

Serve  
Motivate  
Influence  
Love  
Empower

# S.M.I.L.E. FACTORY



Kim DeCovich  
SENIOR SALES DIRECTOR



May 2014 Newsletter, April Results

## SIZZLIN NEW SUMMER PRODUCTS

MARY KAY®  
HONEYDEW SATIN HANDS®  
PAMPERING SET

\$35

A limited-edition item! Check out the new Satin Hands® set - it has a light, fruity scent and contains three Satin Hands® pampering products.

BEAUTY THAT COUNTS®  
JOURNEY OF DREAMS™  
EAU DE TOILETTE

\$25

From May 16, 2014, through Aug. 15, 2014, \$2.50 will be donated from each sale to help change the lives of women and children.

Has a light and fresh, floral scent that is reminiscent of Journey® Eau de Parfum, but with a refreshing twist.

MARY KAY AT PLAY™  
BOLD FLUID EYELINER

\$10

High-impact color to light up eyes. Available in *Blue My Mind*, *The Real Teal*, *Hello Violet* and *Gold Metal*.

Purchase the TIMEWISE REPAIR® VOLU-FIRM™ SET and receive a Satin Pillow Case (ask me for details).

MARY KAY® AT PLAY™  
TRIPLE LAYER TINTED BALM

\$10

Lips feel supple, smooth and cushioned in moisture. Layer color, pampering and fun in one lip-loving balm. Available in *Pink Again*, *In the Plum*, *Orange You Lovely* and *Atomic Red*.

TRUE DIMENSIONSTM  
LIPSTICK  
(NEW SHADES)

\$18

Buttery-smooth feeling formula melts onto lips, instantly drenching them in moisture and locking it in. Formula includes age-defying ingredients. Available in *Tangerine Pop*, *Coral Bliss*, *Exotic Mango*, *Sassy Fuchsia*, *Lava Berry*, *Berry a la Mode*, *First Blush*, *Tuscan Rose* and *Chocolatte*.

MARY KAY®  
MINERAL EYE COLOR  
(NEW SHADES)

Five new neutral shades that work on all skin tones, providing long-lasting wear. Also fade and crease resistant. Available in *Ballerina Pink*, *Rosegold*, *Driftwood*, *Stone* and *French Roast*.

## April Queens



Queen of Sales  
Jane Winge



Queen of Wholesale  
Sierra Pass



Queen of Sharing  
Linda Saffron

Updated Website

Be sure to check out our updated website at:  
**KIMDECOVICH.COM**  
Password: dream

# HOW TO HAVE A GRAND WEEK IN MAY!

Visit [www.marykayintouch.com](http://www.marykayintouch.com) for all the details!

**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 and WIN!**

## WIN A GRAND

Promotion runs May 1-30, 2014

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.



# Quarter 4

On-Target and Star Consultants  
March 16—June 15, 2014



Current Wholesale Prod.

—wholesale production needed—

	for Star	Sapphire	Ruby	Diamond	Emerald	Pearl
KIM DECOVICH	\$1,675.00	\$125.00	\$725.00	\$1,325.00	\$1,925.00	\$3,125.00
DEE CHAPMAN	\$614.50	\$1,185.50	\$1,785.50	\$2,385.50	\$2,985.50	\$4,185.50
SIERRA PASS	\$604.00	\$1,196.00	\$1,796.00	\$2,396.00	\$2,996.00	\$4,196.00
CAROLYN WOOD	\$508.50	\$1,291.50	\$1,891.50	\$2,491.50	\$3,091.50	\$4,291.50
BARBARA TABB	\$503.00	\$1,297.00	\$1,897.00	\$2,497.00	\$3,097.00	\$4,297.00
JOYCE CUSHING	\$486.50	\$1,313.50	\$1,913.50	\$2,513.50	\$3,113.50	\$4,313.50
JANE WINGE	\$424.50	\$1,375.50	\$1,975.50	\$2,575.50	\$3,175.50	\$4,375.50
DANA LEBLOND	\$421.00	\$1,379.00	\$1,979.00	\$2,579.00	\$3,179.00	\$4,379.00
KIAA LONG	\$410.75	\$1,389.25	\$1,989.25	\$2,589.25	\$3,189.25	\$4,389.25
KIM SANDHU	\$401.50	\$1,398.50	\$1,998.50	\$2,598.50	\$3,198.50	\$4,398.50

## 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 WHOLESAL



# Summer PCP Participants

**Meridith Cervenak**  
**Joyce Cushing**  
**Carolyn Wood**  
**Becca Smith**  
**Linda Schymik**  
**Kiaa Long**  
**Marlane Safadi**  
**Kim DeCovich**



Independent Beauty Consultants who started a Mary Kay business in April **AND** Independent Beauty Consultants who added a new team member in the month of April can offer these same great incentives to potential new team members in **May**.



