



# SANDERS SENSATIONS NEWSLETTER



Sensational Women Changing Lives



June 2013 Recognition & Results



Top Love Check  
Stephanie  
Redmond



Sharing Queen  
Stephanie  
Redmond



YTD Sharing Queen  
Stephanie  
Redmond



YTD Retail Queen  
Stephanie  
Redmond

## Congratulations to Our Star Consultants!



Lisa Malcolm  
Diamond



Deborah Sanders  
Diamond



Stephanie Redmond  
Ruby

Dear Sensations,

I'm so excited to jump into a new seminar year this month! Every dream you have can come true in 2014! Sean Key recently did a webchat on figuring out your why for your goals. The reason you'd like to achieve that particular goal is more important than the how or even what the goal is. It also helps others get behind your goal and support you. If your goal for holding 3 classes a week is to put your children through private school, for example, your hostesses will line up to help you achieve that goal. Maybe you've decided to move on up and become a director because you've been passed over in the corporate world and don't want others to go through the same heartache you've experienced. I encourage you to take some time this week and write down the reasons behind your goals. Find some great photos that personify your goals, and bring those with you to classes, interviews, etc to share with others. These things can also encourage you to get back out the door on the tough days.

One of our biggest goals this seminar year is to increase our unit size.

I hope you'll join me in sharing the opportunity with other quality women this year. If you've been holding interviews consistently, thank you! If the idea of sharing the opportunity intimidates you a little, call me and we'll walk through some great ideas together. There are also some great video courses on Intouch that can help, including overcoming objections and the Feel, Felt, Found technique. A proper interview should focus on your prospect- listening to her concerns and what things she wants more of in her life. Nine times out of ten, Mary Kay can fit that need in some way. By focusing on her, you can share the ways in which a Mary Kay career can truly meet her needs, leaving her with the choice of whether she's interested or not. We never push or manipulate- the golden rule of treating people the way we want to be treated is paramount in our business for a reason. At the end of the day- your prospect should feel honored you believe she'd make a great consultant- regardless of whether she decides to become one or not.

This will be an incredible sales month! The price increases begin August 16th, so make sure to contact each and every one of your customers this month. If possible, drop their orders off at their work or some other place where you can get in touch with new prospective clients. Work smart and you can achieve anything you desire this year.

The choice is yours- choose to dream big this year and then work a little each day to achieve your dreams!

Love and Belief, Debbie

## ***The Attitude, Why Is It Important?***

*By: John C. Maxwell*



1. Our attitude determines our approach to life.
2. Our attitude determines our relationships with people.
3. Often our attitude is the only difference between success and failure.
4. Our attitude at the beginning of a task will affect its outcome more than anything else.
5. Our attitude can turn our problems into blessings.
6. Our attitude can give us an uncommonly positive perspective.



Want to Move On Up  
This Year? It's time to set  
some SMART goals!  
Become a Red Jacket  
Hold 3 Classes a week  
Be an All Star by being a Star  
Each Quarter  
Hold 5 interviews a week  
Book 5 classes a week  
**You can achieve  
anything you set  
your mind to  
this year.**

**S**pecific  
**M**easurable  
**A**ttainable  
**R**ealistic  
**T**imely  
**GOALS!**

# Happy 50th Anniversary Mary Kay! Our Top 5 Wholesale for June



Teresa Nielsen



Kimberly Bleckman



Amanda Mills-Saur



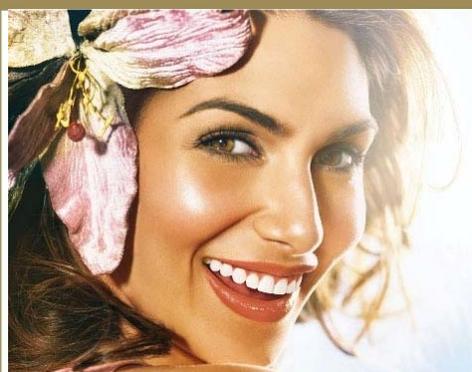
Stephanie Redmond



Dalia Corpus

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

- Teresa Nielsen
- Kimberly Bleckman
- Amanda Mills-Saur
- Stephanie Redmond
- Dalia Corpus
- Marilyn Buice
- Lisa Malcolm
- Janice Hansen
- Alice Redmond
- Juanita Likens
- Anna Poole
- S. Reid-Schroeder
- Kristy Atwater
- Heather Powery
- A. Shakir-Wright
- Dorothy Turner
- Pattie Siemer
- Stacey Fuller
- Hope Belcher
- Barbara Donahue



