



AUDREY'S BELIEVERS AND ACHIEVERS NEWSLETTER



February 2014 Recognition & Results



Top Love Check
Portia
A Statewright



Sharing Queen
Portia
A Statewright



YTD Sharing Queen
Portia
A Statewright



YTD Retail Queen
Tisha
Allen

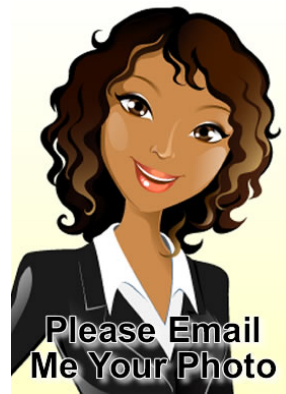
Look Who Shared in February



Portia A Statewright
2



Audrey Wallace
2



Florenda Sylvester
1



Ashley Singleton
1

Dear Believers and Achievers,

We're in the final four months of this seminar year! How will yours end? These four months are similar to the close of a skin care class. You've done the work. You've spent the year showing our product to others, telling your I-story, painting a picture of what our product can do for them, and you've come to the part where you ask them, "What would you like to take home tonight?"

March is the moment for movement, fun and color! What color should you paint your world this month? I vote for Green or RED! We usually associate green with March for St. Patrick's Day- and who isn't looking forward to some extra money this time of year? It's earned by holding classes! Lots and lots of classes. This is the perfect month to book them as well. We have fabulous new products, Discover What You Love, and the weather is changing so that we all want to get out of the house and are looking for the next fabulous thing to do with our girlfriends! It's time. Time to come out of the "hibernation" you've been in all winter and give your business some air! It's time to dust off your calendar, call your clients and book, coach, sell and share! Mary Kay is giving you all the tools you need to make it a success!

Do you want a free car? A family vacation? How about grocery money? Just what do you want to "take home" and achieve by seminar? Together, we can map out a plan to make your dream a reality- all you have to do is keep at it till it's done! You can achieve whatever goal you have by building your team and helping them step on up! Mary Kay is making it so easy with their great team-building promotions, the launch of some amazing spring products, and our incredible opportunity.

It's time to move on up to Red Jacket! It takes just a little more effort to share our career opportunity. It's easy to go from Sr. Consultant to Red Jacket, but that extra effort can make all the difference in the world! A Red Jacket shows that you're willing to work a little longer, a little harder, a little more. It shows you are willing to step on up from a fun hobby to a part-time consultant. Red Jackets are more likely to be star consultants, since they're out holding appointments to meet those prospects. Anyone who has been in this business for a little while and is working full circle should be a Red Jacket! If you hold 1 class a week, you should definitely be one!

Focus on moving up just one step, and you'll be amazed what it can do for you! Without a goal- you won't be able to measure your success! Not only can you wrap up your end-of-the-year goals, but you can shoot for the moon next year with the momentum you'll have!

Love and Belief, Audrey

What's Your Personal Measure of Success?



You can make your own luck in Mary Kay, so

decide this month what you'd like to achieve and make your goals and dreams a reality!

- I can donate ____ to my favorite charity.
- I have a roster of clients that I love working with.
- I make more money than I do now.
- I am working no more than ____ hours a week and have time for other things too.
- I see myself or my work on the front cover of a magazine or paper.
- I land an invitation to speak at a conference.
- I can afford to put a down payment on a house/car/kid's school/piece of art.
- I find myself looking forward to Monday morning.
- I earned a free car.

March is Medals Month!

There has never been an easier time to earn your own Gold Medal! Think of the pride you'll feel when sharing our opportunity and changing someone's life! Begin today by sharing with one person. Then watch your team grow into a unit of your own!

The Mathematical Power of Simple Duplication

Month 1: You + 1 = 2

Month 2: 2 + 2 = 4

Month 3: 4 + 4 = 8

Month 4: 8 + 8 = 16

Month 5: 16 + 16 = 32

Month 6: 32 + 32 = 64

Month 7: 64 + 64 = 128

Month 8: 128 + 128 = 256

Month 9: 256 + 256 = 512

Month 10: 512 + 512 = 1024

Month 11: 1024 + 1024 = 2048

Month 12: 2048 + 2048 = 4096

The choice is yours!



Happy 50th Anniversary Mary Kay!

