



Director  
Michelle  
Hendrickson



**A New Year,  
A New YOU!**  
Jumpstart your  
business in January!!  
There is still time to  
make your Seminar  
dreams come true!!

**Wholesale Queen**



Jacquie M. Norton  
\$618.50

**Sharing Queen**



Monica Eisenberg  
2

# Fabulous ALL STARS

## A note from your Director . . .

WOW gals!!! We rocked a month filled with interesting winter potholes like the ICE AGE! But christmas did come and we blessed residents at a McKinney assisted living with goodies! WE found a way and made a way! So many of you pressed on through your wholesale goals and met them! We had a BRAND new RED.. Congrats Lori and added three new to our growing numbers! UP to 78!!! We so soooooo close to our 80s party and Julia attending! Crank out those 80s hair styles! Whoop whoop!

And 2014 is here!!  
Some awesome contests to spur you on! The NEW bracelet contest is with \$300 or \$600 wholesale, you get FABULOUS CHARMS to wear!!! Oooo! See inside the newsletter!!

BACK by popular demand.... The MK @ Play sharpeners with a \$400 w/s order! AND check out the COMPANY'S great WELCOME BACK promo for former mk gals!! U will want to ask any oldie but goodie gals if they want back info a cool deal!

AND this just in!!!! YOUR \$650 for the month of January is BLING in the NEW YEAR! SEE INSIDE FOR DETAILS!!

Carreer Conference is around the corner and YOU want to EAT on NICE PLATES WITH YUMMY FOOD! Easy to do. Just 2 qualified! And u are in!

And you gals who grow to Red and move up a level get GREAT recognition! So excited!

Julia has a RED JACKET RETREAT on Feb 15th... so use this month to move into RED!

Not sure how to meet those goals?

Tuesday, the 7th is GNO with Recap of NYKO!!!! BEE sure you have your DREAM and VISION in place!

Tuesday the 14th is GNO with rutbusting and winterize your skin – extra moisture!

Tuesday the 21st is GNO with leadership RECAP and MID YEAR AWARDS!!!!

Tuesday the 28th is GNO casual nite! Rutbust!!! All are great guest opportunities because we have a skin care class at each!

2014 is YOUR year if you choose to make it yours. All our paths are different but you truly can have your cake and eat it too! BEE willing to do the different things that will make the different life that you want to live. I believe in each of you! I am committed to getting on the MK wall of fame with an offspring director or 4! Who wants more and is willing to work? I know you can achieve great things if you are willing to give up the GOOD to get the BEST! What is that ONE THING that you are needing to deal with? I bet you know and if you will do it, your circumstances can be changed for ever for your betterment.

Love you bunches

*Michelle*

your future pink caddy leader



### NEW PHOTO!!! NEW RED JACKET! Lori Ready!

In MK since June 2013, Sapphire Star consultant, Married with kids, works more than full time as an Ultrasound technician in various locations in the metroplex. What she says about Mary Kay: 'I like this because it's fun.' What I say about her: "Lori is a blessing to all those in her space. She is the epitome of work ethic. I am proud to call her mine!"



# Spotlight on Team Builders!

Standings are updated as of December 31st — this will not reflect January orders or new team members.

## Team Leaders

Recruiter :Terre M. Workman  
 Jessica G. McCoy  
 Michelle A. Mersmann  
 Karen M. Mitchell  
 Kay L. Morgan  
 Maureen Wilkerson  
 Ramona Woodrum  
 \* Terri W. Bantau

## Star Team Builders

Recruiter :Carrie Birmingham  
 Renee Dell'Accio  
 Lisa J. Harding  
 Kimi A. Miller  
 \* Jennifer Corn

Recruiter :Jennifer Corn  
 Michelle L. Chadwick  
 Lori Ready  
 Eleanor Tumminello

## Senior Consultants

Recruiter :Christina M. Bartha  
 Michelle A. Ezell  
 Bethany B. Hudgeons

Recruiter :Sherry A. Dissinger  
 Rune Scott

Recruiter :Monica A. Eisenberg  
 Angela Weinbrenner  
 \* Christina F. Ullrich

Recruiter :Patricia R. Grones  
 Jamie L. Hennessey

Recruiter :Tuyet Hoang  
 Philip P. Ngo

Recruiter :Jenna L. Hotz  
 Emily R. Pose

Recruiter :Donna M. LoSasso  
 Monica A. Eisenberg  
 \* Samantha Cather



Recruiter :Christi L. Kurtz  
 M. Evelyn Corn  
 Trudy A. Thomason  
 Jennifer L. Wright

Recruiter :Lori Ready  
 Lori A. Greenhaw  
 Tuyet Hoang  
 Michelle R. Lindsey

\* To become ACTIVE you must place a \$200 wholesale order.