Share the Love!

Team-Building Promotion: May 1 – 31, 2014

## Team-Building Script

Hi \_\_\_\_\_, this is \_\_\_\_\_...do you have a second? Great! ...The reason why I'm calling is that I'm really excited about some special leadership training I am taking with my Mary Kay business, & I want to ask if you would be willing to help me with one of my assignments. The lesson is on how to interview prospective Mary Kay Beauty Consultants. To complete it, I need to be like an interviewer, and interview with 5 of my sharpest, smartest customers who are both good with people & familiar with what I do, & you are my first choice! I realize you are not really interested in selling MK, \_\_\_\_\_, that is why we're practicing with you. It will only take about 30-45 minutes, & I will give you a free gift for listening. It could either be a 3-way phone call with me listening quietly on the other line taking notes, while you role play with my teacher, or we could buy you lunch & meet you on your lunch hour. If lunch is not convenient, I will have a special product gift for you for helping with the assignment. Would you prefer a product gift or a free lunch? Thanks so much! ((Schedule time —then say)) And if something comes up, could you please alert me by the day before if you need to reschedule? Thank you so much. I really appreciate your time!



These are your 3 points that you should focus on so you can continue to make sure you are serving your customers in the best manner:

1. What does she need to replenish
2. Preferred Introductory Offer on items she isn't using....(PCP gift when appropriate)
3. Update Facial, reprogram for season, new look for FALL, WINTER, SPRING, SUMMER

**Some other suggestions for Number 3:**

- \*Gift giving for upcoming holidays:
- \*Get together to be your model
- \*Host a party with friends
- \*Referrals for girlfriend pampering gifts with \$10 gift certificate for her friends at no cost to her
- \*Guest at upcoming Success Meeting/Event
- \*Get together for Coffee so she can give you her opinion of the Marketing Plan

Remember, Golden Rule Customer Service ties your customer to you! Be professional and generous. Look for a win/win!

# Recruiters and Their Teams

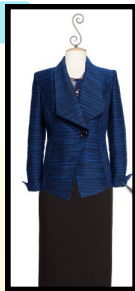
## DIQ

### 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.



### Senior Consultants

Recruiter :Meridith J. Cervenak  
Angela Wrobel

Recruiter :Joyce M. Cushing  
Carolyn Wood

Recruiter :Sue Hudel  
Meredith Harding  
Tonya Scott

Recruiter :Lyndsay Johnson  
Clara St. Amour  
\* Wendy D. Hopkins

Recruiter :Natalie Patterson  
Patty Bruder  
\* J. Campagna-Sylvain  
\* Michele C. Harken  
\* Susan F. Mandley  
\* Freyja Patel  
\* Stephanie L. Welch

Recruiter :NancyAnn Payne-Maugh  
Jacqueline J. Harsen

Recruiter :Amanda Prinz  
Brittne M. Ash

Recruiter :Linda K. Schymik  
Natalie Patterson  
Jane Winge

Recruiter :Clara St. Amour  
Michelle S. Spicer  
\* Emilija Bucu  
\* M. Meier Malloch

Recruiter :Barbara A. Tabb  
Joann J. Charnock  
Kathleen Harrington

Recruiter :Javan Wilson  
Kiaa Long  
Becca A. Smith  
\* Jerusha Diamond

Recruiter :Jane Winge  
Julianne S. Wright



# POSITIVE AFFIRMATIONS!!!

I possess the qualities needed to be **extremely** successful.

- >> My business is **growing, expanding, and thriving.**
- >> My thoughts are **filled with positivity** and my life is plentiful with prosperity
- >> Today, I abandon my old habits and take up new, **more positive ones.**
- >> I am a **powerhouse**; I am indestructible.
- >> Today, I am **brimming with energy** and overflowing with joy.
- >> I am the architect of my life; I build its **foundation** and choose its contents.



