



Davis
Divas
 MARY KAY



50 YEARS one woman can

Be you, do more and have your heart's desire



Timmi Davis
 Senior Sales Director
 425 870 8881 call or text
 timmi@timmidavis.com email
 www.mktimmi.com unit website

January 2014 Newsletter, December Results

Top Queens!

Ordering Deadlines for Jan

- 30: Last day for phone orders
- 31: Last day for online orders

Important Promo Deadlines

- **Quarter 3 Star Consultant quarterly contest** (Dec 16 - March 15, 2013)
- **Star Consistency Challenge** (June 16, 2013 through June 15, 2014)
- **Class of 2014** (through July 1, 2014)



Queen of Wholesale

Susan Smith

Queen of Sharing

Alicia Ewbank

Queen of Retail

Kris Heidecker

New Year Tips for Your Business!

GIVE YOURSELF A PROMOTION

How do you do this? Simply by completing a **Power Start** each month. That is seeing **30 faces in 30 days**. If you have 4 people present at each party, you only need to hold 8 parties. That is 2 parties a week. An average class yields about \$200 in sales (at the LOW end); **your take home profit is \$800**.
 $\$800 \times 12 = \9600 bonus for the year.

GET YOUR HEAD IN CHECK

Nothing good comes out of having a negative attitude, in order to have a FANASTIC 2014 year, you need to cultivate a positive **attitude and outlook**. You can start today by waking up each day and practice thankfulness. Then, you will want to eliminate all **negativity in your life** (media, music, people), etc. Finally, find something in your life that keeps you motivated. It might be reading a book, reciting affirmations, saying prayers or making a goal poster. **Whatever you choose, make it POWERFUL!**

BE MORE ORGANIZED

Start by having all of your customers' contact information at your fingertips, so you don't have to search for "her number." Commit to organizing your Mary Kay bag **BEFORE** classes. Pre-profile your customers so you can know in advance her colors and skin type, then pack your bag. Finally, print a Weekly Plan sheet and plan your week in advance each week knowing when you will hold Mary Kay appointments, make calls, play with family, have free time and more. **When you plan, you have a track to run on!**





2nd Quarter Stars!

Margie Ewbank
Kim Hayes
Kris Heidecker
Bonita Lepo

Jody McClure
Kimberly Meacham
Mary Northup
Susan Smith

Congratulations!

On Target Stars and Stars

Third Quarter Ends—March 15, 2014

| | Total | Sapphire | Ruby | Diamond | Emerald | Pearl |
|----------------|----------|------------|------------|------------|------------|------------|
| KRIS HEIDECKER | \$421.50 | \$1,378.50 | \$1,978.50 | \$2,578.50 | \$3,178.50 | \$4,378.50 |

Who will be our next Star?

Here's how to be a star * you can totally do it!

Here is a break down of the qualifications in order to achieve Star Consultant Status in one quarter.

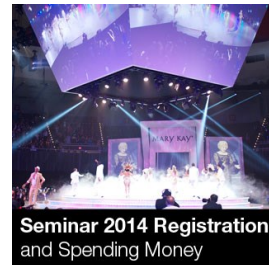
SAPPHIRE STAR
\$1800 WHOLESALE

RUBY STAR
\$2400 WHOLESALE

DIAMOND STAR
\$3000 WHOLESALE

EMERALD STAR
\$3600 WHOLESALE

PEARL STAR
\$4800 WHOLESALE



Team Leaders

Recruiter :Billie Hansen
Melanie J Boutchyard
Jane DeBauge
Bonita L. Lepo
Sandra L. Smith
Amy J. Thomas
Lucille R. Christman
Stacy J. Murray

Recruiter :Kim D. Hayes
Jenifer L. Adamson
Theresa K. Dodge
Kimberly Meacham
Donna Naekel
Christeen A. Selz
* Barbara Brewer
* Julia A. Tilley
* Patricia E. Tobias
* Nadine G. Ward
Angelica M. Bergman
Lori Gaubriel
Patricia C. Hardin
Karen J. Salvati
Kathy A. Savage
Lynn M. Sims
Andrene Zuanich

Recruiter :Bonita L. Lepo
Susan M. Hakala
Jessica M. Kinney
Laura A. Laures
Monica A. Mattson
M. McGarry-Bloom
Mary K. Northrup
* Joanne T. Setterberg
* Carol M. Weis
* Lynne M. Wright
Michelle J. Freedman

