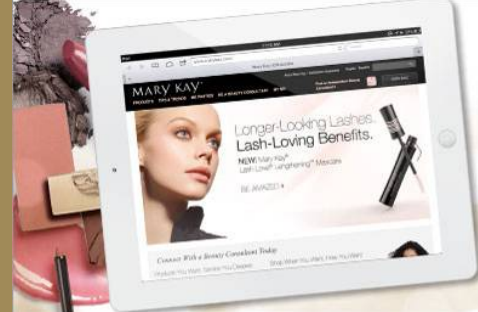


Luminous Ladies and Gentleman

lighting the way to success and illuminating choices for people



October brings a chance to win a FREE Ipad from Mary Kay! See Intouch for details.

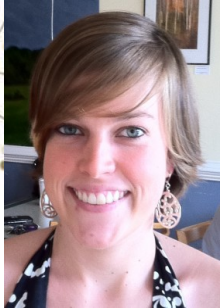
September 2013 Recognition & Results

Happy 50th Anniversary! Congrats to Our Quarter 1 stars!

These consultants are on their way to starting the new year off right!!

~~Sapphire~~

Linda Heeschen
Kaitlyn Wernsing



Kaitlyn Wernsing
Queen of Wholesale



Linda Heeschen
Queen of Sharing



Thea Donaldson
Top Love Check

Welcome New Consultants

Name:

Geraldine Wyer

Carol Wisinski

Stephanie Edwards

Sponsored By:

Linda Heeschen

Linda Heeschen

Linda Heeschen



Mary Kay Intouch has all you need to make this holiday season a success!

Welcome to Your Holiday Hub

It's the most wonderful time of the year... especially if you're a Mary Kay independent business owner! Not only can you share your products with your customers, you can help make holiday dreams come true for their friends and loved ones with our amazing and fun Mary Kay products and gift sets. Here's what you need to know to make things merry and bright!



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

Dear Luminous Ladies and Gentleman,

With all the cute costumes filling the store, I can't help but think about Trick or Treaters. Put simply, children dress up, go door-to-door, and hope for something good in return. Most kids go with their parents, so they have a guiding hand with them at all times. When you think about booking classes or warm chattering, there are a lot of similarities. I like to dress up when I'm warm chattering, just like those fairy princesses. It makes me feel good about myself and opens the door to approach anyone with pride. I approach each person expecting great results. Sometimes those results include a class or finding someone who's lost her consultant or even a potential new team member. Sometimes the positive result is just a pleasant conversation with someone new who may already have a consultant, or just not be interested. Just like those cute kids in costume, we're not alone. We have other consultants, directors, events, and Intouch as a guiding hand in our lives to help us along the way and remind us we're never alone. I hope you'll remember to make meetings a regular part of your week this season.

This is such an exciting month! Our Let The Beauty Begin Team Building special is in full swing, and I hope you're out there holding interviews already! Our new products have been a huge hit already, and I'm sure the new skin care is flying off your shelf like it is mine. October is such a fabulous month. It's time to focus on customer service and meeting your customers' needs.

October is customer service month. I know in Mary Kay we do an incredible job offering customer service to our customers. All of our products are try before you buy, and we offer great beauty tips like the Color Confident ideas, new looks each season, and even customized skin care to meet each client's need. It's easy to remember those customers who order consistently and keep in touch with us. I encourage you to take a moment this month and reach out to those you may not have heard from in a while. Plus, in celebration of Mary Kay being the Official Beauty Sponsor of Project Runway All Stars Season 3, they are giving customers the opportunity to win a once-in-a-lifetime New York City Fashion Week Experience! Take the Fashion Week Challenge, discover a Winter Wonderland of gift ideas on Intouch, and pass out Holiday Wish Lists at every appointment! Your holiday dreams can come true!

Love and Belief, Linda

**So how do YOU go red?
It's easy! All you need is
3 new team members! Why
do you want to earn your
Red Jacket?**



- ✂ **EASY WARDROBE:** No more deciding what to wear to meetings. The jacket is very trendy!
- ✂ **PROMOTION:** Red Jackets are also on their way to driving free! All it takes to go on target for your car is 5 team members!
- ✂ **Leadership:** Red Jackets are the top 6% of our company - what other company allows you to move into a leadership position so quickly?
- ✂ **Money:** Money, Money, Money! Receive a love check on the 15th of each month!

