



Govin's Guidinglights Newsletter

May Newsletter with April Results

Seminar 2014 Unit Goals

30 STARS
 100 Unit Members
 \$300,000 Unit Club



Congratulations

Emerald Star



JoAnne Alvarez

Pearl Star



Janice Govin

Queen of Wholesale



Michelle Childers
 \$429

Queen of Retail



JoAnne Alvarez
 \$513

Bold in Gold
 Celebrating 50 Years of Rich Rewards



On Target STAR Consultants

March 16 to June 15, 2014

Name	Current	Sapphire	Ruby	Diamond	Emerald	Pearl
JULIE WIEGAND	\$2,446.50	*****	STAR	\$553.50	\$1,153.50	\$2,353.50
JOANNE ALVAREZ	\$861.00	\$939.00	\$1,539.00	\$2,139.00	\$2,739.00	\$3,939.00
DEBORAH SHOCKEY	\$533.00	\$1,267.00	\$1,867.00	\$2,467.00	\$3,067.00	\$4,267.00
SHANNAN WITTE	\$504.75	\$1,295.25	\$1,895.25	\$2,495.25	\$3,095.25	\$4,295.25
MICHELLE CHILDERS	\$503.00	\$1,297.00	\$1,897.00	\$2,497.00	\$3,097.00	\$4,297.00
JANICE GOVIN	\$4,206.00	*****	*****	*****	STAR	\$594.00



June Celebrations



Happy Birthday

Happy MK Anniversary

Birthdays	Day	Anniversaries	Years
Julie Wiegand	2	Bethany R. Tran	14
Jessica C. Urbina	3	Sherry Wright	13
Donna L. Kosta	6	Janice R. Cain	8
Debra K. Brase	15	Carolyn F. Richard	8
Anna M. Powers	16	Debra K. Brase	4
Jessica L. Till	24		
Margaret R. Hossler	26		

Look who invested in their business

Name	Amount
Michelle A. Childers	\$429.00
Joanne Alvarez	\$381.00
Deborah Shockey	\$263.00
Lisa M. Gustin	\$261.00
Roberta M. DeTar	\$254.50
Evangelina Anzaldua	\$250.50
Kelly M. Gericke	\$249.25
Heidi Ochoa	\$242.25
Kelly J. Smith	\$235.00
Christina E. Sutter	\$231.50
Shannan M. Witte	\$227.75
Angela D Heintzelman	\$75.50
Margaret R. Hossler	\$67.00
Donna L. Kosta	\$49.00
Sheila A. Counterman	\$46.50
Julie Wiegand	\$36.50

April Checks from Mary Kay

9% Recruiter Commission Level	
Deborah Shockey	\$84.92
4% Recruiter Commission Level	
Christina E. Sutter	\$20.62



Mary Kay At Play™, NEW Products

Create statement eyes and lavish lips.

Bold Fluid Eyeliner, \$10

Blue My Mind, The Real Teal, Hello Violet, Gold Metal

Triple Layer Tinted Balm, \$10

Pink Again, In the Plum, Orange You Lovely, Atomic Red

Check out the HOW-TO VIDEOS on intouch

This Satin Hands Pampering Set is an easy, three-step system that helps keep hands feeling renewed, soothed and pampered.

- Has a refreshing honeydew melon scent
- Makes a great gift
- Is clinically tested for skin irritancy and allergy
- Is dermatologist-tested
- Also is available in peach and fragrance free formula



Spritz on the Journey of Dreams™ fragrance, and feel good about doing good!

- Crisp floral scent expresses a spirit of caring
- Top notes include Sparkling Clementine, Freesia Flowers and Floating Lotus.
- Middle notes include Black Currant Bud, Blooming Turkish Rose and Australian Sandalwood.
- Bottom notes include White Amber, Skin Musk and Bed of Velvety Orange Petals.