Star Team Builders

Recruiter :Melanie J. Boutchyar
Mary R. Franzen
Jackie L. Nagle
Kristine M. Ruetter
* Sarah L. Titterness
Cinda Cloud
Jessica M. Henry
Kathy A. Johnson
Shannon M. Lone
Kathleen Rollins
Sarah A. Skilling

Recruiter :Barby L. Dailey
Laurie L. Mulhollem
Diane Sheridan
Brieann Zourkos
* Sharron M. Rapp
Kathy Hahn
Amy M. Mc Cain
Debra Smith

Recruiter :Margie Ewbank
Alicia Ewbank
Marie T. Mangold
Deanna Selsor
Judith A. Hensen

WELCOME NEW CONSULTANTS! DECEMBER!

Starting Something
Beautiful....

From

Sharing Dreams...

New Consultant

Megan E. Cornell
Kari L. Large
Jane E. Mosteller
Sheri L. Patow

From

KIRKLAND, WA
RENTON, WA
CAMANO ISLAND, WA
EVERETT, WA

Sponsored by

A. Ewbank
A. Ewbank
J. DeBauge
D. Shane

Recruiter :Alicia J. Kugler
Kris Heidecker
Terri Magnuson
Aimee M. Powley
* Kathleen M. Gipson

Recruiter :Martha Mason
Patricia A. Cornett
Patricia J. Langman
Marjorie L. McCaleb
Susan L. Smith
Cheryl G. Martin

Recruiter :Kimberly Meacham
Valerie A. Del Nero
Renee M. Leland
Reva M. Miller
* Dawn R. Nolan
Shelly A. Adkison
Brandi L. Walker

Recruiter :Diane M. Shane
Mich Earl
Laura L. Mitchell
Lindsay M Somerville
Erika L. Steele
* Kathryn K. DeMeritt
* Rhonda S. Gaudette
* Sheri L. Patow
Luellen H. Lockwood

Recruiter :Diane Sheridan
Julie S. Leaman
Amy M. Nelson
Faryn E. Seal
Janice L. Todd
Peggy Engstrom
Michelle Everson

Senior Consultants

Recruiter :Joanne Cruse
Gail J. Paslay
* Valerie L. McCain

Recruiter :Jane DeBauge
Jane E. Mosteller

Jane E. Mosteller

Recruiter :Mary R. Franzen
Trisha A. Muschett

Recruiter :Kris Heidecker
Naomi Bentley
Lori L. Kirkeby
* Lisa M. Evans
* Maggie Leggett
* Tracey M. Moraleja
Michelle Aylesworth
Betty G. Nigro
Chris L. Seidler

Recruiter :Julie S. Leaman
Gloria E. Machuca

Recruiter :Jody McClure
Mashelle P. Nelson
Yer Yang
* Katherine Peterson

Recruiter :Laura L. Mitchell
Lisa J. Harris
Dena A. Leigh

Recruiter :Mary K. Northrup
Mary Ellen Banta
Margaret A. Barton

Recruiter :Gwen E. Rediger
Rhonda L. Hanowell

Recruiter :Susan L. Smith
Lisa R. Hyman
Marnisha E. Mintlow
* Donna Melzer
* Faith J. Smith
Diamond E. Riddick

Recruiter :Tana Smolnikar
Lori A. Bagley
Renae J. Swanson

Recruiter :Renae J. Swanson
Kari S. Carnahan

Look who invested in their business!

| Name | Amount |
|--------------------|------------|
| Susan L. Smith | \$1,127.00 |
| Marie T. Mangold | \$813.00 |
| Bonita L. Lepo | \$800.50 |
| Kris Heidecker | \$640.00 |
| Renae J. Swanson | \$611.00 |
| Kimberly Meacham | \$600.50 |
| Jody McClure | \$572.50 |
| Margie Ewbank | \$567.50 |
| Kim D. Hayes | \$526.00 |
| Barby L. Dailey | \$500.00 |
| Gwen E. Rediger | \$463.50 |
| Billie Hansen | \$404.50 |
| Mary K. Northrup | \$400.00 |
| Diane M. Shane | \$382.00 |
| Aimee M. Powley | \$272.50 |
| Brieann Zourkos | \$268.00 |
| Reva M. Miller | \$248.00 |
| Terri Magnuson | \$243.50 |
| Trisha A. Muschett | \$238.50 |
| Lisa J. Harris | \$230.75 |
| Deanna Selsor | \$227.25 |

WHAT MAKES A HOSTESS PROGRAM INCREDIBLE! By NSD Dorothy Boyd

1) It excites YOU.