# Welcome New Consultants!

### New Consultant

Amber R. Baker  
Armillia Bates  
Sandy Burman  
Amber D. Davis  
Sierra Pass  
Kathleen Rodriguez  
Sabrina Rush

### From

OTTER LAKE, MI  
PONTIAC, MI  
WATERFORD, MI  
WATERFORD, MI  
CLARKSTON, MI  
INDIAN LAND, SC  
HOLLY, MI

### Sponsored by

Dee Chapman  
Kim DeCovich  
Kim DeCovich  
Kim DeCovich  
Kim DeCovich  
Linda Saffron  
Kim DeCovich

# Thanks for YOUR Order!

April Orders

Name	Amount
Sierra Pass	\$604.00
Joyce M. Cushing	\$486.50
Jane Winge	\$424.50
Kim Sandhu	\$401.50
Carrie Hanselman	\$341.25
Julianne S. Wright	\$286.00
Ashleigh Burry	\$274.25
Brittany Polley	\$270.00
Meridith J. Cervenak	\$268.25
Erika Pease	\$261.00
Carolyn Wood	\$255.00
Barbara A. Tabb	\$252.50
N. Payne-Maugherman	\$252.25
Natalie Patterson	\$244.50
Kimberly McGaughey	\$227.50
Cindy Roth	\$226.50
Meridith Harding	\$226.00
Nikki M. Reyes	\$225.50
Lyndsay Johnson	\$225.50
Tonya Scott	\$225.00
Dee Chapman	\$198.00
Kiaa Long	\$88.25
Angela Wrobel	\$80.50
Linda K. Schymik	\$48.00
Becca A. Smith	\$21.50
Mary Lou Cipriano	\$16.00
Kim DeCovich	\$1,675.00

## Giving to Others... FUNDRAISING



Why not work this month to fundraise and give back to others? What cause or who is near and dear to your

heart that you would want to support?

Here is a sample idea on fundraising: Offer to donate \$10 from each Satin Hands set to your cause or person. The Satin Hands set is \$35. So after your donation, your profit from each sale would be \$7.50. Sell 10 Satin Hands sets, your donation amount would be \$100 and you would make \$75. Isn't that incredible?

Think about the causes that you want to support and give back. Giving back helps the world be a better place!

# RESULTS FROM USING timewise REPAIR

thanks Senior Sales Director Bonny R.



**wow!**



Look at these **INCREDIBLE RESULTS** from using the TimeWise Repair Set—there is a huge different from 4 days to 90 days. What differences can you spot? If you are not using the regimen, you are missing out on **INCREDIBLE and BEAUTIFUL skin!** If your customers are not using the regimen, they are missing out too!

You can download a printable file of the pictures at:  
<http://www.donnabayes.com/TWRepairBefAftBonnie.pdf>

## YTD COURT OF SALES



Name	YTD Retail	YTD PC Credit	YTD Total
Joyce M. Cushing	\$12,508.50	\$1,539.00	\$14,047.50
Jane Winge	\$6,341.00	\$946.00	\$7,287.00
Angela Wrobel	\$5,845.00	\$452.00	\$6,297.00
Barbara A. Tabb	\$5,685.00	\$108.00	\$5,793.00
Carolyn Wood	\$5,159.50	\$461.00	\$5,620.50
N. Payne-Maugherman	\$4,663.00	\$645.00	\$5,308.00
Michele C. Harken	\$4,864.00	\$260.00	\$5,124.00
Debra Schmidt	\$3,350.00	\$1,036.00	\$4,386.00
Kiaa Long	\$4,186.00	\$183.00	\$4,369.00
Meridith J. Cervenak	\$3,272.50	\$187.00	\$3,459.50

## YTD COURT OF SHARING

Name	YTD Qual. Recruits
Natalie Patterson	1
Kim DeCovich	8

### Court of Sales and Sharing rules

Contest period:  
July 1, 2013 - June 30, 2014

**Seminar YTD Court of Sales:**  
\$36,000 or more in personal estimated retail production

**Seminar YTD Court of Sharing:**  
24 or more qualified new team members

# Love Checks...it starts with Love!

## 4% Recruiter Commission Level

Linda K. Schymik	\$26.76
Sue Hudel	\$18.04
Jane Winge	\$11.44
Joyce M. Cushing	\$10.20
Javan Wilson	\$4.39
Meridith J. Cervenak	\$3.22



## team building cues to look for in others

Women are everywhere—and everyone has a need. There are many women out there that wish to quit their J.O.B. and have a career that is satisfying and pays them for their efforts. A career that helps them have an enriched life. These women are out and about. This is what you might look for in others that are great cues.

