



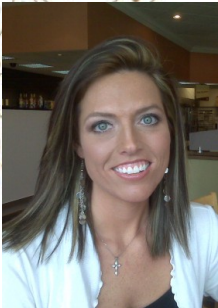
The Beth English **ABUNDANTLY PINK Unit News**



December 2012 Recognition & Results

Congrats to Our Quarter 2 stars!

These consultants put a star under
their Christmas Tree!! Way to go!



**Stephanie
Goldsby**
Queen of
Wholesale



**Please Email Me
Your Photo**

**This Could
Be You**
Queen of
Sharing



**Tracy
Self**
Top Love
Check

~~Emerald~~

Tracy Self

~~Diamond~~

Beth English

~~Sapphire~~

Deanna Stells

Joni Smith

Stephanie Goldsby

*Dare
to Dream
in 2013!*

Follow Through

Elite Executive NSD Emeritus, Dalene White, once conducted an interesting experiment. She called the Stock Exchange to ask the price of one ounce of gold. Next she weighed out one ounce of "pink tickets" (carbons of her customers' sales receipts) and began calling these customers for reorders. At the end of the day, the profit from those sales was greater than the value of an ounce of gold! In calling her customers, she effectively proved the wisdom of **follow through**.



Bold in Gold

Celebrating 50 Years of Rich Rewards

Star Consultant Program

Dec. 16, 2012 – March 15, 2013



Happy New Year Abundantly Pink Unit,

January has us all thinking about new beginnings. It's a great time to look over the past year and decide what you want to do differently in the new year. It's also the perfect time to dream big dreams and map a plan to make them a reality this year. Mary Kay Ash talked a lot about dreams and how you have the power within you to achieve anything you set your mind to. I encourage you to take a moment to check out her quotes on Intouch or pick up one of her books and read her inspiring words. They can give you that extra push to dream a little bigger and shoot for the moon. Remember, your daily habits determine your destiny.

What a wonderful company we work for! We have so much to be grateful for. When Mary Kay founded this company years ago, I do wonder if she knew just how many people it would touch. I know she has dramatically changed my life, and I know she can do the same for you. Make sure you share the opportunity with your hostesses and friends. It is such an appealing company to work for: there are so many perks, prizes, and support! I am so excited about what this new year will hold for our unit! I can't wait to watch us grow and to help you reach your goals and land among the stars at Career Conference! Have you made every plan to attend? I know it will be worth it! Have you set your goal of where you want to be (ON STAGE!)? Make sure to share it with me! I can't wait to encourage you towards it!

Not only is January a great month to revamp your goals, it's also a great selling month. Lots of women are looking to improve themselves in the new year, and that often means a new look! It's also a great time to book classes since our schedules have calmed down from the holiday season. Take a day to organize your business, and then go to work. Dust off your profiles, contact each of your customers, and tell them about the exciting new products we have to offer. Remember: Book, coach, sell, and recruit! The basics will take you anywhere you want to go in this business, and you must sell them on the product before sharing the opportunity! Make sure they are excited about what we have to offer! Let them learn while you earn. Mention to your hostess that she would be great at what you do, and then let her watch while you hold the class. She will be thinking about it and will have questions for you afterwards. Show her how much money you made, and she will want to know more for sure! I'm looking forward to a fabulous new year for our unit! It's time to get back to the basics, and I know it will take us each anywhere we want to go!

Love and Belief, Beth

Why Have A Goal?

What is your goal for today? Next week? Next month? Next year? Maybe you're wondering why you should have a goal. Patricia Evans shares goal-setting wisdom to help you understand the importance of a goal and how to achieve it.

Why Set a Goal?

1. When goals are set, things happen.
2. Goals make you feel good about yourself.
3. Goals provide attitude adjustments.
4. Goals establish self-discipline and motivation.
5. Goals give you direction and purpose.
6. Goals take you where you want to go.
7. Goals create good habits and patterns to follow.
8. Goals will eliminate others from controlling your life. Set a goal to discipline yourself. If you don't, others will!



HOW TO SET A GOAL

1. Decide exactly what you want- be specific.
2. Aim high. Stretch your limits.
3. Create visuals, like posters. The subconscious mind accepts information as fact and can't distinguish between what's real and what's imagined and believed.
4. Involve your family and let them know what's in it for them.
5. Pick someone to emulate.
6. Define where you are. Goals must be big according to your ability.
7. Determine what you are capable of doing in a day, a week, a month, a year.
8. Write down your goal; include details; talk about your goals.
9. Focus on your daily goal. If you don't focus on your goal for three days, it's as if it never existed.
10. Visualize your goals.
11. Keep your FOCUS: Follow One Course Until Successful.
12. Quitting is not an option.
13. Once you have reached your goal, immediately set a new one.