## Follow the Steps to Success!



### Senior Consultant

(1-2 active team members)

4% Commission

### Star Team Builder

RED JACKET

(3+ actives)

Sr. Consultant benefits plus Red Jacket Rebate

Eligible for \$50 Bonuses

### Team Leader

(5+ actives)

All the previous benefits plus 9-13% Commission

Team Leader pin

### On-Target for Car!

(5+ actives and \$5,000 wholesale growing to 14 actives and \$20,000 in 4 months or less)

Eligible to earn use of Career Car or \$375 cash monthly for 2 years PLUS all Benefits of previous levels

### Director in Qualification

Effective Jan. 1, 2010 (10+ actives growing to 24 in 4 months and be a star consultant!)

Production during DIQ counts towards car! Eligible to become Director and earn Unit Commission and Unit bonuses—Eligible to wear the exclusive Director Suit.



# Here We Grow Again!

## Welcome New Business Owners!

(These new unit members signed Consultant agreements December 1-31.)

New Consultant	From	Sponsored by
Philip P. Ngo	DALLAS, TX	T. Hoang
Christina F. Ullrich	TROPHY CLUB, TX	M. Eisenberg
Angela Weinbrenner	FORT WORTH, TX	M. Eisenberg

**"The beauty of empowering others is that your own power is not diminished in the process." -- Barbara Colorose**

## Thank You from Mary Kay

"Love Check" Commissions for Personal Team Building



13% Recruiter Commission Level M. Hendrickson	\$511.75
9% Recruiter Commission Level Terre M. Workman	\$32.72
4% Recruiter Commission Level Carrie A. Birmingham	\$25.00
Monica A. Eisenberg	\$24.09
Donna M. LoSasso	\$21.92
Christi L. Kurtz	\$20.33
Tuyet Hoang	\$16.44

## Team Building

**Tip of the Month!  
Start Building Your  
Team Now!**

*By NSD Pamela Shaw*

Widen your focus and look at those around you. Who do you know that:

- ◆ needs extra income?
- ◆ could benefit from a social outlet?
- ◆ could benefit from building her self confidence?
- ◆ just moved to the area and needs to meet people?
- ◆ is trapped by her current job, needs money, but needs to be home with her children too?
- ◆ is single, credit cards to the limit, and needs to get out of debt?
- ◆ is looking for personal recognition and self-fulfillment?

**"Whatever you can do or dream you can, begin it. Boldness has genius, power and magic in it." -- Johann von Goethe**

# 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).

\*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.

## January Booking Script

Here is the script that NSD Jan Thetford uses, and says that in 22 years nobody has told her "no"!

"Hi \_\_\_\_ this is \_\_\_\_\_. Do you have a quick minute? One of my jobs as your MK consultant is to give you a seasonal update & January is the best month to do that because the winter weather wreaks havoc on our skin! I bet, if you are like most of us, you are looking for a "new year new you" makeover and I would love to spend some unrushed time with you to update you and answer any questions you may have. Which would be better for us to get together? Weekday, Evening, or Weekend? (And you only give choices that you have available or are willing to work. You are in control of your schedule!!) You know what? We have some BRAND NEW and exciting products being released, and I will give you one for FREE ... and that's a \$\_\_\_\_ product for free ... (or some other product of your choice) if you have 2 friends just like you that are over 18 and do not currently have a Mary Kay consultant when I come on \_\_\_\_\_(the date selected).  
Who do you think you will ask?"



## Quick & Easy Ideas for Valentine's

1. Contact the husbands and significant others of your customers and offer to put together a Valentine's Day gift for their sweetheart.\* Men generally shop by price and convenience, so you may want to ask what price range they have in mind. Here is a dialogue you could use:

*Hi, Bob, this is \_\_\_\_\_. You may not know me, but I'm a friend of Karen's. Actually, I'm her Mary Kay Independent Beauty Consultant. Do you have a quick minute? I wanted to talk to you about a Valentine's Day gift idea for Karen. Great!*

*Bob, I always call my customers' husbands to offer my gift-buying service. I keep a wish list on Karen throughout the year of Mary Kay products she wants and has mentioned she'd love to have \_\_\_\_\_. This makes things easier for you!*

*I don't know if you've shopped for Karen's Valentines Day gift yet, but I'd love to help you out by fixing a beautiful, personalized gift basket full of products I know she'll love. I offer free gift wrapping and delivery. If she's not 100% thrilled, I'll exchange anything to her complete satisfaction. I can make you look really good, Bob! I have gifts ranging from \$15 to \$500. Tell me, what price range would you have in mind? Great!*

*Would you like the gift delivered to you at work or to Karen's home? I know she'll love it either way. When I bring it by, I'll leave my card with you so you'll have it on hand when Karen's birthday and your anniversary rolls around!*

2. Wrap up small Valentine's Day-themed gift packages and carry them in a big basket everywhere you go. You'll be amazed at how women buy for their daughters, mothers or even themselves.