You would host a party for it if you were still a customer, so there is lots of energy in your voice when you sell the benefits of it...**Your enthusiasm is the critical inch!**

2) Your customer completely understands it.

Either it's so simple that anyone can understand it in one sentence OR you give her a fun, pretty flyer that she's compelled to scrutinize to "get it". We have several Hostess Plans to choose from, so find one that meets the two essential criteria above. **No need to obsess over it, ladies. Pick one & run. They all work when you do!**

Last 2 thoughts:

I have found that we communicate to the masses, but move people one-on-one. I share the benefits of my hostess plan at the table with everyone, but I still have to ask each person at the individual close to get 2 bookings or more from each class. If you are waiting for women to volunteer to be hostesses, you will miss about 90% of your bookings. **Don't be a chicken. Be a Booking Superstar!** NOW is the time to take advantage of that upside & get strong on the essential skills of booking classes from your classes, then coaching them as well!

ACTIVE STATUS UPDATE \$200 to \$225

The minimum "active" status order amount has been increased from **\$200 to \$225** in wholesale Section 1 orders effective March 1, 2014. This allows Beauty Consultants to achieve and maintain "active" status, and qualify for the Earned Discount Privilege for the month in which the order is placed, and in the two calendar months that follow.

You can read more about it in the January 2014 issue of Applause® magazine.



TOP COURT OF SALES



7/1/2013 - 6/30/2014

| | | | | |
|----|------------------|-------------|------------|-------------|
| 1 | Kris Heidecker | \$13,177.00 | \$2,123.00 | \$15,300.00 |
| 2 | Margie Ewbank | \$7,710.50 | \$1,785.00 | \$9,495.50 |
| 3 | Bonita L. Lepo | \$6,439.00 | \$1,335.00 | \$7,774.00 |
| 4 | Jody McClure | \$6,033.50 | \$1,564.00 | \$7,597.50 |
| 5 | Kim D. Hayes | \$6,040.50 | \$1,133.00 | \$7,173.50 |
| 6 | Barby L. Dailey | \$5,856.50 | \$1,037.00 | \$6,893.50 |
| 7 | Mary K. Northrup | \$5,244.00 | \$726.00 | \$5,970.00 |
| 8 | Marie T. Mangold | \$5,346.50 | \$0.00 | \$5,346.50 |
| 9 | Diane M. Shane | \$4,113.50 | \$806.00 | \$4,919.50 |
| 10 | Kimberly Meacham | \$4,192.50 | \$504.00 | \$4,696.50 |



TOP COURT OF SHARING

7/1/2013 - 6/30/2014



| | | | |
|---|------------------|---|---------|
| 1 | Kris Heidecker | 1 | \$54.49 |
| 2 | Kimberly Meacham | 1 | \$51.30 |
| 3 | Becky L. Casey | 1 | \$25.17 |

LOVE CHECKS!



| | |
|---|----------|
| 13% Recruiter Commission Level Bonita L. Lepo | \$315.87 |
| 9% Recruiter Commission Level Billie Hansen | \$84.92 |
| Kim D. Hayes | \$73.53 |
| Timmi Davis | \$208.53 |
| 4% Recruiter Commission Level Alicia J. Kugler | \$46.24 |
| Martha Mason | \$45.08 |



February 2014 Business Briefing

On-Going in February

- *Class of 2014 (through July 1, 2014)
- *All-Star Star Consultant Consistency Challenge (through June 15, 2014)
- *Quarter 3 Star Consultant Quarter Contest (December 16 - March 15)



TEAM BUILDING TIPS by NSD Robin Rowland

Always **facial** your prospective Team Member before you give her career information. She cannot become a Consultant if she isn't sold on the product.

Have you prequalified your prospective Team Member in your mind before approaching her? **Prequalifying means:** a. She likes the product
b. She has a need c. Has \$100.00

If you want to build a Team, you must ask without fear!

When you approach someone about our career, she will immediately give you an objection. Expect one, if not several. Whatever you do, don't try to overcome the objection on the spot. Your prospect will feel pushed if you do. Remember our job at this point is to sell her on getting the information, **not to recruit her on the spot.** Only give **career information** when you are in a position to give her ALL of the facts because you must "close" the interview or there is no point in holding it. You someone a facial without giving them a chance to try the product, would you?