Our Top 5 Stars and Future Stars This Quarter



Tisha Allen
Sapphire



Dionne Stone
On-Target



Valerie Reagan
On-Target



Wanda Wallace
On-Target



Ashley Singleton
On-Target

Thank You Consultants Who Invested in Their Business in February

Tisha Allen	\$928.50
Valerie Reagan	\$607.75
Dionne Stone	\$601.00
Wanda Wallace	\$379.00
Ana Nieto	\$367.00
Sheila Chavers	\$265.00
E'Licia Walton	\$263.00
Sharon White	\$250.00
Kenya Carswell	\$220.00
DeLisa Buffington	\$212.50
Florenda Sylvester	\$206.50
M. Merrieweather	\$206.50
Linda Bell	\$202.50
Roslyn Barlow	\$202.50
LaRosa Gibson	\$202.00
Sheila Ferrell	\$202.00
ViLee Ford	\$202.00
Cherrie Bartley	\$200.50
Pat Fish	\$200.50
Portia A Statewright	\$200.50
Shelley Jackson	\$200.50
LaTonya Clark	\$200.25
Ashley Singleton	\$200.00
Barbara Sherwood	\$200.00
Candice Williams	\$200.00
Michelle Cary	\$200.00
Patricia Funches	\$200.00
G. Buffington	\$109.50

Congratulations On-Target Stars:

Here's how much you need to finish your next star by 3/15/14

Star Achieved	Name	Current Wholesale	WS Needed for Next Star
Sapphire	Tisha Allen	\$1,801	\$599
	Dionne Stone	\$681	\$1,119
	Valerie Reagan	\$608	\$1,192
	Wanda Wallace	\$513	\$1,287
	Ashley Singleton	\$453	\$1,347
	Portia Statewright	\$451	\$1,349
	DeLisa Buffington	\$425	\$1,375
	Shamika Davis	\$425	\$1,375
	Roslyn Barlow	\$403	\$1,397
	Ana Nieto	\$367	\$1,433
	Geraldine Buffington	\$366	\$1,434
	E'Licia Walton	\$341	\$1,459
	Richard Simms	\$327	\$1,473
	Iverlynn Dudley	\$326	\$1,474
	ViLee Ford	\$326	\$1,474
	Keisha Simmons	\$320	\$1,480
	Gwendolyn Skillern	\$318	\$1,482
	Sheila Chavers	\$265	\$1,535
	Carolyn William	\$256	\$1,544
	Sharon White	\$250	\$1,550
	Kenya Carswell	\$220	\$1,580
	Tiffanie Rosier	\$209	\$1,591
	Vickey Russell	\$208	\$1,592
	Mary Roberts	\$208	\$1,592
	Lawanda Saxton	\$208	\$1,592



Celebrating 50 years: Mary Kay Ash taught us how—go live your dream!
One Woman Can!



Recruiters and Their Teams

Future Directors

Portia A Statewright

Anna Duncan

Cherrie Bartley

G. Buffington

Kay Rosier

Kenya Carswell

LaTonya Clark

Machonda Bryant

Marie Binion

Pat Fish

Shamika Davis

* Bennie Ridley

* Ila Robinson

* Jasmine C Chapman

* Mary Hightower

* McKeithia Hurley

Star Team Builders

Tisha Allen

Barbara Sherwood

Candice Williams

LaRosa Gibson

* Bridgett McBride

* Camia Peacock

* Christine Bey

* Janet Moffett

* Stacey Crosby

* Trella Gordon

* Wilma Wallace

ViLee Ford

Florenda Sylvester

Phyllis Campbell

Roslyn Barlow

* Gloria Walker

Senior Consultants

DeLisa Buffington

Shelley Jackson

Florenda Sylvester

Valerie Reagan

Geraldine Buffington

Carolyn William

DeLisa Buffington

Kay Rosier

Tiffanie Rosier

Wanda Wallace

* Betty Gipson

Keisha Simmons

M. Merrieweather

Sharon White

Wanda Wallace

Michelle Cary

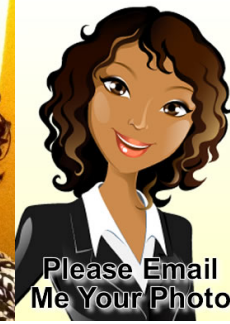
Vickey Russell



Top Love Checks



Portia
A Statewright



Florenda
Sylvester



Tisha
Allen

Please Email
Me Your Photo

9% Recruiter Commission

Portia A Statewright

4% Recruiter Commission

Florenda Sylvester

Tisha Allen

Keisha Simmons

ViLee Ford

Kay Rosier

G. Buffington

DeLisa Buffington

Wanda Wallace



Welcome New Consultants

Name:

Ila Robinson

LaTonya Clark

Valerie Reagan

Taneshia Taylor

Dionne Stone

Ericka Gates

Sponsored By:

Portia Statewright

Portia Statewright

Florenda Sylvester

Audrey Wallace

Audrey Wallace

Ashley Singleton



Welcome Back Consultants

Linda Bell
Kenya Carswell
Michelle Cary
Sheila Ferrell
LaRosa Gibson
Marjorie Merriewe
Barbara Sherwood
Florenda Sylvester
Sharon White
Candice Williams

Map your plan to be in the Queen's Courts



Queen's Court of Sales:
Order \$375 Wholesale Each Week

Queen's Court of Recruiting:
2 Qualified Recruits Each Month

Our Top 5 YTD Personal Retail Court According to MK Orders



Tisha Allen



Latasha Brooks



Portia A Statewright



Ashley Singleton



DeLisa Buffington

Year to Date Retail Court

1 Tisha Allen	\$10,153.50
2 Latasha Brooks	\$8,642.50
3 Portia A Statewright	\$6,078.00
4 Ashley Singleton	\$4,938.00
5 DeLisa Buffington	\$3,756.00
6 Wanda Wallace	\$2,692.50
7 ViLee Ford	\$2,691.00
8 Ana Nieto	\$2,569.00
9 Shelley Jackson	\$2,135.50
10 Keisha Simmons	\$2,054.00
11 Florenda Sylvester	\$1,776.50
12 E'Licia Walton	\$1,701.50
13 G. Buffington	\$1,552.00
14 Tiffanie Rosier	\$1,550.00
15 Dionne Stone	\$1,467.00
16 Nancy Speer	\$1,465.00
17 Sheila Chavers	\$1,446.50
18 Kay Rosier	\$1,328.50
19 Marie Binion	\$1,240.50
20 Valerie Reagan	\$1,235.50

Year to Date Sharing Court



Portia A Statewright
1 Qualified
\$162.09



Florenda Sylvester
1 Qualified
\$24.31

Make plans to be On Stage at Seminar 2014!!

Make our 50th Anniversary your best year ever! Each time you share our fabulous career opportunity, you reach past your own comfort zone to help someone else. If our career isn't for them, nothing has changed. However, you may be offering them the opportunity of a lifetime— exactly what they need to SHINE! Dream big this seminar year, and you'll be walking down the red carpet in style for Awards Night!

Happy 50th Anniversary Mary Kay! One Woman Can!



PCP Participants:

Wanda Wallace
 Keisha Simmons
 Shelley Jackson
 Iverlynn Dudley
 G. Buffington
 DeLisa Buffington
 Marie Binion
 Audrey Wallace



Recruiting using DISC

Look over this brief and effective information to remind you what information to share with which personality type. When you can help a woman keep what she values and get what she needs, you are giving her the biggest gift of all!

D's are Dominant

They make quick decisions and are looking for management and money. They love options and efficiency. They are leaders and are usually already in a leadership position. They want to know how you move up in the company and make money. Under pressure they can be domineering and impatient and fear losing control and being taken advantage of. They dislike being controlled by others and not getting results (not being successful).

- **Tools:** Applause Magazine with commission checks and recruiting literature with career path.

I's are Influential

They make emotional and gut-feeling decisions. They are looking for friendships and recognition. They respond well to 'I' stories and testimonials. They love people. They are energy-giving, excited, talkative people. Under pressure they are disorganized and emotional. They fear details and working alone.

- **Tools:** Star Consultant Brochure, pictures from company events, your personal testimonials.

S's are Steady

They make deliberate decisions. They are looking for security and stability. They love personal attention and stability. They are very much about others (family, husband, church, etc.) Under pressure they are indecisive and need assurance. They dislike hostility, conflict and unpredictability. They fear change and losing security.

- **Tools:** Applause magazine (stories), weekly plan sheet, knowledge of training materials, training classes.

