

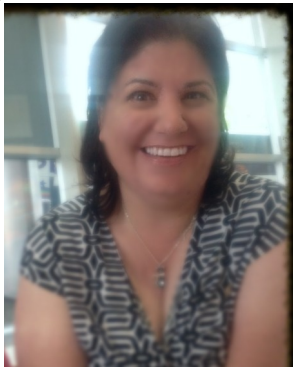


Davis Diva's

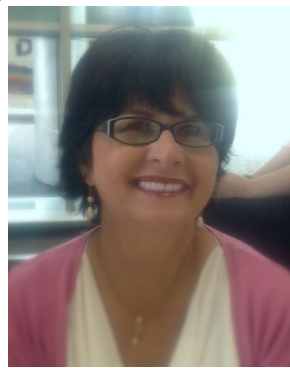
BE you, DO more and HAVE your heart's desire

Senior Sales Director Timmi Davis

Congratulations!



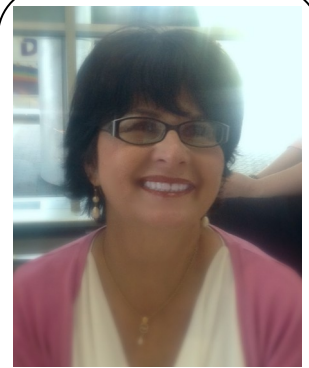
Queen of Wholesale
Kimberly Meacham



#2 Wholesale
Kim Hayes



#3 Wholesale
Patricia Tobias



Queen of Sharing
Kim Hayes

Welcome New Consultants!

New Consultant

- Sandra B. Evans
- Carmen C. Nielsen
- Linda E. Ring
- Monica M. Rios
- Jula Sesay
- Alysha Vanney

From

- HOUSTON, TX
- MARYSVILLE, WA
- SNOHOMISH, WA
- EVERETT, WA
- TUKWILA, WA
- ARLINGTON, WA

Sponsored by

- P. Tobias
- K. Heidecker
- K. Hayes
- . Hayes
- M. Ewbank
- D. George

Gifting Made Easy

From Father's Day to graduation day, this season is full of gifting occasions. Thankfully, we have gifting ideas for every celebration!



Father's Day



Weddings

Graduations



Step up to SUCCESS!

The Skin Care Class that Postponed 3 Times!

By persistently rebooking it, that one class led to 56 women becoming NSDs

Thirty-three years ago there was a Mary Kay Consultant in a small Minnesota town who was also a teacher. This teacher knew Mrs. Johnson but didn't have the nerve to call her because Mrs. Johnson lived in a very nice house and owned 2 Cadillacs. At the time, the teacher was living in a modest 2 bedroom house and was driving a Volkswagen. The teacher was afraid to do a class for Mrs. Johnson and for 6 weeks she put it off. Finally, the month the teacher completed DIQ (in October 1971) she made the call . Mrs. Johnson ended up hosting a party. At this party someone arrived late, so the teacher booked her for a party of her own.

This woman said, "I only have two friends." Our persistent teacher told her, "Why not have them each bring a friend?" The woman agreed. The party held and the 2 friends each brought a guest. Both guests ended up booking. One of them turned out to be a party where **over 7 Basic Skin Care Sets were sold**. The other class, however, started postponing. In fact, this class postponed 3 times! At that class, the teacher met a shotgun-shell packer who became an Independent Beauty Consultant. That shotgun-shell packer met a model who became a Consultant. The shotgun-shell packer also recruited a friend who ended up recruiting her sister. This sister was a homemaker and mother of 4 who was also a former nurse.

This former nurse touched the life of a former nursing school classmate, and she became a Consultant as well. The former nurse also met a poor mother of 2 who had to save up three weeks to purchase her showcase. All of these women became NSDs! They are: Executive National Sales Director Emeritus Marilyn Welle-Villella *the nursing school classmate, and Senior National Sales Director Holly Zick *the mother of two.



