



THE WASHINGTON CHARGERS NEWS

BATTERIES NOT INCLUDED, WE'RE CHARGED UP BY FAITH, LOVE, DESTINATION, AND DETERMINATION



April 2014 Recognition & Results



Top Love Check
Valencia
Slater



Sharing Queen
Valerie
Cunningham



YTD Sharing Queen
Valencia
Slater



YTD Retail Queen
Kenyetta
Mathews

Look Who Shared in April



Olivia Washington
2



Valerie Cunningham
1



Dale Williams
1



Debra Harris
1

Dear Washington Chargers,

I am so excited to be finishing up this seminar year with such strength and determination! We are on our way to achieving some amazing goals and dreams together. May is a wonderful month to push yourself just a little bit harder. May 12th was Mary Kay Ash's birthday, and I like to challenge myself to honor her in some way this month. She was a tremendous example of hope and dedication to excellence and hard work. Will you have your own Grand Week (or two)? Will you challenge yourself to build Wall to Wall and start the journey towards a unit of your own?

Eleanor Roosevelt said, "Do one thing a day that scares you." I think Mary Kay would have liked that. I heard a wonderful story about putting your fears into perspective. Consider spending an evening camping out in the woods with a flashlight and a Stephen King novel. Imagine just how big the squirrels will be! The next morning, walking out of the woods, you'll laugh at your updated perspective on things. What we have to remember is fear is always like that! It is a fact that 84% of what we are afraid of never comes true; 14% of our fears we have control over and can change the outcome; only 4% of our fearful future is out of our control, and yet most of these things never become reality either. I encourage you to confront just one of your fears this month. Do one thing a day to work towards mastering that fear, and you'll never regret it.

For example- summer sales can quickly lead to summer team members. We all need more time. If you are anything like me, your schedule fills up twice as fast this time of year. Add that we are trying to do more with less, and Mary Kay is the perfect fit for so many women. It can be added into your life just about any time or anywhere. When sharing the opportunity and holding classes, listening is key. We've all heard about listening for the need and filling it. This principle applies to everything from makeup tips to hostess credit for free product to scheduling time interviews. If you can find the need, you can usually provide a solution with Mary Kay. Instead of thinking about overcoming objections, think of the opportunity as a service just like our great products. The best part is if you shared the opportunity with anyone in April (or took advantage of it yourself and are a new consultant), you can offer these same great incentives to potential new team members in May! Make sure to check out Intouch daily for inspiration, motivation and some great ideas! I can't wait to celebrate your success this summer. If you need help, I'm only a phone call away!

Love and Belief, Olivia



It's the 100th anniversary of Mother's Day!

The American Mother's Day was created by Anna Jarvis in 1908 and became an official U.S. holiday started by President Woodrow Wilson in 1914. The notion of a Mother's Day was initially a fairly radical idea and even led towards things like women's rights and equality in the 1860s and '70s. In the years before the Civil War (1861-65), Ann Reeves Jarvis of West Virginia helped start "Mothers' Day Work Clubs" to teach local women how to properly care for their children. In 1870, Howe wrote the "Mother's Day Proclamation," a call to action that asked mothers to unite in promoting world peace. Together, women can do anything! What special way will you choose to honor mothers everywhere this month?



GRADUATION GIFT IDEAS

- ◆ **Tribute to the Graduate** - Tribute Cologne for Men
- ◆ **As You Begin Life's Journey** - Journey Eau de Parfum
- ◆ **With an "Eye" on the Future** - Eye Shadows, Eye Liner, Mascara, Concealer & Eye Primer
- ◆ **You Deserve a Hand** - Satin Hands Set
- ◆ **Summer Survival Kit** - Lemon Parfait Pedicure Collection including Foot Gel & Foot Fizzie, pk. of 10
- ◆ **Your Future Looks Bright** - Tinted Moisturizer with SPF 20 or Subtle Tanning Lotion, Sunscreen SPF 30, & Lip Protector

Happy 50th Anniversary Mary Kay!