MARY KAY

one woman canSM

50 YEARS

Our Top 5 Wholesale Orders For December



Stephanie
Goldsby

Deanna
Stells

Tracy
Self

Sandy
Riley

Carolyn
Trousdale

Year To Date Court of Personal Sales

1	Tracy Self	\$10,235.00
2	Joni Smith	\$7,725.50
3	Stephanie Goldsby	\$7,559.00
4	Brie Pogue	\$4,999.00
5	Kay Shoaf	\$4,595.50
6	Jessica Seitz	\$4,391.00
7	Courtney Daigle	\$4,154.50
8	Deanna Stells	\$3,988.50
9	Cindy Roddy	\$3,055.00
10	Sheral Styles	\$2,489.00
11	Charlotte Hof	\$2,464.00
12	Anissa Briscoe	\$2,418.50
13	Renee' Gordon	\$2,298.00
14	Jessica Champlin	\$2,058.00
15	Sandy Riley	\$2,038.00
16	Tina Ellis	\$2,016.50
17	Nivey Rivera	\$1,962.00
18	Christy Payne	\$1,738.50
19	Brittany Jackson	\$1,663.00
20	Rosemary Reese	\$1,565.00

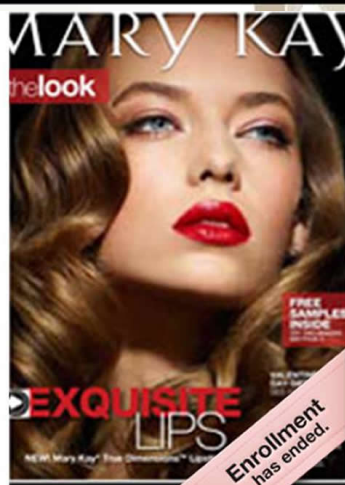


Top 20 Consultants Who Invested in Their Business in December

Stephanie Goldsby	\$1,395.75
Deanna Stells	\$1,251.00
Tracy Self	\$671.75
Sandy Riley	\$495.50
Carolyn Trousdale	\$361.00
Teresa Schisler	\$289.00
Joni Smith	\$287.00
Charlotte Hof	\$248.50
Nivey Rivera	\$236.50
Kay Shoaf	\$216.75
Tina Ellis	\$216.50
Lindsey Graham	\$213.00
Renee' Gordon	\$205.00
Sheral Styles	\$204.00
Gina Wood	\$203.50
Rosemary Reese	\$202.50
Brandie Grant	\$202.00
Christy Payne	\$200.00
Karen Edkins	\$200.00
Hope Pratt	\$185.50

PCP Participants:

Joni Smith
Christy Payne
Rosa Macias
Jamila Inman
Renee' Gordon
Stephanie Goldsby
Tina Ellis
Beth English



Your own front door may be your most serious roadblock in seeking success. While going out makes you more vulnerable to failure and confrontation, so many amazing gifts wait for you on the other side! You can stay inside and avoid worrying about all the problems that lie outside, but you will miss out on living and enjoying the many benefits and enjoyable moments that lie outside as well!

Recruiters and Their Teams

Team Leaders

Stephanie Goldsby

Brandie Grant
Christy Payne
Cindy Roddy
Hope Pratt
Jessica Champlin
Malinda Hunter
* Brie Pogue
* Courtney Daigle
* Gaye McKinnon
* Jessie Dean
* Kara Hall
* Lyndra D Satterfield
* Taylor Barrett

Tracy Self

Anissa Briscoe
Charissa Gray
Deanna Stells
Dee Dee Smith
Jamila Inman
Jennifer Barber
Kim Moore
* Corrin Stinchcomb
* Darlene Johnson
* Kendra Walton
* Leeanne Gregg
* Megan Sellers
* Michelle Jackson

Senior Consultants

Christy Payne

Brenda Spence

Erin Weathers

Lindsey Graham
Renee' Gordon
* Renee Collins

Kay Shoaf

Sheral Styles

Rosa Macias

Nivey Rivera
Yessika Pamplona
* Jacquelyn Guzman

Tina Ellis

Nary Oeur
* Debra Found

Tina Tipton

Sandy Riley

Qualified Year to Date Sharing Court

Stephanie Goldsby	5 Qualified	\$463.01
Tracy Self	2 Qualified	\$331.73
Courtney Daigle	1 Qualified	\$77.14
Rosa Macias	1 Qualified	\$33.64



Make plans now to be in the 2013 Court of Sharing! Just 24 qualified new team members for the year!

