



June 2014

Do not be conformed to this world, but be transformed by the renewing of your mind, that you may prove what is good and acceptable and perfect will of God.

Tempie's Transformers

Tempie Flanders, Senior Sales Director

Court of Sales



- 1. Tristan Artman \$13,084.50
- 2. Zena Guy \$12,844.50
- 3. Valerie Hewett \$9,083.50
- 4. Sandra Kilgore \$6,620.00
- 5. Marguerite Durham \$5,171.00
- 6. Courtney Wray \$3,837.00
- 7. Leslie Constable \$3,820.50
- 8. Heather Henson \$3,518.00
- 9. Sandra Shipley \$2,455.00
- 10. Robin Macanas \$2,219.00

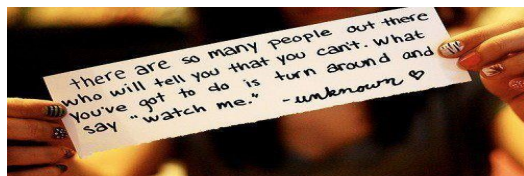


Court of Sharing



- 1. Zena Guy 5 \$650.00
- 2. Valerie Hewett 1 \$393.50
- 3. Carrie Richie 1 \$106.07

Court of Recruiting is ranked based on commissions earned. However, in order to be recognized you MUST reach the minimum of 12 qualified team members for Area Court or 24 qualified team members for National Court.



Crazy for Cadillac!



CADILLAC

Seminar 2014 Unit Goals

- ◆ 100 Unit Members
- ◆ Pink Cadillac
- ◆ 30 Star Consultants
- ◆ \$300,000 Unit Club
- ◆ 5 New Offspring Directors

May Queens

Queen of Sales

Who will it be?

Queen of Sharing

Zena Truelove
Courtney Wray

Queen of Wholesale

Tristan Artman

Women Sharing Their Passion!!

Results updated as of previous month. This will not affect current month orders or team members.

Ladder Of Success



Director in Qualification
(10 + Active Team Members growing to 24 in 4 months!)
Production during DIQ counts toward Grand Prix or Cadillac!
Eligible to be come a director and earn 13% Unit Commissions, Unit Bonuses up to \$5,000 and wear the Exclusive Directors Suit.

- Wears Red Jacket with black blouse, Black skirt & Future Director Pin Enhancer
- All below benefits



Future Director
(8+ Active Team Members)
All other benefits PLUS

- Wears Red Jacket with white blouse, Black skirt & Future Director Pin Enhancer and a fashionable Future Director Scarf



Team Leader
(5-7 Active Team Members)

- All below benefits
- Wears Red Jacket with white blouse, Black skirt & Team Leader Pin Enhancer
- PLUS 9% - 13% Commissions
- \$50 Team building bonuses



On-Target
(5+ Active Team Members) and \$5000 Wholesale growing to 14 Active and \$20,000 in 4 months or Less Eligible to earn the use of Career Car or \$375 Cash monthly for 2 years.



Star Team Builder
RED JACKET
(3-4 Active Team Members)

- Wears Red Jacket with white blouse, Black skirt & Star Team Builder Pin Enhancer
- 4% Commissions
- \$50 Rebate on Red Jacket and then eligible for team building bonuses



Senior Consultant
(1-2 Active Team Members)

- Your first enhancer for your Mary Kay Pin!
- 4% Commissions

DIQ

Recruiter: Zena Guy

Jennifer Blythe
Adriene Dallas
Madonna Dawood
Jocona Duffey
Joshua Guy
Victoria Huggins
Sandra Kilgore
Jenny Lowder
Catherine McKenzie
Amy Reese
Denise Schmude
Edna Truelove
D'Anna Boone
Margaret Cotton
Tammy Greenman
Stephanie Lake
Katherine Livingston
Sharanna Livingston
Holly Rowlette
Mary-Lynn Snyder

Senior Consultants

Recruiter: Tristan Artman

Annamarie Ollis
Kasi Cook

Recruiter: Valerie Hewett

Tristan Artman
Britney Cheek
Cc V. Cotton
Sara Cranford
Christina Hicks
Stephanie McDougald
Annette Murphy

Recruiter: Carrie Richie

Leslie Constable
Valerie Hewett
Jasie Lovick
Elizabeth Wells
Maria Dodge
Jennifer Edwards
Ananda Field
Heidy Justiniano
LaDonna Nelson
Amanda O'Neal
Damaris Oliveras
Ashley Repsher

Recruiter: Kia Walker

Crystal Edmondson
Katrina Moore



Welcome New Business Owners

These new unit members signed Consultant Agreements last month.

