

Serve
Motivate
Influence
Love
Empower

S.M.I.L.E. FACTORY



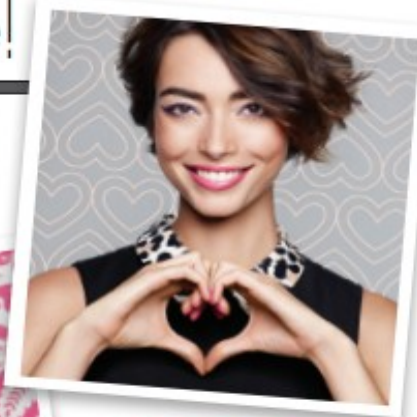
Kim DeCovich
SENIOR SALES DIRECTOR



April 2014 Newsletter, March Results

♡ Share the Love!

We love giving women the opportunity to build their dreams, which is why you can start your Mary Kay business **for only \$75 in April!**



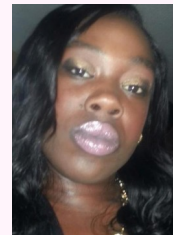
LOVE

More to Love!

Are you ready to stretch yourself and help other women realize their potential? When you start your business in April and share the Mary Kay opportunity, **you can offer these same great incentives** to anyone who also may want to start a Mary Kay business in April or May. With new team members, you can start earning commissions and potential team-building bonuses that can help get your new Mary Kay business off to a fabulous start!

Ask me, your Independent Beauty Consultant, **how to get started today!**

March Queens



Queen of Sales
Kiaa Long



Queen of Wholesale
Joyce Cushing



Queen of Sharing
Sue Hudel

Welcome New Consultants!

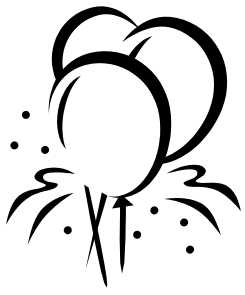
New Consultant
Tracie Butler
Tonya Scott

From
W BLOOMFIELD, MI
WESTLAND, MI

Sponsored by
Kim DeCovich
Sue Hudel

Important Promo Deadlines

- **Quarter 4 Star Consultant quarterly contest** (March 16 - June 15, 2014)
- **Star Consistency Challenge** (June 16, 2013 through June 15, 2014)
- **Class of 2014** (through July 1, 2014)



CONGRATULATIONS QUARTER 3



STAR CONSULTANTS



Joyce Cushing
Sapphire



Kim DeCovich
Pearl



On Target Stars and Stars



Fourth Quarter Ends—June 15, 2014

	for Star	Sapphire	Ruby	Diamond	Emerald	Pearl
DANA LEBLOND	\$421.00	\$1,379.00	\$1,979.00	\$2,579.00	\$3,179.00	\$4,379.00
DEE CHAPMAN	\$416.50	\$1,383.50	\$1,983.50	\$2,583.50	\$3,183.50	\$4,383.50

discover what you
LOVE™



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 WHOLESALE

RUBY STAR
\$2400 WHOLESALE

DIAMOND STAR
\$3000 WHOLESALE

EMERALD STAR
\$3600 WHOLESALE

PEARL STAR
\$4800 WHOLESALE



PRODUCT TRADES & PURCHASES

Sometimes we all get into a "MK Pickle" where we don't have the exact product we need on hand. If you are not ready to place a \$225 minimum order with MK, you may do a product trade with another consultant. Below are the guidelines on how trading should be conducted.

With regards to TRADING PRODUCTS:

1. Feel free to trade products with any consultants or adoptees in our area and beyond when necessary.
2. Trading is only fair when you can offer the other consultant something that she can use as well. Be specific about what you're willing to trade for (ie. new packaging, etc.)
3. Always trade for equal \$ amount.
4. Never trade section 2 for section 1 items. The person that trades out section 2 for section 1 loses the credit with the company for prizes & credits.
5. Always make sure that your stickers have been removed from the products before you trade them out.

Directors do not offer product trades.

With regards to PURCHASING PRODUCTS:

1. Consultants are prohibited from selling MK products (section 1) to another consultant per their beauty consultant agreement.
2. Consultants may purchase sales aids (section 2) from other consultants as brochures and other sales aids do not impact prizes or commissions.
3. Consultants may place orders with MK & change the shipping address to mail directly to the customer.
4. Consultants may use the "Customer Delivery Option" to ship directly to their customers for only \$5.50 on orders under \$100.

Visit marykayintouch.com for details.