3. Top performers know that "sets sell" and the "eye buys."

\* Prior to contacting referrals via telephone or e-mail, you should consider whether this kind of communication is consistent with state or federal do-not-call or SPAM laws and regulations. For more information on this subject, you can go to the LearnMK Web site and click on the Legal and Tax link.



# We Invested in Product Last Month!

Jacque M. Norton \$618.50  
 Angela Weinbrenner \$602.25  
 Terre M. Workman \$577.00  
 Monica A. Eisenberg \$548.00  
 Renee Dell'Accio \$512.00  
 Philip P. Ngo \$411.00  
 Christi L. Kurtz \$346.50  
 Patricia R. Gronos \$321.00  
 Jessie Rohlmeier \$300.50  
 Trudy A. Thomason \$299.25  
 Danielle K. Hasting \$267.50  
 Jennifer M. Overcash \$236.50  
 Karen M. Mitchell \$233.00  
 Jennifer M. Campbell \$227.00  
 Kristen L. Anderson \$213.50  
 Emily R. Pose \$212.50  
 M. Evelyn Corn \$209.00  
 Michelle A. Ezell \$205.50

Carrie A. Birmingham \$185.00  
 D. Luetkenhoelter \$180.50  
 Gabriella J. Jones \$168.00  
 Kimi A. Miller \$85.00  
 Lori Ready \$77.50  
 Sharyn L. Helm \$77.00  
 Tuyet Hoang \$76.50  
 Jessica G. McCoy \$67.50  
 Kay L. Morgan \$63.00  
 Kassie M. Musick \$56.50  
 Gina Talley \$48.00  
 Patricia Banda \$42.00  
 Heather Hernandez \$41.50  
 Eleanor Tumminello \$38.00  
 Kristen M. Crow \$33.00  
 Tabitha A. Puryear \$30.00  
 Lisa J. Harding \$28.00  
 M. Hendrickson \$1,880.00

## CAREER CONFERENCE 2014

Career Conference is TWO DAYS of laughter, great learning and loads of prizes. Often referred to as a "life-changing" event, Career Conference is where you are motivated and inspired by other independent sales force leaders who have walked before you. It's great inspiration and motivation as you finish the Seminar year. Get busy and hold skin care parties this month so when registration opens, you're ready!

**TIP!** Sell three TimeWise Repair® Volu-Firm™ Sets or six TimeWise® Miracle Sets®, and you probably have the majority of your expenses covered! Registration ends February 28.



### Queen's Court of Sales!

**\$36,000 retail**

July 1, 2013 — June 30, 2014



### Queen's Court of Sharing!

**24 New Team Members**

July 1, 2013 — June 30, 2014



# Shooting for the Courts!

## Top 10 in Retail Sales

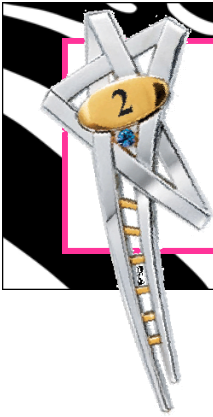
(Based on verified wholesale orders placed to the company as of prior month-end)

Consultant	YTD Retail	Bonus & PCP	Total
1 Monica A. Eisenberg	\$11,280.50	\$538.00	\$11,818.50
2 Donna M. LoSasso	\$7,591.50	\$20.00	\$7,611.50
3 Maureen Wilkerson	\$5,848.50	\$1,327.00	\$7,175.50
4 Renee Dell'Accio	\$4,366.00	\$786.00	\$5,152.00
5 Lori Ready	\$4,345.50	\$292.00	\$4,637.50
6 Heather M. Hernandez	\$4,058.00	\$539.00	\$4,597.00
7 Joyce Swift	\$3,777.50	\$801.00	\$4,578.50
8 Jessie Rohlmeier	\$3,409.50	\$265.00	\$3,674.50
9 Terre M. Workman	\$3,554.00	\$72.00	\$3,626.00
10 Sherry A. Dissinger	\$2,532.00	\$605.00	\$3,137.00

