

Unit Goal: Cadillac 2014

Amazing Angels



Independent Sales Director
Adri Vander Broek



January 2014 Newsletter



YTD Queen of Retail
Karri L. Mars



December Queen of Sharing
Who will it be next month?



December 2013 Results



December Queen of Wholesale
Mary C. Frazier

Let the Moment Unfold™

NEW BELARA Midnight™

Eau de Parfum

INDULGE YOUR SENSUAL SIDE*

Winter dry skin fixes

1. Use body moisturizers immediately after a shower and while skin is damp.
2. Drink plenty of water. Hydrating helps keep skin healthy.
3. Exfoliate regularly. This helps remove dead surface cells and keeps skin looking and feeling smooth. TimeWise Microdermabrasion set is a great one to use.
4. Moisturize your face morning and night. Choose the best Mary Kay moisturizer for your skin type.

Sapphire

Ruby

Diamond

Emerald

Pearl

MARY KAY one woman can 50 YEARS

Go for the Gold!

Celebrating 50 Years of Rich Rewards

Star Consultant Program Dec. 16, 2013 – March 15, 2014

Congratulations

on investing in your business last month!

Mary C. Frazier	\$696.75
Karri L. Mars	\$588.50
Amy C. Starr	\$428.50
Tiffany K. Boyle	\$356.50
Rochelle Postma	\$293.00
Tina M. Wing	\$260.50
Angela W. Anzalone	\$245.00
Kayla M. Perez	\$223.50
Kelly Sandrock	\$218.00
Lindsey K. Ballinger	\$205.00
Wendy S. Van Roekel	\$204.50
Andrea L. Garcia	\$200.00
Megan M. Hupke	\$189.00
Eara L. Nimmers	\$178.00
Kaitlin M. Benekos	\$169.50
Julie Ramsey	\$140.00
Stephanie Norman	\$102.00
Karissa C. Anderson	\$85.50
Cindy J. Tupy	\$58.50
Kathryn M. Knudson	\$20.00



5 WAYS TO SELL

Developing your customer base through product marketing is key to building your business -- and that can help you start earning money right away. With a solid customer base established, you'll have a strong foundation for your business as well as a source for finding potential new team members. Remember, women want the products you have to sell. So it's a good idea to be accessible and contact your customers often to remind them of what you have to offer -- great products, convenience and personalized service.

There are five suggested ways to market products.

1. On the Face - Skin care classes and facials
2. On the Go - Quick and easy, 15-minute appointments
3. Online - Sales through your Mary Kay® Personal Website
4. On Paper - Sales through catalogs and brochures (Preferred Customer Program mailings, The Look, Beauty Book, etc.)
5. On With the Show - Parties that preview product sets (collection previews, open houses)

It's a great idea to employ a full-circle strategy by incorporating multiple ways to market products in your service-oriented relationship with the customer.



*Inside Every
Woman
Is a Star!*

There's still time to dream and qualify for Seminar 2014 royalty. So stay inspired and stay determined to be a member of the Queen's Court of Sharing and the Queen's Court of Personal Sales. Show the world how you dare to dream!



Mary Kay Queen's Court of Sales

Achieve at least \$36,000 in Retail production during the contest year 7/01/13-6/30/14 & earn your Diamonds