Consultants may earn "bonus bucks" (rebates) on wholesale orders in excess of \$400 from MK.

To run a successful and profitable MK business... you need products to sell. Even hobby consultants should consider stocking best-selling items to maximize profitability.

Thank you for following these guidelines without exception.

Join us!

POWER COFFEE!!

(Consultant only training)

Free event:

Bigby Coffee, Bloomfield Hills,
April 15th, 7pm



discover what you
LOVE™



Summer Look

Grab your "Passport to Fun" and take a fabulous beauty trip in the latest issue of *The Look*! Your customers will discover travel-ready products for everything

from beach vacations to weekend road trips. Plus, they'll find new lip and eye colors perfect for summer looks that go from surf-side casual to wedding bliss. Enroll your customers to receive *The Look* through the Preferred Customer ProgramSM, and they'll receive our NEW seal sampler of limited-edition[†] *Journey of Dreams*TM Eau de Toilette – the new fragrance that gives back.

- Enroll March 16 – April 15, 2014
- Mails May 16[†]
- Only 70¢ per name*



Enroll by April 15th!

Recruiters and Their Teams

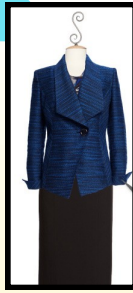
DIQ

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 :Sarah Behncke
Kelly Conlon

Recruiter :Meridith J. Cervenak
Angela Wrobel

Recruiter :Joyce M. Cushing
Carolyn Wood

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

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

Recruiter :NancyAnn Payne-Maugh
Jacqueline J. Harsen

Recruiter :Amanda Princz
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

Recruiter :Angela Wrobel
Bonnibelle Soltis



Jordan Helou Eicher – Teach Consultants How to Recruit, not just to Market Information! Multiply Yourself!

9 Questions to Memorize – put each question on an Index Card

1. What has been your experience with Mary Kay Products? (good impression, bad impression)
2. Have you ever heard how we make our money? (what does she already know, so you don't waste time).
3. Tell me about yourself? (reveals personality, helps you to tailor to her needs).
4. If you could change any one thing in your life right now, what would it be? (needs)
5. Share why you are building your business- tell her your goal and/or your why. (women want to be a part of a winning team)
6. This is how our MK Marketing Plan works. Go over Fast, Fun Facts
7. After hearing all that, what was NOT answered that you would need to know in order to make a decision about this for you?
8. What is the most appealing thing to you right now?
9. What would hold you back from ordering your starter kit with me today?



Team Up for Women!!!



Last year, you and your customers helped The Mary Kay Foundation donate almost \$5 million to its two causes, the elimination of cancers that affect women and violence against women. Our 2014 campaign started April 1, and ends on Mary Kay's birthday, May 12. Start teaming up with other consultants and think about what you can

do to fundraise for the Mary Kay Foundation!

Thanks for YOUR Order!

March Orders

remembering the 60/40 PROFIT RULE!

Name	Amount
Joyce M. Cushing	\$651.00
Barbara A. Tabb	\$501.50
Kiaa Long	\$467.25
Patty Bruder	\$453.00
Dana LeBlond	\$421.00
Dee Chapman	\$416.50
Jacqueline J. Harsen	\$312.00
Sarah Behncke	\$307.50
N. Payne-Maugherman	\$304.25
Linda D. Saffron	\$281.50
Carolyn Wood	\$253.50
Jane Winge	\$250.75
Chasi R. Fox	\$236.00
Melanie Bieszard	\$230.50
Lindsey Smith	\$230.25
Tina Keilani	\$230.00
Jenny Robak	\$227.00
Jennifer L. Eck	\$225.50
Jennifer Niemczycki	\$225.50
Javan Wilson	\$225.00
Amanda Princz	\$172.50
Linda K. Schymik	\$137.00
Susan Wosik	\$126.50
Sue Hudel	\$120.50
Marlane Safadi	\$118.00
Michelle Campbell	\$112.50
Julie Baker	\$93.00
Sarah Beri	\$56.00
Carrie Hanselman	\$55.00
Claire Griffith	\$47.00
Abigail Teran	\$40.00
Starr Rupkey	\$26.00
Kim DeCovich	\$1,941.00

60% is broken up this way:

50% money to restock your shelf; you will reorder back exactly what you sold

10% money you set aside & save for things like enrolling in PCP, Section 2 items, Seminar, Career Conference, etc.