Love Checks: Sharing the Opportunity

9% Recruiter Commission

Tracy Self	\$117.50
Stephanie Goldsby	\$68.54

4% Recruiter Commission

Tina Tipton	\$19.82
Erin Weathers	\$16.72
Rosa Macias	\$9.46
Kay Shoaf	\$8.16

February Birthdays

Stephanie Goldsby	6
Courtney Daigle	13
Nivey Rivera	13
Charissa Gray	21

February Anniversaries

Lindsey Graham	2
Megan Sellers	2

Thomas Edison once remarked,
"Genius is one percent inspiration and
ninety-nine percent perspiration."



CAREER CONFERENCE 2013

Movin' On Up Challenge

Consultants who from November 30- February 28 achieve and maintain a new step on the career path

of Team Leader, Future Director, or DIQ will receive a name badge ribbon and onstage recognition.



Class of 2013



Dance Into a New Year!

Former Consultants can celebrate Mary Kay's 50th Anniversary by restarting their business from January 1-31 and receiving special perks!

They'll receive Two FREE Dance to Life Eau de Parfums AND a \$50 credit when they place their first product order of \$600 wholesale or more (excluding shipping, handling and tax).

OR One FREE Dance to Life Eau de Parfum AND a \$25 credit when they place their first product order of \$400 to \$599 wholesale (excluding shipping, handling and tax).

See Intouch for details and to start again this month!

Glitter & Gold Luncheon

- Consultants who from December 1 to February 28 add two qualified new personal team members will be invited to this special luncheon held in their honor.
- Qualified new Consultants who add one new qualified team member from December 1 to February 28 will also be invited to attend the luncheon.



CAREER CONFERENCE 2013

Expand your mind and circle of friends.

How? Attend Career Conference during Mary Kay's 50th Anniversary! It's a convenient, one-of-a-kind road show that's perfect for learning, growing and socializing. Breathe new life into your business and personal well-being.

You can create friendships that last a lifetime. And learn powerful tips to boost your business and build a strong team. Come join us for a much-deserved round of applause! "You can do it, girl!"

You'll capture the vision of success by attending Career Conference!
Registration begins in February!

10 GREAT REASONS TO START YOUR MARY KAY CAREER IN JANUARY

1. You get to begin the year with tax benefits... and get all 12 months' worth!!
2. You will be able to take advantage of a 50 percent discount on all of your upcoming gift giving (Valentine's Day, Mother's Day, Father's Day, graduations, etc).
3. You can earn extra money to take a Dream Vacation this summer.
4. You will be one of the first consultants to introduce new products on the "cutting" edge of the cosmetic industry.
5. You and your friends can get together for girlfriend time to try the new skin care, spa, and glamour products.
6. Get a camera (for before and after photos of your models), an answering machine, or even a new computer, and they can be tax deductible.
7. Have your own web-site for just \$25.00, maintained by the company, for 24/7 ordering.
8. January is one of the best selling months of the year. Everyone wants a New Look, a "fun-thing" to do. They have received money for Christmas and want to spend it on themselves. After all ..they made New Year's Resolutions to take care of themselves!!
9. Since Mary Kay has no territories, when you are planning your spring break, vacation or weekend trips, all of your calls to friends and family will be write-offs. Keep good records and tell them about your Mary Kay business.
10. **FINALLY, LAST BUT NOT LEAST.....** The camaraderie and support of an amazing Mary Kay Unit like ours! We are here to support each other, share new ideas, and help each other soar to the top in Mary Kay and life!



TOP 10 THINGS TO DO TO

GET ORGANIZED IN 2013

By Connie Guthrie

1. Count your inventory. Do it as if you were placing an order online. Then it will total it out for you, and you can print it out for your records.
2. Clean out your starter kit. Take everything out, clean it up, and put it all back in, and you will want to hold a class.
3. Clean out your "on the go" inventory. Make sure you have at least one of everything and several of those things you sell the most.
4. Place an order to fill in any gaps in your inventory. Be sure and check your class supplies and restock them so you will be ready for the New Year.