New Consultant	From	Recruiter
Jennifer Hart	Fayetteville, NC	Courtney Wray
Ashley Martinus	Cameron, NC	Tempie Richie-Flanders
Catherine McKenzie	Newport News, VA	Zena Guy



Welcome to the fabulous world of Mary Kay Cosmetics! We are proud to have YOU as a part of our TEAM! As your Director, it is my pleasure to welcome you to our unit. I know you will be a great asset to our unit. I must also congratulate you on your decision to become an independent business woman and welcome you as an associate to the company where the highest paid women in the United States work! It is my hope that you will find the realization of your dreams-whether it be money, making new friends, finding new opportunities, or taking challenges and achieving them. I am ready and eager to assist you to make your career both profitable and fun.

Build your business with Pins & Pearls!



To achieve a Perfect Start, you'll want to facial 15 customers within your first 2 weeks.



To achieve the Pearls of Sharing Bracelet, you'll want to share the opportunity with 6 women within your first month. Earrings + 3 more.



To achieve a Power Start, you'll want to facial 30 customers within 30 days.



To achieve the Pearls of Sharing Necklace, you'll want to add one new personal team member who places a minimum \$600 wholesale order.



To achieve the Pearls of Sharing Earrings, you'll want to share the opportunity with 3 women within your first 2 weeks.



To achieve the Power Start Plus Pin, you'll want to complete your Power Start and 6 sharing appointments.

Income Producing Activities help you do the activities that will produce income,

- Be sure to submit your accomplishment sheets each week, online for recognition in our Monthly Newsletter!
- Also, be sure to e-mail your WEEKLY PLAN SHEETS to me.



Men's Rules



We always hear "the rules" from the female side. Now here are the rules from the male side. These are OUR rules: Please note... these are all numbered "1" ON PURPOSE!

1. Learn to work the toilet seat. You're a big girl. If it's up, put it down. We need it up, you need it down. You don't hear us complaining about you leaving it down.

1. Sunday sports. It's like the full moon or the changing of the tides. Let it be.

1. Shopping is NOT a sport. And no, we are never going to think of it that way.

1. Crying is blackmail.

1. Ask for what you want. Let us be clear on this one: * Subtle hints do not work! * Strong hints do not work!
* Obvious hints do not work! * JUST SAY IT!

1. 'Yes' and 'No' are perfectly acceptable answers to almost every question

1. Come to us with a problem only if you want help solving it. That's what we do. Sympathy is what your girlfriends are for

1. A headache that lasts for 17 months is a problem. See a doctor

1. Anything we said 6 months ago is inadmissible in an argument. In fact, all comments become null and void after 7 days

1. If you won't dress like the Victoria's Secret girls, don't expect us to act like soap opera guys.

1. If you think you're fat, you probably are. Don't ask us

1. If something we said can be interpreted two ways, and one of the ways makes you sad or angry, we meant the other one

1. You can either ask us to do something or tell us how you want it done, not both. If you already know best how to do it, just do it yourself.

1. Whenever possible, please say whatever you have to say during commercials.

1. Christopher Columbus did not need directions and neither do we.

1. ALL men see in only 16 colors, like Windows default settings. Peach, for example, is a fruit, not a color. Pumpkin is also a fruit. We have no idea what Mauve is.

1. If it itches, it will be scratched. We do that.

1. If we ask what is wrong and you say "nothing," we will act like nothing's wrong. We know you are lying, but it is just not worth the hassle.