You can do this! You are all ready for promotion - so market everyone! Get those leads and I will help you close the recruits.

Thanks Leigh Ann Bender for sharing!

**IS IT TIME TO TURN OVER A
NEW LEAF? WE'RE ON THE
HUNT FOR OCTOBER
RED JACKETS!**

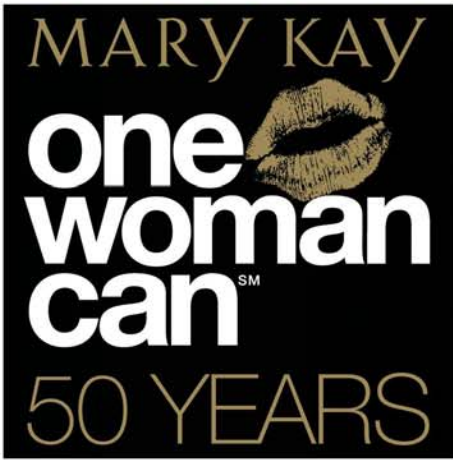
Focus on earning extra cash for the holiday season! Ask her, "If money were no object, what would you like to purchase for your family for the holiday season?"

Write down her answer. Respond with, "What if I could show you a way to make that dream a reality? With Mary Kay and a little work, anything is possible!"

Our October *Let The Beauty Begin!* Promotion can increase her profit immediately and jump start her business!



Our Top 5 Wholesale Orders For September



Kaitlyn Wernsing



Thea Donaldson



Please Email Me Your Photo
Jennifer Apple



Please Email Me Your Photo
Cheryl Garcia



Please Email Me Your Photo
Geraldine Wyer

Year To Date Court of Personal Sales

1	Kaitlyn Wernsing	\$3,307.50
2	Thea Donaldson	\$2,237.00
3	Jennifer Apple	\$918.00
4	Cheryl Garcia	\$813.00
5	Nancy Bolton	\$810.00
6	Deanna Barbeau	\$763.50
7	Emily Johnson	\$753.00
8	Carolyn Merrick	\$733.00
9	Stacey E Rittenhouse	\$722.00
10	Geraldine Wyer	\$720.00
11	Missy Hendrix	\$702.00
12	Judy Sweet	\$671.00
13	Shanna Whitworth	\$644.00
14	Katherine Pritchard	\$621.00
15	Joy Basic	\$595.00
16	Elizabeth Smith	\$590.00
17	Melinda Springer	\$589.00
18	Jennifer Deal	\$585.00
19	Alison Kulman	\$577.50
20	Alison Campbell	\$563.50



Top 20 Consultants Who Invested in Their Business in September

Kaitlyn Wernsing	\$955.50
Thea Donaldson	\$463.50
Jennifer Apple	\$449.00
Cheryl Garcia	\$396.50
Geraldine Wyer	\$360.00
Shanna Whitworth	\$312.00
Elizabeth Smith	\$295.00
Jennifer Deal	\$292.50
Christy Youngkin	\$279.50
Sarah Tompkins	\$271.00
Emily Johnson	\$270.00
Linda Peffley-Firer	\$267.00
Cynthia Harman	\$256.50
Carolyn Merrick	\$241.00
Lesley Foster	\$231.50
Carol Wisinski	\$223.50
Sylvia Lobo	\$220.50
Linda Warren	\$214.00
Dawn Libby	\$210.50
Yvonne Agee	\$205.50

Check out this month's Applause for great tips on how to reach young women and sell them on our incredible products!



Welcome Back Consultants

- Jennifer Apple
- Jennifer Deal
- Lesley Foster
- Crystal Haislip
- Sylvia Lobo
- Tammy Lonjin
- Linda Peffley-Firer
- Elizabeth Smith
- Christy Youngkin

Recruiters and Their Teams

Senior Consultants

Angela Vipperman

Alison Campbell

Brenda Kelley

Crystal Haislip

Kim Cobbs

* Brenda Morris

* Gaynelle Noble

* Gwen Costner

* Kate Cooper

* Teresa Morris

Joy Basic

Pat Dolan

Kaitlyn Wernsing

Emily Johnson

* Allison Bonner

* Chavonne Wilson

* Tiara Williams

Katherine Pritchard

Ann Easton

* Lori Buckley

* Mimi Magyar

Missy Hendrix

Alison Rinehart

Sonja Thrasher

Dawn Libby

Thea Donaldson

Elizabeth Smith



New Qualified Team members will receive Beautiful Opportunities to earn credits on their 1st order, and you can receive great perks, including the chance to win a FREE Ipad! *Intrigued but not sure where to start?*

Check out the Power Class of the Month for October: "Level 10 Team Building" NSD Diane Mentipty. She shares tips to become more confident in presenting the opportunity to potential team members.