FEBRUARY Birthdays and Anniversaries

| Birthdays | Day | Anniversaries | Years |
|----------------------|-----|----------------------|-------|
| Michelle Aylesworth | 1 | Diane Sheridan | 20 |
| Vanice L. Perrin | 2 | Kathleen D. Duncan | 13 |
| Kathryn K. DeMeritt | 3 | Amber D. Baldwin | 11 |
| Lori A. Bagley | 5 | Elisa A. Whitehouse | 8 |
| Laura A. Laures | 5 | Renae J. Swanson | 8 |
| Mashelle P. Nelson | 5 | Jane DeBauge | 7 |
| Joanne T. Setterberg | 6 | Erin J. Blankenship | 6 |
| Diane Sheridan | 6 | Mary R. Franzen | 6 |
| Patricia E. Tobias | 8 | Debra Smith | 6 |
| Johanna Bauer | 9 | Barbara Brewer | 4 |
| Melanie J Boutchyard | 9 | Jennifer Lowe | 3 |
| Yungmi Marra | 12 | Michelle Aylesworth | 2 |
| Laurie L. Mulhollem | 17 | Terri Magnuson | 2 |
| Lisa M. Evans | 18 | Katharine A Crawford | 2 |
| Linda Ness | 27 | Lisa M. Evans | 1 |
| Julie S. Leaman | 29 | Lori Gaubriel | 1 |



MY MK GOALS

...BECAUSE YOU HAVE TO HAVE A ROAD MAP TO GET TO YOUR DESTINATION

My Career Level Goals:

| | | | |
|-------|-------------------------|-------|-------------------------|
| _____ | by Jan 1 st | _____ | by July 1 st |
| _____ | by Feb 1 st | _____ | by Aug 1 st |
| _____ | by Mar 1 st | _____ | by Sept 1 st |
| _____ | by Apr 1 st | _____ | by Oct 1 st |
| _____ | by May 1 st | _____ | by Nov 1 st |
| _____ | by June 1 st | _____ | by Dec 1 st |

Monthly Goals:

| | |
|-------|------------------|
| _____ | Wholesale |
| _____ | Retail |
| _____ | Selling Appts |
| _____ | Interviews |
| _____ | Medal Won |
| _____ | Perfect Start |
| _____ | Power Start |
| _____ | Power Start Plus |

QUALIFICATIONS

Medals:

Gold: 5+ new TMs in 1 month
Silver: 4 new TMS in 1 month
Bronze: 3 new TMS in 1 month

Other:

Perfect Start: 15 faces in 15 days
Power Start; 30 faces in 30 days
Power Start Plus: 30 faces in 30 days and 6 interviews

Star Consultant Goals:

| | |
|-------|-------------------------------|
| _____ | Quarter 1: June 16 – Sept. 15 |
| _____ | Quarter 2: Sept. 16 – Dec. 15 |
| _____ | Quarter 3: Dec. 16 – March 15 |
| _____ | Quarter 4: March 16 – June 15 |

STAR CONSULTANT LEVELS

| | |
|--|---|
| SAPPHIRE STAR \$1800 WHOLESALE | EMERALD STAR \$3600 WHOLESALE |
| RUBY STAR \$2400 WHOLESALE | PEARL STAR \$4800 WHOLESALE |
| DIAMOND STAR \$3000 WHOLESALE | |

BREAKING STAR DOWN

\$300 retail sales x 4 weeks =
\$1200 retail sales
(\$600 Wholesale / \$600 Your Profit)
x 3 months = Sapphire Star

\$400/Week Sales = Ruby Star
\$500/Week Sales = Diamond Star
\$600/Week Sales = Emerald Star
\$800/Week Sales = Pearl Star

Race to RED Tracking Sheet

1

Recruit's Name: _____

Active: OY / ON

2

Recruit's Name: _____

Active: OY / ON

3

Recruit's Name: _____

Active: OY / ON

4

Recruit's Name: _____

Active: OY / ON

5

Recruit's Name: _____

Active: OY / ON

6

Recruit's Name: _____

Active: OY / ON

7

Recruit's Name: _____

Active: OY / ON

8

Recruit's Name: _____

Active: OY / ON

9

Recruit's Name: _____

Active: OY / ON

10

Recruit's Name: _____

Active: OY / ON

11

Recruit's Name: _____

Active: OY / ON

12

Recruit's Name: _____

Active: OY / ON

Star Team Builder

3+ Active Team Members
\$50 Bonus with 4th Recruit
Star Team Builder Enhance Pin

Team Leader

5-7 Active Team Members
9-13% Team Commission
Eligible to go On Target for Car!
Team Leader Pin Enhancer

Future Director

8+ Active Team Members
Future Director Enhancer Pin
Eligible to attend Special Leadership Events
Future Director Scarf

DIQ

10+ Active Team Members
DIQ Pin
Eligible to become Sales Director



Working Your Business **to be a Sales Director This Year!**

Start By Working Your Business Consistently

Hand out 5 business cards a day using the following dialogue:

"My director requires that I hand out 5 cards a day!! Would you like one with or without a sample? I also have some with a \$5 (\$10) coupon, but we need to book a time to get together now!"

