

# Operation DOUBLE UP!

Dear \_\_\_\_\_,

I am writing with some exciting news! For the first time ever, we are on-target to reach the "Circle of Achievement" by June 30th! In case you don't know, this means that we will finish the year reaching \$300,000 in retail sales as a unit! SHUT THE FRONT DOOR! That's a whole lot of Mary Kay! I am so proud and excited, and I know we can make this happen! This is our MISSION! We CAN DO IT!

Reaching the prestigious unit circle is my goal for our unit because it publicly recognizes us as a unit of excellence! While I know this to be true already, as your leader, I want the MK world to know! When we reach the Circle of Achievement, you will be treated like Mary Kay royalty, and EVERYONE will know who you are! At Seminar in Dallas, you'll receive a special name badge ribbon showing that you are part of a top unit! Plus, we will have fantastic seats for all of the training, inspiration, and entertainment! People will be watching us, seeking out our advice, and we'll get to share our knowledge and tips with them to help them achieve the same success! Not to mention the bragging rights! Won't it be exciting to be part of a winning team?

Now, I must be clear! We still have a whole lotta work to do! It's going to take EVERYONE doing a little to make this goal a reality! I was looking at the numbers, and I thought, why not "Double Up"? If every single person in our unit adds just one NEW team member and sells just twice as much as she has been monthly, we will totally cross the finish line! Can each one reach one? YES!

Who do you know that could use some extra cash? Did you know that 87% of foreclosures could be avoided if the family just had an extra \$500 per month? Who do you know who needs more fun or flexibility in her life? Who do you know who loves the product and could see the value in selling to a few friends and family in order to get her products at 50% off? I know we all know at least one person who fits these descriptions! Let's chat with her TODAY!

I know some of you are thinking that your contribution to the unit hasn't been very big or significant, but I want you to know that it is exactly the small daily efforts that each of you have made that brought us to this position! I appreciate EVERY effort made by each of you! My prayer for you is that you will reach whatever level of success in your business that YOU desire! I will be in contact with you in the next couple of weeks to see how I can help you achieve YOUR goals! It's never too late to grow it bigger or to begin again! One woman can!

Love and Belief,