- She is enthusiastic about Mary Kay products
- She mentions that she could use extra money.
- She is looking for “something more” out of life.
- She asks you how you got started in your business.
- She mentions that she never has enough time with her family.
- She talks about starting a business of her own one day.
- She expresses unhappiness with her current job.
- She talks about returning to work when her children are in school.
- She says that she would like more freedom and to be her own boss.
- She talks about working part time to keep herself busy.
- She says she could never do what you do.



## June 2014 Business Briefing

- 3: Last day to submit online sales DIQ commitment form available until midnight CT
- 10: Summer 2014 PCP program mailing of Month 2 mailer begins
- 15: Deadline for Q4 Star Consultant contest, Father's Day
- 16: Q1 Star Consultant contest begins, Fall 2014 PCP online enrollment and Month 2 mailer begins
- 20: Online prize selection for Q4 Star Consultant quarterly contest
- 27: Last day of month for consultants to place phone orders
- 30: Seminar 2014 contest period ends, last day of month, last day for orders

## On-Going June

\*Class of 2014 (through July 1, 2014)

\*All-Star Star Consultant Consistency Challenge (through June 15, 2014)

\*Quarter 4 Star Consultant Quarter Contest (March 16 - June 15)



## June Birthdays and Anniversaries

Birthdays	Day	Anniversaries	Years
Stephanie L. Welch	4	Jennifer Ritz	12
Meggan A. McCaughan	5	Kristin Farrell	8
Nikki M. Reyes	5	Kimberly McGaughey	6
Val E. Olmsted	10	Amanda Princz	4
Martha M Vendittelli	10	Jennifer Rhodes	4
Jacqueline J. Harsen	14	M. Meier Malloch	3
Susan Wosik	16	Jamie Opell	3
N. Payne-Maugherman	19	Rikki J. Anger	3
Jennifer L. Eck	20	Michelle S. Spicer	3
Joann J. Charnock	22	Joyce M. Cushing	2
Jennifer Niemczyk	28	Carol A. Lineberry	1
Elizabeth Brown	29	Jennifer Randazzo	1



## May 2014

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.

# Foundation Conversion Chart with CC Cream

TimeWise Foundation	Medium-Coverage Foundation	Mineral Powder Foundation	Crème-to-Powder Foundation	Day Radiance Cream Foundation	CC Cream	Concealer	Facial Highlighting Pen	Sheer Mineral Pressed Powder
		Ivory 0.5, Ivory 1			Very Light	Ivory 1	Shade 1	Ivory 1
Ivory 1 (P)		Ivory 0.5, Ivory 1			Very Light	Ivory 1	Shade 1	Ivory 1
Ivory 2(Y)		Ivory 0.5, Ivory 1	Ivory 0.5		Very Light	Ivory 1	Shade 1	Ivory 1
Ivory 3(P)	Ivory 104, Ivory 105	Ivory 0.5, Ivory 1	Ivory 0.5		Very Light	Ivory 2	Shade 1	Ivory 1
Ivory 4(Y)	Ivory 100	Ivory 0.5, Ivory 1	Ivory 1		Very Light	Ivory 1	Shade 2	Ivory 1
Ivory 5(O)	Ivory 200, Ivory 202	Ivory 1, Ivory 2		Antique Ivory	Light-to-	Ivory 2	Shade 1	Ivory 1, Ivory 2
Ivory 6(P)	Ivory 204	Ivory 2, Beige 0.5	Ivory 2	Antique Ivory,	Light-to-	Ivory 1	Shade 1	Ivory 2
Ivory 7(P)	Ivory 204, Beige 305	Ivory 2, Beige 0.5	Ivory 2	Antique Ivory,	Light-to-	Ivory 2	Shade 2	Ivory 2
Beige 1(Y)	Ivory 202, Beige 300	Ivory 2, Beige 1	Beige 1	Almond Beige	Light-to-	Beige 1	Shade 1	Beige 1
Beige 2(Y)	Beige 300	Beige 0.5, Beige 1	Beige 3	Buffed Ivory, Bisque Ivory, Fawn Beige,	Light-to-Medium	Beige 1	Shade 2	Beige 1
Beige 3(P)	Beige 304, Beige 305	Beige 0.5, Beige 1	Beige 2, Beige 3	Delicate Beige, Fawn Beige, True Beige	Light-to-Medium	Beige 1	Shade 2	Beige 1
Beige 4(O)	Beige 300, Beige 302	Beige 1	Beige 3	True Beige	Medium-to-Deep	Beige 1	Shade 2	Beige 1
Beige 5(P)	Beige 302, Beige 400	Beige 1.5, Beige 2	Beige 4	Almond Beige	Medium-to-Deep	Beige 2	Shade 3	Beige 2
Beige 6(O)	Beige 400, Beige 402	Beige 1.5, Beige 2	Beige 4	Almond Beige	Medium-to-Deep	Beige 1	Shade 1	Beige 1