*Dream It,  
Do It,  
Become It:  
Expecting  
Success*

*"You have to expect great things of yourselves before you can do them." Considering this quote by Michael Jordan, do you agree with his statement? If you truly expect success, would you put more effort into your actions? For example, if your expectation is to have a \$1,000 day in product sales, wouldn't you put forth extra effort to meet those expectations?*

*Perhaps your expectation is to earn a place in the Queen's Court of Sharing. If so, wouldn't you book more skin care classes in order to meet more people, thereby having more people with whom to share the opportunity? Setting high expectations is key to success. In fact, according to Wal-Mart founder Sam Walton, "High expectations are the key to everything."*



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

*With the first few months of this Seminar year under way, now is the time to set high expectations for yourself. Face each day with great expectations, believe in your dream, and truly expect success — just like we believe in you and expect to see you at the top!*



# Recruiters and Their Teams

## Future Directors

### **Stephanie Redmond**

- Alana Sides
- Alice Redmond
- Anna Poole
- Janice Hansen
- Katrina Horne
- Kelsi Redmond
- Leslie Baggett
- Lisa Malcolm
- Marilyn Buice
- Rachel Redmond
- S. Reid-Schroeder
- \* Beth Cannon
- \* Christina Agee
- \* Cindy Floyd
- \* Jennifer Laufenberg
- \* Joanna Stephens
- \* Karina Hill
- \* Rebecca Early
- \* Sandra Cain
- \* Susan Redmond

### **Diane Hobbs**

Stephanie Redmond

### **Hope Belcher**

- Barbara Donahue
- \* Billie Worker
- \* Julie DeConcini
- \* Karen File

### **Juanita Likens**

- Pattie Siemer
- \* Brenda Berning

### **Lisa Malcolm**

- Amanda Mills-Saur
- Mamie Asins

### **Lori Winans**

- Dorthy Turner
- \* Stacey Hawkins
- \* Tascha Mowen

## Senior Consultants

### **Alana Sides**

A. Shakir-Wright

### **Cheri White**

- April Olsen
- Dalia Corpus
- \* Rachel Komeshak

### **Dee Ann Schnautz**

Chelsea Schnautz



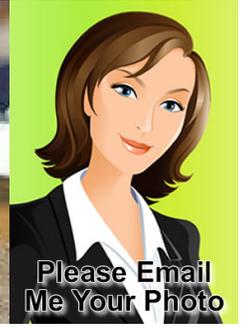
## Top Love Checks



Stephanie Redmond



Lisa Malcolm



Alana Sides

### 13% Recruiter Commission

Stephanie Redmond

### 4% Recruiter Commission

- Lisa Malcolm
- Alana Sides
- Lori Winans
- Juanita Likens
- Hope Belcher



## Welcome New Consultants

Name:

Sponsored By:

Anna Poole

Stephanie Redmond

Janice Hansen

Stephanie Redmond

Rebecca Early

Stephanie Redmond

Teresa Nielsen

Deborah Sanders

Aai'sha Shakir-Wright

Alana Sides



## Welcome Back Consultants

Pattie Siemer

Congrats  
to  
Our  
Seminar  
Year To  
Date Top  
10 in  
Personal  
Retail  
Sales  
According  
to MK  
Orders



Stephanie Redmond



Donna Bumpus



Juanita Likens



Teresa Nielsen



Lisa Malcolm



Kimberly Bleckman



Barbara Donahue



Dalia Corpus



Kristy Atwater



Leslie Baggett



### Year to Date Retail Court

1	Stephanie Redmond	\$17,911.50
2	Donna Bumpus	\$6,630.50
3	Juanita Likens	\$5,955.00
4	Teresa Nielsen	\$5,868.00
5	Lisa Malcolm	\$5,508.50
6	Kimberly Bleckman	\$5,328.50
7	Barbara Donahue	\$4,901.00
8	Dalia Corpus	\$3,686.50
9	Kristy Atwater	\$3,604.50
10	Leslie Baggett	\$3,084.00
11	Amanda Mills-Saur	\$2,833.00
12	Alice Redmond	\$2,832.50
13	Audrey Morris	\$2,831.00
14	Heather Powery	\$2,506.50
15	Rachel Redmond	\$2,376.50
16	Cheri White	\$2,245.50
17	Katrina Horne	\$2,189.00
18	April Olsen	\$2,072.00
19	Hope Belcher	\$2,036.50
20	Darlene Cooley	\$2,023.00