Seminar Scoreboards

	Name	YTD Retail	YTD PC Prem	YTD Total
1	Karri L. Mars	\$5,984.00	\$425.00	\$6,409.00
2	Mary C. Frazier	\$4,403.00	\$100.00	\$4,503.00
3	Elizabeth M Scholten	\$2,822.50	\$1,145.00	\$3,967.50
4	Stephanie Norman	\$2,398.00	\$796.00	\$3,194.00
5	Wendy S. Van Roekel	\$2,146.50	\$20.00	\$2,166.50
6	Kaitlin M. Benekos	\$1,788.00	\$147.00	\$1,935.00
7	Kathryn M. Knudson	\$1,428.00	\$425.00	\$1,853.00
8	Angela W. Anzalone	\$1,563.50	\$200.00	\$1,763.50
9	Cindy J. Tupy	\$1,551.00	\$210.00	\$1,761.00
10	Amy C. Starr	\$1,617.00	\$0.00	\$1,617.00
11	Kayla M. Perez	\$1,425.00	\$184.00	\$1,609.00
12	Amber M. Hofmeyer	\$1,398.50	\$162.00	\$1,560.50
13	Jaki L. Brenneman	\$1,284.50	\$183.00	\$1,467.50
14	Kelly Sandrock	\$1,399.00	\$0.00	\$1,399.00
15	Julie Ramsey	\$1,293.00	\$70.00	\$1,363.00
16	Rochelle Postma	\$1,259.00	\$40.00	\$1,299.00
17	Tiffany K. Boyle	\$1,267.00	\$20.00	\$1,287.00
18	Lindsey K. Ballinger	\$1,247.00	\$40.00	\$1,287.00
19	Eara L. Nimmers	\$1,185.00	\$0.00	\$1,185.00
20	Tina M. Wing	\$1,087.00	\$0.00	\$1,087.00



Mary Kay Queen's Court of Sharing

Qualify for your Diamond Bumble Bee from Mary Kay Inc. by reaching 24 Qualified New Recruits 7/01/2013-6/30/2014

	Name	Seminar Qualified Recruits	Earned Recruit Commission Credit
1	Karri L. Mars	1	\$48.23



See you at the TOP



Spotlight On Team Building

Senior Consultants

Recruiter :Kaitlin M. Benekos

Cindy J. Tupy

* Katherine Gutierrez

George N. Benekos

Sherilyn Coronel

Ana K. Diaz

Chasity D. Kuhn

Roxana Posada

Laura A. Sturdevant

Karleen B. Wolonsky

Recruiter :Mary C. Frazier

Stephanie Norman

* Ashley T. Marineau

Cassandra L. Carr

Recruiter :Lynnea M. Fredrickson

Karen L. Fredrickson

Recruiter :Stephanie Fry

Julie Ramsey

Tina A. Romano

Recruiter :Karri L. Mars

Elizabeth M Scholten

Recruiter :Julie Ramsey

Andrea L. Garcia

* Denotes Inactive Status

Team Building

Tip of the Month!

What you can say at an interview . . .

Featured on NSD Connie Kittson's Website

- Try to keep your introduction short.
- Tell her a little about yourself, including why you started your Mary Kay business. But, remember not to share your whole life story.
- Then ask about her - what she does and what is important in her life. People would much rather talk about themselves than listen to others talk about themselves. Let her talk!
- Next, explain the marketing plan and describe the products.



Mary Kay Love Check

4% Recruiter Commission Level

Julie Ramsey \$8.00

Mary C. Frazier \$4.08

Kaitlin M. Benekos \$2.34



Moving Up The Career Path

Future Sales Director



Requirements:

♥ 8 + team members

♥ Must be active

Compensation:

♥ 9% or 13% personal team comm.

♥ \$50 team building bonus

Career Car Driver



Requirements:

♥ 14 + active personal team members

♥ \$5,000 mo team production

Compensation:

♥ 9% or 13% personal team comm.

♥ \$50 team building bonus

♥ Career Car or \$375 per month

*Must be active to achieve and maintain all career path statuses.

Team Leader



Requirement:

♥ 5-7 Active personal team members

Compensation:

♥ 9% or 13% personal team commission

♥ \$50 team building bonus

Star Team Builder



Requirement:

♥ 3-4 active personal team members

Compensation:

♥ 4% personal team commission

♥ Eligible to begin earning \$50 team building bonus

Senior Consultant



Requirement:

♥ 1-2 active personal team members

Compensation:

♥ 4% personal team commission

Building
WALL
toWALL
Leaders

Join the Movement.
Build Wall to Wall Leaders.

