

January Queen of Pales



January Queen of Sales



Joan Smalley \$2,313 January Queen of Sharing



Welcome to Our Beautiful New Rhinos

WHO WILL YOU INTRODUCE THIS MONTH??

New Consultant Rewards

Be consistent for 3 Months with a minimum

\$200 wholesale order each month



Complete your first \$1000 in sales





Stor SCOREBOARD

On Target for 3rd Quarter Star

Production Wholesale Needed for Star

Consultant Name	Current Wholesale	Sapphire	Ruby	Diamond	Emerald	Pearl
JOAN SMALLEY	\$2,230.25	STAR	\$169.75	\$769.75	\$1,369.75	\$2,569.75
KATHY WHITE	\$1,523.00	\$277.00	\$877.00	\$1,477.00	\$2,077.00	\$3,277.00
RACHEL WHEATON	\$692.00	\$1,108.00	\$1,708.00	\$2,308.00	\$2,908.00	\$4,108.00
AMANDA ENNETT	\$600.50	\$1,199.50	\$1,799.50	\$2,399.50	\$2,999.50	\$4,199.50
DOROTHY HUNEYCUTT	\$545.00	\$1,255.00	\$1,855.00	\$2,455.00	\$3,055.00	\$4,255.00
MAREBEL YOUNG	\$486.50	\$1,313.50	\$1,913.50	\$2,513.50	\$3,113.50	\$4,313.50
BETH BEGLEY	\$437.50	\$1,362.50	\$1,962.50	\$2,562.50	\$3,162.50	\$4,362.50
BARBARA MORAN	\$407.50	\$1,392.50	\$1,992.50	\$2,592.50	\$3,192.50	\$4,392.50

\$500 / \$1,000 WEEKS!

GRAND DAYS



Joan Smalley 3 - \$500 Weeks



WINNER
Joan Smalley

Registered for Career Conference

Lisa Bauer Stephanie Bauer Amy Braziel Jessica Lovato Joan Smalley Kathy White

Our goal is twenty for a drawing for a \$50 Chico's/ Boston Proper gift card!

Lisa's Rockin Rhinos

Galalina Directors























Katie Kurpiel

Ann Wells













QNQs / Future Pirectors / Geam Leaders













Requirements:

•5 to 7 active team members

•4% personal team commission.

• Eligible for \$50 team building bonus

You must be active

FUTURE DIRECTOR Requirements:

 You must be active Compensation:

•\$50 team building bonus. • Eligible to become Grand Achiever

SENIOR CONSULTANT Requirements:

 You must be active Compensation: • 4% monthly commission

STAR RECRUITER Requirements: • 3-4 active team members

• You must be active.

Compensation:

•1 or 2 active personal team members

Compensation:

- •9% /13% personal team commission
- •\$50 team building bonuses.
- •Eligible to go on-target for Career Car!

•8+ active personal team members

•9%/13% personal team commission

• May submit her intention to become



Stephanie Soto TL



Joan Smalley TL

















Har Geam Builders







Vicki Long



Wong



Helene











GRAND ACHIEVER:

a Sales Director!

Requirements:

- •12+ active personal team members
- You must be active
- •\$5000 monthly personal team production.

Compensation:

- •9% /13% personal team commission
- •\$50 team building bonus.
- Career Car OR Monthly Cash Reward

Senior Consultants

Beatriz Barrantes Stephanie Bauer Laurie Beard

Beth Begley Samantha Colgin Krystal Goulding

April Griffin Margo Needham Dana Lee Nicholas Darlene Randolph Laurie Sweet Rachel Wheaton

DIRECTOR IN QUALIFICATION: Requirements:

- •8+ active personal team members
- You must be active
- •\$5000 monthly team/unit production Compensation:
- •9%/13% personal team commission
- •\$50 team building bonus.
- Eligible to become Grand Achiever
- Build your personal team into a unit of 30 or more in 1 to 4 months



Run the Race like an Olympian!!