By 2006 (33 years later) that one skin care class resulted in 56 women achieving the status of NSD! It's all because one Independent Beauty Consultant kept a class on her books that had postponed three times.

Are you interested in knowing who these women are?

- | | | | |
|---|-----------------------------------|---|---------------------------------|
| 1. Senior NSD Anita Mallory Garrett-Roe | 12. NSD Darlene Berggren | 29. NSD Carol Lawler | 45. Senior NSD Nora Shariff |
| 2. Exec. Sr. NSD Emeritus Nancy Tietjen | 13. NSD Joanne Bertalan | 30. NSD Maureen Ledda | 46. Senior NSD Marlys Skillings |
| 3. NSD Emeritus Karen Strom | 14. NSD Cathy Bill Malpica | 31. NSD Lisa Madson | 47. NSD Sherril Steinman |
| 4. Exec. Sr. NSD Emeritus Arlene Lenarz | 15. NSD Mona Butters | 32. Executive NSD Gloria Mayfield-Banks | 48. NSD Diana Sumpter |
| 5. Exec. Sr. NSD Emeritus Marilyn Welle-Villella | 16. NSD Pam Cheek | 33. Senior NSD Judie McCoy | 49. NSD Diane Underwood |
| 6. Senior NSD Holly Zick | 17. NSD Jeanne Curtis | 34. NSD Maricela Meza (Mexico) | 50. NSD Sandy Valerio |
| 7. Exec. Sr. NSD Shirley Hutton | 18. Senior NSD Mary Diem | 35. NSD Nancy Moser | 51. NSD Jamie Cruse Vrinios |
| 8. Senior NSD Elizabeth Fitzpatrick
1st mother/daughter NSDs | 19. NSD Dawn Dunn | 36. NSD Maureen Myers | 52. Senior NSD Kym Walker |
| 9. NSD Monique Todd | 20. NSD Crisette Ellis | 37. NSD Lily Orellana | 53. NSD Esther Whiteleather |
| 10. Senior NSD Lise Clark
1st sister NSDs | 21. Senior NSD Donna Floberg | 38. Senior NSD Nydia Payan | 54. NSD Cristi Ann Millard |
| 11. NSD Sherry Alexander | 22. Sr. NSD Sherry Giancristoforo | 39. NSD Deb Pike | 55. NSD Dacia Wiegandt |
| | 23. NSD Sabrina Goodwin Monday | 40. Executive NSD Karen Piro | 56. NSD Yvonne Lemmon |
| | 24. Executive NSD Jan Harris | 41. NSD Consuelo Prieto | 57. Canadian NSD's: |
| | 25. Senior NSD Stacy James | 42. NSD Natalie Privette Jones | 58. NSD Brenda Summach |
| | 26. NSD Charlotte Kosena | 43. NSD Mary Pat Raynor | 59. NSD Gail Adamson |
| | 27. NSD Julie Krebsbach | 44. NSD Judy Rohde | 60. NSD Gloria Boyne |
| | 28. Senior NSD Sonya LaVay | | |

But the real kicker to the story is that EVERYONE has a Mrs. Johnson. What would happen if everyone were to call their "Mrs. Johnson? What wonderful thing could be on the other end of that phone conversation? So, we have to all go out and call our Mrs. Johnsons. You never know what will happen! Where would these women be today – what their lives be like – if that skin care class had never been held? So, you can see the critical importance of overcoming objections and of being persistent – never give up!



Shoot for the Stars!

4th Quarter On-Target Stars 3/16—6/15/2014		Wholesale Production Needed For Star:				
Name	Current Wholesale	Sapphire	Ruby	Diamond	Emerald	Pearl

Be sure and check on www.marykayintouch.com for the most current results!