## Tops in Team Building

Recruiter	New Team Mbrs	YTD Comm
1 Donna M. LoSasso	1	\$205.91
2 Renee Dell'Accio	1	\$36.40
3 Lori Ready	1	\$33.24
4 Monica A. Eisenberg	1	\$24.09
5 M. Hendrickson	4	\$444.69





# Aim for the Stars!

*Congratulations 2nd Quarter Stars!*

Contest Ended December 15th, 2013



*Shoot for STAR this Quarter!!*

## PEARL STAR CONSULTANTS

Michelle Hendrickson  
Monica A. Eisenberg

## DIAMOND STAR CONSULTANT

Donna M. LoSasso

 **You're A Star!**



## This is the quarter to qualify for Seminar 2014 Priority Registration!

Independent Beauty Consultants can be VIP ready for Seminar 2014 with Priority Seminar Registration and seating. Choose your path to Priority Seminar Registration in one of the following ways:

- Achieve Sapphire Star Consultant status with at least \$1,800 or more in personal wholesale Section 1 orders Dec. 16, 2013, through March 15, 2014.
- Be on-target for the Queen's Court of Personal Sales (\$24,000 in estimated personal retail production from July 1, 2013, through Feb. 28, 2014).
- Be on-target for the Queen's Court of Sharing (16 total new personal team members from July 1, 2013, through Feb. 28, 2014. New team members do not need to be qualified at that time.)
- Be an Independent Sales Director (including March 1, 2014, debuts). Independent Sales Directors who debut in April, May, June or July are qualified to register for Seminar on a first-come, first-served basis.

*See you at Seminar!*



# Working with Accountability!



Unlock  
your passion

## DEC STATS

### Top # of Faces

1. Monica with 8
2. Renee with 5



### Top # of Classes/Shows

1. Monica and Renee with 1



### Top Basic Skin Care Sets

space available



### Top Team Builders

1. Monica with 2!  
Welcome Tina & Angela
2. Amanda with Phillip



### Queen of Retail

1. Renee Dell'Accio. \$882.00
2. Christi Kurtz \$347.00
3. Kay Morgan \$219.19



### Queen of Wholesale

1. Michelle Norton \$618.50
2. Angela Weinbrenner \$602.
3. Terre' Workman \$577
4. Monica Eisenberg \$548
5. Renee Dell A'ccio \$512



\* SEND IN YOUR WEEKLY ACCOMPLISHMENTS SO YOU CAN BE RECOGNIZED HERE\*  
\*\* If you don't report it, it didn't happen!! ☺

Thank you for being accountable with your weekly accomplishment sheets!!



## Promotions!

Winners of \$650 Date from Dec was Lunch paid for at NYKO!  
Congrats to Monica!

Winners of the free Cookie Lee Jewelry were:  
space available

THIS month it is \$650 or 1 q TEAM member gets a BLING RING to ring in the new year!

Earners of the 3 MK @ Play and brow pencil sharpeners were:  
Phillip, Renee, Monica, Terre' Angela and Michelle N



Power and perfect start party GETS AN UPDATE!! GET a PS, PS plus CHARM when u do the work!  
Last month winners were space available!!

New CONTEST FOR charms!!!! Put the flyer in there!!! Charm winners are \$300  
Trudy, Jessie, Patricia Grones, Christi, Phillip, Renee, Monica, Terre

**\$600 winners were:**  
**Angela & Michelle N**  
**Qualified charm: Monica**  
**\$700 week: Renee**

**NEW SHARING PRIZE!**  
Share with 10 by the 20<sup>th</sup> and YOU get to pick either ring/ earrings or bracelet from Cookie Lee for FREE from me (\$30 value). They call ME first and they get \$15 in free MK from me.

CHECK out the 5 +5+5 prizes!!! HOT Hot! Pick a different one each week! Do your \$500, 5 appointments and 5 interviews in a week and pick a prize!! Bee AWARE!! THE pink money bag is sold OUT!



