handbag when you debut one offspring Independent Sales Director during the contest period
- Receive a **\$100 bonus** for each additional offspring when you debut two or more offspring Directors during the contest period

Receive your awards at Seminar if you debut February 1- July 1! DIQ's as of January 2014 who have submitted their commitment cards, register and attend

Leadership Conference 2014 and then debut as a new Director between Feb. 1 – July 1, 2014, will earn a free Sales Director suit valued at \$300!

See Intouch for complete details.





"It's that time of year again when we become surrounded by hearts and cupid angels. Although Valentine's Day typically is a celebration of romance, I prefer to think of it as an extra special day to celebrate love. And while it's always wonderful to show our love for others, there's nothing wrong with showing yourself some love!"

These are words shared by Mary Kay's Chief Marketing Officer, Sheryl Adkins-Green about the importance of valuing yourself as we celebrate Valentine's Day!

sweet somethings for Valentine's Day

- **Mother/ Daughter Program**: Invite Mothers & Daughters to come together for special Valentine's Class. Have a hostess plan a Mother/Daughter Class, or invite a few of your favorite hostesses, with their daughters, for a great turn out & lots of fun! It's a great way to meet your daughter's friends too! Remind them to bring their camera for a Great Valentine's Day Portrait!
- **Web Site Sales**: For all of you who love the web and have a large e-mail connection, e-mail out a Valentine's Day Special for all day Saturday or Sunday. Try having them call certain hours for product specials, or just offer a special for ordering more (3 lipsticks for \$30, etc.)
- **Gift Program**: Did you miss out on those Corporate accounts for Christmas? Call them now for Valentine's Day! If they aren't planning on buying something for their employees for Valentines, ask to stop by with a basket full of Valentine's Options for them. Make sure to make it extra cute—remember for companies, Valentine's Day falls on a Friday! Remember: Doctors, Insurance, Real Estate Agents, and don't forget Husbands who hate to shop!
- **Bridal Program**: Start working with bridal shops, caterers, & bridal consultants. Look in the newspaper and get the list of brides getting married. Send a letter and you have a whole avenue of new people to work with. The Bride, Mother of the Bride, Bridesmaids, Grandmothers, the list goes on and on! Valentine's weekend is a great time to do a Bridal Workshop for a bunch of them. Cover glamour tips & have a "You Deserve It All" Bag put together marketed as "Everything you will need for beautiful Honeymoon Photos"
- **Glamour Photo Shoots**: Before and after, ask your clients to be your Model. They love before and after shoots!
- **Family Gifts**: Don't forget your family! Have you been looking for a way to introduce a family member or friend to your New Mary Kay business? Schedule a Valentine's Day Class with your family. If they are out of town, send them a goodie bag as a Valentine's Day gift!

DARE TO DREAM!



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Class of 2014

Building
WALL
to**WALL**
Leaders

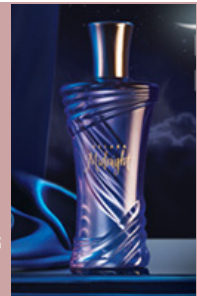


Choose your prize and map your plan today!



Mary Kay Dates to Remember:

- **February 1:** National Freedom Day
- **February 2:** Happy Groundhog Day.
- **February 3:** Career Conference Registration opens at 8:30 a.m. CST for NSD personal unit members
- **February 4:** Career Conference Registration opens at midnight for the first week (March 21-22 and March 23 – 24) of Career Conference 2014 cities
- **February 7: National Wear Red Day– will you be wearing your Red Jacket?!** (The first Friday of February has been designated by the awareness campaign, Heart Truth, as National Wear Red Day! On this day, men and women are encouraged to wear red as a symbol of their support of women's heart health.) Career Conference Registration opens at midnight for the second week (March 28-29 and March 30-31) of Career Conference 2014 cities
- **February 10:** PCP Early ordering privilege of the new Spring promotional items for consultants who enrolled in The Look for Spring 2014 through PCP.
- **February 14:** Happy Valentine's Day!
- **February 17:** President's Day. Postal Holiday. PCP Spring issue of The Look mails.
- **February 27:** Last day of the month for consultants to place telephone orders (until 10pm CST).
- **February 28: Registration Deadline for Career Conference 2014!** PCP Spring mailing of the Month 2 mailer begins. Last business day of the month. Last day of the month for consultants to place online orders (until 9pm CST). Agreements accepted online until midnight CST.



Look at this from About.com on the differences between men and women: "Baby boomer women are dreaming of retiring to Mars while baby boomer men hope to retire to Venus. Baby boomer men are looking forward to working less, relaxing more, and spending more time with their spouse.

Baby boomer women view the dual liberations of empty nesting and retirement as providing new opportunities for career development, community involvement and continued personal growth."

Who do you know that is looking for something more? Mary Kay can provide all three!!





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

TO SUCCEED & MOVE UP: FOCUS ON INCOME-PRODUCING ACTIVITIES

Ask yourself . . . "Is what I'm doing at this moment putting money in my pocket or getting me one step closer to my goal?"

Income-Producing Activities

1. Holding a skin care class or facial
2. Booking a skin care class or facial
3. Calling for reorders
4. Networking for leads by telephone, warm chattering out-and-about or referrals
5. Training at an event/meeting with a guest for marketing plan or skin care class
6. Interviewing someone after a class
7. Interviewing someone at lunch
8. Confirming appointments
9. Pre-profiling class guests on the telephone
10. Follow-up activity from class or interview
11. Follow-up with team members
12. Follow-up with hostess
13. Coaching
14. Filling orders to mail that day
15. Calling customers on your Preferred Customer Mailing
16. Listening to tapes while cooking dinner or making up your face or driving, etc
17. Setting daily goals in order of importance for 5-10 minutes
18. Attending special company functions with a guest or your support system (husband, friend, etc.)
19. Doing a presentation of Mary Kay at a business debut
20. Having a booth at a show or event and handing out cards and brochures and collecting names and numbers

Necessary & Important for Productivity

1. Paperwork of any kind
2. Checking in/organizing product on shelf
3. Ordering product or business supplies
4. Setting goals
5. Filling out weekly accomplishment sheet and weekly plan sheet
6. Reading educational material for business
7. Packing recruiting, hostess, etc. packets
8. Packing "looks" from the Color Select System
9. Mailing hostess packets
10. Making copies
11. Cleaning office
12. Bookkeeping
13. Packing your showcase or tackle-box
14. Labeling product or brochures
15. Organizing and filing handouts
16. Reading your Consultant's Guide
17. Practicing in the mirror (dialogues, smiling, etc.)
18. Any and all kinds of "creative avoidance"
19. Organizing customers on Preferred Customer
20. Addressing birthday cards, brochures, etc.