

Luminous Ladies and Gentleman

lighting the way to success and illuminating choices for people



November 2013 Recognition & Results

Congratulations On-Target Stars:

Here's how much you need to finish your next star by 12/15/13

Star Achieved	Name	WS Needed for Next Star
Sapphire	Kaitlyn Wernsing	\$411.00
	Thea Donaldson	\$983.00
	Cheryl Garcia	\$1,041.00
	Alison Campbell	\$1,173.00
	Carolyn Merrick	\$1,251.00
	Shanna Whitworth	\$1,258.00
	Stephanie Edwards	\$1,265.00
	Katherine Pritchard	\$1,278.00
	Missy Hendrix	\$1,292.00
	Emily Johnson	\$1,309.00
	Judy Sweet	\$1,319.00
	Brandee Preston	\$1,336.00
	Cynthia Harman	\$1,339.00
	Jennifer Apple	\$1,351.00
	Nancy Young	\$1,366.00
	Joy Basic	\$1,374.00
	Anita Shelburne	\$1,396.00
	Geraldine Wyrer	\$1,440.00
	Dawn Libby	\$1,449.00
	Carol Wisinski	\$1,469.00
	Elizabeth Smith	\$1,472.00
	Nancy Bolton	\$1,478.00
	Connie Sylvester	\$1,483.00
	Kim Cobbs	\$1,491.00
	Stacey Rittenhouse	\$1,492.00



Kaitlyn Wernsing
Queen of Wholesale



Linda Heeschen
Queen of Sharing



Carolyn Merrick
Top Love Check

Welcome New Consultants

Anita Shelburne

Sponsored By:

Linda Heeschen



Great rewards are in store for those who want to become a director!

When you become a DIQ January 1st- attend Leadership Conference 2014 and then debut as a new Director between February 1- July 1, you

will earn a free* director suit!!!! (valued at \$300)! There's more - not only will you get to see the new suit up close and personal at Leadership, you will also be invited to try on all three new 2014 jacket styles! Get your cameras ready, and we will see you in New Orleans!

* A \$300 check will be mailed to the new Director during the month in which she debuts to use toward the purchase of a Director jacket, skirt and blouse.



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

Happy Holidays Luminous Ladies and Gentleman,

I am so grateful for my Mary Kay business this time of year. With all the talk of brown Thursday, black Friday fiascos, and so many people out there working so hard this season, I always take a moment to stop and think- that could be me. I'm grateful our business is based on the Golden Rule, where we try to treat everyone the way we'd want to be treated. That kind of focus extends well past my personal business into my life every day. Giving a free sample with a smile to the frustrated clerk who just got yelled at by the customer in front of me isn't just about building my business. It's about making her day a little brighter and maybe even offering a better career opportunity after she's held a class and seen how much fun it can be. I know how much fun I have holding classes, calling my customers who've become my friends, and working with amazing unit members like you! This is truly my dream job- and I hope it is yours too!

I can't believe we've already reached the last month of the year! Where has it gone? If you're like me- you wish you had a little more time and that you had worked a little harder in 2013. Most people set their New Year's Resolutions to begin January 1st. Most experts say it takes 21 days to form a habit. Why not start working now towards what you want to begin in January? It will give you a great jump start to the new year, and if you're anything like me, it will keep you from feeling bad about the work you haven't done that you "should" have been doing before. Each day is a new chance to begin again. We can't do anything about the past- but we can change our future by starting small today. Learn to ask yourself, "What's the next step to get what I want?" All you have to do is figure that little part out- now how to arrive, but what the next thing would be. If you want to be a director- start by booking interviews. If you want Queen's Court of Sales, start by calling ___# of customers every day and asking to book appointments. Take the overwhelming elephant size away from the goal by focusing on the small part you can do right now. It's amazing how much progress you can make by just beginning.