C's are Conscientious

They make analytical decisions. They are looking for accuracy and order. They respond to evidence of quality and accuracy and logic. Under pressure they withdraw and become stubborn. They dislike disorganization and unclear explanations. They fear criticism and lack of standards.

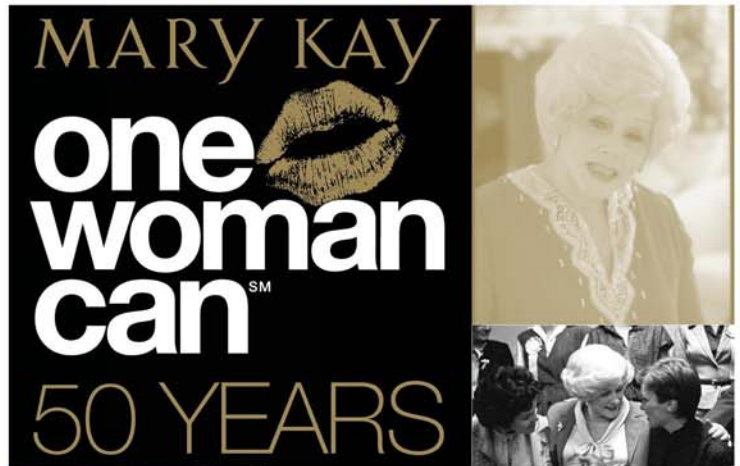
- **Tools:** All material about company, training, etc., company web site.

April Birthdays

Jasmine C Chapman	1
G. Buffington	4
Courtney Cook	6
ViLee Ford	8
Jacqueline Calloway	11
Tiffanie Rosier	12
Betty Gipson	17
Shamika Davis	22
Richard Simms	29

April Anniversaries

E'Licia Walton	6
Stacey Crosby	3
Patricia Funches	3
Linda Rutledge	3
Carolyn Minnifield	3
Candice Williams	3
Shayna Williams	1
McKeithia Hurley	1
Kenyatta Wallace	1
Kenya Carswell	1
Julie O'Shaughnessy	1
Jasmine C Chapman	1
Erica Bardere	1
Doris Splunge	1
Danielle McShan	1
Courtney Cook	1
Cherrie Bartley	1



When I first conceived the idea of Mary Kay Cosmetics, it was my dream to build a company based on the Golden Rule. It was and is my sincere desire that each and every one of our Consultants learns to live by this beautiful rule, not only in her career but also in her personal life. I have found the Golden Rule is the secret of a happy, fulfilled life. If there ever is a question about how to deal with a situation, simply put yourself in the place of the other person and treat that person as you would want to be treated. I promise you that, in the long run, you will always gain much more than you may lose.

Taking the Road



to Success



Portia A Stawright
Future Director



Tisha Allen
Star Team Builder



ViLee Ford
Star Team Builder



DeLisa Buffington
Florenda Sylvester
Geraldine Buffington
Kay Rosier
Keisha Simmons
Wanda Wallace

Are You Ready to
take your business
to the next level?



Contest Dates - December 16-March 15



SUPERSTAR

Pajama Party

Saturday, April 5, 2014

Be a SUPERSTAR

& join us for a night to remember at the magical
Birmingham Hyatt Regency -
The Wynfrey Hotel
****ELITE PRESIDENTIAL SUITE****
1000 Riverchase Galleria
Birmingham, AL 35242

*Enjoy star studded royal pampering & loads of girlfriend fun when you achieve star status this quarter!!
Special Recognition awaits you when you achieve Career Conference "I'M A STAR" recognition by 2/28!!!*





\$100 DOLLAR DAYS CHALLENGE

**Who Wants To Make
Some CASH??**

Well now is the time to do so!!

**Every time YOU have a \$100 Day in Sales,
Call or Text me and
your name will go in a weekly drawing for a
"Special Prize"!**

(The week goes from Sunday - Saturday)

Let's Make Some CASH!!

Contest Dates: March 1-June 30

Final Four

CONSISTENCY PROMOTION

Build your business consistently ordering at the following levels to receive:

**\$250
Wholesale Order
Earn this
Cosmetic Bag!**



**\$450
Wholesale Order
Earn this
Garment Bag!**



**\$1,200
Wholesale Order
Takes ALL!**

**\$650
Wholesale Order
Earn this
Rolling Duffel Bag!**



**\$1,000
Wholesale Order
Earn this
3 Piece
Luggage Set!**



Colors & styles may vary

CALL 2 Excellence



May 2nd - 4th, 2014
Renaissance Charlotte

Legacy of Champions Charlotte, NC

National Sales Directors who have earned over \$10 Million in Commissions!



