



PATTIE ROBINSON

January 2014 Newsletter, November Results

Future Directors

8+ Active



Allyson N. Richardson



Kathy Newman



Melissa M. Coleman

Star Team Builders

3 - 4 Active Team Members

Travi L. Rambali
Terry Sharritts
Cynthia Y. West-Galbreath



Building
WALL
toWALL
Leaders

Join the Movement.
Build Wall to Wall Leaders.

Your name!

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.**

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.

On Target Stars and Stars

Second Quarter Ends December 15, 2013

	Total	Sapphire	Ruby	Diamond	Emerald	Pearl
SANDRA BRASWELL	\$600.50	\$1,199.50	\$1,799.50	\$2,399.50	\$2,999.50	\$4,199.50

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 WHOLESAL

RUBY STAR
\$2400 WHOLESAL

DIAMOND STAR
\$3000 WHOLESAL

EMERALD STAR
\$3600 WHOLESAL

PEARL STAR
\$4800 WHOLE-



DIQ

Requirements

- \$18,000 cumulative whls. unit production in one to four months.
- At least \$4,000 per month wholesale unit production. DIQ must have at least \$1,800 in personal cumulative wholesale production.
- 24 active unit members (includes the DIQ) at least 10 active unit members must have at least \$600 in cumulative whls. production during qualification.

Compensation

- Eligible to become Director
- Unit Commission and Unit bonuses
- Eligible to wear the Director Suit



FUTURE DIRECTOR

Requirements

- 8+ active personal team mbrs
- You must be active

Compensation

- 9% or 13% personal team commis.
- Team-building bonus



CAREER CAR

Requirements

- 14+ active personal team mbrs
- \$20,000 in one to four months
- You must be active

Compensation

- 9% or 13% personal team commis.
- Team-building bonus
- Career Car or \$375 per month



TEAM LEADER

Requirements

- 5 - 7 active personal team mbrs
- You must be active

Compensation

- 9% or 13% personal team com.
- Team-building bonus



STAR TEAM BUILDER

Requirements

- 3 - 4 active personal team mbrs
- You must be active

Compensation

- 4% personal team commis.
- Team-building bonus



SENIOR CONSULTANT

Requirements

- 1 - 2 active personal team mbrs
- You must be active

Compensation

- 4% personal team commis.



WELCOME NEW CONSULTANTS! NOVEMBER!

Starting Something
Beautiful....

From

Sharing Dreams...

Sade S. Barnes
Sandra Braswell
Miriam D. Franklin
Jennifer A. Lombardi
Cheryl J. Luker
Tyler G. Rambali
James L. Rosser

FAYETTEVILLE, NC
LAUREL, MD
TRUSSVILLE, AL
RAEFORD, NC
HOPE MILLS, NC
MC COOK, NE
TRUSSVILLE, AL

P. Robinson
P. Robinson
A. Richardson
N. Ritter
A. Richardson
T. Rambali
A. Richardson

Welcome to our Unit!

Perks of being a SALES DIRECTOR



- 1) Sales Director Suit
- 2) Earn the use of a FREE CAREER CAR
- 3) Top Sales Director Trip
- 4) 9% or 13% Unit Volume Commission
- 5) Unit Volume Bonus
- 6) Unit Development Bonus
- 7) Paid Term Life Insurance
- 8) Opportunity to Lead and Influence Others to Success
- 9) Participate in Sales Director Promotions
- 10) Develop Offspring Director Girlfriends
- 11) Opportunity to become a better speaker and presenter
- 12) Special Recognition in Circle of Achievement and Excellence
- 13) Attend Leadership Conference
- 14) One-on-One Communications with Sales Development
- 15) Center Stage at a Guest Function
- 16) Director Early offers for Product
- 17) Teaching at Special Events
- 18) Attend Leadership Essentials Education in Dallas
- 19) Opportunity to be featured in Company publications
- 20) Special Access to Month End Online Ordering

Look who
invested
in their business!