KIM HAYES	\$2,522.00	*****	STAR	\$478.00	\$1,078.00	\$2,278.00
KIMBERLY MEACHAM	\$1,260.00	\$540.00	\$1,140.00	\$1,740.00	\$2,340.00	\$3,540.00
PATRICIA TOBIAS	\$1,139.75	\$660.25	\$1,260.25	\$1,860.25	\$2,460.25	\$3,660.25
KRIS HEIDECKER	\$917.00	\$883.00	\$1,483.00	\$2,083.00	\$2,683.00	\$3,883.00
SUSAN SMITH	\$803.00	\$997.00	\$1,597.00	\$2,197.00	\$2,797.00	\$3,997.00
THERESA SEATON	\$745.25	\$1,054.75	\$1,654.75	\$2,254.75	\$2,854.75	\$4,054.75
ALICIA KUGLER	\$685.25	\$1,114.75	\$1,714.75	\$2,314.75	\$2,914.75	\$4,114.75
BARBY DAILEY	\$669.00	\$1,131.00	\$1,731.00	\$2,331.00	\$2,931.00	\$4,131.00
TIMMI DAVIS	\$581.00	\$1,219.00	\$1,819.00	\$2,419.00	\$3,019.00	\$4,219.00
MELANIE BOUTCHYARD	\$559.50	\$1,240.50	\$1,840.50	\$2,440.50	\$3,040.50	\$4,240.50
LEAH LEESE	\$524.00	\$1,276.00	\$1,876.00	\$2,476.00	\$3,076.00	\$4,276.00
TRISHA MUSCHETT	\$501.00	\$1,299.00	\$1,899.00	\$2,499.00	\$3,099.00	\$4,299.00
GWEN REDIGER	\$499.50	\$1,300.50	\$1,900.50	\$2,500.50	\$3,100.50	\$4,300.50
THERESA DODGE	\$485.00	\$1,315.00	\$1,915.00	\$2,515.00	\$3,115.00	\$4,315.00
CATHERINE BURBANK	\$448.00	\$1,352.00	\$1,952.00	\$2,552.00	\$3,152.00	\$4,352.00
BECKY CASEY	\$421.50	\$1,378.50	\$1,978.50	\$2,578.50	\$3,178.50	\$4,378.50
MICH EARL	\$408.50	\$1,391.50	\$1,991.50	\$2,591.50	\$3,191.50	\$4,391.50
DONNA NAEKEL	\$408.50	\$1,391.50	\$1,991.50	\$2,591.50	\$3,191.50	\$4,391.50
SARAH TITTERNESS	\$406.00	\$1,394.00	\$1,994.00	\$2,594.00	\$3,194.00	\$4,394.00
MARY NORTHRUP	\$403.00	\$1,397.00	\$1,997.00	\$2,597.00	\$3,197.00	\$4,397.00

HOW TO HAVE A GRAND WEEK IN MAY!

Celebrate Mary Kay's birthday on May 12!

Have a GRAND Week in May and Enter For Your Chance to Win \$1,000!

Get ready to rev up sales in the month of May with the Have a GRAND Week sales challenge and end the current Seminar year with a BANG when you generate a minimum of \$1,000 in suggested retail sales any (or each) week during the month of May! Consider thinking of it as selling five TimeWise Repair® sets at the suggested retail price that week!

How to enter: submit your tips* on THIS Let's Talk BLOG POST sharing how you plan on achieving the Have a GRAND Week sales challenge, or share your success stories (also on this Blog Post) once you've completed the challenge! When you do so, you will have your name entered into a drawing of all eligible posts submitted that week for a chance at winning \$1,000 in American Express gift cards! There will be three winners each week. The winners' posts will be featured on the Company's Let's Talk blog.

MARY KAY SEMINAR 2014



Ruby: July 16 – 19
Sapphire: July 20 – 23
Emerald: July 23 – 26
Pearl: July 27 – 30
Diamond: July 30 – Aug. 2
Cost: \$195

Plan to attend Seminar 2014! Visit marykayintouch.com to see the video and for more details!



