



Mary's Knockouts



Senior Sales Director Mary Piatt

October 2014 Newsletter

September 2014 Results

'Tis the season to SPARKLE!

Explore gifts galore and holiday helpers.

DISCOVER MORE ON THE SPARKLE!
HOLIDAY HUB ON MK INTOUCH



Bring on the Bling!

Join the Class of 2015.

Aug. 1, 2014, through Jan. 1, 2015



On Target Star Consultants



Consultant Name

Current Wholesale Production — Wholesale Production Needed—
Sapphire Ruby Diamond Emerald Pearl

| | | | | | | |
|---------------|----------|------------|------------|------------|------------|------------|
| HEATHER SCOTT | \$440.50 | \$1,359.50 | \$1,959.50 | \$2,559.50 | \$3,159.50 | \$4,359.50 |
| AMY PARNELL | \$408.50 | \$1,391.50 | \$1,991.50 | \$2,591.50 | \$3,191.50 | \$4,391.50 |

Be A Star!!

Be A Star!!

Be A Star!!

Be A Star!!

Congratulations

on investing in your business last month!

| | |
|---------------------|----------|
| Amy L. Parnell | \$863.50 |
| Heather D. Scott | \$458.50 |
| Patrice Perry | \$322.75 |
| Ashley K. Smith | \$266.50 |
| Ashley D. Kalin | \$258.50 |
| Karla J. Hanlan | \$243.50 |
| Meri J. Thompson | \$237.50 |
| Sheila L. Fiske | \$235.50 |
| Taylor A. McEachern | \$232.00 |
| Jessica A. Young | \$155.00 |
| Amy D. Mueller | \$22.00 |
| Leslie R. Stone | \$14.00 |



Welcome to our Team!

| New Consultant | From | Sponsored by |
|-------------------|------------------|--------------|
| Taylor M. Blevins | SAINT JOSEPH, MO | A. Parnell |
| Ciara Bricker | KANSAS CITY, MO | A. Parnell |
| Tricia Dreas | BELLA VISTA, AR | M. Piatt |
| Mary E. Hubbard | SAVANNAH, MO | H. Scott |



Race for The Cure Makeover Marathon!

Make a donation (amount is up to you) for each facial/class you hold.

Set a goal for how much you would like to donate and ask your Hostesses to help you meet your goal.



Here are some great ideas to raise awareness and sales!!!



Give out scented sachets in honor of Breast Cancer Awareness Month

Buy pre-cut tulle, large cotton balls and ribbon at craft stores. Choose your favorite MK fragrance. Spray with scent AFTER you get them ready so that your hands don't smell. Keep in Ziploc bag to keep scent. Be sure to attach a business card.

Take these with you everywhere. When you give them out, say: "In honor of Breast Cancer Awareness month, we are giving out these sachets. Put one in your lingerie drawer. Every time you see it, ask yourself if you've done your monthly breast exam. This one is sprayed with Mary Kay's _____ fragrance. By the way, have you ever tried Mary Kay Cosmetics?"

Seminar Scoreboards

Mary Kay Queen's Court of Sales

Achieve at least \$40,000 in Retail production during the contest year 7/01/14-6/30/15 & earn your Diamonds

| | Name | YTD Retail | YTD PC Prem | YTD Total |
|----|---------------------|------------|-------------|------------|
| 1 | Amy L. Parnell | \$4,338.50 | \$80.00 | \$4,418.50 |
| 2 | Heather D. Scott | \$2,127.00 | \$40.00 | \$2,167.00 |
| 3 | Patrice Perry | \$1,939.50 | \$40.00 | \$1,979.50 |
| 4 | Jessica A. Young | \$1,591.00 | \$0.00 | \$1,591.00 |
| 5 | Ashley D. Kalin | \$1,573.00 | \$0.00 | \$1,573.00 |
| 6 | Sheila L. Fiske | \$1,223.00 | \$0.00 | \$1,223.00 |
| 7 | Ashley K. Smith | \$1,159.00 | \$0.00 | \$1,159.00 |
| 8 | Amy D. Mueller | \$1,108.00 | \$0.00 | \$1,108.00 |
| 9 | Berlinda Grant | \$1,028.00 | \$20.00 | \$1,048.00 |
| 10 | Meri J. Thompson | \$958.00 | \$0.00 | \$958.00 |
| 11 | Leslie R. Stone | \$839.00 | \$20.00 | \$859.00 |
| 12 | Danielle S. Wilson | \$727.00 | \$0.00 | \$727.00 |
| 13 | Karla J. Hanlan | \$635.00 | \$20.00 | \$655.00 |
| 14 | Jamie I. Ferguson | \$645.50 | \$0.00 | \$645.50 |
| 15 | Karen S. Quigley | \$627.00 | \$0.00 | \$627.00 |
| 16 | Shiang L. Johnson | \$509.00 | \$20.00 | \$529.00 |
| 17 | Erin E. Shannon | \$451.00 | \$20.00 | \$471.00 |
| 18 | Taylor A. McEachern | \$464.00 | \$0.00 | \$464.00 |
| 19 | Kerri L. Jewell | \$457.00 | \$0.00 | \$457.00 |
| 20 | Penny V. Adams | \$384.00 | \$0.00 | \$384.00 |



