



# BLALOCK'S BEYOND BELIEF NEWSLETTER



April 2014 Recognition & Results



**Kelly  
Freeman**  
Queen of  
Wholesale



**Beth  
Rawlins**  
Queen of  
Sharing



**Nancy  
Reynolds**  
Top Love  
Check

## Welcome New Consultants

Name:

Jana Tuck  
Sherry Moore  
Kay Arrington  
Carmen Dreier  
Jiovanka Caceres Ham  
Kelley Boykin  
Laura Johnson  
Terri Davis  
Harriette Cash

Sponsored By:

Judy Hartlein  
Judy Hartlein  
Heidi Tabrizipour  
Gail Holgate  
Gail Holgate  
Brynne Blalock  
Beth Rawlins  
Beth Rawlins  
Beth Rawlins

Did you know  
that over  
**10,000 people**  
retire a day?

(taken from  
Prudential's website).

Teachers are  
almost out for  
the summer  
too! Who do  
you know that is  
looking for  
something fun to do with their extra time?



**Are your customers packed for  
Sunny Beauty Adventures?  
Don't forget to talk about a  
travel set of Mary Kay Products  
at your classes. Having an  
extra set makes travel a  
breeze! Fill your bag with Mary  
Kay spring essentials today!**



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

Dear Beyond Belief,

I am so excited to be finishing up this seminar year with such strength and determination! We are on our way to achieving some amazing goals and dreams together. May is a wonderful month to push yourself just a little bit harder. May 12th was Mary Kay Ash's birthday, and I like to challenge myself to honor her in some way this month. She was a tremendous example of hope and dedication to excellence and hard work. Will you have your own Grand Week (or two)? Will you challenge yourself to build Wall to Wall and start the journey towards a unit of your own?

Eleanor Roosevelt said, "Do one thing a day that scares you." I think Mary Kay would have liked that. I heard a wonderful story about putting your fears into perspective. Consider spending an evening camping out in the woods with a flashlight and a Stephen King novel. Imagine just how big the squirrels will be! The next morning, walking out of the woods, you'll laugh at your updated perspective on things. What we have to remember is fear is always like that! It is a fact that 84% of what we are afraid of never comes true; 14% of our fears we have control over and can change the outcome; only 4% of our fearful future is out of our control, and yet most of these things never become reality either. I encourage you to confront just one of your fears this month. Do one thing a day to work towards mastering that fear, and you'll never regret it.

For example- summer sales can quickly lead to summer team members. We all need more time. If you are anything like me, your schedule fills up twice as fast this time of year. Add that we are trying to do more with less, and Mary Kay is the perfect fit for so many women. It can be added into your life just about any time or anywhere. When sharing the opportunity and holding classes, listening is key. We've all heard about listening for the need and filling it. This principle applies to everything from makeup tips to hostess credit for free product to scheduling time interviews. If you can find the need, you can usually provide a solution with Mary Kay. Instead of thinking about overcoming objections, think of the opportunity as a service just like our great products. The best part is if you shared the opportunity with anyone in April (or took advantage of it yourself and are a new consultant), you can offer these same great incentives to potential new team members in May! Make sure to check out Intouch daily for inspiration, motivation and some great ideas! I can't wait to celebrate your success this summer. If you need help, I'm only a phone call away!

Love and Belief, Brynne



### It's the 100th anniversary of Mother's Day!

The American Mother's Day was created by Anna Jarvis in 1908 and became an official U.S. holiday started by President Woodrow Wilson in 1914. The notion of a Mother's Day was initially a fairly radical idea and even led towards things like women's rights and equality in the 1860s and '70s. In the years before the Civil War (1861-65), Ann Reeves Jarvis of West Virginia helped start "Mothers' Day Work Clubs" to teach local women how to properly care for their children. In 1870, Howe wrote the "Mother's Day Proclamation," a call to action that asked mothers to unite in promoting world peace. Together, women can do anything! What special way will you choose to honor mothers everywhere this month?