1. If you ask a question you don't want an answer to, expect an answer you don't want to hear.

1. When we have to go somewhere, absolutely anything you wear is fine, Really

1. Don't ask us what we're thinking about unless you are prepared to discuss such topics as:
* Sports, * Cars, * or Computers



**Happy Fathers
Day!**

Thank you for supporting our Unit by placing an order in May

- Tristan Artman
- Kristin Carpenter
- Heather Henson
- Sandra Shipley
- Tempie Richie-Flanders
- Valerie Hewett
- Amy Reese
- Zena Guy



Happy Birthday July

Consultant	Day
Helana Davidson	2
Sandra Kilgore	3
Catherine McKenzie	6
RoseMary Nease	10
Kim King	24
Alissa Brown	27



Happy Anniversary July

Consultant	Year
Marguerite Durham	2
Leslie Constable	1
Grimaneza Grasser	1
LaDonna Nelson	1
Pamela Stewart	1
Damaris Oliveras	1
Maria Dodge	1
Tristan Artman	1



Love Checks from Mary Kay

<u>13% Commission</u>	<u>4% Commission</u>
You could be here.	Valerie Hewett \$16.00
<u>9% Commission</u>	
Zena Guy \$10.17	

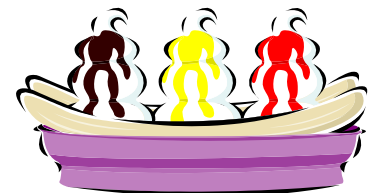
Sandals and Sundaes



Here is a selling idea for you to try. How about doing a Pedi Party and you could call it Sandals and Sundaes! You will need a plastic tub (go to the dollar store) and a towel for each guest.

While they are soaking you can run through the skin care just be going around and squirting product in their hand. Or do the cleansing step at the table then move to the foot soak and while soaking they can experience the Even Complexion Mask. Soak feet for 10–15 minutes while the mask sets. Hand them a warm, wet facial cloth to remove mask. While they sit and soak you can go thru the flip chart explaining the Day and Night Solution etc. Do not use the microdermabrasion on the face when doing the mask! Add in a Cutest Sandal Contest and everyone can model theirs after their feet are done! Just finish up at the table with some bronzer, eye color, and lip gloss or lip balm and their faces are done!

Now for the fun part—ask each guest to bring a sundae topping. The hostess provides the ice cream! How easy is that? This will encourage guest not to bail at the last minute because everyone else will be missing out on her topping if she doesn't show up. Have fun promoting your Sandals and Sundaes party today.



The MK Regimen Advisor™ Find the perfect skin care regimen from Mary Kay! Pick the description that best fits your skin and see what skincare regimen best suits your needs.