### Year to Date Sharing Court



Stephanie Redmond  
7 Qualified



Lisa Malcolm  
2 Qualified



Dee Ann Schnautz  
1 Qualified

### Make plans to be On Stage at Seminar 2014!!

Make our 50th Anniversary your best year ever!  
Each time you share our fabulous career opportunity, you reach past your own comfort zone to help someone else. If our career isn't for them, nothing has changed. However, you may be offering them the opportunity of a lifetime— exactly what they need to SHINE! Dream big this seminar year, and you'll be walking down the red carpet in style for Awards Night!

**Take the test below from Million Dollar NSD Bett Vernon to see if you are on your way up, or if you have slowed yourself down by changing the rules:**

\_\_\_\_\_ I refuse to allow others to take control of my destiny. When others doubt me or are negative, it fuels my desire to succeed if for no other reason than to prove them wrong.

\_\_\_\_\_ I refuse to be average, normal or mediocre. The easiest path is the one traveled by the masses and as the old saying goes, I chose the path less traveled and it has made all the difference.

\_\_\_\_\_ "I go to the barn and milk the cow everyday". I refuse to stop my life and have a crisis. Self-discipline is a learned skill. I will suit up and show up at my success meetings, area functions, Career Conference, Seminar, etc. These are not choices - they are part of what keeps my mind and heart open so that I will remain coachable, teachable, trainable and positive.

\_\_\_\_\_ I am a person of integrity. My word is my honor. I operate my business as if my reputation were at stake. I have integrity in all areas of my business. Goal Setting: when I set a goal, that means I move heaven and earth until the job is finished. Money Management: I run my business on a 60/40 basis. I have an inventory at a profit taking level. I use money from one source and I can tell you at a moment's notice what my profit was last week. Business Management: my summary sheet is turned in weekly without exception. I plan my week with my family on a weekly plan sheet. I use Six Most Important Things To Do list each day so I don't get side tracked.

\_\_\_\_\_ I treat others as I want to be, fully knowing that what I give out will come back ten fold.

\_\_\_\_\_ I run my business by the guidelines set down by Mary Kay in booking 8 classes to hold 5, coaching 3 times, pre-profiling my guests, etc.

\_\_\_\_\_ I remain open to change not only to technique, but how I look at situations - realizing that the business remains the same - I am the one who must change.

\_\_\_\_\_ **I AM COACHABLE, TEACHABLE, TRAINABLE & POSITIVE**

August Birthdays

Karen File	6
Rachel Redmond	7
Darlene Cooley	14

August Anniversaries

Deborah Sanders	12
Joyce Davis	7
Julie DeConcini	7
Dorothy Turner	4
Alice Redmond	1
Kelsi Redmond	1

Since it doesn't cost a dime to dream, you'll never short change yourself when you stretch your imagination.

By: Robert Schuller

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



Back in 1963, I had no idea that choosing the color pink for Mary Kay product packaging had anything to do with being a good marketer. I just knew that practically every home in the United States at the time had a white bathroom, and that the merchandise sold in drugstores and groceries came in bold, bright colors that ruined the way a bathroom looked. This led me to think that we should package our products in attractive containers, nice enough for a woman to display on the countertop.



## Consultant versus Director Commission Comparison

### Commission for an Independent Beauty Consultant's \$10,000 team

\$ 1,000	Existing Team
\$ 3,000	Team Member #1
\$ 2,400	Team Member #2
\$ 1,800	Team Member #3
\$ 600	Team Member #4
\$ 600	Team Member #5
\$ 600	Personal Wholesale
\$10,000	Team Production

### Commission Calculation

\$1,222 = 13% commission on \$9,400 team wholesale  
 (\$10,000 - your \$600 order = \$9,400 x .13 = \$1,222)

\$ 250 = Team Building Bonus\* for 5 qualified team members

\$1,472 = Total Commission paid for Team Building as a Consultant

\$1,600 = Profit from Sales @ \$1,000 weekly sales  
 (assumes a 60/40 split of \$2,400 reinvested/ \$1,600 profit)

**\$3,072 = Get Excited Consultant!!!**

\* A \$50 team-building bonus will be paid to Star Team Builders, Team Leaders, Future Directors and DIQs for each qualified personal team member beginning with the fourth personal team member.