Mary Kay Queen's Court of Sharing

Qualify for your Diamond Bumble Bee from Mary Kay Inc. by reaching 24 Qualified New Recruits 7/01/2014-6/30/2015

| Name | Seminar Qualified Recruits | Earned Recruit Commission Credit |
|------|----------------------------|----------------------------------|
|------|----------------------------|----------------------------------|

Who will be first?

Royal Recognition and Fabulous Prizes Can Be Yours at Seminar 2015.

Reap great rewards for discovering what you love and sharing it with others.

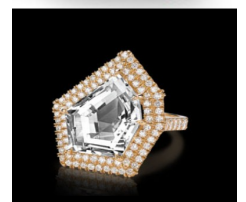
You are worthy of the royal recognition you will receive when you earn one of these fabulous Seminar prizes.

Make Seminar the place where all your dreams come true. You deserve it.

Join us on the Seminar Stage in 2015!



See you at the TOP



Spotlight On Team Building

Team Leaders

Recruiter :Amy L. Parnell
 Sheila L. Fiske
 Mya N. Hull
 Kerri L. Jewell
 Taylor A. McEachern
 Ashley K. Smith
 Meri J. Thompson
 Jessica A. Young
 * Taylor M. Blevins
 * Ciara Bricker
 * Paula E. Valenzuela
 # Alisha McGaughey

Senior Consultants

Recruiter :Leslie R. Stone
 Patricia V Highsmith
 Karen S. Quigley
 * Krista L. Krause
 # Lauren J. Dreis



Team Building

Tip of the Month

Team Building Appointments:

To lead a team-building conversation with your new team member on how to conduct one-on-one team-building appointments:

- * Encourage her to add the personal touch.
- * Encourage her to keep the appointment focused on identifying any needs the woman has in her life and sharing how a Mary Kay business can fulfill those needs.

The following outline might be helpful:

1. First, welcome the prospective team member and explain what you'll be covering.
2. Ask the prospective team member about herself.
3. Tell the prospective team member about yourself and passionately share your I-story.
4. Tell the prospective team member about the Company.
5. Tell the prospective team member about the Mary Kay business opportunity and how it has enriched your life.

Growing Your Team

| Name | Recruits |
|------------------|----------|
| Amy L. Parnell | 2 |
| Heather D. Scott | 1 |

Mary Kay Love Check

13% Recruiter Commission Level

| | |
|----------------|----------|
| Amy L. Parnell | \$261.30 |
|----------------|----------|

4% Recruiter Commission Level

| | |
|-----------------|---------|
| Leslie R. Stone | \$29.86 |
|-----------------|---------|



Moving Up The Career Path

Future Sales Director

Requirements:

- ♥ 8 + team members
- ♥ Must be active

Compensation:

- ♥ 9% or 13% personal team comm.
- ♥ \$50 team building bonus

Career Car Driver

Requirements:

- ♥ 14 + active personal team members
- ♥ \$5,000 mo team production

Compensation:

- ♥ 9% or 13% personal team comm.
- ♥ \$50 team building bonus
- ♥ Career Car or \$375 per month



Team Leader

Requirement:

- ♥ 5-7 Active personal team members

Compensation:

- ♥ 9% or 13% personal team commission
- ♥ \$50 team building bonus

Star Team Builder

Requirement:

- ♥ 3-4 active personal team members

Compensation:

- ♥ 4% personal team commission
- ♥ Eligible to begin earning \$50 team building bonus

Senior Consultant

Requirement:

- ♥ 1-2 active personal team members

Compensation:

- ♥ 4% personal team commission

*Must be active to achieve and maintain all career path statuses.