# Beautifully Charmed

2013 Bracelet Promotion



Believe in the beauty of your dreams! Earn your charms as you believe and work for that dream! Each month, earn a charm based on your ordering. You can earn two bonus charms for recruits and \$700 weeks. Make this your year, reach your dream, and become **BEAUTIFULLY CHARMED.**

July

\$300 w/s

\$600w/s



January

\$300 w/s

\$600w/s



October

\$300 w/s

\$600w/s



April

\$300 w/s

\$600w/s



August

\$300 w/s

\$600w/s



February

\$300 w/s

\$600w/s



November

\$300 w/s

\$600w/s



May

\$300 w/s

\$600w/s



September

\$300 w/s

\$600w/s



March

\$300 w/s

\$600w/s



December

\$300 w/s

\$600w/s



June

\$300 w/s

\$600w/s



Bonus



Qualified Recruit

Bonus



\$700 Week



# February 2014



Sun      Mon      Tue      Wed      Thu      Fri      Sat

## COLOR Class in Session



### HAVE YOU EARNED YOUR ADVANCED COLOR CONSULTANT DESIGNATION?

What are you waiting for? The Color Confident mini site offers free online education that incorporates

— FUN with interactive modules.

— How-to videos.

To earn yours, go to the site, read its contents, watch the videos and pass four quizzes.

1

Muffins and Makeovers  
10 am at my home studio

2

3

Prayer call  
712-432-0926  
code 735223#

4

Registration begins for  
Career Conferences  
March 21-22 & 23-24.

GNO  
7 to 9pm

5

New consultant conf  
call 8 to 8:30pm  
712-432-0926  
code 1081791#

6

7

Registration begins for  
Career Conferences  
March 28-29 & 30-31.

8

Muffins and Makeovers  
10 am at my home studio

3

10

Prayer call  
712-432-0926  
code 735223#

11

GNO  
7 to 9pm

12

New consultant conf  
call 8 to 8:30pm  
712-432-0926  
code 1081791#

13

14



15

Julia's Red Jacket  
Retreat 12:30  
at her home!  
Don't miss!

16

17

President's Day.  
Postal Holiday.

Prayer call  
712-432-0926  
code 735223#

18

GNO  
7 to 9pm

19

New consultant conf  
call 8 to 8:30pm  
712-432-0926  
code 1081791#

20

21

22

Muffins and Makeovers  
10 am at my home studio

23

24

Prayer call  
712-432-0926  
code 735223#

25

GNO  
7 to 9pm

26

New consultant conf  
call 8 to 8:30pm  
712-432-0926  
code 1081791#

27

Midnight CST cutoff  
for Consultants to  
place phone orders.

28

Last working day of the month.  
Consultants submit online orders  
until 9 pm CST. Online Agreements  
accepted until midnight.



### Birthdays

### Day

### Anniversaries

### Years

Cynthia A. Kohn

5

Hilda M. Uribe

4

Lisa J. Harding

7

Chri M. Mount

2

Jacque M. Norton

17

Leah M. Saurenmann

17

Gabrielle L. Jewison

19

Celebrate!!!

# Fabulous ALL STARS

Michelle Hendrickson

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## Highlights this Month:

### December Results, January, 2014

- ◆ Quarter 3 Star Consultant Quarterly Contest (December 16, 2013 - March 15, 2014)
- ◆ All-Star Consultant Consistency Challenge (through June 15, 2014)
- ◆ Class of 2014 Offspring Challenge (through July 1, 2014)
- ◆ Bounce Back Into Business (January 1-31, 2014)



*To the Awesome...*

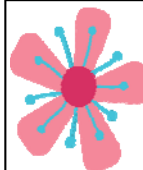
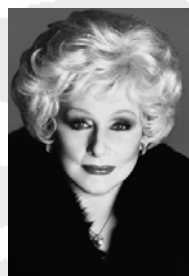
## Words of Wisdom

Success is being part of a winning team. Are you sitting on the sidelines of success?

Get yourself out on that field and be part of it.

You can do it!

~Mary Kay Ash



## Party Like a Pro!

FIVE Ps to rock your skin care sales

By Sr. Sales Director Vanessa Upkins

1. **PREPROFILE.** This is especially important for new customers. It helps you determine any skin care concerns they'd like to address.
2. **PERSONAL TESTIMONY.** I switched from the TimeWise® Miracle Set® to TimeWise Repair® so I can share my experiences with a customer if I think she could benefit from a change.
3. **PRODUCT KNOWLEDGE.** I study product claims and benefits, product fact sheets, power statements, order of application, etc. It helps me feel more confident about what I'm selling.
4. **PICTURES.** Visuals can help you sell. Consumer fliers from Applause® magazine and Mary Kay® YouTube® videos are great tools. You may even take customer before-and-after shots so they can see the differences in their skin.
5. **PROMOTE.** Where else can your customers get the personal service you provide? Let them know about your Mary Kay® Personal Web Site where they can shop 24/7 and that you're available via text, email or phone. Tell them you can deliver products to their front door and about the Mary Kay® Satisfaction Guarantee. They may want to take advantage of the hostess incentive program and receive discounts or free products!