Our Top 5 Stars and Future Stars This Quarter



Tamika
Lamb
Sapphire



Debra
Harris
On-Target



Kenyetta
Mathews
On-Target



Gwendolyn
Hill
On-Target



Please Email Me
Your Photo

Othessa
Walker
On-Target

Top 20 Consultants Who Invested in Their Business in April

Tamika Lamb	\$1,472.75
Kenyetta Mathews	\$672.75
Sheri Hollie	\$603.00
Nikara McNeely	\$601.50
Debra Harris	\$589.50
Melinda Sledge	\$400.00
Shunesa Perkins	\$376.50
LaFaylor Slater	\$375.00
Debbie R Debardlabon	\$374.00
Anita Curry	\$306.00
Gwendolyn Hill	\$300.00
Adrienne Noguera	\$275.50
Tasha Kiel	\$270.25
Tammy Coleman	\$241.50
Bonita Patton	\$227.50
Alexandra Driver	\$226.50
Valerie Cunningham	\$226.00
Brenda Tooson	\$225.75
Evelyn Dial	\$225.50
Adrienne Montgomery	\$225.00

Congratulations On-Target Stars:

Here's how much you need to finish your next star by 6/15/14

Star Achieved	Name	WS Needed for Next Star
Sapphire	Tamika Lamb	\$230.00
	Debra Harris	\$292.00
	Kenyetta Mathews	\$471.00
	Gwendolyn Hill	\$1,099.00
	Othessa Walker	\$1,166.00
	Charlesetta Storey	\$1,171.00
	Adrienne Montgomery	\$1,173.00
	Debbie Debardlabon	\$1,196.00
	Sheri Hollie	\$1,197.00
	Shunesa Perkins	\$1,198.00
	Nikara McNeely	\$1,198.00
	LaFaylor Slater	\$1,200.00
	Valerie Cunningham	\$1,322.00
	Evelyn Dial	\$1,344.00
	Brenda Armstrong	\$1,384.00
	Melinda Sledge	\$1,400.00
	Bridget Lewis	\$1,470.00
	Anita Curry	\$1,494.00
	Adrienne Noguera	\$1,524.00
	Tasha Kiel	\$1,530.00
	Tammy Coleman	\$1,558.00
	Yolonda Smith	\$1,569.00
	Bonita Patton	\$1,572.00
	Alexandra Driver	\$1,573.00
	Carolyn Foster	\$1,574.00



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



Recruiters and Their Teams

DIQS

V. Slater

- Adrienne Montgomery
- Alissa Patterson
- Angela Wilder
- Anita Curry
- Betty Montgomery
- Camesha Turner
- Charlesetta Storey
- Cristal Cummings
- Debbie Debardlabon
- LaFaylor Slater
- Martrece Sullivan
- Shunesa Perkins
- Tamika Lamb
- Taneshia Jones
- Tara Motte

Senior Consultants

Kenyetta Mathews

- Yolanda Benford
- * Santidra Stewart

Melinda Sledge

- Yolonda Smith
- * Freddie Hill
- * Lanetta Jones

Scarlet Shorter

Sheri Hollie

Valerie Cunningham

- Tammy Coleman
- * Denise Randall
- * Dionne Clark

Your End of The Year Moving On Up Checklist

- Decide on the goal. Put a date on it.
- Post affirmations around the house. Attain motivational growth through books, audio and coaching. If you need more positive affirmation information—do a search on Intouch.
- Make 2 new goal posters and put them in your kitchen and office.
- Decide how many personal classes and interviews it will take to reach your goal. (If you're not sure, call your director for guidance.)
- Fill out a weekly plan & menus a week in advance and shop for everything you need.
- Get support systems organized: a) Child care b) An office assistant—can even be one of your children 12-14 years old; 3 hours/week to put together looks, hostess packets, trays, recruiting packets c) Organize a filing system—brain book
- Book 10 selling appointments for the next 2 weeks.
- Book 10 interviews for the next 2 weeks (may invite them to an event).
- Set up coaching time with your director 2 times a week.
- Hand out no less than 10 recruiting packets a week!!!