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? Go to MaryKayInTouch.com to download the Pledge certificate.

Here's how it works:

From Sept. 1, 2013, to Sept. 1, 2014, every Mary Kay Independent Beauty Consultant who debuts as an Independent Sales Director will earn her name on the Wall of Leaders at the Mary Kay world headquarters in Dallas.

And every Independent Sales Director and Independent National Sales Director who debuts an offspring Independent Sales Director will earn her name on the Wall of Leaders.

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 2014.



Bounce Back Into Business!

*Restart your Mary Kay business
in January with this special offer!*

MARY KAY

Submit your Independent Beauty Consultant Agreement Jan. 1-31, 2014, and you can be eligible to receive:

Two FREE* *TimeWise® Replenishing Serum+C®* (\$112 suggested retail value) AND a **\$50 credit*** on your first product order of \$600 wholesale or more (excluding shipping, handling and tax)

OR

One FREE* *TimeWise® Replenishing Serum+C®* (\$56 suggested retail value) AND a **\$25 credit*** on your first product order of \$400-\$599 wholesale (excluding shipping, handling and tax).

With this *TimeWise® Replenishing Serum+C®* bonus offer, you can help your business bounce back! Contact me, your Mary Kay Independent Beauty Consultant, to get your business restarted in January.

*Restrictions apply. You must be eligible to submit a new Independent Beauty Consultant Agreement to the Company. The Independent Beauty Consultant Agreement must be received and accepted by the Company Jan. 1-31, 2014. To qualify to receive a \$25 credit and one (1) FREE *TimeWise® Replenishing Serum+C®* on your initial order of \$400-\$599 in Section 1 wholesale product (excluding shipping, handling and tax), the order must be received and accepted by the Company by Feb. 28, 2014. To receive a \$50 credit and two (2) FREE *TimeWise® Replenishing Serum+C®* on your initial order of \$600 or more in Section 1 wholesale products (excluding shipping, handling and tax), the order must be received and accepted by the Company by Feb. 28, 2014. Sales tax is required on the suggested retail value of the free *TimeWise® Replenishing Serum+C®* and on all Section 1 products.

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Make the Most of Your PCP



Notes: If they are not home, hang up and call back later. After calling three times and still not reaching them, leave a message and ask them to call you. If they do not call, keep calling until you reach them. Cell phone numbers are great to have. When you call them on their cell, do not leave a message; they will not know who you are when they see the number and they will definitely call you back to find out.

Without a doubt the best time to reach the most people at home is on Saturdays between 4pm and 7pm. If they do errands on Saturday, they get home between those times. If they are going out that night, they are home getting ready. I can call for 2 hours each night four days a week a total of 8-10 hours and still reach by far more people 4-7 on Saturday night during those 3 hours.



1 Call your customer three to four days after you have facialed her to ask her how she likes the products and if she has any questions. Then share with her, "Mary, I would like to put you on my Preferred Mailings which entitles you to specials and gifts with purchase and lets you be the first to know what is new in skin care and color--putting you on the cutting edge of personal care. I know you would want that."

2 Call her the first quarter just before you enroll her on your PCP and say, "Hi Mary, this is Barbara with MK; have you got a minute? Great, I am putting together a special mailing and I wanted to touch base with you to make sure I have your address correct. I wouldn't want someone else to get your specials." Check her address and say, "I am preparing it now and I will get back with you once it is in the mail so you can be on the lookout for it." **After her first quarter say,** "I'm just checking to see if you are still at this address. I do my mailing third class and it is not forwarded, so you would miss the specials unless I have your new address." They usually laugh and say something like, "Yes, I'm still here, I'm not going anywhere."