	Easy Beauty	Early Signs of Aging	Moderate Signs of Aging	Advanced Signs of Aging
What is happening to Your Skin:	Invisible Sun Damage is Occurring <ul style="list-style-type: none"> Excess oil/shine or T-Zone variances or Dry skin Occasional pimples Visible pores Dry, chapped, flaky lips 	Sun Damage Begins to Appear <ul style="list-style-type: none"> Emerging uneven skin tone Emerging of dark spots Rough, dull skin Under-eye puffiness Visible pores Dry, chapped, flaky lips 	Sun Damage Becomes More Noticeable <ul style="list-style-type: none"> More visible uneven skin tone More visible dark spots Rough, dull, lifeless skin Loss of firmness Fine lines around mouth & eyes Fine lines on neck become visible Under-eye puffiness, dark circles More visible/larger pores Loss of moisture Dry, chapped, flaky lips 	Sun Damage is More Pronounced <ul style="list-style-type: none"> Pronounced dark patches Pronounced dark spots Rough, dull, lifeless skin Loss of firmness & sagging skin Deep expression lines Deep wrinkles, sagging on neck Under-eye crepiness, sagging Loss of elasticity, large pores Loss of moisture, very dry Dry, chapped, flaky lips
Typical Age Range	16 to 25	25 to 35	35 to 50	50+
Cleanse	Botanical Effects™ Cleansers Facial Cleansing Cloths	TimeWise® 3-in-1 Cleanser TimeWise® 3-in-1 Cleansing Bar	TimeWise® 3-in-1 Cleanser TimeWise® 3-in-1 Cleansing Bar	TimeWise Repair™ Volu-Firm™ Foaming Cleanser
Protect &/or Hydrate	Foundation Primer Sunscreen Broad Spectrum SPF 15* TimeWise® Moisturizer Sunscreen Broad Spectrum SPF 30*	TimeWise® Day Solution Sunscreen Broad Spectrum SPF 35* TimeWise® Moisturizer Sunscreen Broad Spectrum SPF 30*	TimeWise® Day Solution Sunscreen Broad Spectrum SPF 35* TimeWise® Moisturizer Sunscreen Broad Spectrum SPF 30*	TimeWise Repair™ Volu-Firm™ Day Cream with Sunscreen Broad Spectrum SPF 30*
Renew	Botanical Effects™ Moisturizers	TimeWise® Night Solution	TimeWise® Night Solution	TimeWise Repair™ Volu-Firm™ Night Treatment with Retinol
Hydrate	Botanical Effects™ Moisturizers	TimeWise® Age-Fighting Moisturizer	TimeWise® Age-Fighting Moisturizer	
Extra Hydration		Oil-Free Hydrating Gel, Intense Moisturizing Cream, Extra Emollient Night Cream		
Acne		Acne-Fighters Set		
Foundation	Mineral Powder Foundation Cream to Powder Foundation Tinted Moisturizer Sunscreen Broad Spectrum SPF 20*	All Foundations	All Foundations with a focus on TimeWise® Foundations	All Foundations with a focus on TimeWise® Foundations
Refresh/Tone/Soften	Botanical Effects™ Toners	TimeWise® 3-in-1 Cleanser	TimeWise® 3-in-1 Cleanser	TimeWise Repair™ Volu-Firm™ Foaming Cleanser
Balance/Replenish	Botanical Effects™ Masks	TimeWise® Moisture Renewing Gel Mask	TimeWise® Moisture Renewing Gel Mask	TimeWise® Moisture Renewing Gel Mask
Exfoliate/Fine Lines		TimeWise® Microdermabrasion	TimeWise® Microdermabrasion	TimeWise® Microdermabrasion
Even Skin tone		TimeWise® Even Complexion Essence & Mask	TimeWise® Even Complexion Essence & Mask	TimeWise Repair™ Volu-Firm™ Day & Night products If needed, supplement with Even Complexion products
FACE				
Firming & Lifting			TimeWise® Replenishing Serum +C®	TimeWise Repair™ Volu-Firm™ Lifting Serum
Recover & Fortify			TimeWise® Night Restore & Recover Complex™	TimeWise Repair™ Volu-Firm™ Set
Wrinkles (quick fix)			TimeWise® Targeted Action® Line Reducer	
Remove Eye Makeup			Oil-Free Eye Makeup Remover	
De-Puff/Dark Circles	Indulge® Soothing Eye Gel with Calming Influence™ (De-Puff only)	TimeWise® Targeted Action® Eye Revitalizer	TimeWise® Targeted Action® Eye Revitalizer	
Lines & Wrinkles		TimeWise® Age-Fighting Eye Cream	TimeWise® Firming Eye Cream	TimeWise Repair™ Volu-Firm™ Eye Renewal Cream
Firming/Dark Circles				
Exfoliating/Moisture	Satin Lips®	Satin Lips®	Satin Lips®	Satin Lips®
Priming	TimeWise® Age-Fighting Lip Primer	TimeWise® Age-Fighting Lip Primer	TimeWise® Age-Fighting Lip Primer	TimeWise® Age-Fighting Lip Primer