With all this talk of work, I don't want you to think I'm encouraging you not to spend time with your family and friends this month. Of course not. Our company is based on God first, Family second, and your Career third. But sometimes I lose sight of the fact that holidays actually last a few days, and I can make the time around them count for my family by working my business too. A few hours of phone calls to mail orders won't be missed by my kids while they're watching a movie, but they could help me pay for the perfect gift I've been looking at. I've also learned to combine the two- check out Christmas lights on the way to dropping off an order, going out to dinner, or asking my friends if they need any last-minute gifts on the way to the party we're attending together. I know you're a smart and capable business woman that can make this month count if you choose. If you want to wait and begin again in January, that's okay too. However you choose to work your business, I'm here to help and support you in any way I can. We'll make this a great month and start the new year off right!

Love and Belief, Linda

How to Think Like a Retailer in December



- **MEN!** Now is the time to close men for the holidays! Be willing to work the week before Christmas and you will double your sales! Take gifts with you wherever you go! Approach men at the garage while getting your oil changed, at the grocery store, wherever you go! Wear your pin! If you have gifts there with you, you **WILL SELL THEM!** The key is having product gifts made up and on hand!
- Take stocking stuffers and last-minute gifts with you everywhere. Take a list of "Who have you forgotten?" with you to classes and appointments. Have gifts available that fill those needs!

Holiday Recruiting in Dec:

- Why not play in makeup while spending time with family? Each hostess is looking for another great idea to entertain her family while they are in town. MK facials are a great solution! Not only do facials offer a great time, but they give her a chance to have each family member try our great new products in person! It's a great chance to take orders and get a jump-start on her career!
- There is still time to purchase gifts at cost! She might want to start her new career as a Christmas gift to herself and her family. Think of all the doors it opens!
- There are also great end-of-the-year tax benefits! Also remind her that she will be starting the new year off right!



Our Top 5 Wholesale Orders For November

MARY KAY
one woman canSM
 50 YEARS



Kaitlyn Wernsing



Please Email Me Your Photo

Judy Sweet



Missy Hendrix



Please Email Me Your Photo

Cheri Blevins



Please Email Me Your Photo

Cheryl Garcia

Year To Date Court of Personal Sales

1	Kaitlyn Wernsing	\$6,259.50
2	Thea Donaldson	\$3,583.00
3	Judy Sweet	\$2,438.50
4	Katherine Pritchard	\$2,247.00
5	Cheryl Garcia	\$2,029.00
6	Missy Hendrix	\$1,864.50
7	Carolyn Merrick	\$1,737.00
8	Joy Basic	\$1,668.00
9	Nancy Bolton	\$1,653.00
10	Stacey E Rittenhouse	\$1,578.00
11	Alison Campbell	\$1,526.50
12	Deanna Barbeau	\$1,494.50
13	Emily Johnson	\$1,315.00
14	Debra Reed	\$1,279.00
15	Shanna Whitworth	\$1,241.00
16	Beth Huls	\$1,176.00
17	Stephanie Edwards	\$1,089.00
18	Brandee Preston	\$1,087.00
19	Melinda Springer	\$1,071.50
20	Kim Cobbs	\$1,068.50



Top 20 Consultants Who Invested in Their Business in November

Kaitlyn Wernsing	\$489.50
Judy Sweet	\$480.75
Missy Hendrix	\$319.50
Cheri Blevins	\$306.50
Cheryl Garcia	\$292.00
Katherine Pritchard	\$287.00
Thea Donaldson	\$278.00
Joy Rosson	\$275.50
Dana Palmer	\$261.00
Kim Cobbs	\$242.50
Alison Campbell	\$226.50
Kelly Goodson	\$226.50
Emily Johnson	\$220.50
Sonja Thrasher	\$216.00
Beth Huls	\$215.50
Terry Caddell	\$212.00
Wanda Colvin	\$210.50
Cathy Reniere	\$209.50
Stacey E Rittenhouse	\$206.50
Melinda Springer	\$206.25

PCP Participants:

- Shanna Whitworth
- Kaitlyn Wernsing
- Dana Palmer
- Missy Hendrix
- Thea Donaldson
- Joy Basic



Welcome Back Consultants

- Cheri Blevins
- Terry Caddell
- Wanda Colvin
- Kelly Goodson
- Dana Palmer
- Cathy Reniere
- Joy Rosson
- Sonja Thrasher



Recruiters and Their Teams

Senior Consultants

Bonnie Rogers

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

Brenda Kelley

- Crystal Haislip
- Kim Cobbs
- * Brenda Morris
- * 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 Pritcha

- Ann Easton
- * Lori Buckley
- * Mimi Magyar

Pat Dolan

- Wanda Colvin

Sonja Thrasher

- Dawn Libby

Thea Donaldson

- Elizabeth Smith



Time management is even more important as the holiday season quickly approaches. Begin each day with your Six Most Important Things list. Mary Kay taught us to push a little harder and do six quality things each day rather than stopping at five. She also taught us to tackle the hardest thing first each day, and the rest of the day would follow and feel so rewarding! I encourage you to make sure to schedule sharing, bookings, classes and PCP follow up as part of your Six Most Important Things list this month! You'll achieve holiday success and a great jump start for the New Year— including many personal/ financial rewards!



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	\$11.48
Brenda Kelley	\$9.70
Bonnie Rogers	\$9.06
Kaitlyn Wernsing	\$8.82
Pat Dolan	\$8.42
Sonja Thrasher	\$5.62

January Birthdays

Alison Kulman	9
Cammie Bennett*	9
Lori Woods	11
Claudette Beggs	12
Linda Warren	13
Katy Hood	16
Pat Dolan	18
Sonia Cruz	20
Pamela Brice	23
Kelli Gerald	24
Tamara Lacy	28
Evelyn Mink	30

January Anniversaries

Karen Lord	12
Melinda Springer	10
Wanda Colvin	2
Gwen Costner	2
Sharon Widdows	1
Pamela Brice	1
Mimi Magyar	1
Loyette Mathias	1
Linda Warren	1
Cammie Bennett	1

* Means inactive. A \$200+ wholesale order will reinstate your 50% discount & your Active Team Member status.

Are you ready to E-Party?

Hi Everybody!

I am so excited about what I am about to share with you! I am hosting an E-Party with Mary Kay for my consultant, _____. I would love to later do a fun girlfriend party in person, but this is a way to let you know what I already know... how great Mary Kay products are! My consultant's personal website address is www.marykay.com/ . Her site has the full Mary Kay catalog, lots of great gift ideas for every holiday, product education and great links about health and beauty.

An E-Party is where you visit her website within a certain time frame. And I earn Free Product for any orders that are placed from your during that time just as if we had the party in person!

What is in it for you? When your order totals \$40 or more, you get an awesome gift with purchase. For each \$40 of your order, your name goes in a drawing for the Mary Kay Brush set... (a must have). And you have the opportunity to schedule your own appointment with her to enjoy some in person pamper time and have the opportunity to get FREE product or great discounts!

I know that you will enjoy your online shopping 'experience. Simply go to her site at the above address, enjoy shopping in your pjs, and choose either in person payment or online. In addition, in the comments section, tell her that you are part of my E-Party so I will get credit. She will deliver it to your door or mail it to you if you live out of town or out of state... You will love working with _____. She is fun, helpful and never pressure or pushy.. Thank you in advance for your support.

Oh, just one more thing. If you have a consultant who works regularly with you for your skin care, color and gift Needs, _____ would never take your business. You can shop for this class but she won't keep a file on your for future reference, so please tell her when you speak or email.

Our E-Party will begin on _____ and continue until _____. Feel free to email _____ with any questions.



Today is the day...my E-Party has started! It will run until _____ (date, time). So, be sure to visit _____ site at www.marykay.com/ _____ before my time expires.