### Commission for Independent Sales Director - \$10,000 team

\$1,300 13% Unit Commission \$10,000 x .13 = \$1,300.  
*As a Director, you are paid on your own order.*

+ \$1,222 13% Personal Team Commission  
 (\$10,000 - your \$600 order = \$9,400 x .13 = \$1,222)

+ \$1,000 Unit Volume Bonus  
 \$100 for every \$1,000 beginning at the \$5,000 production level

+ \$ 500 Unit Development Bonus on 5 Unit Qualified Team Members\*

+ \$ 500 Personal Team Building Bonus on 5 Personal New Q. Team Members\*\*  
 (Team Building Bonus doubles to \$100 for directors)

\$4,522 Total Commission paid for Team Building as a Sales Director  
*Don't forget directors also receive profits from weekly sales!*

### \$4,522 vs \$1,472 Consultant Commission on same \$10,000 team production

\* A Director is entitled to a Unit Development Bonus of \$300 for each month three or four qualified\* new unit members are added to her Sales Unit OR a Sales Director Unit Development Bonus of \$500 for each month five or more qualified\* new unit members are added to her Sales Unit.

\*\*A Sales Director is entitled to a \$100 Sales Director Personal Team-Building Bonus for each qualified new personal team member added to her Sales Unit.

*This example assumes a Director adds 5 qualified personal team members within the month and that \$10,000 wholesale comes from her personal order and personal team.*

*Directors also receive many other bonuses, trips and other incentives at various production & career levels.*



Don't forget your FREE CAREER CAR (or Cash Compensation, but "A trophy on wheels has no price!")

# GET THEM NOW before prices go up!



To continue offering the highest quality products, when the cost of shipping and ingredients goes up, sometimes prices have to go up too. Some of our prices will be increasing August 16th, so order now at regular price and save! A list of price changes:

Product	Current Price	New Price	
Satin Lips Lip Balm	\$9.50	\$10	
Satin Lips Lip Mask	\$9.50	\$10	
Mary Kay Extra Emollient Night Cream	\$13	\$14	
Mary Kay Intense Moisturizing Cream	\$30	\$32	
Mary Kay Oil-Free Hydrating Gel	\$30	\$32	
Mary Kay Sun Care Lip Protector SPF 15	\$7.50	\$8	
Mary Kay Sun Care Subtle Tanning Lotion	\$16	\$17	
<b>Mary Kay Compact Cheek Brush</b>	<b>\$2.50</b>	<b>\$2</b>	
<b>Mary Kay Eye Applicators</b>	<b>\$2.50</b>	<b>\$2</b>	
Mary Kay Mineral Eye Color	\$6.50	\$7	
Mary Kay Mineral Eye Color Bundles	\$19.50	\$21	
Mary Kay Cream Eye Colors	\$13	\$14	
Mary Kay Mineral Cheek Color	\$10	\$12	
Mary Kay Cream Cheek Colors	\$13	\$14	
<b>Mary Kay Eau de Toilette</b>	<b>\$25</b>	<b>\$20</b>	
Belara Eau de Parfum	\$34	\$38	
Bella Belara Eau de Parfum	\$34	\$38	
Journey Eau de Parfum	\$36	\$40	
Domain Cologne Spray	\$34	\$38	
Tribute for Men Spray Cologne	\$25	\$28	
Mary Kay Travel Roll-Up Bag (unfilled)	\$30	\$35	
TimeWise 3-In-1 Cleanser N/D	\$18	\$20	
TimeWise 3-In-1 Cleanser C/O	\$18	\$20	
TimeWise 3-in-1 Cleansing Bar (with soap dish)	\$18	\$20	
TimeWise Age-Fighting Moisturizer SPF 30	\$22	\$24	
TimeWise Age-Fighting Moisturizer N/D	\$22	\$24	
TimeWise Age-Fighting Moisturizer C/O	\$22	\$24	
TimeWise Day Solution SPF 35	\$30	\$32	
TimeWise Night Solution	\$30	\$32	
<b>TimeWise Microdermabrasion Set</b>	<b>\$55</b>	<b>\$50</b>	
TimeWise Microdermabrasion Step 1: Refine	\$30	\$31	
Microdermabrasion Step 2: Replenish	\$25	\$26	
TimeWise Replenishing Serum+C	\$55	\$56	
TimeWise Firming Eye Cream	\$30	\$32	
TimeWise Age-Fighting Eye Cream	\$26	\$28	
TimeWise Age-Fighting Lip Primer	\$22	\$23	
TimeWise Targeted-Action Eye Revitalizer	\$35	\$36	
TimeWise Targeted-Action Line Reducer	\$40	\$42	
TimeWise Even Complexion Mask	\$20	\$22	
TimeWise Even Complexion Essence	\$35	\$37	
TimeWise Moisture Renewing Gel Mask	\$20	\$22	
TW Body Targeted-Action Toning Lotion	\$28	\$30	
<b>MKMen Face Bar</b>	<b>\$14</b>	<b>\$12</b>	
MKMen Shave Foam	\$10	\$12	
Indulge Soothing Eye Gel	\$15	\$16	