5. Add up all your receipts for your tax info so you can start fresh for 2013. To keep up with personal use...type a list of those items you use most and their retail price beside them. Tape it to the door of your inventory closet with a pen and then put a hash mark as you take it off your shelf.



6. Go over your calendar for January-highlight when you want to hold classes. Decide on a hostess contest for each month of the year so you will have a reason to book.
7. Purge your customer file. Hire someone to do it, or personally call each customer to make sure they are happy with their products, fill any needs they have, and check for phone numbers and address changes.
8. Add up your sales for the year. If you have been doing your weekly accomplishment sheets, you have this number already. Plan to start 2013 on track and keep up with it all year.
9. Separate your limited and discontinued items out from your inventory. Use them as hostess gifts, door prizes, in a discount basket, or as a gift with purchase. These items take up valuable space in your stock.
10. Do all of the above after 9pm at night and before 9am in the morning. . . except for calling your customers!

Thanks to Ilene Meckley for sharing this valuable information and painting a great picture!



INVITING VERSUS ANNOUNCING

Are you announcing how you love your business and hoping people will want to join you, or are you inviting everyone to join you in starting a business? There is such a difference! Here is an example to help paint a picture of the difference in announcing versus inviting. This is an example that has nothing to do with direct sales, but it certainly paints a picture of the importance of inviting. Someone shared with me once that their neighbor called them one snowy day and told them that they had just baked the best chocolate chip cookies. The woman described how they melted in your mouth and they were the best cookies she ever made. Now the woman receiving the call was thinking, well that's nice. I can't even get my car out of the driveway to get to the store for chocolate chips. She thought, "Why are you telling me this when I can't have any?" The next day the two neighbors were outside shoveling and the neighbor who baked the cookies said, "I don't believe how you didn't come over yesterday to try my cookies. I tried so hard to tempt you." The other neighbor was shocked and said, "You never invited me. I didn't know you

wanted to me to come over. Believe me, I would have been there." There is a definite message from this story. Be clear on the invitation. Be sure it is personal and that they know that you are including them.

Many have asked me to share an invitation that I teach at my seminars. I look forward to hearing how this works for you. My invitation is one that I feel paints a picture. Let me know how you feel about this picture: "Tonight I want to invite each and every one of you to think about joining me by starting your own home-based business. I know many of you are stay-at-home moms and are thinking, 'How can I add a business to my already crazy, hectic life?' Would you enjoy a business that you can do alongside your family and other activities and at the same time be adding income to your family budget? Many of you have a full time career and you might be thinking, 'Why would I want a business after having worked all day?' Would you enjoy a business where you are the boss and make all the decisions after having worked for a boss all day? This is a great way to try out something new. Some of you are

retired or are approaching retirement age and are thinking, 'Why would I want to work after having worked so many years?' Would you enjoy a business where you can have all the time you need to do all the things you have been waiting to do and have some extra income to do all those things? This is also a way to continue to personally and professionally grow at the same time. I know some of you are seeing our products for the first time or are not real familiar with us. There are lots of people with whom we want to share our products. We could really use your help. As you can see, I feel this business fits into anyone's lifestyle, and I do hope you will all think about joining me. Now for the reason we are all here. Let's talk about the products!"



YOU CAN EAT AN ELEPHANT ONE BITE AT A TIME!



By Mary Kay Ash

Isn't it true that long-range objectives tend to get lost in the day-to-day routine of our jobs?? Most of us are so busy trying to prevent small disasters that we lose sight of what could be the biggest disaster of all----a lack of direction.

We are like the fellow who fell overboard from his boat just a stone's throw from the shore.

When his rescuers finally caught up with him, he was floundering around half a mile out to sea. He later explained, "I was so busy trying to stay afloat, I just didn't pay attention to which way I was going." It isn't always easy to find a quiet time to sit down and set long-range objectives. But it's worthwhile to do so. Knowing where you are going in your career and in your personal life is important.

Start "eating the elephant" by clearly defining your objectives in your own mind and then putting them on paper. You should have both short and long-range goals. A long-range goal broken into years, months, weeks, and then days becomes easier to attain.

Once you have done this, you're on your way to success. The second step, if you want to be a

winner, is to never let a day go by that you don't accomplish today's portion of the goal.

Sometimes the line between success and failure is so fine that you scarcely know when you pass it. You can be right on the line and not even realize it. We throw our hands up in despair when just a little more effort and patience would give us the success we want. Much good work is lost but for the lack of a little more.