Top Love Checks



Valencia Slater
\$362.63



Valerie Cunningham
\$9.66



Welcome New Consultants

Name:

Sponsored By:

- Tammy Coleman
- Brenda Tooson
- Keshia Todd
- Juanita Woody
- LaToya Zinnerman

- Valerie Cunningham
- Olivia Washington
- Olivia Washington
- Debra Harris
- Dale Williams

Truth is, stress does not exist, except in your own thinking. Your stressful thoughts are no more real than your nonstressful thoughts; they're just thoughts. Stress is merely your perception of a situation, not the situation itself. When you redefine stress like this—as something you can control—you can maintain a positive feeling even when circumstances don't seem to warrant your optimism.

Taken from: Slowing Down to the Speed of Life: How to Create a More Peaceful, Simpler Life from the Inside Out By: Richard Carlson & Joseph Bailey

*Map your plan to be in
the Queen's Courts*



Queen's Court of Sales:
Order \$375 Wholesale Each Week

Queen's Court of Recruiting:
2 Qualified Recruits Each Month

**Our Top 5
YTD
Personal
Retail
Court
According
to MK
Orders**



Kenyetta
Mathews



Valencia
Slater



Gwendolyn
Hill



Debra
Harris



Tamika
Lamb

Year to Date Retail Court

1 Kenyetta Mathews	\$13,946.50
2 Valencia Slater	\$12,023.00
3 Gwendolyn Hill	\$9,131.00
4 Debra Harris	\$8,926.00
5 Tamika Lamb	\$4,806.00
6 Evelyn Dial	\$4,143.00
7 Valerie Cunningham	\$3,850.50
8 Sheri Hollie	\$3,261.00
9 Brenda Armstrong	\$2,896.00
10 Melinda Sledge	\$2,868.00
11 Harriette Littleton	\$2,856.00
12 Tara Moore-Walker	\$2,848.00
13 Tara Motte	\$2,382.00
14 Adrienne Montgomery	\$1,811.00
15 V. Baugh-Powell	\$1,773.50
16 Bonita Patton	\$1,699.00
17 Charlesetta Storey	\$1,688.00
18 Shunesa Perkins	\$1,675.00
19 Alexandra Driver	\$1,562.50
20 Cristal Cummings	\$1,542.00

Year to Date Sharing Court



Valencia
Slater
3 Qualified
\$330.35



Scarlet
Shorter
1 Qualified
\$63.82

**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!



PCP Participants:

Yolanda Benford
Brenda Armstrong



June Birthdays

Angela L Pugh-Bryant	1
Shunesa Perkins	8
Mary Russell	11
Othessa Walker	14
Glenda Sanders	20
Melinda Sledge	30

June Anniversaries

Melinda Sledge	18
Martrece Sullivan	8
Cassandra G Pinkston	4
Lanetta Jones	1
Latasha Henley	1
Mary Russell	1
Tara Motte	1
Willie Jones	1

Getting Your Motivation

To find your motivation, you have to study your lines and their meaning just like an actor does. But in your case, your "lines" are the internal dialogue that plays out in your mind constantly. Study the lines below and see if perhaps some of yours need to be rewritten. Do you see how just changing the conversations you have with yourself can motivate you and fire you up to be a star? You've got to get control of your inner motivation and take responsibility for your own success!

Self-Defeating Inner Dialogue:

Other people hold me back.
I've screwed up my life.
There's so much work to do.
I'll never be a star of any kind.
Getting started is so hard.
I'm a disaster!
I want to be an overnight star!
My friends think I've changed.

Star-Quality Inner Dialogue:

I take responsibility for my stardom.
It's taken me until now to believe in myself.
This is my dream and it's worth it.
If I keep the rage burning, I'll make it.
This is the most exciting thing!
I'm going to show the world!
Step by step, I'm going to make it!
If they are my friends, they'll believe in my dreams and me!