WHAT CAN YOU EXPECT?

Over-the-top everything!

- Inspiring Speakers
- Loads of Recognition
- Meaningful Education
- An Awards Show Like No Other!

Get ready. It will make your heart skip a beat!

discover what you **LOVE™**

Aim for the Courts!

Queen's Court of Sales



#	Name	YTD Retail	YTD PC Prem & Add'l Credit	YTD Total
1	Kris Heidecker	\$18,579.00	\$2,243.00	\$20,822.00
2	Kim D. Hayes	\$15,954.00	\$1,343.00	\$17,297.00
3	Margie Ewbank	\$11,631.00	\$1,895.00	\$13,526.00
4	Bonita L. Lepo	\$10,680.00	\$1,505.00	\$12,185.00
5	Jody McClure	\$10,114.50	\$1,674.00	\$11,788.50
6	Kimberly Meacham	\$10,389.00	\$674.00	\$11,063.00
7	Barby L. Dailey	\$8,992.00	\$1,077.00	\$10,069.00
8	Mary K. Northrup	\$8,301.50	\$856.00	\$9,157.50
9	Diane M. Shane	\$6,134.00	\$846.00	\$6,980.00
10	Martha Mason	\$6,156.50	\$290.00	\$6,446.50
11	Sandra L. Smith	\$5,603.00	\$738.00	\$6,341.00
12	Susan L. Smith	\$6,158.00	\$40.00	\$6,198.00
13	Melanie Boutchyard	\$5,472.50	\$482.00	\$5,954.50
14	Trisha Muschett	\$4,884.00	\$641.00	\$5,525.00
15	Marie Mangold	\$5,346.50	\$0.00	\$5,346.50
16	Rene M. Flynn	\$4,766.50	\$340.00	\$5,106.50
17	Reva M. Miller	\$4,334.00	\$472.00	\$4,806.00
18	Teresa A. Mock	\$4,009.00	\$546.00	\$4,555.00
19	Becky L. Casey	\$4,081.50	\$467.00	\$4,548.50
20	Diane Sheridan	\$3,534.50	\$964.00	\$4,498.50
21	Elisa Whitehouse	\$3,998.50	\$499.00	\$4,497.50
22	Alicia J. Kugler	\$3,787.00	\$554.00	\$4,341.00
23	Karen M. Hudler	\$3,578.50	\$447.00	\$4,025.50
24	Rena J. Swanson	\$3,743.00	\$0.00	\$3,743.00
25	Nancy L. Peters	\$3,204.00	\$397.00	\$3,601.00

Queen's Court of Sharing

#	Name	Seminar Qualified Recruits	Earned Recruit Commission Credit
1	Kim D. Hayes	2	\$151.48
2	Margie Ewbank	2	\$87.14
3	Kimberly Meacham	2	\$84.04
4	Kris Heidecker	1	\$54.49
5	Becky L. Casey	1	\$25.17
6	Timmi Davis	1	\$55.44

Team Work Makes the Dream Work!

Wholesale Orders

These women invested in their business this month!