Hi Rhinos! How many of you are watching the Olympics?!! Remember when you were a kid and the music would come on each time they came on the Television?!! Now when I was a kid, there were 5 channels! You young rhinosdon't laugh!!! I remember the Winter Olympics in Salt Lake City — the home of our own Rhino Darlene! It's beautiful there! I loved the winter games in Innsbruck, Austria! Watching the Olympics took you too far away beautiful places and gave you such a sense of pride and amazement at all the athletes talent! I also remember the "Miracle on Ice" hockey game when Team USA won in 1980! They made a great movie out of it. Being a hockey Mom and hockey wife, we can relate to that! That movie inspired Andy with his playing! Aren't you memorized by those snowboarding runs and the ski runs?!! The "Skeleton" Luge is really wild.....I just can't imagine!! It's incredible what humans are capable of isn't it?!!

What is your "go for the gold" in your life? What daily steps will you take to leave a legacy? What daily actions will you take to fulfill those "fantasies"? They aren't silly!! Many people thought Walt Disney was crazy and our own Mary Kay Ash! One of our consultants is planning to build a ten room house for women in transition- now that is a "go for gold!"!!

Many of our consultants work other jobs, most of you all do! Your MK is a vital plan for your economic health, and I think your "sisterhood" health. I have never been around such great mentors as I have surrounded myself with in our Pink Bubble! Fun, energized women who are faith filled and true friends thru thick and thin. You will have friends for life with your customers and sister consultants!

I encourage you to treat yourself to go to Career Conference- learn about new products, get away and have some fun and dream a bit!! It's a like a sabbatical!! Thinking isn't just a paycheck. Thinking Big means big in FUN, big in personal time that you have, BIG in family time without ever having to ASK for "time off". Big in positive attitude! Big is not just a paycheck!!! So think BIG!!

Go for your personal Gold this month and this Seminar Year in all that you do! Hugs, Lisa

Madison Joy Pulsifer born January 17, 2014 at 10:35 PM. She weighed 6 lbs and 9 oz. She was 20.5 inches long. Parents are AJ and Lauren Pulsifer and big brother Logan.



PLEASE SEND ME your PHOTO!



National Court of Sales

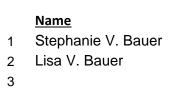




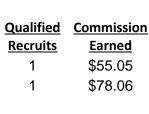


		<u>YTD</u>	<u>Addnl</u>	<u>YTD</u>
	<u>Name</u>	<u>Retail</u>	<u>Credit</u>	<u>Total</u>
1	Joan H. Smalley	\$20,372.00	\$3,622.00	\$23,994.00
2	Kathy A. White	\$9,426.00	\$1,475.00	\$10,901.00
3	Beth H. Begley	\$5,725.00	\$540.00	\$6,265.00
4	Rachel D. Wheaton	\$5,672.50	\$235.00	\$5,907.50
5	Dorothy A. Huneycutt	\$4,327.00	\$1,027.00	\$5,354.00
6	Tonya J. Jay	\$5,108.00	\$244.00	\$5,352.00
7	Phyllis L. Martinez	\$4,565.00	\$314.00	\$4,879.00
8	Stephanie N. Sato	\$2,297.00	\$1,613.00	\$3,910.00
9	Laurie B. Beard	\$3,282.50	\$225.00	\$3,507.50
10	Diana Fines	\$2,677.50	\$185.00	\$2,862.50
11	Toni M. Craig	\$2,080.00	\$672.00	\$2,752.00
12	Dana Lee Nicholas	\$2,003.00	\$532.00	\$2,535.00
13	Jessica N. Lovato	\$2,321.50	\$139.00	\$2,460.50
14	Gail Melton	\$1,953.00	\$334.00	\$2,287.00
15	Tammy G. Wilkinson	\$1,918.50	\$266.00	\$2,184.50

Court of Sharing



4 5







Big Things are Built....ONE BRICK AT A TIME Victories are Achieved.....ONE CHOICE AT A TIME A Life Well Lived is Chosen.....ONE DAY AT A TIME



Lisa's Rockin Rhinos

January Winners!