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 *Over-the-counter drug product

order of application

☀ day

- Cleanser
TimeWise® 3-In-1 Cleanser, TimeWise® 3-In-1 Cleansing Bar, Mary Kay® Facial Cleansing Cloths, Botanical Effects™ Cleanse, Clear Proof™ Clarifying Cleanser for Acne-Prone Skin* or Volu-Firm™ Foaming Cleanser
- Mask
Botanical Effects™ Mask, Even Complexion Mask*, TimeWise Moisture Renewing™ Gel Mask* or TimeWise® Microdermabrasion Set*
Step 1: Refine
Step 2: Replenish
- Freshener
Botanical Effects™ Freshen, Clear Proof™ Blemish Control Toner *
- Clear Proof™ Pore-Purifying Lotion for Acne-Prone Skin*
- Clear Proof™ Spot Solution for Acne-Prone Skin*
- TimeWise® Even Complexion Dark Spot Reducer
- TimeWise Replenishing Serum+C® or Volu-Firm™ Lifting Serum
- TimeWise® Even Complexion Essence
- Mary Kay® Sun Care Subtle Tanning Lotion
- TimeWise® Day Solution Sunscreen SPF 35
- Mary Kay® Sun Care SPF 30 or SPF 50 Sunscreen
- Moisturizer
TimeWise® Age-Fighting Moisturizer, TimeWise® Age-Fighting Moisturizer Sunscreen SPF 30, Botanical Effects™ Hydrate, Volu-Firm™ Day Cream With SPF 30, Mary Kay® Tinted Moisturizer With Sunscreen SPF 20, Clear Proof™ Oil-Free Moisturizer for Acne-Prone Skin, Intense Moisturizing Cream, or Oil-Free Hydrating Gel
- Mary Kay® Oil Mattifier
- Satin Lips® (Mask and Balm)
- TimeWise Targeted-Action® Eye Revitalizer or Indulge Soothing Eye Gel®
- TimeWise® Firming Eye Cream or TimeWise® Age-Fighting Eye Cream or Volu-Firm™ Eye Renewal Cream
- TimeWise Targeted-Action® Line Reducer
- Mary Kay® Foundation Primer Sunscreen SPF 15
- Mary Kay® Concealer
- Mary Kay® or TimeWise® Foundation
- Mary Kay® Eye Primer
- TimeWise® Age-Fighting Lip Primer
- Mary Kay® Facial Highlighting Pen
- Mary Kay® Powder
- Mary Kay® Colour Cosmetics

Here is a handy application guide for your day and night skin care routines. More than likely, you will not use all of these products. Simply identify the products you do use and apply them in the following order for beautiful, glowing skin.

🌙 night

- Mary Kay® Oil-Free Eye Makeup Remover
- Cleanser
TimeWise® 3-In-1 Cleanser, TimeWise® 3-In-1 Cleansing Bar, Mary Kay® Facial Cleansing Cloths, Botanical Effects™ Cleanse, Clear Proof™ Clarifying Cleanser for Acne-Prone Skin or Volu-Firm™ Foaming Cleanser
- Mask
Botanical Effects™ Mask, Even Complexion Mask*, TimeWise Moisture Renewing™ Gel Mask* or TimeWise® Microdermabrasion Set*
Step 1: Refine
Step 2: Replenish
- Freshener
Botanical Effects™ Freshen, Clear Proof™ Blemish Control Toner
- Clear Proof™ Pore-Purifying Lotion for Acne-Prone Skin*
- Clear Proof™ Spot Solution for Acne-Prone Skin*
- TimeWise® Even Complexion Dark Spot Reducer
- TimeWise Replenishing Serum+C® or Volu-Firm™ Lifting Serum
- TimeWise® Even Complexion Essence
- Mary Kay® Sun Care Subtle Tanning Lotion
- TimeWise® Night Solution or Volu-Firm™ Night Treatment with Retinol
- TimeWise® Night Restore & Recover Complex™
- Moisturizer
TimeWise® Age-Fighting Moisturizer, Botanical Effects™ Hydrate, Clear Proof™ Oil-Free Moisturizer for Acne-Prone Skin, Intense Moisturizing Cream, or Oil-Free Hydrating Gel
- Satin Lips® (Mask and Balm)
- TimeWise Targeted-Action® Eye Revitalizer or Indulge Soothing Eye Gel®
- TimeWise® Firming Eye Cream or TimeWise® Age-Fighting Eye Cream or Volu-Firm™ Eye Renewal Cream
- TimeWise® Age-Fighting Lip Primer

* Do not use TimeWise® Microdermabrasion Steps 1 & 2 and/or any mask together on the same day. You may alternate their usage during the week. If you are going to use a combination of products in the same week, you may want to limit the use of each product to only one or two times per week.