Let the Beauty Begin in October! We're on the hunt for more red jackets this month!



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

Thea Donaldson	\$11.80
Kaitlyn Wernsing	\$10.80
Missy Hendrix	\$1.39

November Birthdays

Cynthia Harman	2	Jennifer Apple	6
Lydia Koon	2	Terry Caddell	5
Sara Dickinson	4	Patty Goetz	3
Kay Kohnke	6	Mary Lewis	3
Jennifer Apple	8	Lisa Cicarella	2
Cindy Frazer	11	Gaynelle Noble	2
Gwen Costner	14	Claudette Beggs	2
Dorothy Trotta	19	Monica Howington	1
Heather Sellers	20	Lorena Castillo	1
Jennifer Tickle	22	Betsy Cochran	1
Jane Gauger	24		
Johnnie Payne	25		
Carolyn Talley	26		
Lolita Gray	27		
Teresa Morris	29		
Sonja Thrasher	30		

November Anniversaries

Carolyn Talley	7
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Remember, until Nov. 1, the Company will donate \$1 to The Mary Kay Foundation from each sale of a Cream & Sugar Lip Gloss or Pink Parfait Lip Gloss for Beauty That Counts!



OVERCOMING HOLIDAY BOOKING OBJECTIONS

This holiday season offers unique opportunities to serve your customers and earn extra profits! Besides learning about skin care and glamour at your skin care classes during the holiday seasons, your customers can also enjoy the convenience and fun of gift shows or open houses to select holiday gifts for themselves, their family & friends.

Due to the many activities during the holidays, some of your prospective hostesses and guests may not be able to see how easily a Mary Kay skin care class, gift show or open house can fit into their schedules. The following suggested dialogues can help you overcome your prospects' excuses.

Remember, an initial "no" response usually means, "I need more information; tell me how holding a class will benefit me." You'll want to practice and use these dialogues to schedule additional holiday bookings with ease!

- **"With the holidays, I'm too busy with parties & family gatherings."** "_____, that's wonderful. Your friends and relatives will really appreciate an invitation to join you for a complimentary facial where they'll learn how to develop a good skin care routine. Suppose we do this (with date book in hand). Let's set a tentative date for your class with the understanding that if the time comes and you find it inconvenient, you can call me and change the date."
- **"I've just about finished my holiday shopping."** "As usual, _____, you're so organized. I always leave stocking stuffers until the last minute. I'll bet some of your friends are the same way. If you give them an opportunity to avoid crowded department stores by shopping in your home, you can earn hostess points toward a lovely gift or skin care or glamour items for yourself. Which part of the week is better for you, the first part or the latter part?"
- **"Oh, my relatives will be visiting from out of town."** "That's fantastic, _____, not only will they enjoy getting together, I know (mother/sister/aunt/cousin) will appreciate your thoughtfulness in arranging their complimentary Mary Kay facials. You may

want to ask a few friends, too. Which part of the week is better for you, the first part or the latter part?"

- **"Keeping up with the kids' activities this time of year really keeps me on the go."** "I can understand that, _____." This is a busy time of year for most people. That's one of the reasons I selected you. I know you're always concerned about looking your best, particularly when you're meeting teachers and other parents. Why don't we schedule a complimentary facial for next week? Let's look at my date book and see what time is better for you: the first part of the week or the latter part? Morning or afternoon? You may want to ask a few friends or other mothers you know to join us."
- **"The kids will be home from school."** "I bet there will be times when you'll want to get

away and do something special for yourself. I'll have a special gift for the person who baby-sits for the kids when you hold your skin care class."

- **"It's so cold and inconvenient to go out in this weather."** "_____, you'll be surprised how, by inviting a few friends over for a complimentary facial, the atmosphere will naturally warm up. Your guests also will avoid the parking problems they find when they go out to shop. Which is better for you, morning or afternoon?"