IMPORTANT ?s

Here are some questions to help you hone in on exactly what it'll take to make you a star & finish this year strong. If you can't answer these questions, your level of commitment isn't what it needs to be. These are questions that should wake you up at night, keep you standing in the shower too long, and run through your head every mile you drive, walk or run:

- ◆ What will your job title be when you achieve it?
- ◆ What will your income level be?
- ◆ Where will you live?
- ◆ How will your professional peers regard you?
- ◆ What will your workplace look like?
- ◆ What sorts of awards & recognition will you earn?
- ◆ How will you bless/ help others?

*Adapted from **Shine** by Larry Thompson*

MARY KAY
one woman canSM
50 YEARS



If you're dealing with a career crash, make a list of criteria for your ideal job. This will help you point yourself in the right direction. Once you know your criteria, you can begin to evaluate which new career path will best suit your needs. And while some compromise may be in order, don't stop searching too soon. It may take some searching to find the position you're after, but the effort is worth it.

Taking the Road



to Success



V. Slater
DIQ



Our Senior Consultants

Kenyetta Mathews
Melinda Sledge
Scarlet Shorter
Valerie Cunningha

**Are You Ready to
take your business
to the next level?**



Race For The Pink



*"Be A WINNER For The Month of May with
One or All of the NEW Pink MK Business Assortment"*

Place a \$225 Wholesale Order and WIN a Stylish Pink Pen

Place a \$250 Wholesale Order or add 1 New Qualified Power Partner and WIN a MK Cell Phone Case

Place a \$450 Wholesale Order or add 2 New Qualified Power Partners and WIN a MK Checkbook Cover

Place a \$650 Wholesale Order or add 3 New Qualified Power Partners and WIN a MK Money Bag

Place a \$1,000 Wholesale Order or add 4 New Qualified Power Partners and WIN a MK Portfolio

Place a \$1,200 Wholesale Order or add 5 New Qualified Power Partners and WIN a MK Tote Bag

Place a \$1,800 Wholesale Order or Become a Super-Red Jacket* and WIN Entire Collection

*** SUPER RED JACKET - a Red Jacket (3 New Qualified) that has a Personal Power Partner who also recruits
3 New Qualified Recruits!**

Conversational Openers

Conversational openers can be the keys to sharing! Here are three situations to try this week. Let me hear from you what happens when you go out and practice the language. What is your plan today to go out and help others find out about your business?

Make a point of sharing in these situations.

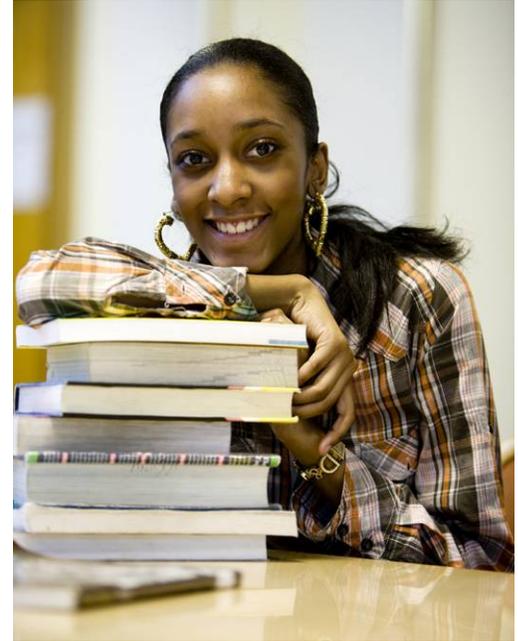
Practicing the language will lead to confidence. I always feel that when you do go out and do this, you are 100% successful in sharing. The recruiting results will be there after you begin to share. The good news is the moment you share, you are 100% successful in the sharing process! Recruits will be there from all the sharing. Remember, you have to share, care, and be proud of what you do in order to help others. We have to be patient to find the people who want our help. A no is just part of the process to getting to a yes! Would you ever stop offering a piece of cake to guests at your home just because someone said no? Would you feel everyone deserves to be offered? The possibility of hearing no's should never keep us from sharing!