2. Book 2 every day! Skin Care Classes or any other class!

3. Share the MK Opportunity with 3 people every week!

Have \$600 in weekly sales, backed up with a \$1200 wholesale monthly order.

E-mail/Mail your Weekly Accomplishment Sheet each week!!

Attend your meetings!!

Your Potential Results from Your Efforts

Building From Leads Results:

Complete 5 cards a day, 6 days a week = 1,560 leads a year. Only book 1 out of 4 - 390 bookings

Sell 1 out of 10 = 156 new customers!

Booking From Booking Results:

Book 2 a day, 6 days a week = 624 bookings a year

(1 in 4 will hold, that's 156 appointments)

Customer Results:

156 x 5 people = 780 new customers

Share the MK Opportunity with 3 people per week:

156 Interviews - 1 out of 4 recruit = 39 New Team Members

Have \$600 in weekly sales each week - Pocket \$1200 cash every month, be in National Court of Sales and earn beautiful new jewelry!!

Can you see how this plan can benefit you and your business? Work your plan, become a director!

THE ONLY “UPGRADING” (BOOKING) DIALOGUE YOU’LL EVER NEED...

“Hi _____ . This is _____ calling! Do you have a quick Second?”

“I’m so excited about a decision I’ve made. I’ve decided to...

1. Build my own business with Mary Kay Inc.
2. Promote myself up to one of Mary Kay’s Leaders
3. Take my Director’s challenge
4. Raise money for the Mary Kay Ash Charitable foundation which supports research into the cancers that affect women and supports programs to end violence against women
5. *Earn my first Free Company Car with Mary Kay*

What I need to do is:

1. Get opinions from **30 women** of my presentation and products over the next two weeks and complete my training
2. Share information about the Mary Kay opportunity with **12 sharp women** and I know that 9 will say “no”, but I am looking for the 3 that will say “yes”, and this will complete my leadership training
3. Pamper **40 women** this month so I can reach my goal in donations for the foundation.

Is there any reason why you wouldn’t help me:

1. By letting me borrow your face and get your opinion?
2. Get together with me for a little career talk? It may be for you and it may not, but I get credit just for you listening, no matter what you say, **“Yes” or “No.”**
3. By allowing me to pamper you with a hand treatment, skin care facial and a dash out the door color look that is simple, fast and easy?

WHEN THEY AGREE TO HELP YOU, then immediately give her two choices of appointments... “I have Tuesday Night or Saturday morning available. Which works better for you?”

ONCE YOU HAVE SCHEDULED A SPECIFIC TIME, then add, “Janie, we have these new UPGRADES for the women that are willing to help us with this.”

“May I share with you how I can UPGRADE our time together?”

1. “OUR FIRST UPGRADE is called “You +2”. When you share your pampering with 2 women, (maybe your mom and sister or a friend from work and a neighbor), you can select \$75 in MK products of your choice for only 35. WOULD YOU LIKE TO UPGRADE our time together on Saturday and take advantage of this?”
2. “THE SECOND UPGRADE is called “You +5” and you get \$100 in MK of your choice for only 35.”
3. “THE THIRD UPGRADE is the Mega-load of MK free! You get \$262 in MK products for only 24 when you partner with me and make it a Pampering Party. EITHER WAY, WHATEVER IS BEST FOR YOU! (Pause, let her answer.) Whatever she says go with it. Just make sure to get the names of the women that she is inviting so you can preprofile them and get them excited about coming. Remind her that she is helping you or the cause and you appreciate her helping you Earn your Car.



Created by Court of Achievers

To the beautiful:

Timmi Davis
915 Rucker Avenue
Everett, WA 98201



Bounce Back Into Business!

Former Independent Beauty Consultants can restart their businesses in January!



You can help others ring in the new year with a fresh start!

Former Independent Beauty Consultants who resubmit an Independent Beauty Consultant Agreement Jan. 1-31, 2014, 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).