Her site has a full online catalog with some interactive things as well. She accepts Visa, MasterCard, Discover, Check or cash and it is totally secure. As a reminder, for each \$40 of orders on your ticket, your name will be entered into a drawing for an awesome set of Mary Kay brushes.. See online. And when your ticket is \$40 or more, you get a great gift with purchase.

If you decide to host your own E-Party, or a group appointment, you will get an additional gift and you will help me as well. Make sure to email _____ directly from the site and tell her that I am your hostess!
Her email is _____
@marykay.com. Thanks everybody!
Have fun!



Exercise FOCUS Through Christmas

What is focus? What are the adversaries of focus?

This time of the year in particular we have many distractions that can keep us off-course from our goal. Many of those are good and wonderful distractions which makes it even harder to accomplish our goals. There is so much pressure these days combined with the holiday season; it becomes a full time job in and of itself if we let it. We want to enjoy and get the most out of the holidays, but we don't want to lose focus and see our goals slip through our fingers in the process. How can we accomplish both? I'm going to give you my list of how to's that have helped keep me focused during stressful times, difficult times, or holiday times.

1. Organize: *Unhappiness is not knowing what we want and killing ourselves to get it.*

- Treat this business as you would any job during the holiday season.
- Have set times to do your business.
- Discipline your mind... "How can I" never "I can't"
- Don't travel mentally - when you are with your family... really be with your family.
- When you're doing Mary Kay... FOCUS!
- Simplify: The holidays – Your Mary Kay - Your home life
- Enjoy the quiet moments and small things.
- LEARN TO SAY NO! Refuse to buy GUILT!

2. Prioritize: *Don't equate activity with efficiency: The art of being wise is the art of knowing what to overlook.*

- Know your exact goal each day.
- Determine what is really most important to do in your business.
- Contacting every customer should be #1.
- Do your six most important things and do the things you least want to first.
- Resist the temptation to embezzle.

3. Utilize: *The person who knows how will always have a job – The person who knows why will always be the boss! Success seems to be largely a matter of hanging on after others have let go.*

- Truly help people with their Christmas shopping.
- Utilize wish lists and husband's names on profile cards.
- Combine Christmas parties with shopping boutiques and sell multi-tasking.
- Realize people will be buying gifts on December 24th at midnight.
- Turn every no into a booking for January.
- Recruit people for extra money during the holidays, tax benefits, etc.
- Utilize the teleconference marketing opportunity.
- 12 days of Christmas for customers and the kids.
- Utilize help, and trade product as Christmas gifts for the help you need.
- Get in the spirit of giving with your customers by giving them a gift.



Christmas
Pillow Gift:
Wouldn't YOU
Love to Get This?

This is a small, beautifully-wrapped gift that a husband puts on his wife's pillow Christmas night--after all the other gifts have been opened, the mess is cleaned up, dinner is over, and the guests have gone.



The tag can say: "This is for you because I appreciate you and all that you do for us." Or, you could include a little poem that goes: "For all that you are and all that you do. This gift is to show you how much I love you."

Ask the men you know, "Have you purchased your Pillow Gift for your wife?" Of course, he will ask what it is and you can tell him and then offer to wrap it for him. You can also tell him that this will make him a true hero in her life!!

Even when men tell you they have finished their Christmas shopping. . .as sometimes they tell you yes whether they have or not...you can ask them if they remembered their Pillow Gift.

Put a small gift certificate including a free pampering session in the box--maybe a Satin Lips Set or a bath gel...just about anything. I recommend ***Thinking of You!*** Hope we all sell bunches and make many women very happy (men, too)!!!

NOTE / BUSINESS CARD IN BASKET:

"It has been a pleasure putting together a Holiday basket 'just for YOU!' I will be contacting you in the next week or two to schedule a drop-by appointment with you and make sure you're comfortable using everything you've received. Please know that all of our MK products have a 100% satisfaction guarantee and can be exchanged if necessary. If you have questions, please don't hesitate to contact me! Enjoy!"