\$205+



Dark Spot Reducer

Jennifer A. Lombardi	\$3,479.50
Allyson N Richardson	\$2,745.00
Angela S. Thompson	\$1,801.50
Angela V. Granville	\$1,316.50
Linda S. Sheriff	\$813.00
Chenae N. Kirkland	\$809.00
Michelle I. Burgess	\$802.50
Nicole R. Ritter	\$794.75
Devon D. Adams	\$654.00
Tierra L. Edgerton	\$634.50
Kathy O. Newman	\$634.00
Courtney L. Fuller	\$578.50
Annette E. Mathis	\$513.50
Laurie R. Mills	\$457.50
Teresa A. McNeil	\$430.00
Alisa I. Baker	\$427.50
Sue A. Lanka Pollnow	\$412.50
Shirley B. Williams	\$400.50
Kim P. Clark	\$352.50
Terry Sharritts	\$348.50
Kacie A. Holdaway	\$344.50
C. West-Galbreath	\$337.50
Sherri C. Scott	\$335.00
Jennifer L. Hellman	\$321.50
Marion F. Patterson	\$305.50
Linda L. Hacker	\$293.50
Jenny K. Musselman	\$293.50
Sandy Nutter	\$254.00
Pam A. Shotwell	\$249.00
Travi L. Rambali	\$245.50
Susan A. Grenon	\$236.00
Rachel N. Poteet	\$233.00
Kasey Harkness	\$226.50
Suzy G. Spiegelberg	\$219.00
Sade S. Barnes	\$219.00
Miriam D. Franklin	\$209.00
Kelly J. Watson	\$206.00
Elissa R. Lawson	\$206.00
Beth Perkins	\$205.50
Elizabeth A. Behm	\$205.50
Linda P. Strawter	\$205.00
Jo-van E. Mangum	\$205.00
James L. Rosser	\$205.00

Diminishes the look of dark spots!

That's what eight out of ten women said after using TimeWise® Even Complexion Dark Spot Reducer in an independent consumer study*. Here's what else they said:

- Softens the visible intensity of dark spots — 89%
- Helps fade the look of lingering acne spots — 84%
- Corrects the look of skin imperfections — 81%
- Visibly reduces the appearance of age spots — 79%

*Results reflect the percentage of panelists who agreed with the statements during a six-week independent consumer study.



TOP COURT OF SALES



7/1/2013 - 6/30/2014

1	Allyson N Richardson	\$9,242.00	\$4,000.00	\$13,242.00
2	Devon D. Adams	\$10,139.50	\$618.00	\$10,757.50
3	Jennifer A. Lombardi	\$7,816.00	\$2,823.00	\$10,639.00
4	Kathy O. Newman	\$8,282.50	\$915.00	\$9,197.50
5	C. West-Galbreath	\$7,032.50	\$438.00	\$7,470.50
6	Melissa M. Coleman	\$7,019.50	\$185.00	\$7,204.50
7	Angela V. Granville	\$5,236.00	\$1,351.00	\$6,587.00
8	Courtney L. Fuller	\$5,916.00	\$550.00	\$6,466.00
9	Linda S. Sheriff	\$5,136.00	\$1,298.00	\$6,434.00
10	Sherri C. Scott	\$4,964.50	\$487.00	\$5,451.50



TOP COURT OF SHARING

7/1/2013 - 6/30/2014

1	Melissa M. Coleman	3	\$448.29
2	Amiee L. Thompson	1	\$194.69
3	Nicole R. Ritter	2	\$165.10
4	Allyson N Richardson	2	\$157.09
5	C. West-Galbreath	1	\$106.20



LOVE CHECKS!



13% Recruiter Commission Level Allyson N Richardson	\$197.02
9% Recruiter Commission Level Melissa M. Coleman Kathy O. Newman	\$141.19 \$74.61
4% Recruiter Commission Level Nicole R. Ritter Elizabeth A. Behm Travi L. Rambali Cierra M. Craddock Amiee L. Thompson C. West-Galbreath Erin L. Cain Janice Robson	\$147.20 \$109.80 \$44.10 \$32.36 \$26.16 \$13.40 \$11.74 \$10.54



On-Going in January

- *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)



Ideas for Being a Star!

- ◆ Demo the **Microdermabrasion** or **Satin Hands Set** on people and offer it for \$5 off if they buy it on the spot.
- ◆ Do a **neighborhood survey**. Neighbors are great customers; they are close by and easy to connect with for delivers and appointments.
- ◆ Sell **gift baskets from the trunk of your car**. Go where ever men work. They won't mind. In fact, they will love the service.
- ◆ Book guests for your **weekly meeting to be a model**. Offer them a gift or an item at half price.
- ◆ Deliver reorders and **up-sell by bringing other tempting beauty products** to try and buy on the spot. This is where inventory comes in handy!
- ◆ Contact women that work **OUTSIDE the HOME** and have her be a SILENT HOSTESS, give her a free gift and PRODUCT BONUS for helping.