40% is true profit:

This is the money to do whatever you would like with after you have ordered and paid off your "full store" (\$3600 wholesale)

The idea behind working your business 60/40 is that you always have profit, you always have product, you always have savings, and you never have debt!

Profit: we know we make 50% profit on all we sell. But by saving 10%, and only taking 40% as profit (what we refer to as "true profit,") you will always have savings.

Savings: a key part of money management, putting 10% of all you sell into savings means you will never NOT have money for items that help you build your business and make it easier!

What does it take to see your name here?

Ever wondered what does it take to see your name in our NEWSLETTER? Easy!!

Let me explain to you how you can see your name here!

- Place an order to be on our "Thanks for your Order" listing. The consultant who has the highest amount in Wholesale Production is our Monthly Queen of Wholesale Sales
- Sponsor a new team member to have the opportunity to be featured as our Queen of Sharing and to have your team member's name and yours listed
- Have team members on your team to have your name and theirs listed in the "Recruiters and Their Teams" section

YTD COURT OF SALES ★ ★ ★

Name	YTD Retail	YTD PC Credit	YTD Total
Joyce M. Cushing	\$11,515.50	\$1,539.00	\$13,054.50
Jane Winge	\$5,474.00	\$816.00	\$6,290.00
Angela Wrobel	\$5,684.00	\$452.00	\$6,136.00
Morgan Cripps	\$4,647.50	\$1,097.00	\$5,744.50
Barbara A. Tabb	\$5,180.00	\$108.00	\$5,288.00
Michele C. Harken	\$4,864.00	\$260.00	\$5,124.00
Carolyn Wood	\$4,649.50	\$461.00	\$5,110.50
N. Payne-Maugherman	\$4,125.00	\$605.00	\$4,730.00
Debra Schmidt	\$3,350.00	\$1,036.00	\$4,386.00
Kiaa Long	\$4,009.50	\$183.00	\$4,192.50

YTD COURT OF SHARING

Name	YTD Qual. Recruits
Natalie Patterson	1
Kim DeCovich	7

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

Amanda Princz	\$93.32
Javan Wilson	\$18.69
Natalie Patterson	\$18.12
N. Payne-Maugherman	\$12.48
Joyce M. Cushing	\$10.14
Linda K. Schymik	\$10.03



Power Class
of the Month

April 2014

Mary Kay always taught that foundation of the business is the skin care class. Are you ready to have your very BEST skin care class yet? Listen as **Elite Executive Senior Sales Director Tawnya Kremppges** and **Senior Sales Director Connie Ackroyd** discuss the critical steps!

Seminar 2014! GET READY!

Seminar 2014 will be here before you know it! Get ready, set and go!!! If you are dedicated to going, you go girl! If you are on the fence, new to Mary Kay, or just not sure how to "get away," check out some helpful facts and tips below!

- ☑ Ask any Sales Director or National and they will tell you that Seminar is the place to be. It is an experience like no other! No one walks away from Seminar saying, "Well, it was okay!" **EVERYONE LOVES SEMINAR AND YOU WILL, TOO!**
- ☑ With proper budgeting and planning, you can "pay your way" to Seminar. Map out your estimated expenses and hold a couple of extra classes a week/put some extra savings away to pay your way. Seminar is affordable, especially when you plan ahead.
- ☑ If you are feeling like you haven't "done enough" to go, then get to work! How about completing a **Power Start or Perfect Start EACH month until Seminar?** Or recruiting one new team member each month? Remember 1 in 5 join, so make those stats work for you!
- ☑ Get good "**Seminar vibrations**" in your space! Start shopping for your dress, plan your attire, figure out which girlfriend you are rooming with. Imagine how FUN it will be to have time for yourself! *These good vibrations, will fill your heart with cheer and keep you motivated/super excited for the upcoming event!*
- ☑ Seminar is full of amazing, go-getters. You will want to go to experience speeches and be in the space of successful women. **Hanging with the go-getters will enable you to be a go-getter.**
- ☑ **Prepare to LEARN MORE!** Get of-the-minute education and learn STELLAR ideas that will produce activity and great results in your business. There is no need to go home and "feel stuck." Oh no, not you!



May Birthdays and Anniversaries

Birthdays	Day	Anniversaries	Years
Meredith Harding	3	Meridith J. Cervenak	11
Clara St. Amour	4	Yvonne Gursin	8
Carrie Hanselman	10	Meggan A. McCaughan	7
Patty Bruder	15	J. Campagna-Sylvain	6
Lyndsay Johnson	15	Rebecca Rathburg	5
Wendy D. Hopkins	19	Ashleigh Burry	4
Tina Keilani	20	Brittany Polley	4
Denise K. Moore	20	Kiaa Long	3

The 2014-2015 apparel collection is edgy, electrifying, business savvy and ohhhh—so chic!