Name	Amount
Kimberly Meacham	\$1,240.00
Kim D. Hayes	\$1,008.50
Patricia E. Tobias	\$944.00
Susan L. Smith	\$803.00
Alicia J. Kugler	\$685.25
Melanie J Boutchyard	\$426.00
Sarah L. Titterness	\$406.00
Mary K. Northrup	\$403.00
Julie S. Leaman	\$386.50
Dawn George	\$374.25
Kris Heidecker	\$316.50
Donna Naekel	\$306.50
Karen M. Hudler	\$290.50
Amber D. Baldwin	\$261.00
Martha Mason	\$257.00
Theresa K. Dodge	\$255.50
Diane Sheridan	\$254.50
Sheri L. Patow	\$242.00
Patricia A. Cornett	\$233.50
Kari S. Carnahan	\$233.00
Terri Magnuson	\$232.50
Nancy L. Richards	\$231.50
Bonita L. Lepo	\$231.50
Theresa G. Hull	\$230.50
LaRae A. Conley	\$229.00
M. McGarry-Bloom	\$227.50
Johanna Bauer	\$227.00
Diamond E. Riddick	\$227.00
Yungmi Marra	\$226.25
Diane M. Shane	\$226.00
Mary R. Franzen	\$225.00
Jody McClure	\$208.50
Elisa A. Whitehouse	\$203.00
Maggie Leggett	\$158.50
Nancy L. Peters	\$149.00
Andrene Zuanich	\$143.00
Margie Ewbank	\$132.50
Michelle Aylesworth	\$112.50
Lori L. Kirkeby	\$105.00
Naomi Bentley	\$92.50
Rene M. Flynn	\$86.50
Shelly A. Adkison	\$66.50
Barby L. Dailey	\$64.00
Kathy A. Savage	\$63.50
Lindsay M Somerville	\$50.00
Marla J. Nulph	\$43.00
Becky L. Casey	\$39.00
Theresa M. Seaton	\$26.50
Timmi Davis	\$347.00

Team Building

Name	Recruits
Kim D. Hayes	2
Kris Heidecker	1
Patricia E. Tobias	1
Margie Ewbank	1
Dawn George	1

Plan For Finding Joy *By Martha Beck*

1. Have a Vision. Begin basing choices on what makes you feel freer and happier, rather than how you think an ideal life should look. Start by finding images from magazines (or from books or the Internet) that depict your desired future and glue them to a large piece of butcher paper. If that makes you roll your eyes, I understand. But this strategy often works. The board itself doesn't impact reality; what changes your life is the process of selecting the images—which will tick in your subconscious and steer your choices in a direction that helps make the vision real.
2. Let Go Of What Doesn't Work. Consider those things you'd like to release from your life—bad habits, toxic friends, old grudges—and as you hold them in your mind's eye, inhale while silently repeating, Let it happen. When you exhale, think, Let it go. Practice this consistently, and you can strip most of the trauma and drama right out of your world.
3. Don't Be Afraid To Fail. People who worry about mistakes become paralyzed by that worry, but those who are relaxed about doing badly soon learn to do well. Success is built on failure. Job burnout? It's steering you toward your perfect career. An awful relationship? It's teaching you what love means. Finding a problem's solution is what gives life its gusto.
4. Pay Attention to what really matters to you. If you tend to include others' priorities in your decision making, you must untangle yourself to know what's important. This can be difficult at first, but you'll soon discover that your life is waiting to help you choose what's right for you, even when other people tell you that their own code-red desires should take priority. It does this by making things taxing when they're not important, and delicious and relatively effortless when they are. Life feels good when it thrills you and bad when it doesn't.



Leadership Team

DIQS

Recruiter :K. Hayes
 Shannon M. Dewey
 Theresa K. Dodge
 Patricia C. Hardin
 Kimberly Meacham
 Donna Naekel
 Marla J. Nulph
 Kathy A. Savage
 Christeen A. Selz
 Lynn M. Sims
 Julia A. Tilley
 Patricia E. Tobias
 Kathleen Westvold-Na
 Andrene Zuanich
 Jenifer L. Adamson
 Angelica M. Bergman
 Barbara Brewer
 Sandra B. Evans
 Linda E. Ring
 Monica M. Rios

Team Leaders

Recruiter :Melanie J. Boutchyar
 Mary R. Franzen
 Kathy A. Johnson
 Jackie L. Nagle
 Sarah A. Skilling
 Sarah L. Titterness
 # Kristine M. Ruetter

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

Team Leaders

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

Star Team Builders

Recruiter :Margie Ewbank
 Alicia Ewbank
 Dawn George
 Sue Greiling
 * Arberie Istogu
 * Marie T. Mangold
 * Deanna Selsor
 * Julia Sesay
 # Judith A. Hensen