Weekly Sales

Julie Wiegand - \$319, \$32
Eva Anzaldua - \$170
JoAnne Alvarez - \$149, \$143, \$138, \$83
Bobbie DeTar - \$94, \$89

Fantastic Facials

Julie Wiegand - \$210, \$74
JoAnne Alvarez - \$104, \$45
Bobbie DeTar - \$53

Radical Reorders

Eva Anzaldua - \$170
JoAnne Alvarez - \$138, \$115
Bobbie DeTar - \$94, \$36

Classes

JoAnne Alvarez - \$59

Basics

Julie Wiegand - 1

Shooting for the Stars

TOP 10 in Retail Sales

Company Court of Sales



JOANNE
ALVAREZ



MICHELLE
CHILDERS



DEBORAH
SHOCKEY

	Consultant	Retail	YTD PCP	YTD Retail
1	Joanne Alvarez	\$11,198.00	\$210.00	\$11,408.00
2	Michelle A. Childers	\$6,942.00	\$610.00	\$7,552.00
3	Deborah Shockey	\$6,656.50	\$342.00	\$6,998.50
4	Julie Wiegand	\$5,597.00	\$20.00	\$5,617.00
5	Roberta M. DeTar	\$3,825.00	\$382.00	\$4,207.00
6	Kelly M. Gericke	\$3,905.00	\$241.00	\$4,146.00
7	Christina E. Sutter	\$3,916.00	\$126.00	\$4,042.00
8	Sheila A. Counterman	\$3,580.00	\$408.00	\$3,988.00
9	Shannan M. Witte	\$3,314.50	\$20.00	\$3,334.50
10	Shannon N. Gnau	\$2,620.50	\$214.00	\$2,834.50

TOP Team Builders

Company Court of Sharing

Court of Sales

National: \$36,000 Retail/18,000 whsl
Area: \$18,000 Retail/9,000 whsl
Unit: \$9,000 Retail/ 4500 whsl



Court of Sharing

National: 24 Qualified Recruits
Area: 12 Qualified Recruits
Unit: 6 Qualified Recruits



We are looking for women to be in the
Unit Court of Sharing.
Share this Career Opportunity with everyone
you facial!

Discover why
there's so much to

LOVE!

REGISTER FOR SEMINAR NOW



Spotlight on Team Builders



Sales Directors!

Janice Govin

Rewards

- * 9% or 13% unit commissions!
- * Unit volume bonus up to \$5,000!
- * 9% or 13% personal recruiting team commissions!
- * Personal recruiting bonus doubles: \$100



Earn 13% Commissions

When you place a minimum \$600 wholesale Section 1 order in the same month that at least five personal team members place a minimum \$200 wholesale Section 1 order.

Earn 9% Commissions

When you have a minimum five active personal team members, you can receive a 9% commission on their combined wholesale Section 1 orders in any calendar month.

Earn 4% Commissions

When you have one active personal team member and you are active, you will receive a 4% monthly commission on their combined wholesale Section 1 orders in any calendar month.

Team Building Bonus

A \$50 bonus will be paid to Red Jackets and above beginning with their fourth personal, for each new qualified recruit whose initial \$600 wholesale Section 1 order is received in the same or following calendar month as her Beauty Agreement.

Director In Qualification

Rewards

- * Can begin qualifying for Cadillac!
- * Special classes at Career Conference and Seminar!

Future Director - eight active

Rewards - Same as Team Leader plus:

- * Future Director Pin!
- * Eligible to submit to be DIQ!



Win a Chevy Cruz! - 14 or more active

Rewards

- * Free Chevy Cruz
- * 9% or 13% recruiting comm.!
- * Team building bonus - \$50!
- * Team Manager pin



Team Leader - five or more active

Derborah Shockey

Rewards

- * 9% or 13% commissions!
- * Team building bonus - \$50!
- * Team Leader pin
- * Eligible to go On Target



Star Team Builder - three to four active

Christina Sutter

Rewards

- * 4% commissions!
- * Team building bonus - \$50!
- * Star Team Builder pin
- * \$50 Jacket Rebate on 3rd recruit
- * *Challenger* newsletter



Senior Recruiters - one to two active

Joanne Alvarez

Stacie Whetstone

Rewards

- * 4% commissions!
- * Red Jacket Pin (2 active)
- * Eligible to order Jacket (2 active)
- * *Advance* brochure



HOW TO HAVE A GRAND WEEK IN MAY!