Sr. National Sales Director
Kym Walker



National Sales Director
Ann Brown



National Sales Director
Candy Lewis



National Sales Director
Lorraine Newton

Top Trip Winning Millionaire Sales Directors



ESSD Tabitha Hallums
3-Top Prestige Trips



ESSD Tanya King-Lee
2-Top Prestige Trips



ESSD Keita Powell
6-Top Trips



SSD Ann Shears
10-Top Trips (6 Prestige)
Million \$ Unit Club

Qualify to Attend C2E:

- ◆ Consultant—Team Leaders and above that achieve \$600+ w/s in March and April.
- ◆ Director—Personal medal with Bronze, Silver or Gold in March and April or have 50+ Unit Members or 1+ Team Leader attending.

Special C2E Recognition:

- ◆ Mar & Apr—\$1500 w/s & 2 New Team Members OR)
- ◆ Mar & Apr—30 Faces or 8 Classes

Special Guests In Attendance:



NSD Emeriti
Sonja Hunter
Mason



Regena Pipkin
Director of US
Product
Marketing

C2E Registration:

Registration is \$130.00 and will include: Training, Call 2 Excellence T-Shirt and 3 Meals.

Register at: www.kymwalker.com

Deadline to register is Tuesday, April 15th

No registration will be accepted at the door

C2E Hotel and Transportation:

All attendees will be responsible for their own transportation and booking hotel rooms.

A special hotel block at the Renaissance Charlotte Suites Hotel, 2800 Coliseum Centre Drive, Charlotte, NC 28217.

\$117.00 per night including 2 breakfast vouchers.

Ask for Mary Kay block, call 877-212-5752



WHAT IT MEANS TO WEAR RED!

RED signifies vibrancy and confidence. It is an exciting color that arouses emotion and represents vitality and intensity. How appropriate that our company selected this color to identify those who employ these qualities to make their careers a success. Those with **RED JACKETS** feel very special about them. My **RED JACKET** evokes a deep sense of pride whenever I wear it.

Thanks Deborah Roebuck!



WAYS TO SHARE THE CAREER OPPORTUNITY

- Have your interviewee take a DVD home, or send them a web link and call for follow up.
- Bring Guests to weekly Unit Success Meeting.
- Bring Guests to special guest events.
- Three-way calls with your director.
- One-on-one interviews at classes, facials, or interviews!

So how do YOU go red? It's easy! All you need is 3 new team members! I earned my Red Jacket within 3 weeks of signing my agreement - so I bet you can do it faster! *Why do you want to earn your Red Jacket?*

- Red Jackets are the top 6% of our company - what other company allows you to move into a management position so quickly?!
- No more deciding what to wear to unit meetings!
- Money Money Money Money! Receive a Love Check on the 15th of each month!
- The jacket has been redesigned and is very trendy! Plus- you can choose from great options!
- Red Jackets are on their way to driving free! All it takes to go on target for your car is 5 team members! You are sooo close!
- You can do this! You are all ready for promotion - so market everyone! Get those leads, and I will help you close the recruits. Good Luck!! Thanks Leigh Ann Bender

To me, it means several things:

SELF CONFIDENCE My **Red Jacket** shows trust, belief, boldness and assurance. Many of us have lacked in this area at one time or another. My **Red Jacket** gives me confidence. It tells me I have reached a certain level of achievement. I have set a goal, attained it, and am making a success out of my business.

DETERMINATION It shows that my work is purposeful and worthwhile and that what I am doing is a credit to those represented by this jacket and to myself. It gives me determination to keep going forward and to let nothing hinder me from becoming successful.

PERSISTENCE It shows that I can hurdle obstacles that appear in my path and keep my mind shut against negativity. It means "stick-to-it-iveness" and refusing to let people or projects sidetrack me from my primary objective.

In a word, my **Red Jacket** symbolizes **SUCCESS** !! Not just mine, but also the successes of all those women who have made it possible for me to wear it.

MOVING ON UP IN MARCH!