By overcoming holiday booking objections, you can have a full date book and a successful holiday sales season. Use these dialogues to build your profits and book your gift shows and skin care classes!

Give Your Customers Your Best Service

Your customer deserves:

- **Your appreciation** — Let her know you are grateful. Send her a thank-you note immediately after her first purchase.
- **Your genuine interest** — Call her the very next day. Say, "I simply couldn't wait to see how your new skin care routine went this morning."
- **Continued education** — Offer a second facial for additional glamour tips and as a way to reinforce the reasons behind the skin care steps. For those important extras such as makeup and fashion tips, keep abreast of the latest ideas through beauty magazines and the Mary Kay website.
- **Continued attention** — Send her a card on her birthday. Call her every four to six weeks for reorders. Enroll her in PCP mailings.
- **To be asked for referrals** — This shows that you respect her judgment. You might say, "Surely, you have a friend who hasn't had her complimentary facial yet. I'd be delighted to be the first to introduce her to Mary Kay." Or, "Who do you know who would share your enthusiasm about Mary Kay products?"
- **To be asked to host a skin care class** — Let her earn points she can use toward some of the Mary Kay products she uses most or a unique gift from the Hostess brochure.
- **For you to follow up on referrals** — Follow up right away, not in a week or a month. Always remember to thank the person who gave you a referral.
- **Enthusiasm and determination** — Make your customers the happiest customers in town. Take care of your customers, and they'll take care of you!

- Say "thank you" often. After a facial, send a sincere note that says, "Thank you for allowing me the privilege of introducing YOU to Mary Kay Cosmetics! What a pleasure it was getting to know you." Appreciation unlocks doors!
- Do everything with class. Your stationery must be the best; your work clothes, your hair, your nails, even your car, done to perfection. Your demeanor and speech should always be above reproach.
- Personalize your business. Call "lost customers." Take a customer for dessert and coffee once a week to find out what you are doing right. Customer loyalty is built one customer at a time.
- Remember, when there is a problem or complaint, the customer is always right. Think about her 20 friends who have 20 friends who all have 20 friends. They are all going to know how special and wonderful you and Mary Kay Cosmetics are—or how awful! Respond to a complaint promptly and sincerely. Go the extra mile!
- When someone says "no" after a facial, call her to find out why! Research is just as important for an individual Consultant as it is for the Company. It's important to find out! A pleasant, short telephone call can give you answers. Make notes! Chart the response. The pieces of the puzzle will fall into place. You'll improve your skin care class procedure, cut the length of your class, and do a better job of closing. All kinds of improvements will transpire. The "no's" will make you a pro!!!
- Call customers in a planned and professional manner each week so that each one is contacted once every six weeks. Be consistent. Really care. Give them attention. Be responsive.
- Don't be afraid, and don't hesitate to say, "I'm sorry" when you should.
- Be committed to your customers with a passion. They must recognize the pride you feel for your Company, your product and your career. Promises are to be kept.
- Yes, there is competition, but the multiplying effect of happy customers is unbelievable!
- Love your customers. Celebrate the relationships! Send birthday cards. Show concern. See that your customer receives something professional and wonderful every quarter. Merchandise your *Mary Kay* products with bright ideas.
- Who answers your business phone? Remember, the impression your customer has of you must be without blemish. These are sophisticated ladies!
- Understand your customers' needs. Simply put yourself in their shoes! Treat them as you would want to be treated. Surely the Golden Rule, which is Mary Kay's personal philosophy, says it all: *"Do unto others as you would have them do unto you."*
- What is the value of your customer records? They contain future bookings, recruits, and financial security. Just think of it: 300 reorder customers spending just \$15 per month is \$4,500 retail, or a potential \$2,250 gross profit for you! Wow!
- Give your customers your best, and you'll discover new success!



While I recognize that each of us came into MK for individual reasons, for a lot of us it was, or now is, the opportunity to earn some "extra" money. To do that, we have to pay attention to how we are going to G-R-O-W (\$\$) OUR BUSINESS!

I keep thinking about a "painless" way for us to increase our businesses. When you did the facials on your family/friends, did you ask them for referrals? When you got a "new client" who had "lost" her MK Rep and didn't want a facial, just wanted product, did you ask her for referrals? If not, I don't know why you couldn't go back and do that now. (Put them all on your PCP List!)