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

Recruiter :Kris Heidecker
 Michelle Aylesworth
 Naomi Bentley
 Lori L. Kirkeby
 Maggie Leggett
 * Lisa M. Evans
 * Carmen C. Nielsen
 # Tracey M. Moraleja
 # Betty G. Nigro

Star Team Builders

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

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

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

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

Senior Consultants

Recruiter :Alicia Ewbank
 Kari L. Large
 * Megan E. Cornell
 # Marissa Horning

Senior Consultants

Recruiter :Mary R. Franzen
 Trisha A. Muschett

Recruiter :Martha Mason
 Patricia A. Cornett
 Susan L. Smith
 * Patricia J. Langman
 * Marjorie L. McCaleb

Recruiter :Donna Naekel
 Shannon M. Dewey
 K. Westvold-Naekel

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

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

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

Recruiter :Renae J. Swanson
 Kari S. Carnahan

**Indicates Inactive,
 #Indicates T Status.
 Place a \$225 wholesale order to become active.*

Follow the Career Path to Success!

- 1. SENIOR CONSULTANT**
- 1+ Active Team Members
 - 4% Commissions



- 2. STAR TEAM BUILDER**
- 3+ Active Team Members
 - Wear The Red Jacket
 - 4% commission \$50 bonuses



- 3. TEAM LEADER**
- 5+ Active Team Members
 - 9-13% Commissions



- 4. ON-TARGET CAR**
- 5+ Active Team Members
 - \$5000 wholesale
 - Car or \$375/mo. CASH



- 5. DIRECTOR IN QUALIFICATION**
- Star Status
 - 10+ Active Team Members
 - 9-13% Commissions



Love Checks from Mary Kay



9% Recruiter Commission Level

Kim D. Hayes	\$269.60
Bonita L. Lepo	\$206.26
Melanie J. Boutchyard	\$56.79
Barby L. Dailey	\$22.91
Timmi Davis	\$121.57

4% Recruiter Commission Level

Martha Mason	\$41.46
--------------	---------

4% Recruiter Commission Level

Billie Hansen	\$26.30
Alicia J. Kugler	\$21.96
Kris Heidecker	\$18.74
Diane Sheridan	\$15.46
Margie Ewbank	\$14.97
Diane M. Shane	\$11.68
Susan L. Smith	\$9.08
Kimberly Meacham	\$2.66

Important Dates

MAY 2014 COMPANY DATES:

- May 1** Seminar 2014 registration, housing and Seminar souvenir orders begin; Postmark cutoff for Consultants to mail Commitment Forms to begin DIQ qualification this month.
- May 3** Last day to submit online DIQ Commitment forms.
- May 7** New Director Education begins. Welcome are all Sales Directors who haven't yet taken the course.
- May 10** Early ordering of the new Summer 2014 promo items begins for Q3 Star Consultants & those who enrolled in *The Look* for Summer 2014.
- May 12** Mary Kay's birthday!
- May 15** Postmark deadline for the Spring 2014 promo; Last day to enroll online for the Summer 2014 Preferred Customer Program Month 2 mailer; Last day for customers to take advantage of the Spring 2014 gift-with-purchase offer; Summer 2014 promo begins. Ordering of the new Summer 2014 promotional items available for all Consultants.
- May 16** Summer 2014 PCP customer mailing of *The Look* begins.
- May 26** Memorial Day. All Company and branch offices closed. Postal holiday
- May 29** Last day of May for Consultants' phone orders (until 10 pm CST)
- May 30** Last business day of May. Orders & agreements submitted by mail or delivered to branch offices must be received by 7pm local time.
- May 31** *Deadlines:* Consultants' online orders (9 pm CST). Consult. Agreements—online until midnight CST.