January Birthdays and Anniversaries

Birthdays	Day	Anniversaries	Years
Janice Robson	2	Carolyn S. Quinones	11
Cheryl J. Luker	3	Angela V. Granville	8
Y. Martinez-Rivas	4	Jan M. Amacker	5
Alyson P. Cunningham	6	Donna C. Cranford	3
Shirley J. Willis	8	Lisa A. Maggard	2
Nicole R. Ritter	12	Shelby N. Roller	2
Erin L. Sumner	12	Whitney N. Roller	2
Sade S. Barnes	14	Tiffany L. Hoskinson	2
Khala E. Granville	17	Luci Murray	2
Dana L. Rubick	18	Maria H. Rentas	2
Michelle Bricker	22	Danielle R. Kocher	1
Rebecca Marquez	22	Heather Hulsey	1
Carrie M. Proffit	22		
R. Barron-Voigt	23		
Kenya I. Kilpatrick	24		
Beth Perkins	24		
Shelby N. Roller	28		
Andrea Timmons	28		
Carolyn S. Quinones	30		
Kelcie E. Meeks	31		



Ways to Make Extra Money so you can purchase more inventory

Always start with contacting customers, meeting new women, conducting skin care and glamour classes, recruiting, and any other business building activities to generate money in order to purchase inventory! Here are some other ways that can help you, too:

- 1. Conventional Loan** – This type of loan from a bank will help you establish credit in your own name. If you are married, be sure to get the loan in your name. They prefer larger amounts usually \$2,500 to \$3,000 minimum. The rates are usually reasonable and there is usually no pre-payment penalty, should you decided to pay your loan off quickly. Find a great local source that you build a relationship with and can send people to for application.
- 2. Credit Card Loans** – Visa, MasterCard, and American Express have ways to borrow money. Mary Kay Cosmetics will accept Visa/MC/Discover for inventory purchases. You must be sure to have enough available credit on the card to cover your purchase. It is simple to find this out by calling the bank issuing your card and asking what your credit balance is. We recommend that you use a separate bankcard for your Mary Kay business, if possible.
- 3. Family Loan** – Many times there are members of your family willing to help you start your career. It is recommended that the arrangement be made on a loan basis where you pay this money back in monthly installments. Cosigners – If you do not have a lengthy credit history or have not been employed long enough, having a cosigner (parent, relative, close friend) may help you qualify.
- 4. Hidden Treasures** – “Pawn” something that you have that is valuable that you are not using.
- 5. Borrow against another person’s savings** – Ask someone to put a portion of their savings into Certificates of Deposit, then you borrow against that. Their money is safe, guaranteed, and they’re still making interest.
- 6. Have a Garage Sale** – Other people will pay you good money for items you sell. The good news is that you’ll be able make \$2 for each \$1 you put into Mary Kay.
- 7. Sell your photos to stock agencies**
It doesn't matter if you're a hobbyist, an amateur or a seasoned photographer - anyone can submit their photos to stock photo agencies like Shutterstock.com. If your images are accepted, they will be available for download by subscribers. Each time someone downloads your photos, you get 25 cents.
- 8. Childcare.** Occasional baby-sitting is not just for teenagers, in fact many parents prefer to have adult sitters and will pay a premium for experience in that area.
- 9. Handyman/woman services.** If you are good with your hands, this can be an excellent way to make money and help people.



Kick

YOUR BUSINESS INTO GEAR!

Start with thinking of 50 people you know and listing their names out. If you have done this before, do it again! I bet your list has changed! Think of as many people as you can and **don't prejudge!** Once you have made your list, contact everyone and tell them that you are working on a **HUGE GOAL** in your business and you were wondering if they will help you with your goal. (Continue the conversation asking if she will book a party, tell her all the perks that's **IN IT FOR HER!**)

HERE'S SOME IDEAS OF PEOPLE TO PUT ON YOUR LIST

- " From your old job
- " From school or college
- " From sports or hobby interests
- " Involved in your children's activities
- " From your church
- " From municipal or volunteer activities
- " Who sold you your home
- " From a previous neighborhood
- " You met through your husband or boyfriend
- " Who checks you out at the grocery store
- " At the cleaners
- " At the drugstore
- " At your Doctor—Dentist—Optometrist office—and
- " Through their secretarial and staff offices
- " Who sells you clothes, shoes, jewelry, etc.
- " Who gives your children music lessons or tutoring
- " Who serves at your favorite restaurants
- " Who is the fashion and beauty editor of your newspaper
- " Who cuts and styles your hair
- " Who looked after you in the hospital
- " Who was your maid of honor
- " Who cleans your house—or office
- " That was so friendly in a grocery store line or bank
- " Who is the bride pictured in the local paper
- " Who teaches your child
- " Who is the school secretary
- " You met on vacation
- " Who checked you into the hotel
- " Who sold you new glasses
- " Who fills your prescriptions

Hostess Coaching

by SNSD Cindy Williams

Coaching is simply communicating to someone, What's in it for them.