3 Call her after the mailing has gone out and say, "Hi Mary, this is Barbara with MK, have you got a minute? I wanted to make sure you received the new Look Book. Remember, I send it third class and the post office does not return it if I do not have the correct address on it. Did you get it?" Wait for an answer, then say; "Have you had a chance to look at it yet?" If they say no, I say; "Would you mind getting it out; I have something exciting to share with you. Turn to page ____ and check out the sample of the _____. Some of my customers have missed it, and I didn't want that to happen to you." At this time I share some information about the product.

By: Barbara Whitaker



Be sure and get your customer's work and cell number. If she puts it on her profile then it is OK for you to call her at work. If it is not OK for you to call her at work, she will not put her work number on the profile or give it to you when you ask. Once she has given you her work number you do not have to ask her if it is OK for you to call her there. When you call, say, "I know I have reached you at work, so I will only take a minute; can you spare a minute right now, or what time should I call you back?"

Having every customer on your Preferred Customer Program is a must. This creates the best reasons possible to stay in touch with your customers by phone. It is so simple. It automatically gives you a reason to call your customers and helps you to know what to say.



Great Tips to Organize Your Business

Courtesy of marykaytips.blogspot.com

Organizing For Great Customer Service

1. Start from Day One keeping up with what your customer's purchase - either on the back of the profile cards or on a blank 5X7 card stapled to the profile card. Knowing what color foundation your customer uses is as important as your Dr. or Dentist knowing what drugs you take or your hairdresser knowing what size rods she used on your last perm or what color she last put in your hair. It all comes down to Personal Service and I feel it is as important as anything else in your business.
2. To keep track of birthdays: After each facial, take the white top sheet from the profile and cut out the upper right section with name, address, etc. Highlight birth date and attach to an index card and file by month. At the beginning of each month pre-write all your birthday cards with customer gift coupon enclosed. Write date to mail in the upper right hand corner of the envelope and mail when appropriate.
3. Always keep sales tickets by each phone. This saves time by not having to write the order twice and it prevents searching for all those tiny pieces of paper.
4. Fill orders the night before. Place bags where they cannot be missed in the morning rush.

Paper, paper, everywhere! (Not anymore!)

1. Get a Master's Notebook. This is just a 3 ring binder with page protectors in it. Put all handouts that you get from your Director or the Company that you will be copying in it.
2. Get an expanding file folder and put it in an MK tote bag. Put your beauty books, other brochures, recruiting literature, business cards, closing sets, Tic-Tac-Toe, etc, anything you need to do your business that you give to customers. Put it in your car. You will always have it when you go to do a class or if you are out chatter booking and someone asks for a brochure. In addition, when you get ready to order, you can tell at a glance what you need.
3. Keep a business size envelope in your purse for the month each month and at the end of the month characterize your receipts that you put in the envelope, add them up and put each total on the outside of the envelope. Ex.: when you go to the post office, put the receipt in the envelope, when you buy your cotton balls, wash clothes, Q-tips, etc. It all goes in the envelope in your purse. At the end of the year you will have 12 envelopes. Simply add up your totals from your envelopes and you have your expenses for the year. What could be easier? KISS-Keep It Simply Simple!!!
4. Remember to stay vertical on your desk - things that are up will be easier to find than a pile of papers you have to sort through. Also - don't forget that you can throw out old papers and handouts occasionally - if it is really, really good - don't worry you will get it again in a different form next year!





Creating Your Goals

Ask yourself, "What is it that would be beneficial to my family this year?" Is it an added extra \$100, \$200, \$300 or \$400+/week or \$2,000-\$5000+/month? Maybe a Red Jacket, New Car or the stunning new Director Suit? Let me know what your desire is and we can create a plan for you!