### **GRADUATION GIFT IDEAS**

- ◆ **Tribute to the Graduate** - Tribute Cologne for Men
- ◆ **As You Begin Life's Journey** - Journey Eau de Parfum
- ◆ **With an "Eye" on the Future** - Eye Shadows, Eye Liner, Mascara, Concealer & Eye Primer
- ◆ **You Deserve a Hand** - Satin Hands Set
- ◆ **Your Future Looks Bright** - CC Cream Sunscreen Broad Spectrum SPF 15 or Subtle Tanning Lotion, Sunscreen SPF 30, & Lip Protector
- ◆ **Help Dreams Take Flight** - Limited-Edition Beauty that Counts! Journey of Dreams Eau de Toilette to support the Mary Kay Foundation

# Our Top 5 Wholesale Orders For April

MARY KAY  
**one woman can**<sup>SM</sup>  
 50 YEARS



Kelly  
Freeman



Beth  
Rawlins



Sheila  
Mount Glenn



Diane  
Alexander



Lynda  
Case

**Year To Date Court of Personal Sales**

1 Kelly Freeman	\$72,685.00
2 Diane Alexander	\$16,674.50
3 Beth Rawlins	\$16,508.50
4 Sheila Mount Glenn	\$14,146.50
5 Lynda Case	\$14,042.00
6 Shanna Owen	\$13,763.50
7 Lauren Byers	\$11,548.00
8 Kathie Taylor	\$9,729.50
9 Carmen Perez	\$9,310.00
10 Elizabeth Famakinwa	\$7,647.00
11 Melissa Alford	\$7,594.50
12 Lori Field	\$7,234.00
13 Gail Holgate	\$7,133.00
14 Lisa Stoudenmire	\$6,104.50
15 Judy Hartlein	\$5,869.50
16 Jan Miller	\$5,366.50
17 Heidi Tabrizipour	\$5,322.00
18 Beverly Sellers	\$5,115.50
19 Carla Kaspereit	\$4,754.50
20 June Stratton	\$4,435.50



## Top 20 Consultants Who Invested in Their Business in April

Kelly Freeman	\$4,419.00
Beth Rawlins	\$863.00
Sheila Mount Glenn	\$608.50
Diane Alexander	\$603.50
Lynda Case	\$514.00
Lauren Byers	\$312.50
Melissa Alford	\$305.50
Judy Hartlein	\$304.50
Cornelia Pittard	\$275.00
Theresa Freeman	\$269.00
Shelley Hight	\$268.00
Linda Gordon	\$263.50
Robin Tarpley	\$261.50
Susan Scallan	\$257.00
Kimberly Smith	\$254.75
Lisa Carter	\$250.50
Michele Camp	\$249.50
Karen Wright	\$248.50
Elaine Davis	\$247.50
Neca Holley	\$246.00

## PCP Participants:

- |                 |                  |
|-----------------|------------------|
| Kelly Zorger    | Annette Howard   |
| Cathy Van Meter | Gail Holgate     |
| Jessica Taylor  | Kelly Freeman    |
| Beverly Sellers | Michelle Emerson |
| Susan Scallan   | Kim Crews        |
| Nancy Reynolds  | Lynda Case       |
| Beth Rawlins    | Tammy Burrow     |
| Carolyn Potts   | Melissa Alford   |
| Shanna Owen     | Diane Alexander  |
| Jan Miller      | Brynne Blalock   |
| Carla Kaspereit |                  |



## Welcome Back Consultants

- Lisa Carter
- Neca Holley
- Lisa Layton
- Milissa Wilson



# Recruiters and Their Teams



# Qualified Year to Date Sharing Court

### Team Leaders

#### Lauren Byers

- Carrie Purcell
- Heidi Tabrizipour
- June Stratton
- Shanna Owen
- Shelby Loggins
- \* Ashley Dodd
- \* Cheryl Duncan
- \* Lajuana Dutton
- \* Lauren Robinson
- \* Patricia Elliott
- \* Sheila Adams
- \* Tammy Gilstrap
- \* Whitney Rylee