*\*Bold face products indicate suggested retail price decrease.*

# DARE TO DREAM!



Choose your seminar prize and map your plan today!



## Mary Kay Dates to Remember:

- **August 1:** Online DIQ forms available beginning 12:01am CST until midnight on the 3rd.
- **August 4:** Pearl Seminar Begins. International Friendship Day
- **August 10:** PCP Early ordering privilege of new Fall 2013 items begins for all Consultants who enrolled in *The Look* for Fall 2013.
- **August 15:** PCP Last day of online enrollment for the Month 2 Mailer.
- **August 16:** Beaut-e-News begins emailing to customers.
- **August 20:** PCP Fall issue of *The Look* mails.
- **August 21:** National Senior Citizens Day! National Senior Citizens Day recognizes contributions senior citizens make in communities across the United States.
- **August 29:** Last day of the month for consultants to place telephone orders (until 10pm CST)
- **August 30:** Last business day of the month. Orders and Agreements submitted by mail or dropped off at the branches must be received by 7pm local time to count toward this month's production.
- **August 31:** Last day of the month for consultants to place online orders (until 9pm CST). Online agreements accepted until midnight CST.



Acts of bravery don't always take place on battlefields. They can take place in your heart, when you have the courage to honor your character, your intellect, your inclinations, and, yes, your soul by listening to its clean, clear voice of direction instead of following the muddled messages of a timid world. So carry your courage in an easily accessible place, the way you do your cell phone or your wallet. You may still falter or fail, but you will always know that you pushed hard and aimed high. Take a leap of faith. Fear not. Courage is the ultimate career move.

~Anna Quindlen Bestselling Author and Pulitzer Prize-Winning Journalist





DEBBIE SANDERS  
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Return Service Requested



### **Words of Wisdom From Mary Kay Ash**

Some wise person once said that a man is what he thinks about all day, so I want you to be thinking every single day that God did not have time to make a nobody, only a somebody, and that you are great. You are going places, and you are going to do great things. Believe in yourself and know that you can do anything in this world that you want to do if you want to do it badly enough and you are willing to pay the price. Whatever you vividly imagine, ardently desire, sincerely believe and enthusiastically act upon must inevitably come to pass.

### **QUESTIONS TO PLAN A PERSONAL BEST YEAR**

1. How are you feeling about your business right now?
2. What would you need to achieve in the new seminar year to feel really good about yourself?
3. Why is this particular goal meaningful for you now?
4. What are you determined to hold weekly in personal selling and recruiting business to support this goal?
5. What potential obstacles do you foresee?
6. What will you do when that happens?
7. What role do you want me to play in support of you as your director? (Build confidence, personal accountability)
8. What system do you have in place to keep you focused on this goal?
9. Specifically how many selling and team-building appointments are needed to stay on your datebook at all times, regardless of life circumstances and how you are personally feeling?
10. What do you have now for the next 7-10 days in personal business?
11. What is your next correct step?
12. How do you plan to hold yourself accountable?



*If there were ever an important time to be communicating with me, it's now!!! Let's start this seminar year off right! For most people, when they get overwhelmed they just shut down! The quickest way to get back out the door is to **TALK WITH ME!** I acknowledge there will be challenges in life, but we can brainstorm together on how to overcome them bit by bit! Together, our experience can help bridge that gap for you and new clients or team members! Here are a few questions to get you started!*