Say you only add 20 customers...that's \$14* plus tax. That means I am paying

\$.70 to generate a viable lead. In my before MK life, I sold advertising...Welcome Wagon. Merchants paid \$6 to \$8 *per lead*, AND whatever freebie/ discount that was necessary to get customers in the door. The general value-rule was never anything less than \$10 or 10% off the purchase. The reality of the situation was that they were often a specialty merchant...like a baby/kids store. Right away there were families receiving these address books (with merchant info and coupons) who did not even have kids! You know where I'm going with this...that drastically UPS the per lead expense. OUCH!!! We never have that problem, because "everybody has skin!!!"

The bottom line is, if you have a business you have to advertise...in person or via

some form of media vehicle. We need to appreciate what an affordable, dynamite program this is for us to use...and take advantage of it today!!! I just resold myself on PCP (not that I'd dream of not participating!) I know that you want to make your MK business work. I know that like me, most of you could use the extra \$\$\$s it generates every week/month. We just have to figure out how we can do it as easily and economically as possible. I think this is one way that is both very affordable and very professional!

**At \$14 plus tax for 20 leads, surely you can be confident that you will generate \$30 in sales and cover your expense...yep, that's all it would take (using the 40% rule)...the rest is pure profit!*

This was written by Consultant Candy Semper

Holiday Coffees

A holiday coffee is an easy, inexpensive way to introduce your customers and their friends to your holiday gift selection, especially holiday fragrance options. While there are many versions of this popular selling strategy, the following method by National Sales Director Sherrill Steinman is an all-time favorite:

Holiday Shopping Coffee

- Select your 10 best customers/ friends--"How would you like to get anything you want from Mary Kay at half price? Well, it's easy & it's fun. Have a Holiday Shopping Coffee--Invite as many women as you would like & when we sell at least 10 items, you can order anything you want at half price!"
- Set a date and time. "Which would be better for you, _____ or _____?"
- How to Display Products....
Arrive with the Holiday Collection in separate vinyl bags. Put them in a festive tote/shopping bag or decorated box/basket. Have one display table and light a scented candle. Also, have 3 or 4 gift ideas to display, including the Man's Roll-up, Coffee & Cream...

What You'll Need:

- Full-size Satin Hands collections
- Full-size Body Care Collection sets, our new fragrance
- 13 large vinyl merchandising bags
- 3- inch by 5-inch index cards
- Skin care profile cards, beauty books, holiday gift lists, "Dear Santa" gift lists and sales tickets for each guest
- Hostess gift, a small prize for a drawing and some gifts with purchase
- One or two half-cup tins filled with plain, whole coffee beans
- A pretty tin or tray filled with butter cookies
- Your Holiday Look Book



What to Do:

Make a list of prospective hostesses. Call each and say something like, "Christmas is only _____ weeks away! How would you love to get a jump on the season? Simply invite four friends for coffee. I'll bring the cookies and introduce you and your friends to our new holiday fragrance and color cosmetics collections. We'll have lots of fun! Plus, I'll have a _____ as your special gift just for hosting the coffee. Would this week or next be better for you? Great! I can't wait to show you everything!"

Place a complete holiday collection for each fragrance description on one side of an index card and on the reverse side write the price for each item in the collection. You can find descriptive statements for each fragrance online. Place each index card behind the collection in the vinyl bag. Follow the same procedure for the Eye and Cheek Colors, Satin Hands, body care collections and men's products as well. You can find additional information on www.marykayintouch.com to include on your index cards.

When guests arrive-

1. Do Satin Hands on every guest.
2. Have everyone sit down & give them a pencil, sales ticket, Skin Care Profile (ask them to fill out), a wish list & a Holiday Look Book.
3. Take each fragrance collection out of its vinyl bag & romance it, one collection at a time. Explain fragrance layering & give prices. Have cotton balls sprayed and wrapped in netting so you are not spraying everyone with scent. Have a Gift With Purchase offer for that night.
4. Very important to say during total presentation, "When you see something you like-just put it on your ticket."
5. Watch your time. At the closing say, "I promised (hostess) I would only be an hour, so it's time to have a drawing for a special gift."
6. Do not have them total their sales--just take up all the orders--do the drawing (doesn't have to be a big item-just wrapped beautifully).
7. Then say, "While ___ gets you something to drink, I'll help you with your orders. You only need to pay half plus tax now & the other half in two weeks. We are here to work with you. We take MC/VISA or DISCOVER, check, or cash-whichever would be best for you."
8. You now have sales (average \$18-\$30) + you have skin care profiles to follow-up on. You can talk about Glamour or Spa Classes & you should have many new business associates. Offer a bonus for booking a SCC or Holiday Coffee before Dec. 15.
9. Have some sample gift baskets on display (including men's care, glamour, body care, etc. as well as fragrance) & stress that they can be any price--each is customized.