Team Building Tips

By Senior Sales Director

Dawn Barton

Dawn's Suggestions for Introducing the Team-Building Appointment:

Dawn stresses the importance of being flexible in your team-building approach. For example, is the potential team member a 'go-getter' or just looking to make a little money for family extras? What Dawn recommends:



- Have your team-building presentation down. Be clear and concise.
- Have at least two great Company-approved videos to present.

Consider checking out the "How to Team-Build" site on Mary Kay InTouch® for other valuable tips and tools designed to help you and your unit members team-build to success!



Strategic Star Planning



Reasons To Be A Star Consultant Each Quarter:

1. To enjoy the feeling of being a WINNER!
2. To MAKE MONEY!
3. To build your inventory to “income” level.
4. To win your All Star Necklace!
5. To qualify for Awards Seminar Seating next year!!

There are 13 weeks in a Star Consultant Quarter

\$300 weekly sales can easily be achieved by holding 1 class and 1 facial!

\$300 x 13 weeks equals \$3,900 in retail sales

That’s a **SAPPHIRE STAR CONSULTANT!**

This is a great plan to build your inventory from your sales to an income (salary) basis! \$300 weekly sales x 13 weeks equals \$3,900 retail sales. You’ll be salary level in no time by reinvesting instead of paying yourself.

When you have adequate shelf inventory, 50% should be reinvested in inventory (\$1,950), and 50% (\$1,950) is your profit (10% should go to PCP, hostess credit & expenses, which is taken from the profit portion)!

Star Ranking

Sapphire Star Consultant \$1800 Wholesale

Sell \$300 a Week to Track Your Sapphire Star!

Ruby Star Consultant \$2400 Wholesale

Sell \$400 a Week to Track Your Ruby Star!

Diamond Star Consultant \$3000 Wholesale

Sell \$500 a Week to Track Your Diamond Star!

Emerald Star Consultant \$3600 Wholesale

Sell \$600 a Week to Track Your Emerald Star!

Pearl Star Consultant \$4800 Wholesale

Sell \$750 a Week to Track Your Pearl Star!

*The higher your weekly sales, the more your WEEKLY INCOME will be!
Isn't it wonderful to be self employed where YOU are in control of your income?*

**Plan to be a Star Consultant every quarter!
Everyone can do it! You can do it!!!
Even part-time Consultants who are building their
inventory from sales can do it!**

LEADERSHIP 2015!



Put on your boots! Nashville is the heart and soul of the country music industry, and people there are proud of it. Get in the down home spirit by visiting the Country Music Hall of Fame and stomping your feet at the Grand Ole Opry. Discover the perfect harmony of history, events and attractions all culturally intertwined with the music that defines Nashville, TN.

Leadership Dates...

Ruby, Sapphire & Emerald: January 18~21

Pearl, Diamond & Canada: January 21~24



OPTION #1: July 1, 2014, through Dec. 31, 2014, achieve one of the following:

- On-target for the \$300,000 Circle of Achievement or above (\$150,000 estimated unit retail production)
- On-target for the Queen's Court of Personal Sales with at least \$20,000 in personal retail production
- On-target for the Queen's Court of Sharing with at least 12 qualified* new personal team members

OPTION #2: Ready for Red ~ Sept. 1 - Dec. 31, 2014

- Those who had one or more Independent Beauty Consultants in their unit achieve the 3 out of 4 months *Ready for Red* Consistency Challenge.

OPTION #3: New Directors and their Seniors who achieve one of the following:

- Honors Society from Feb. 1, 2014, through Jan. 1, 2015
- On the Move or Fabulous 50s from Feb. 1, 2014, through Jan. 1, 2015

Independent Sales Directors who, in the combined quarters of June 16 - Sept. 15, 2014, and Sept. 16 - Dec. 15, 2014, achieved the following may qualify to attend one of two ways:

- Achieve a minimum of 15 Unit Star Consultants AND also be a Star Consultant in both quarters.
- Achieve a minimum of 30+ Unit Star Consultants. You do not need to be a Star Consultant yourself.