If you would like to set (or reset) goals for the New Year - here is a Guideline:

- ◆ **Figure out your averages (class, facial, etc.)** - Divide the number of appointments held by the total sales in each category. If you have been handing in accomplishment sheets- I can help you with those numbers. \$100 an hour is reasonable for reorders- you can do your own average based on the number of customers you service per week or month divided by the sales. Consider handing out cards for new leads at approx \$10 a card. (At 5 cards a day for 5 days = 25 cards-if 5 of those 25 booked and bought \$50 each, that is \$250- so each card was worth \$10.)
- ◆ **Figure out your team building goal.** How many interviews have you done to add 1 new team member to your team?
- ◆ The next step is to take a **Weekly Plan Sheet** and put everything on it that you do in 1 week- and I mean EVERYTHING - laundry, grocery shopping, taking the kids to school, cleaning, dinner...you get the idea.
- ◆ **How much money do you need (want) to make from your business?** According to your 60/40 split, how much do you need to sell weekly to do that? For example: I need \$400 extra a month, so \$300 retail sold per week = \$1200 retail sold 60% for reinvestment= \$720
40% for profit = \$480
- ◆ According to your averages, what do you need to do in **activity** to meet your retail goal?
- ◆ **How many interviews** do you need to hold to build your team by the goal you set each month?
- ◆ How will that fit into your **weekly plan**?
- ◆ Finally, what things have been **working well** that you need to continue?
- ◆ What things are not working that you need to **change**?
- ◆ How will you (or things you allow) **stop you** from achieving these goals? (Sabotage)
- ◆ How will the goals you set **change** what is happening in your life **financially** **personally**?
- ◆ What **new choices** will it create?
- ◆ How will achieving these goals make you **feel**?
- ◆ How will your **family benefit** from you reaching your goals?
- ◆ Are you willing to **do what it takes** (change if necessary) to achieve your goals?
- ◆ Are you willing to do the tried and true "**Mary Kay**" **plan** and not change the rules?



I know that some of these are tough questions and that facing change is not easy. **Picture yourself at the end of the Mary Kay year- celebrating at Seminar.** What awards are you receiving? Do you need to change what you have been doing these past few months? Do more of what you have been doing? Do less of some things/ more of others? Look at your numbers- they never lie. Remember that doing the same thing over and over and expecting different results is the definition of insanity. Get real with yourself and set your goals to achieve what you want and what will make a difference for you and for your family!



Put your goals up in front of you - a poster - in a frame whatever works for you. I will be glad to meet with you after you complete this. Please call me for an appointment! Now, finally, I want you to take a deep breath and let go of all the things you have been beating yourself up over (in your business) this past year.... Start new! Change what you can change, one step at a time and make 2014 the year **YOU DID IT!** Take God as your partner....expect the best for your family... **EXPECT MORE (OF YOURSELF) IN 2014!**

Makeup Tip of the Month

PRIMER & CREAM SHADOWS & FINISHING SPRAY & TRANSLUCENT POWDER...

Oh My!!

Courtesy of Lori Hogg, makeup artist

MYTH:

- I don't need coverage, I wear Primer.
- Why in the WORLD would I use a Cream Shadow over an Eye Primer? There's no reason!
- I have Oily Skin, the Finishing Spray is NOT for me!
- There is NO reason for Translucent Powder if I'm using Finishing Spray!
- Using all these products at one time can AGE you and make you CAKEY!



****** WRONG AGAIN ******

With almost EVERY other cosmetic line, these myth's are true. Most lines that create similar products are created to be worn one at a time, not all together in the same application! Sounds great right??? WRONG! That means, you only get to "handle" one issue at a time or per application. You may be able to take care of your makeup staying ALL day BUT, you now look overly dry, aged and not as soft as you do without makeup on! Women DREAM of a cosmetic line that works alongside their skin care line.... COMPLETELY! This is what Mary Kay does!!!

Each of these products work TOGETHER and when using them ALL together, you get to boost the benefits to new levels!

You CAN & SHOULD use all of these products together to get the most youthful, FRESH, soft and long lasting makeup application possible!

But how Lori? What is it that the products REALLY do??