TimeWise Foundation	Medium-Coverage Foundation	Mineral Powder Foundation	Crème-to-Powder Foundation	Day Radiance Cream Foundation	CC Cream	Concealer	Facial Highlighting Pen	Sheer Mineral Pressed Powder
Beige 7(O)	Beige 400, Beige 402	Beige 1, Beige 2	Beige 4	Almond Beige	Medium-to-Deep	Beige 2	Shade 2	Beige 2
Beige 8(P)	Beige 404	Beige 1.5, Beige 2	Beige 3	Almond Beige	Deep	Beige 2	Shade 4	Beige 2
Bronze 1(Y)	Bronze 500	Bronze 1	Bronze 0.5	Walnut Bronze	Deep	Bronze 1	Shade 3	Bronze 1
Bronze 2(P)	Bronze 504	Bronze 1	Bronze 1	Mocha Bronze	Deep	Bronze 1	Shade 3	Bronze 1
Bronze 3 (GO)	Bronze 507	Bronze 1, Bronze 2		Mocha Bronze	Deep	Bronze 1	Shade 3	Bronze 1
Bronze 4(P)	Bronze 507, Bronze 607	Bronze 2, Bronze 4	Bronze 1	Walnut Bronze	Deep	Bronze 2	Shade 4	Bronze 2
Bronze 5 (GO)	Bronze 607	Bronze 2, Bronze 3	Bronze 2	Walnut Bronze	Deep	Bronze 2	Shade 4	Bronze 2
Bronze 6(Y)	Bronze 600	Bronze 3, Bronze 4	Bronze 2	Rich Bronze	Deep	Bronze 2	Shade 4	Bronze 2
Bronze 7 (WB)	Bronze 600, Bronze 607	Bronze 4, Bronze 5		Rich Bronze	Deep	Bronze 2	Shade 4	Bronze 2
Bronze 8 (WB)	Bronze 708, Bronze 808	Bronze 5		Rich Bronze	Deep	Bronze 2	Shade 4	Bronze 2

Concealer Undertone Chart

	Pink	Yellow	Golden Orange	Warm Brown
Ivory 1		x		
Ivory 2	x			
Beige 1	x			
Beige 2		x		
Bronze 1			x	
Bronze 2				x

P (Pink) Y (Yellow) O (Olive)  
GO (Golden Orange) WB (Warm Brown)



# Girls Night Out

**Tuesday, June 3rd, 2014**



6:30 pm - Dinner will be served.

*Featured Guest Speaker...*

**Tricia Melnikov, NEW Sales Director**

**CASH DRAWING:** All guests will receive an entry into our BIG CASH DRAWING to be held next month!

**COACH GIVEAWAYS:** one COACH BAG to a lucky MK Consultant & one COACH BAG to a lucky Guest!

**ATTIRE:** Please dress to impress in Mary Kay Attire.

**TICKETS:** Tickets available at Event Brite now thru 5/31.

<https://www.eventbrite.com/e/girls-night-out-june-2014-tickets-11176299613>

Advance tickets: \$15 for Consultants. \$12 for Red Jackets.  
At the Door: \$20. **Guests: Always FREE!**

**LOCATION:** 1100 Lone Pine, Bloomfield Hills

**HOSTED BY:** MK Future Nationals, Brittne, Kirsten & Kim





# SUCCESSFUL WOMEN THINK DIFFERENTLY!

## Choices that will change your life!



Seven personal decisions to embrace as a way of life. These seven choices are a set of personal decisions for women who are serious about maximizing their personal and professional lives - women, like you, who don't want to look back ten years or twenty years from now with regret.