Thanks to Ilene Meckley
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Shopping: There is someone standing in line next to you. It is a long line. Your conversational opener could be, "The line seems really long today." If the person just grunts, then don't continue the conversation. If their response is friendly, then "bridge" the conversational opener to sharing about your business. You could ask, "Do you shop at this time of day often?" After they respond, say, "I don't think I will pick this time of day again to shop with the lines being so long. I am really fortunate I can pick another time of day because I own my own business. I work from home. Are you familiar with Mary Kay?" If you have another career too, then just tweak the bridging statement a bit and say, "Unfortunately my time is limited for shopping because my full-time career does not offer me much flexibility, but I do have a business that does. Are you familiar with Mary Kay?"

At a library, a child's event, or a class you take (exercise, sewing etc.), try opening the conversation with one of the following conversational openers: "Do you come to the library often?" "Do you get to most of the practices?" "How long have you been taking the classes here?" Then, bridge the conversation with those who are responsive to your opener with a statement such as. . . "I love being able to come here. I have my own business and I always feel so fortunate that I can do these kinds of things. I work from home. Are you familiar with Mary Kay?"



Plan a fun outing to the zoo, a museum, an amusement park etc. When standing next to people, just ask, "Are you from this area?" They will answer, and all you have to do to "bridge" is say, "I am always curious, are you familiar with Mary Kay in your area?" This way you will find out from their response if they are interested in hearing about your company. Remember, just share a few sentences. Don't give them a full marketing presentation. Just say, "Our company offers several services. I would love to be able to share some information with you about those services in the future. Would you feel comfortable giving me your name and phone number so I can call you to share some information about those services?" If they say they are not interested, that is okay. The next time you have the opportunity to share, someone might be interested. Remember, sharing is based on having something to offer, not on what the response will be.





Steps to help you reach your goals this seminar year!!!

By: National Sales Director Emeritus Mary Pat Raynor

“ TAKE RISKS ”

Take risks and emphasize the positive side. If you want to make room for the impossible, you have got to focus on the positives. Talk about what God is doing in your business, look for the best, and the great will follow.

If you want to make room for the impossible...no more pity parties!!! You cannot afford them! They are total time suckers. The Bible tells us in Isaiah 43:2 that we will pass through the waters, but they will not overtake us. We will walk through the fire, but it won't kindle a flame on us.

Get your orders from headquarters. If you want the impossible to be possible this year, you have got to do what God has told you to do. Stop thinking and start doing. Learn how to hear from God. Read His Word and study it. Meditate on it and seek His guidance.

Guard the words you speak. If you don't want to see it, don't say it.

Take responsibility for your own actions.

Do you remember the story of the man at the pool of Bethesda who had an infirmity? He complained to Jesus that no one would help him into the healing waters. Complain, complain. You would think that after 38 years the man could have gotten someone to shove him into the pool. His real problem was the fact that he always blamed his troubles on everybody else. Too many people get stuck because they play the blame game. Realize that you are exactly where you should be because of what you have done or not done, said and not said, thought and not thought.



Control your thoughts.

The Bible says in Proverbs 23:7 that as a man thinks in his heart, so is he. It's important you guard your words, but it is equally important for you to control your thoughts. That's why the Bible is very specific about what things we should hold in our mind.... Phil 4:8...Whatsoever things are true... honest... just... pure... lovely...of good report...think on these things. Get your thoughts and your words lined up with God's Word.