Joan H. Smalley
Kathy A. White
Rachel D. Wheaton
Cathy Joyner
Toni M. Craig
Phyllis L. Martinez
Betty Lyday
Marion R. Miller
Lee Toler
Vicki Long
Amy L. Braziel
Dorothy A. Huneycutt
Shannon C. Bigger
Lisa R. Bobo
LISA IX. DUDU

Mary M. Lowe
Debbie L. Navarro
Lori J. Hansen
Samantha C. Colgin
Beth H. Begley
Jennifer L. Gilman
Janet L. Choisnet
Lorrie L. Powell
Eileen P. Gouveia
Laurie B. Beard
Leila Anderson
Lynne Williams-Behr
Marebel I. Young

Tammy G. Wilkinson
V. Haro-Ramirez
Emily J. Sprague
Lucinda R. Pool
Dawn R. Provost
Gail Melton
Jessica N. Lovato
Stephanie V. Bauer
April Griffin
Laurie A. Sweet
Lauren E. Pulsifer
Jessica Bruckner
Dana Lee Nicholas

Unit Production \$10,858

Congratulations Color Confident Women



Jessica Lovato
Laurie Sweet
Stephanie Bauer
Rachel Wheaton
Helene Wong
Diana Fines
Tonya Jay
Joan Smalley
Nicole Kornblatt
Amy Braziel
Darlene Randolph
Kathy White
Patrica Holman

March Celebrations

<u>Birthdays</u>	<u>Day</u>
Marebel I. Young	3
Patricia A. Holman	5
Gin A. Glover	12
Christine Gallagher	13
Gabriela E. Martinez	13
Hannah Johnson	15
Angelica C. Wilson	15
Jiza G. Zito	16
Violet L. Jernigan	20
Jessica N. Lovato	20
Gloria Garrett	23
Christine A. Butler	30
Sylvia I. Green	30

<u>Anniversaries</u>	Year
Mary L. Houseman	5
Shannon C. Bigger	5
Krystal Goulding	4
Jiza G. Zito	4
Jean Crocker	4
Jamie J. Flora	3
Hannah Johnson	3
Courtney M. Lambert	2
Candace C. Mowles	2
KenndyAnne	
Medeiros	2
Morgan N. Cleary	1
Sharron L. Helton	1
Rebecca J. Raiford	1
Patricia A. Holman	1
Joseph B. Randolph	1
Katha L Weisenberger	1
Cleo Carter	1
Marion R. Miller	1



WOW...WOMEN OUT WORKING

Joan Smalley - \$2,313
Kathy White - \$1,043
Lanette Egress - \$46
Dorothy Huneycutt - \$249

"We can make money....or we can make excuses.... but we can't make both!"





MINIMUM ACTIVE ORDER CHANGES!!

At Seminar 2013, Mary Kay President U.S. Darrell Overcash shared the possibility and the rationale for raising both the Independent Beauty Consultant activity requirement minimum and the monthly Independent Sales Director minimum unit production requirement. After careful consideration, the decision has been made to raise the minimum "active" status order amount from \$200 to \$225 in wholesale Section 1 orders effective March 1, 2014. This allows Beauty Consultants to achieve and maintain "active" status, and qualify for the Earned Discount Privilege for the month in which the order is placed, and in the two calendar months that follow.

GET COLOR CONFIDENT BY CAREER CONFERENCE!

Are you one of those people who works better under a deadline? Well, if you haven't earned your Advanced Color Consult-



ant designation yet, we've got a deadline for you – and if you meet it, you'll earn a little extra recognition!

Pass the four brief quizzes that make up the Color Confident program by Feb. 28, and you'll receive this Advanced Color Consultant ribbon to add to your Career Conference attire!

The Advanced Color Consultant designation is a fantastic draw for potential customers searching for an Independent Beauty Consultant through the Consultant Locator. This special designation shows that you've put in the extra effort to increase your knowledge of color products and can help your customers choose the shades that make them look absolutely stunning! (Oh – and did we mention the education is free?)

Feb. 28 will be here before you know it, so get Color Confident today!



Lisa's Rockin Rhinos We Don't Ask... By: NSD Jeanne Rowland

We often hear of Consultants and Directors who knew Mary Kay women for years before anyone ever asked them to join the Company. I myself have an offspring Director who purchased the product for over 20 years before anyone mentioned the opportunity (me)! Think of the many who are never asked!

We book and sell and smile and keep this great Company a big secret. We do it every day. Are YOU guilty? If you worked your Mary Kay business at all this week and didn't talk about the opportunity, you are indeed guilty.