Words of
Wisdom
From
Mary Kay

In our memory unit, there is stored a program of instructions which governs our behavior and affects our self-concept. If we think we are capable of doing great things, we will do great things because that is our self-concept. In order to change it, we must start acting like what it is we would like to become before we can function as the successful person that we wish to be. That is we must stop acting like failures and start acting like successes before we can function successfully...Believe in yourself, and believe that you can.

Celebrate June

Birthdays	Day	Anniversaries	Years
Lisa S. Clark	1	Conni Bess	22
Lori L. Kirkeby	4	Nancy L. Peters	21
Judith A. Hensen	5	Leanne L. Powell	17
Gwen E. Rediger	9	Kimberly Meacham	17
Erin J. Blankenship	11	Linda J. Walser	16
Katherine Peterson	12	Laura L. Mitchell	16
Barby L. Dailey	13	Lynne M. Wright	8
Kathy A. Savage	13	Betty G. Nigro	5
Kimberly Meacham	14	Jody McClure	5
Jane E. Mosteller	17	Jessie M. Sandvik	3
Rhonda L. Hanowell	19	Marie T. Mangold	1
Kathleen D. Duncan	21	Kathy Hahn	1
Naomi Bentley	22	Joan M. Fangman	1
Stacy J. Murray	24		
Gail D. Zander	24		
Linda J. Walser	25		
Susan M. Hakala	29		





**Sales Director
Timmi Davis**
915 Rucker Ave
Everett, WA 98201
425-870-8881
timmi@timmidavis.com

Please Deliver to the Exceptional:

Reminder: as of March 1st, \$225 is the minimum wholesale order required in order to become active.

Booking & Customer Service! by NSD Kathy Helou



Booking is the lifeline of your business! When you're out of bookings, you're out of business, so become a master booker. Here's a plan I know will help all of you obtain bookings and secure future bookings:

- 1st Decide how many new customers you'd like to have this year (Example; 100).
- 2nd Break down that 100 into 12 months and your monthly goal is 8.
- 3rd Break down that monthly goal down to a weekly goal of 2 new customers.

Sounds easy, doesn't it? Well in my years experience, I've determined that there are 2 basic ways to obtain customers:

Passing out your business cards.

Making telephone calls. Decide how many phone calls PER DAY you'll make, and how many cards you'll pass out PER DAY (5 days week). Then mail one Beauty book out per day to someone in your same telephone exchange or on the same street. If you try this for 4 weeks the effort you put forth will bring results!!

For those of you that already have existing customers, here's your dialogue to get back in touch with each of your customers:

"Sue, this is Kathy with MK Cosmetics, do you have a second? I wanted to take a minute to tell you how much I appreciate your confidence IN ME as your personal consultant. I was looking at your profile and realized we met ___ months ago and you have placed ___ dollars in reorders with me since that 1st time and I want to thank you again! I just had a goal session with my director and I'm dedicating myself to the best possible customer service you could ever want and to customer awareness. Just as the stores are showing the new ___ (seasonal) colors, so is MK, and I'll have mine to show in ___ weeks! I thought I'd ask your permission to put a * on your profile and call you when they are here to show them to you or to have you stop by (wait for answer). And by the way, speaking of customer service, are you running low on anything?"

(If she is a new customer of only a few weeks say this .."And by the way, I know the BASIC was your first MK purchase; but I also remember you wanted to add a concealer and highlighter to your set (or any item she showed interest in). I'll be making deliveries in your neighborhood next ___ would you like me to bring these by? And lastly, I've started a new Customer Referral Reward System. What better way to meet a new MK customer than through someone like you who loves this product! For each referral I'll discount your next reorder purchase ___%, or give you a fun gift. Since I know your face will go with me the rest of your life, that could really add up. Just think of the comments you've received on your skin, or on your new eye or lip colors or your new nail color. Again. THANKS FOR BEING ONE OF MY WONDERFUL MK CUSTOMERS!"