Lisa Layton

Lynda Case

Melissa Alford

Patti Yates

Sheila Mount Glenn

\* Amy Lajgot

\* Kimberly Baker

### Star Team Builders

#### Diane Alexander

Beth Rawlins

Carol Murphy

Linda Gordon

Shelley Hight

\* Kimberly Hammond

#### Jan Miller

Diane Alexander

Elaine Davis

\* Cheryl Ording

#### Karen Wright

Jenny Mitchell

Michelle Taylor

\* Crystal Warren

\* Joy Chick

\* Kimberly Dolvin

#### Kelly Zorger

Alyssa Boudreau

\* Angela Harnden

\* J. Devaney Denton

\* Kristin Clark

#### Kim Smith

Michele Camp

\* Sherry Horvieth

#### Lynda Case

Kathie Taylor

\* Melissa Reed

#### Michelle Emerson

Tammy Burrow

#### Patricia Varner

Alicia Paesani

Bonnie Weiss

#### Paula Brightwell

Helen Graves

\* Brenda Jones

#### Robin Tarpley

Val Midkiff

#### Tammy Burrow

Beverly Sellers

Gail Holgate

3 Qualified

\$145.58

Lauren Byers

2 Qualified

\$626.78

Kim Smith

2 Qualified

\$46.51

Lisa Stoudenmire

1 Qualified

\$112.25

Carmen Perez

1 Qualified

\$97.50



Make plans now to be in the 2014 Court of Sharing! Just 24 qualified new team members for the year!



# Love Checks: Sharing the Opportunity

### 9% Recruiter Commission

Nancy Reynolds	\$177.48
Lauren Byers	\$38.77
Melissa Alford	\$7.31

### 4% Recruiter Commission

Diane Alexander	\$55.78
Jan Miller	\$34.04
Sheila Mount Glenn	\$22.62
Shelley Hight	\$18.38
Beth Rawlins	\$10.19
Kim Smith	\$9.98
Lynda Case	\$9.20
Karen Wright	\$3.31
Kelly Zorger	\$1.92
Paula Brightwell	\$1.02

#### Lisa Stoudenmire

Adrian Ivey

Jessica Hughes

Kaci Ward

Laura Fennell

Tina Blalock

\* Amy Buffington

\* Ana Rosado

\* Brandi Odum

\* Breanna Bryant

\* Jessica Marte

\* Mindy Simmons

\* Rhonda Chandler

\* Sonya Sloan

\* Tracy Upshaw

\* Wanda Barnes

#### Melissa Alford

Janice Alderman

Jari Wilson

Jeannette R Barragan

Kim Crews

Wendy Mutchler

\* Allison Sutton

\* Diana Lawler

\* LuAnn Eaton

\* Patricia Varner

#### Nancy Reynolds

Lauren Byers

#### Sheila Mount Glenn

Jacquelyn Sewell

Lauri Salmon

Marsha Burch

#### Shelley Hight

Kelly Zorger

Kim Smith

Milissa Wilson

\* Christina Hurd

### Senior Consultants

#### Beth Rawlins

Kimberly Smith

\* Angie Parks

\* Harriette Cash

\* Laura Johnson

\* Terri Davis

#### Carmen Perez

Elizabeth Famakinwa

\* L. Pacheco-Martinez

#### Gail Holgate

Juanita McDaniel

Lori Field

\* Carmen Dreier

\* Felicia Taylor

\* J. Caceres Hamilton

### June Birthdays

Jan Miller	2	Michelle Hornsby	13
Jari Wilson	4	Helen Graves	11
Carrie Purcell	13	Lara Carson	11
Mattisha Fore	14	Nancy Cunningham	11
Sherry Horvieth	14	Nancy Reynolds	11
Mary Gibson	16	Valliere Kelley	8
Patricia Elliott	18	Michelle Emerson	8
Heidi Tabrizipour	19	Kim Crews	7
Thomas Brack	20	Julie Clabby	3
Donna Wingfield	22	Val Midkiff	1
Michele Decker	24	Sheila Adams	1
Cheryl Duncan	25	Felicia Taylor	1
Tina Blalock	27	Jane Sweetwood	1
Dana DeGennaro	28	Katie Barfield	1
Michelle Vermillion	29	Kimberly Smith	1
Shelby Loggins	30	Michelle Vermillion	1
		Mindy Simmons	1
		Nancy Mortensen	1
		Patricia Elliott	1
		Cheryl Duncan	1