2014-2015 Suit Collection

RUNWAY-READY



Girls Night Out



Tuesday, May 6th, 2014

6:30 pm - Dinner will be served.

Featured Guest Speaker...

Carlotta Allen, Exec. Sr. 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 4/30.

<https://www.eventbrite.com/e/girls-night-out-may-2014-tickets-11126346201>

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



MARY KAY CAREER PATH WITH.... SAME WORK CASH COMPENSATION COMPARISON

PARTY SCENARIO:

* 1 Month * 6 parties with 3 people (hostess +2) * \$200 Sale average

Independent Beauty Consultant

- * 50% Commission on everything you sell
- * Retail Sold: \$1200
- * Retail Sales 50%
- * **Profit in your pocket= \$600**
- * Hold a 5 Sharing Day with your Director to learn how to Team Build

Senior Consultant

- * 50% Commission on everything you sell
- * 1-2 Team Members
- * 4% Team Building Commission
- * You have one new team member placing 1800 wholesale Star Order
- * Retail Sales profit: \$600
- * 4% Team Building Commission (\$1800): \$72
- * **Total Profit earned: \$672**

Star Team Builder

- * 50% Commission on everything you sell
- * 3-4 Team Members
- * 4% Team Building Commission
- * Retail Sales profit: \$600
- * 4% Team Building Commission (on 3 team members- \$5400 wholesale): \$216
- * **Total Profit earned: \$816**

Team Leader

- * 50% Commission on everything you sell
- * 5 or more Team Members
- * 9-13% Team Building Commission
- * \$50 bonus on every qualified new team member
- * Retail Sales profit: \$600
- * 9% Team Building Commission (on 3 team members- \$5400 wholesale): \$486
- * \$50 Team Building bonus (3 new): \$150
- * **Total Profit earned: \$1236**

When you have 5 ordering and you place a \$600 wholesale you will receive a 13% commission

- * Retail Sales profit: \$600
- * 13% Team Building Commission (3 team members \$5400 wholesale): \$702
- * \$50 Team Building bonus (3 new): \$150
- * **Total Profit earned: \$1452**

Independent Team Leader CAR DRIVER

- * 50% Commission on everything you sell
- * 14 or more Team Members
- * 9-13% Team Building Commission
- * \$50 bonus on every qualified new team member (same as above PLUS...)
- * FREE Car, license, tags and a portion of your car insurance paid for OR \$375 Cash compensation each month

Independent Sales Director

- * 50% Commission on everything you sell
- * 24 or more Unit Members
- * 9-13% Team Building Commission
- * 13% Director Commission
- * \$100 bonus on every qualified new team member
- * Unit Volume Bonuses
- * Additional Director Bonuses
- * Retail Sales profit: \$600
- * 13% on your personal order of \$600 wholesale: \$78
- * 13% on the rest of your unit production (\$5400 wholesale): \$702
- * 13% Personal Team Building Commission (on 3 new- \$5400 wholesale): \$702
- * \$100 Team Building bonus (3 new): \$300
- * Unit Development Bonus: \$300
- * Unit Volume Bonus: \$600
- * **Total Profit earned: \$3283**



**SAME 6 PARTIES,
18 INTERVIEWS,
JUST KEEP
DOING THE
SAME THING
OVER AND
OVER AGAIN!**

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.**

Kim DeCovich

Mary Kay Sr. Sales Director
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White Lake, MI 48383
bizaboutbeauty@gmail.com
248-698-3340



Share the Love!

Team-Building Promotion: April 1 – 30, 2014

discover what you
LOVE

Seminar2014

JOIN IN THE FUN AT

SEMINAR 2014!

The Recognition, The Motivation,
The Awards, The Inspiration, and the
excitement of sharing the dream with others for
whom this opportunity has been a life-changing gift.

Internet registration for
priority qualifiers only...

April 7 - 30, 2014

Internet Registration opens for all Sales Force
\$195 Reg. Fee—May 1, 2014
\$225 Reg. Fee—June 17, 2014



Seminar Dates

Ruby: July 16 – 19
Sapphire: July 20 – 23
Emerald: July 23 – 26
Pearl: July 27 – 30
Diamond: July 30 – Aug. 2