Mary Kay's birthday is May 12. And no one loved a challenge more than Mary Kay Ash! So to honor the Founder, sell \$1,000 in suggested retail sales in a week!



To help you do that, here are some great tips from **Independent Future Executive Senior Sales Director Lisa Stengel**, who also wants you to know that there's always a grand reason to have a grand week: May is the perfect time to honor Mary Kay Ash. June is ideal to help finish the Seminar year strong. And July can help you kick off the new Seminar year with a bang! *Lisa Stengel believes that if you follow all of these tips, you're sure to have a week that's Grand!*

GRAND TIPS FROM THE TOP

1. **Skin Care Parties.** Skin care will always be the foundation of our business, so you've got to hold skin care parties. Consider holding three of them this week.

2. **The Look Party.** Ask an existing customer to bring a copy of *The Look* to a gathering and pass it around. It's a casual way to create interest in the *Mary Kay*® products. And don't forget to attach your Company-approved business card to *The Look* so people can reach you to place an order or to ask for your advice!

3. **Virtual Makeover Party.** Invite customers to use the Virtual Makeover tool on your *Mary Kay*® Personal Web Site. Once they order and receive the products they love, you can follow up by encouraging them to post selfies of their new looks on Facebook®.

4. **Time of Day Party.** You can pick a day during your Grand Week in May to offer incentives to your customers via text or email. And here's the kicker – you choose a different incentive for different times of the day. For example, from 7 to 9 a.m., your customers could get a discount on their purchases. From 9 to 10 a.m., you could offer a bonus with purchase. From 10 a.m. to noon, there's a different discount offer, and so on. The time frames and the incentives are totally up to you.

5. **Facebook® Party.** You can post the challenge on your Facebook® page for your *Mary Kay* business. Then send a link to your *Mary Kay*® Personal Web Site to 10 people. Ask them to place an order and then to share the link with 10 more people.

WIN A GRAND!

Simply submit your tips* on our "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 the "Let's Talk" 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, and the winners' posts will be featured on the Company's "Let's Talk" blog.

MARY KAY®
discover what you LOVE™

*Read the official contest rules on *Mary Kay InTouch*® for more information.
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Upcoming Events

May 13th - Luscious Lips with new True Dimensions lip colors, full facials for guest models, training Building Strong Customer Relationships and the Preferred Customer Program

May 16th - 6:30 - 8:30 Lori Hogg Guest Night (see flyer)

May 17th - Makeup artist Lori Hogg 9-5:30, \$52 - Holiday Inn Express - **Sign up today to make sure you get a seat, See attachment for more info**

May 20th - Hot Summer Looks for guest models - training Investing Your Time Wisely

May 27th - Quick & Simple Hot Summer Looks for guests/ models - training Technology In Your Business

June 3rd - Eye Cream Social: Focus on eyes with a full facial for guest models. Training: Serving your customers well creates customer loyalty.

June 10th - Husband's Night Out - bring a dish to share. (meat provided) Building a Strong Business, Moving Up the Career Path.

June 15th - End of the Star 4 Quarter.

June 17th - Hot Summer Looks for guest models. Training: Goal Setting Crucial to Growing Your Business.

June 24th - Fort Wayne Area Beauty Bar Holiday Inn on Coliseum 6:30 - 8:30pm. RSVP by June 20th with \$8 or \$10 cash at the door. More info to come.

July 15th - 19th - Ruby Seminar in Dallas, TX.

