



Pictured top to bottom:  
Independent Sales Director  
Natalie Gurney, Independent  
Sales Director Robin Brush,  
Independent Sales Director  
Jill Tolly, Independent Beauty  
Consultant Julie Do,  
Independent Sales Director  
Melissa Nix Henderson,  
Independent Sales Director  
Tami Batschelet, Independent  
Sales Director Karen Mannino,  
Independent Sales Director  
Melissa Fillmore, Independent  
Sales Director Rebecca Spaeth  
and Independent Executive  
National Sales Director Jan Harris

# “Ten a week”

## for vibrant business health

It's no secret Mary Kay Ash loved a challenge! Any woman in 1963 who stubbornly proclaimed possibilities against “expert opinion” had to believe in her vision. But Mary Kay didn't rely on her dream to pull her through. She put her shoulder to the wheel each step of the way. For example, she discovered that holding

10 skin care classes in one week was a great formula for a healthy business, and to show everyone it could be done, she did it herself! Ever since, enterprising women who want to nourish their own dreams, often led by their Independent National Sales Directors, have found the 10-class-a-week “vitamin” a powerful business boost. When

Independent Executive National Sales Director Jan Harris issued the challenge to her area for a chance to earn a “Cinderella Weekend” in her home – packed with plenty of pampering and gal-pal sharing – all top 10 qualifiers learned so much, they said they'd do it again. Just imagine what such a challenge could do for you!

Independent Beauty Consultant



Julie Do

“When Jan challenged us to hold 10 classes in one week, I had been an Independent Beauty Consultant for just seven months. The idea was scary! Skin care classes were scary! At the last minute, I decided to try. My first attempt failed when all but one class cancelled that week. I nearly gave up then. But I stayed focused and booked 11 classes. Ten of them held, and in seven days, I did facials for 50 women. I changed their lives, and mine, and I felt a huge sense of personal pride. I overcame fear that could have defeated me!”

Independent Sales Director



Jill Tolley

“The 10-class-a-week challenge erased my hesitation to tackle a hard goal and created a drive to overcome what sounded insurmountable. The key for me was enrolling my hostesses in my goal and my excitement. I found things ‘clicked’ if I started classes by thanking them and the guests for helping me achieve my objective. So many hostesses called at the end of the month to see ‘if we made it,’ that I called and left messages thanking all of them again, letting them know their support made a big difference. The friendships, memories and education I gained through this event will carry me up to and through the quantum leap I’m working to achieve in my business.”

Independent Sales Director



Tami Batschelet

“On the eve of this challenge, I was facing surgery and four to five weeks’ recovery time. All of it during Career Car qualification! By holding 10 classes in one week, I met the new people – and the new faces – I needed. That burst of confidence, that sense of accomplishing something that improved my business, felt great. I learned how to stay on task no matter what. A little tip that really worked: I offered an extra hostess gift for holding the classes at the specified time. I also made the classes more fun with contests, prizes and different themes. I learned you’re more likely to accomplish a goal when you organize your time. I use the *Weekly Plan Sheet* and make out those Six Most Important Things lists!”

Independent Sales Director



Melissa Nix Henderson

“In 12 years of owning my Mary Kay business, I had never before done 10 classes in one week. I didn’t know if I *could* do it. But I selected some of my best customers who had never been hostesses for me, told them about my goal and asked for their help. I booked 16 skin care classes, of which 10 held, and I moved a considerable amount of inventory off my shelves. I began each class by thanking everyone for helping me earn a prize just by attending, and they all felt good. It was an exceptional month. And bookings and reorders continue. Holding 10 classes in one week broke my belief barrier and became one of my shining moments in the business.”

Independent Sales Director



Natalie Gurney

“My pace was lagging toward the end of the challenge, but I was determined to go to Jan’s ‘Cinderella Weekend’! So I squeezed in 11 classes during the last week. Naturally, I later earned a gold medal! My hostesses worked with me like it was their own goal, calling friends to book classes. I learned that I truly believe in myself after all and that women will do nearly anything to help each other. It was amazing how my friends, my customers and my hostesses all pulled together to help make this happen. To everyone out there who wants to achieve a goal, just keep booking and don’t give up!”

Independent Sales Director



## Robin Brush

"I've always enjoyed recognition – the ribbons, the prizes and the pride we feel. As an Independent Sales Director, if I don't get excited about our contests, why would the women in my unit get excited? But the 10-class-a-week challenge gave me new insights. I saw that I'm stronger than I thought. Stronger in perseverance, stronger in sales ability and stronger in self-confidence. Because of the very first kickoff class, three strong performers came into my unit. I got bookings that lasted into the next two months, and later, I received a silver medal. I no longer build my business on facials only. Skin care classes are a springboard for bookings, sales and team building, and an example for our units to follow. I fell in love with skin care classes. Now I'm addicted and can't wait for the next one!"

Independent Sales Director



## Rebecca Spaeth

"I took the challenge to jump-start my Mary Kay business and set an example for the women in my unit, but what I learned went far beyond what I expected. I had been feeling so-so about the outcome when one day I was talking to one of my hostesses, and she mentioned she had 20 names for me! Two of them wanted to accept the opportunity! I learned that if you do the work, you will reap the results. The Preferred Customer Program was a fabulous booking tool, and I enjoyed offering my customers a free mascara sampler. When they accepted, I built on the appointment by asking them to invite friends, and those friends would receive a mascara sampler too. That worked great for me, and my mascara sales soared!"

Independent Sales Director



## Melissa Fillmore

"I've been a Star Consultant ever since starting my Mary Kay business in 1998. But now I'm more motivated than ever to accomplish my goals. The key for me is a goal that compels me to rise above difficulties. I admit it, I love winning prizes, whatever the challenge! But when Jan offered us a 'Cinderella Weekend' at her house, I was even more motivated! I realized that if we're motivated enough by the goal, the work will follow, and we won't be afraid to get out there and talk to people. We'll just naturally share our excitement with them. I booked 17 classes and held 10. And there's a lesson right there: Mary Kay was right about overbooking! From those 10 classes, I booked 12 more classes. My customers were thrilled about helping me."



More special moments from the Cinderella weekend!



Independent Sales Director-in-Qualification



## Cookie Watts

"Setting goals and working toward them gives me a rush! I love putting myself to the test, and I believe 'if it's to be, it's up to me.' My goal was to hold three classes in one day. But three turned into more, and the ball kept rolling. I learned that others are there to help you along, and all you have to do is ask. None of us started in this business with the keys to that pink Cadillac in our hand. We have to work hard and earn the use of it, and that means staying focused, giving it our all and putting others first. All through this challenge, I made out my Six Most Important Things list every night for the next day. I surrounded myself with positive people. I asked for help if I needed it. Mary Kay Ash was right. These practices really do work!"



Independent Sales Director-in-Qualification  
Cookie Watts

Independent Sales Director



## Karen Mannino

"I thought this sounded like a great challenge. I would cheer my unit on and watch from the sidelines! Wow, what was I thinking? I'm so grateful for what I learned about myself and my business. I can't imagine missing this opportunity, even though I had been going through emotional turmoil since the death of my mother several months before. We were very close. I'm grateful for the flexibility my Mary Kay business gave me, allowing me to spend precious hours with her that would have been impossible if I had a corporate job."

"My mother always told me I could do anything I wanted, and I remembered her words when I tackled this challenge. This experience renewed my sense of power, and now I know I truly can do anything. It's always been hard for me to ask for help, but I learned the power of women working together to make something great happen."