New Independent Sales Directors who debut Oct. 1, 2014, through Jan. 1, 2015, can qualify to attend when they have at least six Unit Star Consultants in the quarter of Sept. 16 through Dec. 15, 2014, and are also Star Consultants in that quarter.

Independent Sales Directors who are on-target for the \$650,000 Circle of Excellence or above (\$325,000 est. retail production) as of Dec. 31, 2014.



Holiday Helper

Are you excited about the holiday season, but don't know where to start? That's where the Holiday Helper comes in! By using the monthly guidelines below, you can make sure that you're set for a successful season.

October - Lay the groundwork.

- Pre-Season Parties
- Pass Out Favorite Things Sparkle! Wish Lists
- Host a Sparkle! Open House
- Stock Up on Inventory

November - Gain momentum.

- Holiday Hangouts Parties
- Follow Up with Gift Givers Who Filled out Wish Lists
- Black Friday & Pink Monday Ideas

December - Finish strong!

- Stocking Stuffers
- Be Prepared
- 12 Days of Christmas
- Glamour on the Go

Get all the monthly details for the Holiday Helper on marykayintouch.com.

Products > Product Central > SPARKLE! HOLIDAY HUB > Holiday Helper

Holiday Action Plan

OCTOBER

1. Set your goal for holiday sales & team building. Dream BIG!
2. Make a list of 15-25 businesses & people you do business with; contact them about your gift-buying services!
3. Talk to ALL your customers about helping them with their gift-buying needs. Let them see how you can help them! Show them how shopping **NOW** will offer them the best choices and prevent some of the hassles of their holiday time!
4. Book 6-8 Holiday Coffees. (These are fabulous, fun & profitable!)
5. Have **every customer** fill out a Holiday Wish List so you can follow up with their "Santa" in Nov. & Dec.
6. Offer a variety of classes — skin care, glamour, body care, coffees, etc. Begin to talk to **everyone** about preparing for the holidays!
7. **RECRUIT!** Build your team in October so they can take benefit from holiday sales & tax benefits!

NOVEMBER

1. **Follow-up** with all business contacts & leads. Be sharp and get out of your comfort zone.
2. Continue to book (& hold) shopping coffees, skin care, glamour & body care classes.
3. Continue having each customer fill out a Holiday Wish List.
4. Begin talking to the men you have contact with-work, church, friends, etc.
5. Begin following up with Holiday Wish Lists. (They may not be ready to buy — but you are at least making your service known!)
6. Service all of your reorder customers for their personal & holiday needs. Offer pre-party glamour clinics.
7. **RECRUIT!** What a great time to begin a business — your own shopping at COST, provide service for those you know & prepare for an exciting new year of opportunity!

DECEMBER

1. Follow up on all husbands & men! They are beginning to think!!! Carry a "12 Days" in your trunk so you can show it to men you meet while you're out! (They have moms & assistants, too!)
2. Follow up on all Holiday Wish Lists. Think of the service you're providing, instead of how it benefits you — and it becomes easier!
3. Book 4-6 shopping coffees.
4. Book skin care & glamour appointments. (Help them prepare for parties & family gatherings.)
5. Talk to men, moms and kids about **12 Days of Christmas** gifts! They all love it, and you can put together a set for anyone!
6. Have gifts wrapped with you at all times - in your car - in a basket that you carry - at all appointments & reorders.
7. Help people remember stocking stuffers & last-minute gifts!
8. **RECRUIT!!** Still time to get gifts at cost, take advantage of the tax benefits & prepare for an exciting new year of opportunity! (And if you're selling & making \$...why wouldn't they want to?)
9. Challenge yourself to GO AHEAD and book 20-30 faces for January!

Sparkle! Holiday

From skin care sets to colorful collections, you can help your customers shop smart with these convenient bundles! If you want to go the extra mile, consider wrapping each gift with care using the Sparkle! Holiday Essentials from MK Connections and adorable adornments from your local dollar or craft store.



Shine Busters ~ \$22

- Beauty Blotters Oil-Absorbing Tissues
- Translucent Loose Powder



Party 'til Dawn ~ \$67

- Foundation Primer Sunscreen Broad Spectrum SPF 15
- Gel Eyeliner With Expandable Brush Applicator in Jet Black
- Lash Love Waterproof Mascara in I ♥ black
- Mary Kay Makeup Finishing Spray by Skindinavia

TIP: Nothing says "party" like fun hats and horns!