Every woman who experiences authentic success - a harmony of purpose, resilience, and joy in her life - has incorporated these decisions into her life.

I ask you to commit to them right now. They are simple but profound choices about your thought processes.

No matter what you encounter on your journey towards your vision, these seven decisions will steer you in the right direction, restore peace and confidence, and boost your happiness even in the midst of challenges.

### Decision #1

#### I do not downsize my dreams.

"It isn't the things we did that we most regret; it's the things we didn't do." Mark Twain. To succeed at a high level, you must start expecting more. Even when you don't get everything you expect, you'll get a whole lot more than if you were expecting nothing at all. The moment you choose to settle, you guarantee you'll never achieve your real dream. **Choose faith over fear.**

### Decision #2

#### I focus on solutions, not problems.

The bigger you dream, the more opportunity for obstacles, challenges, and problems. Choose a mindset that sees problems as opportunities for growth, and you will eventually walk into your vision. Just as importantly, when you focus on solutions you attract **opportunities**. People are so used to complainers, excuse-makers, and problem-generators that your refreshing bent toward solutions will be a success magnet.

### Decision #3

#### I choose to be authentic.

Be yourself. Who else can you be? It takes less effort and energy to be yourself, but it also takes courage. Fear that you will not be accepted or approved just as you are can lead you to send your "representative" out into the world. She looks like the real you, but she's not. She's a counterfeit and whatever success she has is built on false pretenses that you must keep up in order to maintain success. Aim to be the **best you possible - nothing more, nothing less.**

# SUCCESSFUL WOMEN THINK DIFFERENTLY!

## Decision #4

### I choose courage over fear.

Like problems, fear is inevitable. But it's not a stop sign. Fear is the most common obstacle to achieving true success and happiness. Fear tempts you to shrink from your authentic desires. It causes you to rationalize yourself out of a great idea. It leads you to pretend you don't really want what you really want. Like problems, fear is inevitable. **But it's not a stop sign. Refuse to succumb to it.**

## Decision #5

### I choose relationships wisely and nurture them intentionally.

Success doesn't occur in a vacuum. You need people, and people need you. Those with a strong support system have the resources that open doors of opportunity and empower them to manage any challenge. By the same token, there is a deep sense of well-being that occurs when we give to others, offering support, kindness, and love. **Don't do it alone.** Happiness and energy come in relationship with others.

## Decision #6

### I will actively seek feedback and use it to grow.

You need people around you who tell you the truth. Resilient women know this. And even when they don't like what they hear, they listen, process it, and ask themselves, "Is there a grain of truth to this feedback, even if it is negative?" Your limited perspective is not enough. Be humble, and use failures and mistakes as learning tools. **Put yourself around people who know more than you, and learn all you can from them.**

## Decision #7

### I know my purpose and take daily action in the direction of my vision.

Consistency is key. If you continually take steps in the right direction, you will eventually arrive at your destination. **Consistent action** yields consistent results. "For a dream comes through activity much activity, and a fool's voice is known by his many words," King Solomon promised in the book of Ecclesiastes (5:3).

Take a look at these Seven Key Decisions again. Are you willing to adopt them as your own? Which one stands out as your favorite? Which one will require a shift in attitude for you? Make a commitment to these seven decisions by making an agreement with yourself. Sign it as a symbol of your pledge. Post these commitments **where you will see them often.**

- Valorie Burton



# Bee the Best Bee You Can Bee!

Remember the Bee? It's not suppose to be able to fly...but someone forgot to tell it and it flies just fine! YOU are the BEE.... you can be all that you want to be....BUT you must first decide to FLY!

Are you ready to FLY (Finally Loving Yourself)? Eagles - They have such regal, such majesty as they soar around effortlessly in the sky. Remember too that unless they first jumped off the cliff they would never have discovered that they COULD!

1. **Setting your Sights** - if you shoot for the Moon you will always land amongst the STARS!! Your first goal when moving on up is to ALWAYS be a STAR CONSULTANT! That is minimal sales even part time consultants can do this, \$300 Retail weeks, everyone deserves to be a STAR & earn her star each quarter and to get her beautiful prizes!!  
\$300 = Sapphire      \$400 = Ruby      \$500 = Diamond      \$600 = Emerald

2. **Taking it to the next level is - NATIONAL COURT OF SALES** - by consistently holding \$600 to \$700 weeks you will grace the stage in your exquisite gown and win a beautiful diamond prize!! You can control this, but you must CHOOSE this!!