Check Out All the Team Building Contests, Perks & Opportunities that are Popping up for October!



Let the Beauty Begin!

Beauty begins in October with the *Let the Beauty Begin Team-Building Promotion*.

During the month of October, a new consultant whose agreement is received from Oct. 1 – 31, will receive one of the following:

- A **\$50 credit** on an initial Section 1 order of \$400-\$599 wholesale (excluding shipping, handling and tax)
- A **\$75 credit** on an order of \$600-\$1,799 wholesale
- A **\$150 credit** on an order of \$1,800 or more



Let the Beauty Continue!

Plus! Consultants who add new team members in October for the *Let the Beauty Begin Team-Building Promotion* will be entered into a drawing for an iPad when their team members place an initial Section 1 order of \$400+ wholesale by Nov. 30. Consultants will receive one entry for each new team member who places a \$400+ wholesale order by Nov. 30. Drawings will be conducted every Tuesday until Dec. 5, 2013.



“Project Runway All Stars” Challenge Oct. 1–Dec. 31, 2013

Mary Kay will hit the airwaves later this month (Oct. 24) as part of a new, exciting partnership with Project Runway All Stars! Check out the November issue of The Applause for wonderful ideas, tips and tools that can help you make the most of this prime-time television exposure! Plus, get ready, because we could have a front row seat to watch top models “rock the runway” at the March 2014 Fashion Week in New York City! We could WIN a trip to New York City AND be a part of Fashion Week! *(Three winners from each Seminar affiliation will win!)*



The Great Wall of Mary Kay

Inspired by visits to the Great Wall of China during the Top Director trip, the Company will build a “Great Wall of Mary Kay” that bears the names of Directors who qualify for an ambitious challenge that runs until Sept. 13, 2014. Our goal is to double the number of Directors in the United States and Canada before Sept. 13, 2014. A stretch? Definitely. Impossible? Not at all! It’s an exciting time to set new goals, make a plan to develop others, and take Mary Kay’s dream into the next 50 years! Will you be a part of it?



Join Us For Leadership 2014 and Lead The Way

Online Registration will open Monday, October 14, at midnight CST for all DIQ’s and Future Directors, and continues through December 31. Do you have what it takes to join us at the top and Lead the way? Any dream can come true in 2014 if you’re willing to work consistently! The Registration Fee is just \$165, so plan to join us!

If you’re not sure where to start– check out all the great team building strategies and tips available on Mary Kay Intouch this month. You can also find more details for all of these great contests!

project RUNWAY™ ALL STARS

Mary Kay is the official Beauty Sponsor of *Project Runway All Stars Season 3*. Join The Party!



Mary Kay hits TV airwaves as part of an exciting new partnership with Lifetime's *Project Runway All Stars Season 3* where designer contestants from previous seasons compete to create bigger, bolder fashions. Designers send their models to the **Mary Kay Color Design Studio** where 6 makeup artists

complete looks using our products. Mary Kay also will inspire a fashion challenge in one episode.

Are You READY?

You'll find *Project Runway All Stars*-inspired looks in the 11/13 issue of *The Look*. Book your appointment with me today and receive your own supermodel glamour makeover!



TEAM UP FOR WOMEN & WINK FOR PINK!

Could you use a new mascara if you knew it would help others?!?

I ask because I have a special program called **WINK FOR PINK**.

October is both **Beast Cancer Awareness Month** and **Domestic Violence Awareness Month**. We want to find a cure for cancers affecting women.

Ultimately we want to break the silence & stop domestic violence. Our **Ultimate Mascara** is just that... the ultimate. Our **Lash Love Mascaras** are all about sharing love: love of our products, our company, and love and support for women everywhere. So this month, for any mascara I sell, I'm going to donate a portion of my profits to our Mary Kay Ash Charitable Foundation that provides grants to support both cancer research & domestic violence prevention.