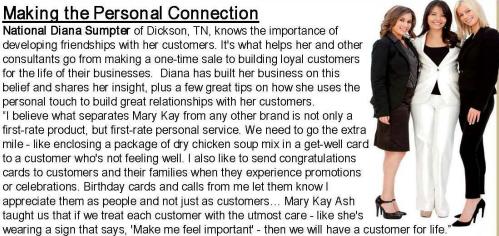
☐ Fact: Many Consultants are afraid of rejection. She would be saying no to the opportunity, not to you. ☐
to concentrate on her possibilities and not your fears. You will find the career much easier!
□ Fact: Some top Directors earn over \$400,000 and top Nationals over \$750,000. These women started
just as we all do. Are you choosing to deny her an opportunity to earn that kind of income?
□ Fact: Many Consultants worry they do not know enough to train someone else. Her ongoing training
provided by her Director, Mary Kay and her experience.
☐ Fact: Many Consultants worry we will become saturated. 80% of our Consultants do 20% of the work.
We have touched less than 10% of the cosmetic market. The population gets older every day; we will
always have new customers! (Ask yourself- how often have you been approached by another consult-
ant? The answer is usually never.)
☐ Fact: Some Consultants are themselves skeptical of the opportunity. Do some research. Answer you
own questions. Improve your own attitude and watch your results improve.
☐ Fact: Some Consultants worry there will not be enough support for their new recruit. Those Consultants
ants choose not to participate in Unit activities and work closely with their Director. Your new recruit
might choose to participate and zoom to the top!
□ Fact: Many Consultants assume women will ask if they are interested. Wrong. They have no idea how
the business works.
□ Fact: Many Consultants stop pursuing their prospect too quickly. Women want to be convinced. The
want someone to believe in them and tell them so. They lack self-confidence and need to borrow yours
you do not follow up, she assumes you do not think she can do it!
□ Fact: Many Consultants think they must be more successful to share the career. Is your recruiter re-
sponsible for your success? Your new recruit has her own goals.
□ Fact: Prejudging is unfair. Allow your prospect to decide her own future. What if someone had prejudged
that top Director? She might still be earning \$7 an hour.
□ Fact: Consultants often do not ask for help in recruiting. No woman is an island. The little questions y
have are very important to your success. Ask them: Ask for help in interviewing. Ask for help in followin
up.
Fact: Often Consultants think they are a failure if their recruit does not stay in. She has the same op
portunity we have. You are not responsible for another's success or failure. "You can bring the horse to water"
□ Fact: Some Consultants think that they fail if their prospects do not say yes. It is the nature of sales;
numbers, numbers. Quit being so hard on yourself.
וועוווטפוס, וועוווטפוס. עעוג טפוווע סט וועוע טוו פטעוספוו.

Fact: If we think less of our own fears and more of the benefits to her, we will

Lisa's Rockin Rhinos

Making the Personal Connection

National Diana Sumpter of Dickson, TN, knows the importance of developing friendships with her customers. It's what helps her and other consultants go from making a one-time sale to building loyal customers for the life of their businesses. Diana has built her business on this belief and shares her insight, plus a few great tips on how she uses the personal touch to build great relationships with her customers. "I believe what separates Mary Kay from any other brand is not only a first-rate product, but first-rate personal service. We need to go the extra mile - like enclosing a package of dry chicken soup mix in a get-well card to a customer who's not feeling well. I also like to send congratulations cards to customers and their families when they experience promotions or celebrations. Birthday cards and calls from me let them know I appreciate them as people and not just as customers... Mary Kay Ash taught us that if we treat each customer with the utmost care - like she's



On The Grow

Looking for a great way to grow your business? Director Lisa Anne Harmon of Venetia, PA, recommends customer referrals. Referrals are so important, Lisa Anne states. I know that when

> tips on how to encourage referrals. "I look for opportunities to ask for referrals, like any time a customer comments on how great a product is. That's when I'll ask if she knows someone who would also like the product". You can also customize referral questions. For example, in the winter, Lisa might ask customers if they know anyone with dry skin who would like to experience some great moisturizers. Holidays are a great time to ask if they know someone who would like a new glamour look. Then in May, I ask customers if they know anyone who is planning a wedding and wants a makeover. Being specific

my customers trust me, they're happy to refer family and friends who

would enjoy the great products and services I offer. Lisa Anne

considers a referral a great compliment and offers several

Care For Your Customers

Director Denise Kucharski of Fordland, MO, has 3 important tips for building customer relationships.