TheBalmDotCom ~ \$40

- Mary Kay At Play Triple Layer Tinted Balm in Pink Again
- In the Plum
- Orange You Lovely and Atomic Red

TIP: These earbuds and ponytail holders will be a hit with the younger crowd.



Flash & Dash ~ \$45

- CC Cream Sunscreen Broad Spectrum SPF 15
- Mary Kay At Play Triple Layer Tinted Balm in Pink Again
- Lash Love Mascara in I ♥ black

TIP: Your customers can truly flash and dash with this trendy wristlet.



Dynamic Duo ~ \$48

- MKMen Advanced Facial Hydrator Sunscreen Broad Spectrum SPF 30
- MKMen Advanced Eye Cream

TIP: Using a cute cup with a masculine design is a great way to package this set.



You're Invited!

MARY KAY®
SPARKLE!
OPEN HOUSE

Find brilliant gifts for everyone on your list — Radiant Skin Care, Colorful Collections and Festive Favorites to put a sparkle in their eyes!

DATE: _____
TIME: _____
PLACE: _____

HOST: _____
RSVP: _____

Hope you can drop by! It's sure to make your season sparkle!

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Makeup Tip of the Month

Courtesy of Lori Hogg, Makeup Artist

Mascara me PLEASE!

Who's ready to take "Mink-ing Your Lashes" a step further? I'll show you a way to get the maximum length from your lashes, with more volume than you ever knew you had! BEST part about this....

No need for 3D Lashes or Extensions! This can be done with your NATURAL lashes!

To get the "Minked" look to the lashes: Apply a Brown Mascara and tip the lashes with a Black. Dealing with Blonde clients, I notice women with lighter lashes can have a disconnected look to the lash line when mascara is applied. So keeping the root of the lashes lighter, doesn't create any depth. Instead of Tipping the lashes... Try this!



1. Curl the lashes first. Don't Crimp! Holding down with a massive amount of pressure just makes an L shape with the lashes. Think about curling a Holiday ribbon, you want to curl down the lashes. Several squeezes moving toward the end of the lashes.
2. Choose a Mascara that Lengthens to apply for your first coat in Brown or Black/Brown.

When applying mascara.... Push the lashes in towards the nose while shaking the wand at the base of the lashes. This will thoroughly coat each individual lash. Feel free to mix your own Mascara Cocktail to accomplish your goal!

3. NOW.... Grab a Mascara that gives volume in Black for your final coat!!

Love Lash in Black is MY FAVORITE to top off with!

4. Starting out the outer corner lash line, gently push and shake lashes in towards the nose!

5. Once all lashes have been coated, gently sweep lashes up and outwards to the outer corner of the eye!

For MAX results...

Use the Mary Kay Lash and Brow Serum.



It's a Special November Celebration

Birthdays

Day

Ashley K. Smith

2

Jena Foley

8

Jamie I. Ferguson

20

Amberly R. Howard

23

Anniversaries

Years

Leslie R. Stone

4

Alisha McGaughey

4

Krista L. Krause

2





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Special Delivery for

**Book Away
 Project Runway Watch Parties**

If you or your unit members haven't done so already, consider looking for hostesses to hold *Project Runway* Watch Parties, and get fun, "ready to wear" looks featured on the show. Plus, log-on to Lifetime.com each week for an opportunity to vote for your favorite designer, where they will receive a weekly cash prize with a final prize of \$10,000! Enter at www.mkwatchparty.com for a chance to win prizes. Consider posting on social media using #mkwatchparty and #mklove to earn more chances to win. Plus, go on *Let's Talk* to post your fabulous ideas for successful *Project Runway* parties.

How This Can Help Your Mary Kay Business Soar!
 With approximately 2.2 million viewers watching the show each week, you and your unit members may want to consider the possibilities and advantages of highlighting this amazing exposure during upcoming holiday open houses, fall color look appointments or skin care parties. Don't forget to use the hashtag #mkwatchparty on your social media sites to promote each episode.

Words of Wisdom

"Surround yourself with people who are achieving success and emulate them. Analyze and seek their counsel. Standards of excellence should affect every area of our lives."



Mary Kay
 WISDOM