SELLING Full Circle

Product Knowledge = higher sales and better customer service! The best way to sell products is to know about them. Do you know what each product does? What it's made of? How it looks on? If you don't know the answers, do you know where to find them?

For product knowledge, go to Intouch and click on Products. You'll find our Product Promise, Product Guide & Product Ingredient and Reference List. You'll also find education on Ingredients and Safety under the education toolbar (product education).

MARY KAY SAID MANY
TIMES: "NOTHING HAPPENS
UNTIL SOMEBODY SELLS
SOMETHING."

Learn Mary Kay's Power Statements! Under the Product Guide, you'll find information and descriptions of each product we sell. With most products, you'll also find a "Power Statement."

Power Statement Examples:

Lipstick- Long-wearing, stay-true color glides on with a lightweight, creamy texture and delivers maximum color impact that lasts.

Satin Hands Pampering Set: Rough, dry hands are instantly cleansed, softened and moisturized in three easy steps with the Satin Hands Pampering Set.

There are two great reasons for speaking in positives. First, people understand what you have to say more readily when it's stated positively. In fact, Johns Hopkins psychologist Dr. Herbert Clark quantitatively demonstrated that, on average, a person understands positively-worded statements one third more quickly than those with negative phrases. The second, more powerful reason is that positive, active words and statements are exactly the kind of "gets things done" images that do help get things done. To be perceived as a person who has definite answers, knows where you are going, and has authority, you must speak that way! By: George R. Walther

TELL IT LIKE IT IS

Kenny Troutt has become recognized as one of America's premier corporate leaders. (Not just in the network marketing arena, but in the corporate world as a whole.) When he speaks to groups, he often mentions three qualities he believes are necessary if individuals are to succeed in network marketing. He states:

- 1) You need a big dream.
- 2) You must be willing to work hard.
- 3) You must be willing to see the job through.

I appreciate his candor. He is absolutely correct. It is the third quality that makes success inevitable for some and so elusive for others. But what does it mean, and how do we do it?

There is a common linear progression for people with big dreams. It frequently looks like this:

1. Have a dream.
2. Break the dream down into its component parts or phrases.
3. Set goals that reflect the component parts or phrases.
4. Develop a plan (long-term, intermediate, and short term) for achievement of each goal.
5. Make your schedule reflect your plan. Stick to your schedule.

If you suddenly feel your eyes glaze over, there is good news. This is not complicated. You already do it all the time. The progression listed above, as Stephen Covey reminds us, is simply "beginning with the end in mind" and then thinking backward from there. It is nothing more than ascertaining where you want to go and how you are going to get there, and then DOING it.

Taken from: [Dare to Dream and Work to Win: Understanding the Dollars and Sense of Success in Network Marketing](#) By: Dr. Tom Barrett

This process is so automatic that you have already done it numerous times in your own life. You use it for little tasks and for major life goals. You can even do it unconsciously.

Example 1: Have you ever had a large dinner party that left your kitchen in major disarray? When the guests left, you looked around and thought, "What a mess!" What did you do next? You began with an end in mind. You set a goal to clean up the kitchen. (I can't bring myself to call cleaning the kitchen a dream... so we will just skip that! But the process is the same.) You began to use some type of plan to organize your goal of a clean kitchen into component parts of phases. Maybe you began by bringing everything into the kitchen and then putting all the food away. Then you threw away all the disposable items. From there, perhaps you stacked the dishes, piled the silverware, gathered the glasses, rinsed those things off, and put them into the dishwasher. You already understood all the necessary steps for the completion of your goal.

Example 2: Similarly, do you remember when you went to high school or college? What was your dream (your goal)? In the most basic terms, it was to graduate so you could move on to the next goal in your life. You began with the end in mind. As you were entering, you were already planning your exit. How did you do this? You probably met with guidance counselors who helped you move through the six steps above. They respected your goal and then helped you achieve it one year, one semester, one class, one test at a time. In the end, you reached your goal by taking one step at a time.



You've joined the fun for International Women's Day by participating in Mary Kay's Makeover Day. You've worked full circle by booking follow up appointments.



Now, How do you successfully coach your hostesses?

GET A GUEST LIST!!

Absolutely, the utmost of importance!!!