- # 1: Consistency of contact. Mary Kay Ash taught us that we should have our name in front of our customers every four weeks. I believe PCP can help you achieve that. In addition to mailers, I personally contact my customers every six weeks.
- #2: Be aware that you are competing with department stores. Make your products cute and appealing, like department stores do. And provide regular service so customers won't be tempted to pick something up while they're out.
- #3: Chitchat is important. I always find time to ask my customers about their jobs and their families. I want them to know that I'm interested in their lives, not just their money. I often make notes about my customers' personal lives on their customer profiles. If it's something major like a death in the family or a promotion, send a card. Before Seminar, I went through my customer file and discovered that out of 200 customers, 77 have been with me for over 10 years! And 32 customers have been with me for over 20 years! I think that says a lot about customer loyalty.

Rewarding Customers

about the great products and services you offer can

really help you build your skills in getting referrals.

People love to receive gifts and know they're appreciated. By offering your customers a little extra, you're letting them know how much you care and how much you appreciate them for their loyalty, says Director Sylvia Boggs, of Charlotte, N.C. "I adore my customers!" She lets them know it by treating them to special gifts like samplers and Look Cards. When you nurture your customer relationships, your customers become close, almost like family. Plus, when you treat your customers well, they'll take care of you. Sylvia says a fun way she's found to grow her business is by asking her best customers to host a class or party using The Look. This gives them a special incentive to get their friends together for a fun event. She rewards her hostesses for their efforts by giving a gift and a big thanks in front of her friends.

Career Conference 2014

Registration Opens:

- Feb. 3, 2014, at 8:30 a.m. CT through Feb. 28, 2014, for NSD personal unit members
- Feb. 4, 2014, at midnight CT through Feb. 28, 2014, for the first week (March 21-22 and March 23 24) of Career Conference 2014 cities
- Feb. 7, 2014, at midnight CT through Feb. 28, 2014, for the second week (March 28-29 and March 30-31) of Career Conference cities

Registration Deadline: Feb. 28, 2014

ON STAGE RECOGNITION

Class of 2014

Independent Sales Directors who debut from Aug. 1, 2013, through March 1, 2014, will receive a name badge ribbon and onstage recognition.

SPECIAL FUNTIONS

Career Conference Special Luncheon

Independent Beauty Consultants and Independent Sales Directors who from Dec. 1, 2013, through Feb. 28, 2014, add two qualified* new personal team members will be invited to this special luncheon held in their honor. Qualified* new Independent Beauty Consultants who add one new qualified* team member from Dec. 1, 2013, through Feb. 28, 2014, also will be invited to attend the luncheon.

ADDITIONAL RECOGNITION

On-Target All-Star Consistency Challenge

Independent Beauty Consultants and Independent Sales Directors who achieve three quarters of consistent Star Consultant status from June 16, 2013, through Feb. 28, 2014, will receive a name badge ribbon and standing recognition.

WEEK 1

MARCH 21-22, 2014

Des Moines, IA
Galveston, TX**
Louisville, KY
Madison, WI
Mobile, AL
Novi, MI
Ontario, CA I*
Orlando, FL
Pittsburgh, PA
Richmond, VA
Riverside, CA
Schaumburg, IL**
St. Charles, MO
Tacoma, WA**

March 23 -24, 2014

Ontario, CA II

*Spanish Only
**Spanish Interpretation Provided

WEEK 2

MARCH 28-29, 2014

Atlantic City, NJ I
Boise, ID
Charlotte, NC I
Dallas, TX**
Denver, CO **
Duluth, GA
Glendale, AZ **
Indianapolis, IN
Lancaster, PA
Miami, FL I
Minneapolis, MN
Oakland, CA**
Palm Springs, CA
Providence, RI**
Rochester, NY

MARCH 30 -31, 2014

Atlantic City, NJ II*
Charlotte, NC II**
Miami, FL II *

San Antonio, TX **

I'm a Star!

Independent Beauty Consultants and Independent Sales Directors who achieve Star Consultant status from Dec. 16, 2013, through Feb. 28, 2014, will receive a name badge ribbon.

Celebrating the First Year in My Mary Kay Business

Independent Beauty Consultants who submit their Independent Beauty Consultant Agreements from March 1, 2013, through Feb. 28, 2014, will receive a name badge ribbon and standing recognition.