EYES CREAM SOCIAL

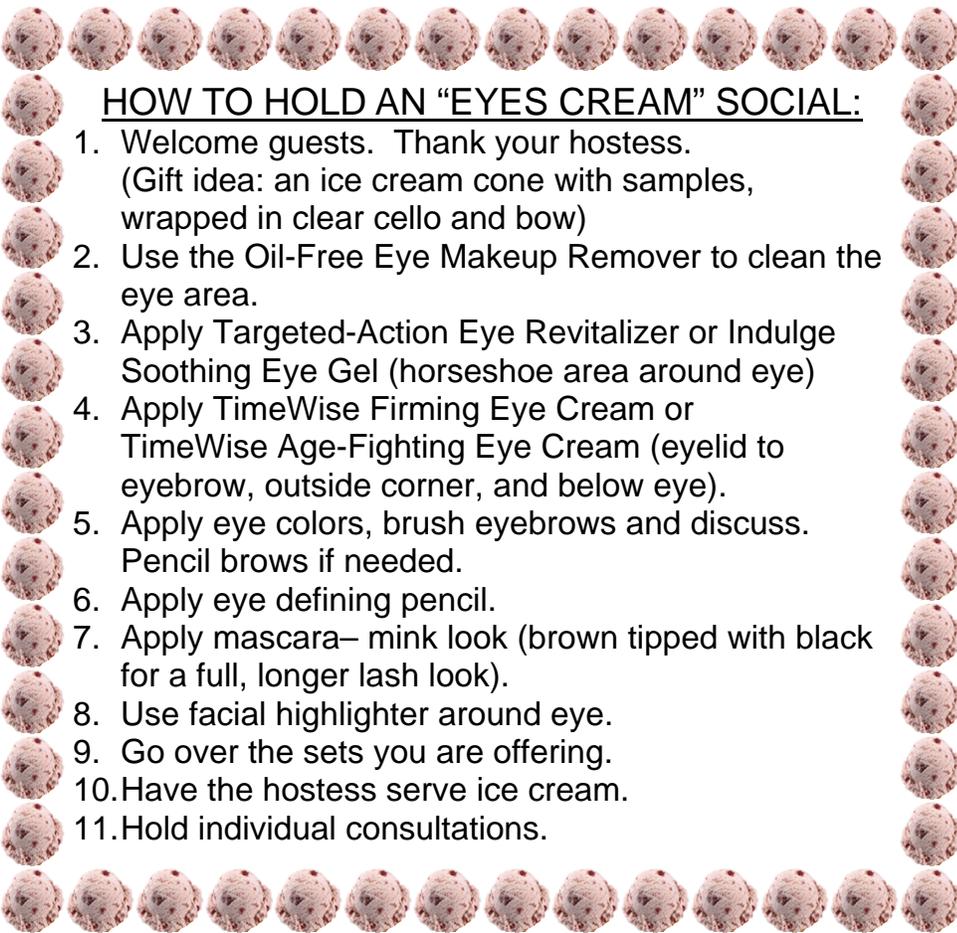
It's the season to excite and delight your hostesses with a cool new idea! Guests will love coming to an "Eyes Cream Social."

Call your best customers and past hostesses and also use this idea to introduce brand-new warm chatter prospects to the Mary Kay products. It's a great technique to use as a tool to establish a customer and schedule follow-up classes for skin care and our new color cosmetics!

Suggested dialogue to use when booking current customers:

"Hi _____, this is _____. Have you got a quick minute? I couldn't wait to call you and catch you up on one of the coolest new ideas for the spring season! You aren't going to believe this, but I am now doing 'Eyes Cream' socials! You know, the first place we begin to notice Father Time taking a toll is in the delicate tissue around our eyes... Plus we also recognize that our eye area is the focal point displaying our personality. By now you are catching on to my 'Eyes Cream' social meaning! It's a really fun event with four or five women who love to look gorgeous while fighting Father Time! Busy women look for opportunities to socialize but also learn and benefit from the time they spend, don't you agree? Plus, it's a great chance to try all of our fabulous new colors!"