When the booking is written in your date book, say, "_____, (hostess's name) in addition to **all** those other fabulous hostess perks I have in store for you, I'll have another small surprise for you if I get your guest list within 24 hrs. Would it be better for me to call you back tonight or in the morning?" *Wait for her answer.....write this in your datebook. Soooo important to call back when you've scheduled the time.*

"_____, great, I'll talk to you at _____ (reconfirm the time) to get your list of names, addresses and phone #'s. _____,

to help you get the most from our hostess program, you'll want to invite at least 15 guests; 20 is better. You know how it is when you have a baby shower, usually only about 1/3 can attend. As soon as I get your guest list, I'll be sending invitations to each guest on your list and I'll also be calling them to pre-profile them to make sure I have exactly what I need for their skin type. Thanks so much and I'll talk to you on _____."

With guest list in hand, you'll want to: **Get those postcard invitations mailed out (ideally), or email out the invitations!**

Call each guest and introduce yourself. Tell her you're the consultant who is doing _____'s Mary Kay party on _____. Using the profile card as your guideline, ask what her skin type is and her skin tone. (This way, you know exactly what to take.)

Then ask, "When you wear color cosmetics, what colors do you usually like to wear? I'm putting together these really cute goodie bags for the party and I'd love to have what you love tucked inside." Thank her for her time and tell her you can't wait to meet her on _____.

GOODIE BAGS: (Use a cute cello bag tied with curly ribbon.)

Tuck in: mini hand cream sampler or one of our lotion samplers. Your business card with a magnet glued to the back.

She won't throw it away...she'll stick it on her refrigerator.

Color Card with applicators

1-2 pieces of candy

Thank you, NSDs Tammy Crayk & Vicki Jo Auth, for these incredible ideas



THE MARY KAY IMAGE

YOUR PROFESSIONAL ATTIRE

You certainly don't have to live in a suit or dress, but it is important to wear some sort of skirted outfit when on Mary Kay business/appointments. The very best outfit is a suit or tailored dress! Be sure it is accessorized properly and that it fits well! Always wear hose (even in the summertime). Don't wear anything you have to constantly fiddle with or adjust or anything that is too low-cut or revealing. Don't wear a too-short skirt.... skirts should at least reach the knees.



YOUR PROFESSIONAL BEHAVIOR

Do not smoke, chew gum or drink alcoholic beverages at any Mary Kay functions. If you absolutely must keep a cell phone with you, turn it on vibrate and excuse yourself to go answer it. Never speak negatively about another person or product. Remember, if she asks about it, she uses it! You will never make a sale by knocking another product! Simply say you don't know enough about it to comment. Leave your problems at home when you are out making deliveries or holding classes or makeovers. Concentrate on the person you are there to help. Take the ME out of your presentation and make the other person feel important by meeting her needs.



YOUR PROFESSIONAL COURTESY

Always be polite at Meetings! Listen while others are speaking and be sure to introduce yourself to guests who are present. We love children but Success Meetings are not the place for them! Be certain that the guests you bring have their children provided for and know how much time is involved in the evening. It is also a good idea to tell them how to dress. I usually say... "Feel free to dress as you wish, but I always like to let my guests know that most of our consultants usually wear some sort of skirted outfit." This keeps her

from feeling uncomfortable if she was planning on dressing very casually.

YOUR PROFESSIONAL RELATIONSHIPS

Keep your promises! If you tell someone you will deliver her products on Wednesday, BE THERE! It is a good idea to give your customers a definite day, an approximate time, and have a back-up plan. "Susie, I plan to be there sometime Thursday afternoon. Where could I leave your products if you should have to go out?"

Be sure to sell the TimeWise Basic as a 3-Step Program to a first-time user! Believe Mary Kay when she says that breaking the basic will hurt your business! Remember that the Foundation is PART of the Basic and should not be sold separately to a first time user. Respect the Consultant/customer relationship. If someone else's customer comes to your class, you would need to service her for that evening ONLY since it involves hostess credit for your hostess. Do not put her on your Preferred Customer List or invite her to any kind of guest event. Send her back to her Consultant. If in doubt about any situation, simply apply Mary Kay's standard -- the Golden Rule! If the situation was reversed, think what you would want done for you. If she doesn't have a Consultant, of course, you can add her to your list!