GIFT WITH PURCHASE



Consider offering your customers these fabulous gifts **FREE*** with

the purchase of \$40 suggested retail (excluding tax) or more of Mary Kay® products:

Mini *TimeWise*® Microdermabrasion Set and mini *Indulge*® Soothing Eye Gel packaged in a mesh bag*

A Note from Janice

We worked with Abundance Thinking and we are already seeing a Magnificent May! I see determination and perseverance in the sparkle of your eyes as we finish up our Seminar Year, June 30! Victories are won with intent work and purpose! See success as you reach your goals this Seminar year and at the same time, build momentum for Seminar 2015! I cannot wait to celebrate your achievements at Seminar 2014! Make it your goal to register TODAY to attend Seminar 2014 this summer in Dallas!

Being a STAR consultant is a very important key to achieving your goals! It helps you become consistent in your business, while also building your customer base and earning an income! The quarter ends June 15! In order to be a Sapphire Star, focus on selling \$300 each week, **CONSISTENTLY!** This can be achieved by holding parties, facials and reorders! When you hold appointments consistently, your business is more enjoyable and you will have continuous bookings vs. holding an appointment every so often and then having to work harder to find new hostesses. Think **BIG!** Don't worry about your sales at your appointments (because that comes no matter what at your individual closings), but focus on getting 2 new bookings at each party and getting referrals from the guests!

When you work your business FULL-CIRCLE, it is a thing of beauty! The business becomes very simple and fun! When you book 2nd appointments, be sure to share the career opportunity with your hostesses, which will help you build your team and move into leadership. Take your hostesses or new consultants with you to appointments so they can see how easy it is to build their customer base by booking from appointments and getting referrals!

You Make a Difference!

With Love and Belief,

Janice

Check out this month's
Power Class.

powerful
tools

Sharing Success
Marketing the
Opportunity

Be Bold, Confident
and Courageous

Watch other great
consultant trainings

Questions are powerful tools of mental focus. They can ignite hope, lead to new insights and spark aha moments that can change your perspectives and your actions almost instantly. Listen closely as Independent National Sales Director Jamie Cruse Vrinios asks the questions that may spark the next surge in your business.



Flower Power

May 1-31

PERFECT START

15 faces & \$250 whs!

Complete the above and receive your choice of the Brights & Stripes Business Card Holder or a Section 2 Love Package!



POWER START

30 faces & \$600 whs!

Complete the above and receive your choice of the Brights and Stripes Money Bag and Business Card Holder or the Glitzy Gold Calculator!

Govin's Guiding Lights

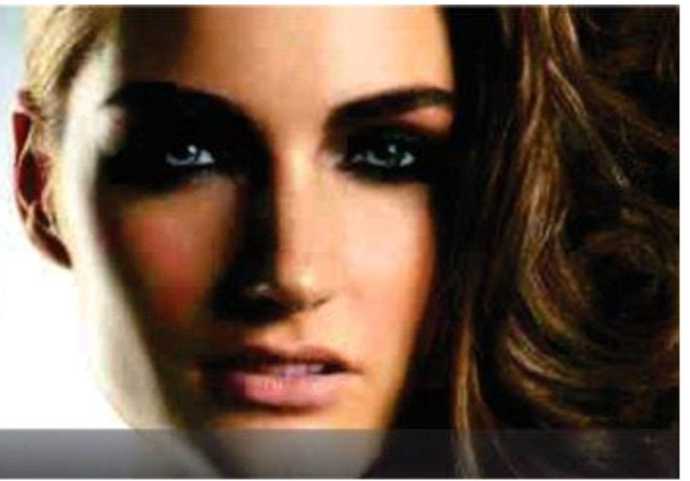
Janice Govin

(260)432-9223 janiczgovin@gmail.com



Lori Hogg

New York Makeup Artist & Hair Design



Artistry of Makeup

Lori is a celebrated Makeup Artist/Hair Stylist whose work has attracted the world's leading agencies, including Ford, Trump, Models, Elite, IMG, Art House Management, Jump and Julian Watson.