If you started Mary Kay to make some money and work your business like a business, would you consider **investing in some inventory** to have on hand to build your store? Maybe it's time to take your business to the next level by having product on hand so you can provide the best service for your customers! Remember, the **Follow Your Heart** pendant necklace serves as a token of appreciation from our heart to yours for being a fearless role model and leader. It can be yours when you place a single \$400 or more Section 1 wholesale order in June 2014.

Take advantage of your **50% discount** to stock up on products for you and your family. Do you use Mary Kay from head to toe? If not, why not?! You're crazy to miss out on our fabulous products, especially when you get them at a discount! If you haven't ordered our new products yet, check them out now on Intouch!

**If every woman in our unit placed a \$225 wholesale order just to get products for personal use, that would make a huge contribution to our goal!*



Be Santa Claus this Summer!

With the season of weddings, graduations, Father's Day, baby showers

and bridal showers – giving MK products as gifts is a great way for you to save money this summer! If you're getting married, consider giving your bridal party Mary Kay gift sets!

Have you called your customers lately? Consider calling friends, family & customers to let them know about NEW products and to take reorders. This is a time when a lot of women are looking for a new look!

Have a **\$1000 Day**. Make it your goal to sell \$1,000 in 24 hours by contacting your customers, prospective & former hostesses, family members, and personal use reorders!

Do you know people who work with a lot of women or even men? Consider asking them to be an **Outside Hostess** for you! Offer them \$25 free for every \$100 in orders they collect!

Be a **Star Consultant This Quarter!** Our Unit is going to be **ABUNDANT with Stars!** When you are a STAR, you earn a fabulous star prize and TONS of recognition!

**We're Racing to The Finish Line...
Great Ways YOU Can Help Our Unit!**

consultant power players

Gold Power

Complete 4 out of 5

- Hold 10 parties and/or see 45 faces
- Hold 15 sharing appointments
- Have 2 qualified and/or active new team members
- \$1,600 retail sales
- \$1,000 wholesale section 1 order

A party is considered 3 or more people and a minimum of \$100 in sales.

Silver Power

Complete 4 out of 5

- Hold 5 parties and/or see 30 faces
- Hold 10 sharing appointments
- Have 1 qualified and/or active new team member
- \$1,000 retail sales
- \$600 wholesale section 1 order

Bronze Power

Complete 4 out of 5

- Hold 3 parties and/or see 15 faces
- Hold 5 sharing appointments
- Have 1 new team member
- \$700 retail sales
- \$400 wholesale section 1 order

The Power Player's Contest runs by calendar month.

Name: _____

Month: _____

Return tracking sheet by the 5th of each month to your Director

Personal Retail: _____

Personal Wholesale: _____

Personal Recruits: _____ Qualified: _____

Which did you achieve? gold?
 silver?
 bronze?



Rewards

- First month completed - earn your Schafer pin
- Unit level recognition monthly
- Recognition at Schafer Area Events

Schafer
National Area

Schafer Success Line (1-559-726-1277) is designed for you to call in for training at any time you choose. Topics include marketing, inventory, first steps, time management, booking, coaching, full circle, money management and team building. The recorded sessions will teach you the basic building blocks of your business.