Primer--- softens the skin for an even and balanced foundation application. Gently filling in fine lines and unwanted aging. It also acts as an adhesive for the Foundation to stick to. ***Doubling your Foundation Long wear ability and keeping the skin looking plump and healthy, no dehydrated look*** --- after applying Primer, for EXTRA long wear and a super fresh face, mist the Finishing Spray ON TOP of the Primer, before Foundation

Cream Eye Shadows--- Can be used ALONE or as a BASE for a more intense pop for your eye shadows. Using the Primer softens the look of the skin around the eyes so fine lines are minimized in appearance... now the Cream Shadow will help keep you from creasing, also water-resistant and if used with a shadow, MASSIVE color POP! ***Also Doubling your eye makeup wearability***

Translucent Powder--- Is a CLEAR Powder! If the face is looking pale or ashy, too much product is being used! Translucent Powder mattifies the skin and ALSO acts as a FILLER. Again filling in fine lines keeping them soft and full, not dehydrated looking. It's perfectly fine to set eye makeup with this powder! It won't add age unless too much is used. If the brush is white, too much powder is on the brush. Tap it out and powder!

Finishing Spray--- Mattifies the face for Oily skin BUT, it also HYDRATES women/men with Dry Skin! It can also help remove the look of powder on facial hair. Spraying this ON TOP of your makeup once it's all done, seals it into the skin! Now you've tripled your makeup's wearability AND you've gotten the most YOUTHFUL look possible!

Using all of these products PLUS the PERFECT skincare line will give you the youthful, fresh, healthy look we all desire!

www.lorihogg.com

It's a Special Celebration

Birthdays

Roxana Posada

Day

5

Kayla M. Perez

11

Karen L. Fredrickson

15



February

Anniversaries

La Rae A. Denekas

Years

5

Roma B. Westra

3

Lindsey K. Ballinger

2

Stephanie Norman

1



Words of Wisdom

“It is important for you to have a goal. You simply can't get there if you don't know where you are going! Begin to build in your mind a dream. Then write it down and make your goal realistic. Aim high enough that you will have to stretch your ability and your potential to reach it.”



Mary Kay
WISDOM



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Special Delivery for

Career Conference 2014

Register in one of two easy ways from Feb. 1 - 28, 2014:

Register online. Or by Mail to: Special Events Registration Mary Kay Inc.
 P.O. Box 799045 Dallas, TX 75379-9045

February 3: Registration opens at 8:30 a.m. Central time for National Sales Directors and their personal unit members through Feb. 28, 2014.

February 4: Registration opens at midnight Central time for the first week (March 21-22 and March 23-24) of Career Conference cities through Feb. 28, 2014.

February 7: Registration opens at midnight Central time for the second week (March 28-29 and March 30-31) of Career Conference cities through Feb. 28, 2014.

Registration Fee: \$90 received in Special Events by Feb. 28, 2014

\$100 on-site space permitting (except for New Beauty Consultants who submit their Beauty Consultant Agreements after Feb. 28, 2014)

Hotel Deadline: Feb. 28, 2014



March 21-22, 2014

Des Moines, IA
 Galveston, TX**
 Louisville, KY
 Madison, WI
 Mobile, AL
 Novi, MI
 Ontario, CA I*

Orlando, FL
 Pittsburgh, PA
 Richmond, VA
 Riverside, CA
 Schaumburg, IL**
 St. Charles, MO
 Tacoma, WA**

March 23-24, 2014

Ontario, CA II

March 28-29, 2014

Atlantic City, NJ I
 Boise, ID
 Charlotte, NC I
 Dallas, TX**
 Denver, CO**
 Duluth, GA
 Glendale, AZ**
 Indianapolis, IN

Lancaster, PA
 Miami, FL I
 Minneapolis, MN
 Oakland, CA**
 Palm Springs, CA
 Providence, RI**
 Rochester, NY
 San Antonio, TX**

March 30-31, 2014

Atlantic City, NJ II*
 Charlotte, NC II**
 Miami, FL II*

*Spanish Only
 **Spanish Interpretation Provided