YOUR PROFESSIONAL PRESENTATION

Be sure anything you say or do can be backed up by company published information. To be absolutely certain, follow the Look Book at all classes or makeovers. It will make your presentation easier, too. Be sure you use the disposables! This is so important!! Then THROW THEM AWAY! This is for your protection. NEVER apply makeup for anyone!! We are not cosmetologists and we are NOT ALLOWED to do this. There is also a very sound business reason for not applying makeup on someone else. Why should she buy the product if she can't apply it the next day herself? Our role is to TEACH the customer to do it herself!



YOUR PROFESSIONAL FACE

Wear the product!! Get rid of all your other cosmetics! Become your own best customer! Remember that the items you use for yourself are tax deductible! If you need help with your personal makeup application, please call me or your sponsor. Your hair frames your face and you should be certain that it is clean and well cut. Extremely long hair should be up for classes and makeovers!

DARE TO DREAM!



MARY KAY[®]
MAKEOVER DAY
 March 8, 2014

Mary Kay Dates to Remember:

- **April 1:** 2014 Team Up For Women Challenge Begins. Online DIQ commitment form available 12:01 am CST until midnight on the 3rd.
- **April 7:** Priority Awards Seminar Registration begins. World Health Day History. National "No Housework Day." Try Our Satin Hands!
- **April 13:** Palm Sunday
- **April 15:** Tax Day! PCP last day to enroll online for the Summer 2014 mailing of The Look. Passover begins.
- **April 18:** Good Friday. Company Holiday. All Company and branch offices closed.
- **April 20:** Easter Sunday
- **April 22:** Earth Day
- **April 23:** Administrative Professionals Day
- **April 25:** Arbor Day
- **April 29:** Last day for consultants to place telephone orders (until 10pm CST).
- **April 30:** Last business day of the month. Priority Awards Seminar 2014 Registration ends. Online agreements accepted until midnight CST. Last day of the month for consultants to place online orders (until 9pm CST). Orders & Agreements submitted by mail or dropped off at the branches must be received by 7pm local time to count towards this month's production.

Building
WALL
 to**WALL**
 Leaders



We're stronger than our fears and more competent than our worries. The next time you find yourself worrying, step back for a moment and reflect on past worries. Doesn't it seem all too familiar? Is it possible that you're merely repeating a mental exercise? Do you think the worry is going to help? Aren't you going to do whatever you're worried about anyway? What's the point of the worry? I think these are really important questions. And I believe that if you take the time to reflect on them, you'll agree that if you "feel the fear and do it anyway," all will be well. And once you get the hang of it, the worries begin to go away.



Don't Worry, Make Money By: Richard Carlson, Ph. D.



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AUDREY'S BELIEVERS AND ACHIEVERS UNIT

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Words of Wisdom From Mary Kay Ash

The real success of our company is measured to me in the lives that have been touched and been given hope, and a new lease on life that a career as a Mary Kay Consultant has given to so many.

Dealing With "NO"

By Sarah Scaffidi

It's a one-word answer. The word "NO." Some people really have a tough time accepting the fact that they are going to hear the word NO fairly often. They get discouraged and feel rejected because they look at the word NO as a negative. Nothing could be further from the truth. The word no simply means that nothing changes. Think about it. You approach your neighbor and ask her to be a hostess; she says NO - what changed? Is she still your neighbor? Yes. Did your income go up or down? NO. Nothing changed. It can't be a negative; to be negative, things would have to get worse, and they didn't. Everything remained exactly the same.

On the other hand, suppose she had said YES. Now, there are some positive changes. She received YOUR COMPANY'S INCENTIVE FREE (a positive). You gain several more customers, potential hostesses and consultants (another positive), and you earn more money (another positive). You can see by this example that there are no negatives in our business. There are only positives and times when nothing changes. Set a goal for yourself of getting 100 NO's crossed out within the next five days. If you want to see your business explode with growth, take this exercise seriously. Here is a hint that will make this easier. Triple up. Ask someone to:

1. Become a Consultant with YOUR COMPANY. If they say NO, cross out NO and ask them to...
2. Become a Hostess. If they say NO, cross out a second NO and ask them to...
3. Give a customer referral. If they say no again you have already gotten three NO's!

You will never be better at getting NO's than you are right now. The more you do this, the tougher it becomes to get those 100 NO's. You will find that a YES will creep in there every once in a while. Don't take this exercise lightly . . . it works! Get those NO's now while it is still easy for you to do so. Don't wait until it becomes difficult for people to tell you NO! That time will come soon enough.