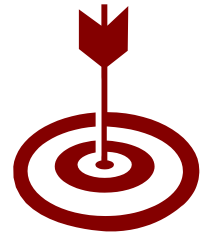
Tempie's



Transformers



On-Target 4th. Quarter Star Consultants



Consultant Name	Wholesale Total for Quarter	Wholesale Needed to Reach				
		Sapphire	Ruby	Diamond	Emerald	Pearl
Marguerite Durham	\$2,267.00	0	133	733	1333	2533
Sandra Kilgore	\$970.50	829	1429	2029	2629	3829
Edna Truelove	\$600.75	1199	1799	2399	2999	4199
Kathy Hart	\$532.50	1267	1867	2467	3067	4267
Tristan Artman	\$465.00	1335	1935	2535	3135	4335
Heather Henson	\$388.50	1411	2011	2611	3211	4411
Joshua Guy	\$384.50	1415	2015	2615	3215	4415
Zena Guy	\$385.00	1415	2015	2615	3215	4415
Valerie Hewett	\$383.00	1417	2017	2617	3217	4417
Angela Scott	\$350.50	1449	2049	2649	3249	4449
RoseMary Nease	\$288.00	1512	2112	2712	3312	4512
Sandra Shipley	\$271.00	1529	2129	2729	3329	4529
Kristin Carpenter	\$255.50	1544	2144	2744	3344	4544

Father's Day Sale Ideas

1. Tribute packaged in a top hat (Can purchase hat at a party store)
2. Treasure Chest with animal print tissue paper inside and Domain Cologne (You Can purchase chest in different sizes in the sewing department at Walmart.)
3. Cutting Edge—Shave Cream, disposable razor, coffee mug
4. It's a Guy Thing—Skin Management for men in travel bag
5. Clean Up Man— Cleansing Bar, Shave Cream, Domain Body and Hair Shampoo packaged in a Silver Bucket
6. Glad We got Tied— Up Tie with one of our Men's Fragrances
7. You're a Great Catch— Tackle Box/Fishing Equipment packaged with any of our Men's products
8. You're my ace— any men's products packaged with tennis balls
9. You're my pro— any men's products packaged with golf accessories



Summertime and the Selling is Easy!

Every season is different in our business, so it's time to shift gears! Follow these ideas to make your summer fun and profitable and build momentum for Fall Sales!