### June Anniversaries

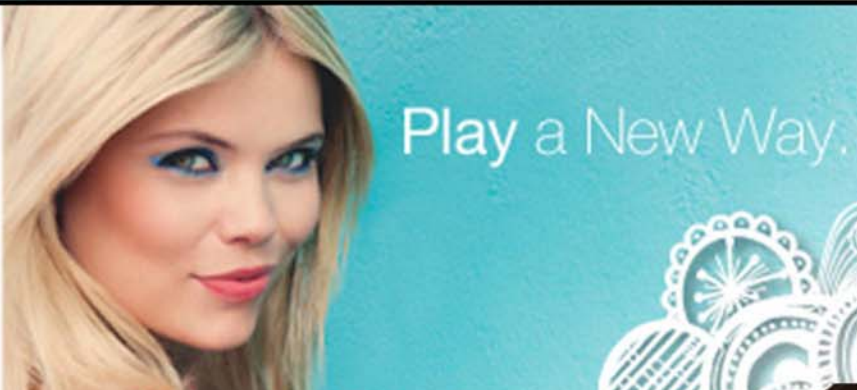
Lori Hallock	16		
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We can choose to be our best selves and to become all we're capable of becoming. When we dedicate ourselves to the practice of the good life, we approach our challenges with greater equilibrium and have a more positive, constructive attitude as we pursue excellence. By: Alexandra Stoddard



From May 16- August 15, \$2.50 will be donated from each sale. Mary Kay is committed to bringing an end to domestic violence. Your purchase supports The Mary Kay Foundation grant program for women's shelters, helping survivors of abuse begin a journey of recovery.

Spritz on the *limited-edition* Beauty that Counts! Journey of Dreams Eau de Toilette, and feel good about doing good! It's crisp floral scent expresses a spirit of caring. **Dreams:** They provide the power to overcome obstacles, achieve the impossible and transform today into a beautiful new future. **That's the inspiration behind this year's inspiring fragrance.** \$25



**Mary Kay At Play, NEW Products**

**Create statement eyes and lavish lips.**

Bold Fluid Eyeliner, \$10

Triple Layer Tinted Balm, \$10  
Atomic Red, In the Plum, Orange You Lovely, Pink Again



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

**New True Dimensions Lipstick Shades!**

Intensely moisturizing. Exquisitely smoothing. It's like a color-infused fountain of youth for your lips.



Glide on 10 new shades with confidence: Tangerine Pop, Citrus Flirt, Coral Bliss, Exotic Mango, Sassy Fuchsia, Lava Berry, Berry a la Mode, First Blush, Tuscan Rose and Chocolate. \$18, each



**NEW Mineral Eye Color Shades, \$7 Driftwood, Ballerina Pink, Rosegold, Stone and French Roast.**

This long-lasting, fade-resistant, mineral-based formula delivers weightless, high-impact color in one swipe with a natural, luminous finish that looks gorgeous on any skin tone.

**Limited-Edition Honeydew Satin Hands Pampering Set, \$35 Delight in sweet summer scents.**



PCP Gift With Purchase  
You can get a FREE Mini Microdermabrasion Set & Indulge Soothing Eye Gel in a black mesh bag when you purchase \$40+ in MK products.

# HOW TO HAVE A GRAND WEEK IN MAY!

## WIN A GRAND!

*May is the perfect time to honor Mary Kay Ash. June is ideal to help finish the Seminar year strong. And July can help you kick off the new Seminar year with a bang!*

Need a little help? Submit your tips on our **“Let’s Talk” blog post**, sharing how you plan on achieving the *Have a GRAND Week* sales challenge, **AND** share your success stories 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 **3 winners each week**, and the winners’ posts will be featured on the **“Let’s Talk” blog.**

*See Intouch or MK’s Let’s Talk for 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! Want \$1000 weeks? Double your effort, double your fun, double your results!**