The hostess of your skin care class must have a reason to "do it now" and she must understand what she will receive for her efforts.

I have always had a simple approach to giving my hostess what she wants. If she does three simple things for me, she can have just about anything her heart desires.

- *Hold a class within 2 weeks & don't change the date
- *Have 4 adults present, who have not had a MK facial by me.
- *Collect a minimum of ___ dollars in outside sales before the class.

How much must she collect in outside orders?

Whatever the value is of the hostess gift she selected.

For example, if she wants the empty color palette which retails for \$35, she would need \$35 in outside orders, prior to the class. If she wants Microdermabrasion for \$55, she would need \$55 in outside orders prior to the class.

This way, when I walk in the door, I break even. However much she is getting free, she must have sold that same amount.



Future Director and DIQ Leadership 2014 Recognition!

Special Seating

- * Seminar 2013 Million-Dollar Sales Directors & Circle of Excellence Sales Directors and their unit Area Sales Directors, Future Sales Directors and Directors-in-Qualification of debuting Emeriti on the day of the Emeriti's debut ceremony

Special Functions

Mary Kay Mardi Gras Party – VIP Early Entry, Day 0

- * Sales Directors-In-Qualification and Independent Future Sales Directors who from July 1 – Dec. 31, 2013, are: On-target for Double-Star Achievement

Mary Kay Mardi Gras Party, Day 0

Independent Future Sales Directors and Sales Directors-In-Qualification who from July 1 – Dec. 31, 2013, achieve one of the following:

- * On-target for the Queen's Court of Personal Sales with at least \$18,000 in personal retail production
- * On-target for the Queen's Court of Sharing with at least 12 qualified* new personal team members

Sales Director Suit Fit Line, Day 0

- * Independent Future Sales Directors and Sales Directors-In-Qualification will be invited to the Career Apparel Booth and have an opportunity to be fitted for the 2014-2015 Sales Director Suit.

*A qualified new personal team member is one whose Independent Beauty Consultant Agreement and a minimum of \$600 in wholesale Section 1 orders are received and accepted by the Company during the contest period.

Additional Recognition

Grand Achiever

Independent Future Sales Directors and Sales Directors-In-Qualification who are qualified for the Grand Achiever career car or Cash Compensation as of December 31, 2013 will receive a name badge ribbon.

Cadillac Sales Director Units

Independent Future Sales Directors and Sales Directors-In-Qualification who are part of a Cadillac unit will receive a name badge ribbon.

Inner Circle, Diamond Circle or Gold Circle Area

Independent Future Sales Directors and Sales Directors-In-Qualification who are part of an Inner Circle, Diamond Circle or Gold Circle area will receive a name badge ribbon.

Debuting Emeriti

Independent Future Sales Directors and Sales Directors-In-Qualification who are part of a debuting Emeriti area will receive a name badge ribbon.

Sales Directors-In-Qualification & Future Directors

Both will receive a name badge ribbon.





Created by Court of Achievers



To the beautiful:

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SKINVIGORate CLEANSING BRUSH "Ah-Mazing" Selling Tips

MONEY MAKING POTENTIAL: SELL JUST 10 OF THESE BRUSHES AND YOUR TAKE HOME PROFIT IS \$250!

CREATE A FLYER, SPECIAL E-MAIL, OR JUST CALL YOUR CUSTOMERS TO PROMOTE THE CLEANSING BRUSHES. Tell about their benefits and how using the brush is like brushing your teeth with a tooth brush vs. using your finger. The brushes *SELL themselves*, people will buy straight from the Look Book (classes are always your best bet, but consultants and directors have racked up pre-sales for the brushes before they were even available—they sell.)

HAVE A SPECIAL "PAMPER YOUR SKIN PARTY" or PYSP FOR SHORT. Basically have a traditional SKIN CARE CLASS, but focus more on SKIN than Color. The Cleansing Brush would be added in the steps when you are using the Cleansers for **different skin types**. You can sell the brushes by showing all of its amazing benefits and letting your customers try before they buy. Throw in a special GIFT with PURCHASE when they buy the Cleansing Brush.

LAUNCH A TEST PANEL. Offer the **opportunity** for customers and potential customers to be part of a new product test panel. You can have a test panel night and invite everyone you know! The purpose of the event is to get guests' opinions on the BRUSH. For those interested in taking the brush home (EVERYONE!), offer a **ONE NIGHT** savings deal on the brush.

HAVE A SILENT HOSTESS CONTEST. The customer that sells the MOST cleansing brushes, gets a special gift and can pick ANY Mary Kay product for HALF PRICE as their PRIZE!