DARE TO DREAM!



Class of 2014

Building
WALL
to**WALL**
Leaders



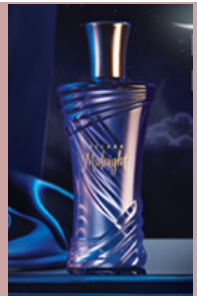
Choose
your prize
and map
your plan
today!

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



Mary Kay Dates to Remember:

- **January 1:** New Year's Day. Company Holiday. All Company and branch offices closed. Postal holiday. Online DIQ Commitment form available beginning 12:01 am CST until midnight on the 4th.
- **January 12:** Leadership Conference 2014 for Diamond, Emerald, and Pearl begins.
- **January 15:** Leadership Conference 2014 for Ruby, Sapphire and Canada begins.
- **January 20:** Martin Luther King, Jr. Day. Postal Holiday.
- **January 30:** Last day of the month for consultants to place telephone orders (until 10pm CST)
- **January 31:** Last business day of the month. Last day of the month for consultants to place online orders until 9pm CST. Orders submitted by mail or dropped off at branches must be received by 7pm local time to count toward this month's production. Online agreements accepted until midnight CST.



I meet so many people in my travels that are frustrated because things are not happening in their lives as fast as they think they should. It's part of our "I want it now" culture. It's hard for us to be patient and pay our dues. Because of our impatience, I know we miss so many treasures in our lives by not living today as we are working toward tomorrow. Living in the present moment is the only way to prepare for the future. It is the journey that teaches us, molds us, and inspires us to be all that we are created to be. These small, solo steps teach us, but many times we miss the lesson because we are complaining that our lives are not progressing fast enough.



By: Dale Smith Thomas



LINDA HEESCHEN
 INDEPENDENT SALES DIRECTOR OF
 LUMINOUS LADIES AND GENTLEMAN

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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

Maybe She Needs Me

Arlene Lenarz, NSD

It had been a long day! I was finishing a task; And as I hurried past her, A little voice said, "Ask!" "Oh, not today!" I told myself; I'm tired and it shows. Besides, I might look foolish... And she'd likely just say, "No!" While drifting off to sleep that night, I saw her face again. I wondered what her life was like... her needs, her dreams, her pain. What if she'd been wishing for a friendly word and smile, A chance to know somebody, who would go the "extra mile?" What if she'd been waiting for a break, an open door? Was this the opportunity that she'd been praying for? I saw the cars she might not drive, the rings she might not wear, because I would not risk myself to stop... to ask...to care. So what if what I offer her is not her cup of tea? That's a choice for her to make... how selfish can I be? When all my dreams are realized I don't want to regret the lives I wouldn't touch and change... the "no's" I didn't get. Oh, let me live a true "go-give", and let my mission be not to think, "Do I need her?" But maybe she needs me!

*Who might
 you be
 standing
 beside?*



**Take Advantage
 of the
 Holiday
 Lines!**

During this holiday season it's easy to get swept away by all the hustle and bustle and hurry that's going on. Rather than stress out- take advantage of it! Plan to leave 10-20 minutes earlier, and go to each shopping situation prepared to go "people shopping" yourself. Maybe you'll end up getting in the longest line to talk to a really sharp woman in front of you. Maybe you'll take a moment to offer the woman behind the counter a free hand cream sample, etc. as a thanks for making your holiday experience even better. The options for reaching out are endless this time of year. There are lines everywhere... and it's easy to talk with total strangers since so many people are looking for second opinions on gifts this time of year. Start the conversation and see where it leads. If you never end up mentioning your business because it doesn't feel right, you had an enjoyable conversation with another person and probably made her day. You never know what kind of an impact taking the extra time to talk with someone this time of year might have. She might be the person who steps on up to leadership and helps you finish directorship in 2014. She may be a great cheerleader. Or, maybe she needs you!