From the beginning of time, people have been looking for the "magic formula" for success. Actually, it's just a matter of making the most of your God-given talent and ability. I truly believe that anyone can be a success if they will simply follow three important steps:

- 1. Plan**
- 2. Persist**
- 3. Work**

Do all this, and bit by bit you'll be able to "eat the elephant"!



DEFEATING DISCOURAGEMENT

By R. Warren

Discouragement is a disease unique to human beings: It's *universal*. Everyone gets it. It's *reoccurring*. You can catch it more than once. It's *highly contagious*. Hang around discouraged people - you'll be infected.

WHAT CAUSES DISCOURAGEMENT?

#1 Cause: FATIGUE. When you are physically or emotionally exhausted, you are a prime candidate to be infected with discouragement. Your defenses are lowered, and things can seem bleaker than they really are. This often occurs when you are halfway through a major project -you get tired.

#2 Cause: FRUSTRATION. When unfinished tasks pile up, it's natural to feel overwhelmed. And when trivial matters or the unexpected interrupt you and prevent you from accomplishing what you really *need* to do, your frustration can easily produce discouragement.

#3 Cause: FAILURE. Sometimes, your best-laid plans fall apart: the project collapses... the deal falls through ... the order is cancelled. How do you react? Do you give in to self-pity? Do you blame others? As one man said, "*Just when I think I can make ends meet- somebody moves the ends!*" That's discouraging!

#4 Cause: FEAR. Fear is behind more discouragement than we'd like to admit. The fear of criticism (*What will they think?*), the fear of responsibility (*What if I can't handle this?*) and the fear of failure (*What if I blow it?*) can cause a major onset of the blues.



WHAT'S THE CURE?

There's a fascinating story in the Bible about how a guy named Nehemiah mobilized the residents of Jerusalem to build a wall around the entire city. Halfway through the project, the citizens became discouraged and wanted to give up - because of the 4 causes I've given. Here's what Nehemiah told them to do to defeat their discouragement: (Nehemiah 4)

- ♦ **REST YOUR BODY!** If you need a break - take one! You'll be more effective when you return to work. If you're burning the candle at both ends, you're not as bright as you think!
- ♦ **REORGANIZE YOUR LIFE!** Discouragement doesn't necessarily mean you are doing the wrong thing. It may just be that you are doing the right thing *in the wrong way*. Try a new approach. Shake things up a little.
- ♦ **REMEMBER GOD WILL HELP YOU!** Just ask Him. He can give you new energy. There is incredible motivating power in faith.
- ♦ **RESIST THE DISCOURAGEMENT!** Fight back. Discouragement is a *choice*. If you feel discouraged it is because you have *chosen* to feel that way. No one is forcing you to feel bad. Hang on! Do what's right in spite of your feelings. No feeling lasts forever.





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Words of Wisdom From Mary Kay Ash

The most valuable gift you could give your children is not money, but instead it is the ability to think positively. The money will soon be gone, but the ability to think positively will go on to help your children be a success throughout their entire lives.

When setting big goals in the new year, your weeks can turn into a bustle of activity. At the end of the week, make sure to tally how many income-producing activities you completed. Big goals give us something to strive for, reach for, grow towards. Challenge yourself not only to set a goal this January, but also to choose a minimum that you **WILL** do no matter what! By working full circle, all of the above will probably happen. Choose one as your minimum must!

What is your minimum?

Many inspiring queens' of sales stories begin with, "I wouldn't let myself go to sleep each night until I sold a ____ (fill in miracle set, cologne, etc...)." Many consultants and directors in the Court of Sharing say they held at least 1 sharing appointment each day. Tracking successful directors and nationals, I've found that most have a small, achievable daily personal goal they don't miss. They usually have many other goals as well, but there is always a minimum that they don't miss which gets them out of bed each day and helps them stay focused on IPA's.

Choose your "I won't let a single week go by without":

- ◆ Passing out 7 cards
- ◆ Getting 5 New Leads
- ◆ Getting 5 Referrals from Current Customers (or at skin care classes & new appointments)
- ◆ Bringing 1 Guest to Each Meeting & Event
- ◆ Booking 3 Classes
- ◆ Holding 1 Class
- ◆ Holding 1 Interview
- ◆ Calling 10 Customers
- ◆ Selling \$200 Product



Is Gold Medaling a Goal Of Yours?!
Inch By Inch, It's a Cinch!