- LAZY IS CRAZY!** We all want to enjoy the sun, the pool and the garden as well as vacation with the family, but **DON'T FORGET YOUR BUSINESS!** Not only will an unproductive summer hurt you in the pocketbook, but it will mean that your new Seminar Year will only have 9 months in it! Because your momentum will be gone or very low, you'll have to waste valuable Fall selling time to get it going again. So here is my solution: Treat July and August as one big month and make it your goal to hold 10 classes. **CHOOSE THE DATES RIGHT NOW AND GO ON A BOOKING BLITZ TO FILL THEM UP!** You can certainly fit in 20 hours of face to face customer time in 60 days and still be able to enjoy all the summer activities you dream of, and your business will be booming by September.
- SHIFT GEARS!** Ask yourself what your "potential" customers are looking for or need during this season: protection from the sun, body care products, quick makeup looks, relief from the heat, a break from the kids.... **FIND THE NEEDS AND FILL THEM.**
- SMALLER IF'S = HIGHER SALES!** You may find yourself doing smaller classes and more facials during the summer because of vacation, etc. **BUT DON'T GET UPSET!** I always sell more because you can get more personal with each person. **IT'S ALSO IMPORTANT TO USE EXTRA GOOD FOLLOW-UP AND INCENTIVES IN THE SUMMER BECAUSE PEOPLE DO GET A LITTLE BUSY.**
- MEET PEOPLE!** The strongest aspect of summer business is prospecting – you see so many more people in the summer! Get involved in community summer activities. (EX. Fairs, Flea Market [no selling allowed] to get names of prospective customers. Take samples and surveys with you everywhere – ball park, picnics, family reunions, outings and ask everyone you talk with for referrals. Give a sample to everyone you meet and ask for her opinion – then **FOLLOW UP.** Start a Before and After Portfolio. No one ever says it's too hot to be a model.
- SET UP COLOR CLASSES** with your customers! Get the product off your shelf and on their faces!
- TRY NEW STRATEGIES!** There are all kinds of fun appointments that can be done in Summer. Lips 'n Tips Classes and especially Pedicure Classes. Make a list of 10 women and then call each one to invite to be one of your 10 Spa Hostesses this summer. I paint the picture on how much fun it is and how easy. **OFFER HER A CHANCE TO RECEIVE UP \$100 IN FREE PRODUCTS.** She'll be thrilled and you'll book two more from her class!
- DO FLOATING SHOWS AND USE FUNPACKS!** If your hostess can't get everyone together because of vacations, do this: Get out 10 Fun Packs to 10 Silent Hostesses. If your client gets 10 orders let her purchase 3 items at half price, or if she sells \$200 give her \$25 in free product. Then follow up to offer facials to her customers. 10 outside hostesses with a Fun Pack in the summer each selling \$100 would give you \$1,000 extra dollars in sales!
- PRODUCT OF THE WEEK!** Each week select a product and make customer calls – say "By the way, let me tell you about my product of the week! It's Sunscreen with SPF 30" and change products each week and offer your customers a special price.
- TRY SAMPLING!** Every week this summer (especially when on vacation!) Have 5-10 people sampling something! Here are some ideas:
**** Hand 5-10 TimeWise samplers and follow up for an opinion. **Results?** 7 out of 10 will buy TimeWise!
I'm still using the TimeWise survey, aren't you?
**** Select 5-10 Customers who are not using a particular product yet. Ex Day/Night solution. Give each one full-size product to try for 7 days if they agree to use it per instructions and give an honest opinion. Offer an introductory price (10% off) if they want to continue using the product after sampling. **Results?** 75% buy
**** Set up Test Panels with your 10 Best Customers! (Friends, family) You decide what they'll test (body care, lip, eye products, etc.) But ask each one for 10 minutes of her time to find at least 1 adult non-Mary Kay user to test with her. If she wants to invite more guest, reward her with 10% off her purchase for each adult non-user up to 50% (ex. 40 people test the new Summer Eye products and 60% buy!
- MASCARA BLOWOUT!** You could easily sell 100 mascaras in 60 days! Tell all your customers and everyone you know that you are participating in a "Mascara Blowout" and sell 100 of any of our mascaras. Remind them that they need to purchase 4 mascaras a year and put them in a Mascara Club – buy 3 and get the 4th either FREE or ½ price – whichever is best for you.
- CONTACT LOCAL BUSINESS GROUP'S** to see if you can make a presentation to them in the fall-it's a great way to meet quality and quantity! **CONTACT THE RESORTS IN YOUR AREA** to see if you can visit once a week and provide an extra service for their guests. The Activity Director is the person you need to contact.
- CHANGE EXCUSE INTO REASONS!**
I don't wear make-up in the summer= but you wash your face twice as often!
It's too hot = You need heat relief
The kids are home from school = you need a break
My friends are on vacation= let's do a floating show
I don't have any money= let me explain how you can receive up to \$100 in FREE products.



June Promotion



**Win
All
3**

**Mary Kay Fushia
Business Card Case**

**Mary Kay Fushia
Checkbook Cover**

**Mary Kay Fushia
Money Bag**

\$225 WHOLESALE & 25 ITEMS SOLD	\$400 WHOLESALE & 50 ITEMS SOLD	\$600 WHOLESALE & 75 ITEMS SOLD	\$800 WHOLESALE & 100 ITEMS SOLD
1.	26.	51.	76.
2.	27.	52.	77.
3.	28.	53.	78.
4.	29.	54.	79.
5.	30.	55.	80.
6.	31.	56.	81.
7.	32.	57.	82.
8.	33.	58.	83.
9.	34.	59.	84.
10.	35.	60.	85.
11.	36.	61.	86.
12.	37.	62.	87.
13.	38.	63.	88.
14.	39.	64.	89.
15.	40.	65.	90.
16.	41.	66.	91.
17.	42.	67.	92.
18.	43.	68.	93.
19.	44.	69.	94.
20.	45.	70.	95.
21.	46.	71.	96.
22.	47.	72.	97.
23.	48.	73.	98.
24.	49.	74.	99.
25.	50.	75.	100.

Name _____

Date _____

Return to Tempie by July 6