- **Mary Kay Ultimate Mascara in Black or Black/Brown**
- **Lash Love Mascara in Regular, Lengthening or Waterproof** (Each come in color options I ♥ black or I ♥ brown)
- **AND Limited Edition Colored Mascaras in I ♥ green or I ♥ plum**



Be a part of The Mary Kay Foundation and help in the fight against cancers that affect women and to end domestic violence.

The Mary Kay Foundation is dedicated to ending women's cancers and domestic abuse. Throughout her life, Mary Kay Ash showed others how to live and how to give. She gave hope to women who lacked opportunity, self-esteem and financial support. Now her legacy of love lives on through The Mary Kay Foundation, which she began in 1996. www.marykayfoundation.org



Thanks to Angel Fry for this great idea!!

DARE TO DREAM!



Class of 2014



Your Independent Senior Sales Director will not only be proud, she'll be styling!



Choose your prize and map your plan today!

me **watch!**
grow!
July 1- Dec. 31, 2013



Mary Kay Dates to Remember:

- **November 1:** Online DIQ commitment form available beginning 12:01 am CST until midnight on the 3rd.
- **November 3:** Daylight Saving Time Ends
- **November 10:** PCP Early Ordering privilege of the new Holiday 2013 promotional items begins for consultants who enrolled in The Look for Holiday 2013.
- **November 11:** Veteran's Day. Postal holiday.
- **November 15:** PCP Last day of online enrollment for Month 2 mailer.
- **November 20:** PCP Holiday issue of The Look mails.
- **November 26:** Last day of the month for consultants to place telephone orders (until 10pm CST).
- **November 27:** Hanukkah begins. Last business day of the month. Orders and agreements submitted by mail or dropped off at the branches must be received by 7pm local time to count toward this month's production.
- **November 28:** Thanksgiving Day. All Company and branch offices closed. Postal holiday.
- **November 29:** Black Friday. Company holiday. All Company and branch offices closed.
- **November 30:** Last day of the month for consultants to place online orders (until 9pm CST). Online agreements accepted until midnight CST.



So get out that pen and paper. It's list time again. Now we're tackling to-dos. And the first thing to remember-never ever ever do something simply because it's randomly placed on the top of a to-do list. Or because it seems the easiest to tackle. Your lists must reflect priorities.

First. Make a list of all of the things you are trying to accomplish in the next few days or weeks. Look at it. Accept that you cannot do everything. If the list has twenty things on it, circle those five that will have the highest impact. Remember to "pick things that play to your strengths". If you know you won't fit well, don't take it on. And circle the few that are important for your professional satisfaction. Be realistic; there may be a few low-impact but necessary chores that have to stay on the list. If so, squeeze them in among the critical items, but cross the rest off.

Second. Write down your big-picture goal for the month. This is a concrete definition of something important you want to achieve this month, something that goes beyond your day-to-day tasks. Then write down ten things it will take to help you get there. Then pretend somebody is pointing a gun at you and you have to pick the top two actions. Focus on those two and those two alone.

Third. Write down your big-picture goal for the year. This one is good for those of us who get lost in the trees. And then break it down by month, by week, even by day. If your goal, for example, is to have ten new clients by the end of the year, break it down, each time listing the actions you can take to get there. Then simply make sure you are spending substantial time on those actions each month, each week, each day.

Taken from Womenomics By: Claire Shipman & Katty Kay



LINDA HEESCHEN
INDEPENDENT SALES DIRECTOR OF
LUMINOUS LADIES AND GENTLEMAN

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Charlottesville, VA 22901
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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

On The Hunt for Red Jackets!

The law of averages tells us that out of every ten women you ask to listen to the MK opportunity, approximately five will say yes. When five say yes, usually three or four actually really listen. Out of these, one will sign up. Therefore, it takes, on average, asking ten to recruit one person!



Have you considered all the great rewards that can be yours by moving on up? Not only will you be helping other women meet their holiday dreams, you'll be helping to make your own dreams come true. Would you like to **move on up** in the New Year? **Be One of The Great Wall of Mary Kay 50th Anniversary New Directors?** Do you want more **freedom and flexibility** for your work schedule? What about more **income potential**? All of these things can be yours! Mary Kay Ash used to love to talk about how you can eat an elephant one bite at a time. Earning your own Red Jacket is the first step towards your own free car, directorship, and on to even greater things!

No accessory makes you feel as great as a Red Jacket!