Lori's work has been viewed in several successive NYC Fashion Weeks, worked exclusively for the world's top fashion houses, been sent on location shoots with the industry's leading photographers and represented the most influential cosmetic brands such as Make up Forever, MAC, Obsessive Compulsive Cosmetics. She was stylist for Garnier for two years, was singled out to work alongside the spokes person of L'Oreal (Rudi Lewis) and Sebastian (Cory Manundo).

Her experience, talent and skills in HD and airbrushing also attracted the major TV Networks (incl. HBO, MTV, VH1, Bravo, CNN, Bloomberg News, Disney Channel and the Food Network) and top broadcasters where she was chosen to work for the leading anchors.

See and experience Lori unleashing the industry's Best-Kept-Secrets along with new styles and techniques. The Artistry of Makeup Workshop will equip you with not only the knowledge, but the confidence to build your business to new levels!

May 17, 2014 @ 9-5:30

Holiday Inn at IPFW & Coliseum
4111 Paul Shaffer Dr, Fort Wayne, IN 46825

\$52 til May 10th \$60 after May 10th

Transferable but non-refundable

Lunch 12:30-2 at nearby restaurants

Register and get supply list online at emilyhower.unitwise.com

Go to "Lori Hogg Event" at the lower right

Limited space available

call 260-409-2899 or emilyhoffice@gmail.com Emily Hower with questions

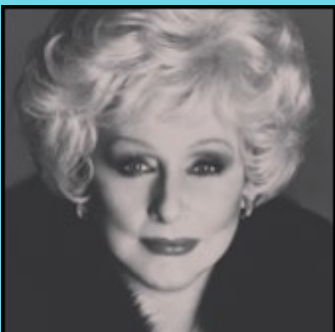


Janice Govin

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Dates to Remember:

- May 10:** Early Ordering of the new Summer 2014 products for Quarter 3 STARS and PCP Participants
- May 12:** MARY KAY'S BIRTHDAY
- May 15:** Summer 2014 products available for all consultants to order
- May 16:** Summer PCP Look Book begins mailing
- May 26:** MEMORIAL DAY - All branches closed
- May 31:** Last day to place on-line orders with the company for May orders



SELLING: \$1000 Day Customer Email

Dear _____,

Exciting News!! I'll come right to the point. I am in a very special contest right now, and in order to qualify I must have \$1000 in retail sales in one day! Sounds like a lot, doesn't it? Well, I'm hoping this is where we can help each other:

I am asking all of my preferred customers, family members, and friends to look at my marykay.com/ _____ website. It contains all of our new, up-to-the-minute products!

Wednesday, May 14th, is The \$1,000 day! Place your order online www.marykay.com/_____, by phone/text at _____, email me at _____. Please leave a message if I am not immediately available. I must have your order no later than 10:00 P.M. as you know, it is my policy to have product on hand at all times.

In return for your support, I will include a special free gift with each order!!! AND... When I reach my \$1,000 goal, ONE lucky customer will get their order totally FREE! If you place an order of at least \$10 with me, your name will be entered into the drawing. For every \$10 spent, you will have your name entered an additional time. For example: \$50 in product would enter your name 5 times, \$100 would enter you 10 times and so on. When I reach my goal, I will draw the winning name and that person will receive their order free!

Check carefully for our newest offerings. As a preferred customer, I would be happy to spend some time with you one-on-one or share an hour with you and two or three friends to select the perfect new 'look' for you!

I am tickled pink about this challenge! Since it's impossible to contact everyone by phone, I felt emailing you was best. I appreciate you and thank you for helping me achieve my goal!! Please feel free to pass this offer on to your friends and family who do not already have a Mary Kay Consultant! I appreciate you.....

(You can send this as an email or create a version of this for a text to send to all of your customers.)

Years ago, I heard somebody say that if you get up two and a half hours early three days a week, you add an extra day to your week. At the time, I had three young children and I wasn't able to accomplish what I needed to do, so I decided to get up early six times a week and have a nine-day week. This early morning time has become the most productive part of my day, and I've been getting up at five ever since. (Mary Kay: You Can Have It All 1997 Calendar)

Wisdom from
Mary Kay Ash