3. **Red Jacket** - If you worked for someone else and they told you they had openings for 3 fabulous positions that would pay \$25 to \$50 an hour with the potential of earning \$50,000. A year to \$\$\$\$\$\$\$...would you know anyone to recommend? Make a list of 10 people who you want to share this with. You may not even know their names it could be the girl at the corner store, etc. Go for a bronze medal this month! This is a great time to recruit for tax deductions, holiday selling, buying holiday gifts at cost, great time to finish training, you meet lots of people over the next few weeks, after the holidays its such a let down and people are in the 'party' mode. As Mary Kay's husband Mel Ash said....just change the H to a K and "A...S...K..."

4. **It only takes 2 more to track your car and 7 more to earn it...DRIVE FREE!** Why not go for a double gold medal and get the job done. Become a Recruiting Machine...GET EXCITED....Ask, and Ask, and Ask....that's all it is...a numbers game. There are a lot of people out there working, ask them. There is someone at every gas station, fast food, dry cleaners, florist, etc, ask them. Do you know most of them are working for minimum wage? **Do you also realize that if all they sold was a mascara, lipstick etc. an hour they are making minimum wage?**

5. **Taking it to the next level 2 a month every month is NATIONAL COURT OF RECRUITING!!** Make the choice to be in the court.....if you have ever had 1 recruit you can do this, you just have to decide to ASK!

6. **CHOICES** - Choose to be great! Choose to give it your best! Choose to book your 10 classes! Choose to bring a guest this week! Choose to interview 2 a week! Choose to coach those hostesses! Choose to set a Goal! Choose to get control of your time! Choose to call your director weekly! Choose to go to meetings! Choose to be a Star! Choose to drive FREE! Choose to MOVE ON UP!! It is not up to anyone but YOU to choose what Mary Kay can be for you!

"Long-range goals keep you from being frustrated by short-term failures."

"LIFE IS NOT A JOURNEY TO THE GRAVE WITH THE INTENTION OF ARRIVING SAFELY IN A PRETTY AND WELL PRESERVED BODY, BUT RATHER TO SKID IN BROADSIDE, THOROUGHLY USED UP, TOTALLY WORN OUT, AND LOUDLY PROCLAIMING: WOW.... WHAT A RIDE!!!"

**Women are natural salespeople. Once they believe in a product, they sell it to everyone they meet. They have spent their lives selling their husbands, children, neighbors and friends on whatever they believe in. Selling a product they are sold on themselves is second nature. I am amazed by the ingenuity, creativity and ability to see that women possess. (From My Heart to Yours, Page 25)**

**-Mary Kay Ash**



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discover what you



**Words of Wisdom  
From Mary Kay Ash**

The dream I have for you soars on silver wings. Seminar is the place where your dreams are given the power to move forward. You'll have more knowledge, information and inspiration to soar higher than you have ever before.



*Photo Flashback*

**Happy Birthday Mary Kay!**



In honor of Mary Kay Ash's birthday on May 12th, it's fitting to remember that she always wanted to make others feel even more important than herself – especially on their birthday! The following reminiscence from long-time Mary Kay Inc.

employees Jennifer Cook and Erma Thompson is testament to Mary Kay's giving spirit. "We had a little system back in the 1960s. When a new Independent Beauty Consultant started her Mary Kay business, her name was entered into a notebook. The date of the Independent Beauty Consultant Agreement and her birth date were entered – and every year

the person received a card from Mary Kay for her anniversary and her birthday. Over the years, we moved to another building to accommodate our growing Company, but the independent sales force also continued to expand. One day one of the executives said to Mary Kay, 'Mary Kay, you know we'll have to quit doing these birthdays. We have too many.' And she just said, 'Oh no we won't.' There was no arguing with her, as she would just smile sweetly. Mary Kay wanted every woman to have a birthday card because 'some don't get many cards.' When she was a salesperson herself, she had customers who told her she was the only person who sent them a card on their birthday – and some Independent Beauty Consultants wrote to thank her and said the same thing. That touched her deeply. She didn't want anyone associated with this Company to feel less than special on their birthday." What a way to celebrate Mary Kay!