## How to be a Superstar (\$500 Retail) EVERY Week

By: SNSD Jeanne Rowland

- 1. Expect a minimum \$500 week every week.** Set your standard. You are capable and willing and can be a leader in your unit! Have a goal to crow about your week EACH week!
- 2. Book 5 Shows to hold 3.**
  - Set up your week before the week starts.
  - Book no more than 2 weeks in advance.
  - Always be thinking, "What do I have booked for next week?"
  - To avoid lots of postponements and cancellations, coach every appointment, every face, very well the week before the show.
  - Remember your hostess has 2 signs across her chest: "What's in it for me?" and "Make me feel important!"
- 3. Plan a minimum of \$300 retail EACH week in new faces,** then add the rest in good reorder customer service. This keeps your business growing!
- 4. Book at least one new face every day.** Have business cards handy. You need new people to build a strong customer base. "One a day keeps the scaries away!"
- 5. Think marketing:** To see it is to want it!
  - Have plenty of product on hand at Shows for impulse purchases.
  - Display ALL your stock at home during all facials.
  - Bring a basket of goodies when delivering reorders. Don't just throw the bag at her!
  - Display new products in the center of the table at parties. How about on a flat mirror?
  - Find out what your customers like and want in the future. Make notes. Show them how to get those items by having a show or recruiting.
  - Ideas are endless; a little extra time on your part may mean BIG bucks this week!
- 6. Take the time to talk to your customers.** Build a relationship. Listen to their needs! They will take good care of you for years to come!

# DARE TO DREAM!



MARY KAY<sup>®</sup>  
**MAKEOVER DAY**  
March 8, 2014

## Mary Kay Dates to Remember:

- **June 1:** Online DIQ commitment form available beginning 12:01 am CST until midnight on the 3rd.
- **June 10:** PCP summer 2014 mailing of month 2 mailer begins.
- **June 15:** Postmark deadline for Quarter 4 Star Consultant Quarterly Contest. Happy Father's Day!
- **June 16:** Quarter 1 Star Consultant quarterly contest begins. PCP fall 2014 online enrollment and Month 2 mailer begins.
- **June 20:** Online prize selection for Quarter 4 Star Consultant quarterly contest.
- **June 27:** Last day of the month for Consultants to place telephone orders (until 10pm CST).
- **June 30:** Seminar 2014 contest period ends. Last business day of the month. Orders and agreements submitted by mail or dropped off at branches must be received by 7pm local time to count towards this month's production. Last day for consultants to place online orders (until 9pm CST). Online agreements accepted until midnight CST.

Building  
**WALL**  
to**WALL**  
Leaders



### Value of Thinking About "Why": It Clarifies Focus

When you land on the real purpose for anything you're doing, it makes things clearer. Just taking two minutes and writing out your primary reason for doing something invariably creates an increased sharpness of vision, much like bringing a telescope into focus. Frequently, projects and situations that have begun to feel scattered and blurred grow clearer when someone brings it back home by asking, "What are we really trying to accomplish here?"

Whereas purpose provides the juice and the direction, principles define the parameters of action and the criteria for excellence of behavior.

This kind of grounded, reality-based thinking, combined with clarification of the desired outcome, forms the critical component of knowledgeable work. In my experience, creating a list of what your real projects are and consistently managing your next action for each one will constitute 90 percent of what is generally thought of as project planning. This "runway level" approach will make you "honest" about all kinds of things: Are you really serious about doing this? Who's responsible? Have you thought things through enough?



**BRYNNE BLALOCK**  
 INDEPENDENT SALES DIRECTOR OF  
 BLALOCK'S BEYOND BELIEF UNIT

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**Words of Wisdom  
 From Mary Kay Ash**

Becoming a mother changes your life forever. Your responsibility to provide, love, and care for your child is a lifetime commitment. No matter how big and strong your child grows, you never stop being a mother. And, yes, especially when your child is small, you will make numerous personal sacrifices. But most mothers agree that such sacrifices enrich their lives.

Building  
**WALL**  
 to**WALL**  
 Leaders

There's so much to be involved in this month! Choose your passion to pursue!

Join the Movement.  
 Build Wall to Wall Leaders.



Explore what's NEW on  
 myCustomers!

Great new services & products, so check out Intouch!

Limited-Edition Beauty That Counts Journey of Dreams Eau de Toilette, \$25

**JOURNEY OF DREAMS™**



Celebrating the legacy of Mary Kay Ash...

Happy Birthday to Mary Kay!  
 Enriching Women's Lives

Celebrate Mom With Pampering Gifts.

Book your mother' daughter makeovers today!

The Look Mails May 16