"_____, I called you because (reason). Is there any reason why we can't select a date for you to share this FUN and KNOWLEDGE with your friends? I know you'd love it, and your friends would truly appreciate you including them. Which would be better for you, the first or last of the week?" (Choices of day and time, etc)



HOW TO HOLD AN "EYES CREAM" SOCIAL:

1. Welcome guests. Thank your hostess.
(Gift idea: an ice cream cone with samples, wrapped in clear cello and bow)
2. Use the Oil-Free Eye Makeup Remover to clean the eye area.
3. Apply Targeted-Action Eye Revitalizer or Indulge Soothing Eye Gel (horseshoe area around eye)
4. Apply TimeWise Firming Eye Cream or TimeWise Age-Fighting Eye Cream (eyelid to eyebrow, outside corner, and below eye).
5. Apply eye colors, brush eyebrows and discuss. Pencil brows if needed.
6. Apply eye defining pencil.
7. Apply mascara— mink look (brown tipped with black for a full, longer lash look).
8. Use facial highlighter around eye.
9. Go over the sets you are offering.
10. Have the hostess serve ice cream.
11. Hold individual consultations.



Ask the Hostess to
Serve ICE CREAM!

Fun Tip:

Package each eye set in ice cream dishes that you can buy at Dollar Tree! Use shredded pink paper and clear cello wrap. Draw up and tie in a big bow.

Original Idea Creator Unknown

WHY 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.



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- Fact: **Many Consultants are afraid of rejection.** She would be saying no to the opportunity, not to you. Try 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 is 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 consultant? The answer is usually never.)
- Fact: **Some Consultants are themselves skeptical of the opportunity.** Do some research. Answer your 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 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. They want someone to believe in them and tell them so. They lack self-confidence and need to borrow yours. If 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 responsible 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 you have are very important to your success. Ask them: Ask for help in interviewing. Ask for help in following up.
- Fact: **Often Consultants think they are a failure if their recruit does not stay in.** She has the same opportunity 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.
- Fact: **If we think less of our own fears and more of the benefits to her, we will recruit!**

Get out there and talk to everyone!
Get excited about YOUR future! Get excited about HER future!
Get BUSY AND RECRUIT!



What are the Benefits to You when you work at the Star Level?

SO WHAT DOES IT TAKE TO BE A STAR?

\$300/week retail sales = Sapphire

(1-2 classes/week plus reorders)

\$400/week retail sales = Ruby

(2 classes/week plus reorders)

\$500/week retail sales = Diamond

(3 classes/week plus reorders)

\$600/week retail sales = Emerald

(4 classes/week plus reorders)

\$800/week retail sales = Pearl

(6 classes/week plus reorders)

- 1. Healthy Cash Flow**- When you are working consistently, you will have cash available for ordering, expenses, and income.
- 2. Strong customer base and future team members** - Skin care classes are immediate income, but a healthy customer base is your future stability. When you build to 100 customers on the Preferred Customer program, you have a very stable business, and when you are seeing 6-15 faces a week, you are meeting enough women to build that team and win cars and Directorship.
- 3. Easy Booking** - It's no secret that bookings from classes are more likely to hold, have larger sales, and take less time to acquire. When you hold appointments consistently and book from them, the challenge is where to fit them all in, not how to find them!
- 4. Consistent Income** - We are sitting on some of the best income potential in the working world, and yet we don't take advantage of it. *Use the marketing plan!* If you are going to call this a job, be smart and make it provide income!
- 5. Satisfaction of Success** - We all want to know that feeling of reaching our goals, of having found our "place in the sun," of developing our gifts and talents to the degree that we can now affect the world in a positive way with them.

"The benefits of the Star Consultant Program are far broader than just a ladder with a star on it, and a beautiful prize. Mary Kay, in her wisdom, knew that we needed parameters and minimums in our business, and this is how she chose to provide them. Please work this program first, and I promise everything else will flow from it!"

- National Darlene Berggren

Preferred Customer Program

Thanks Jeanie Albers

The Look mails May 16th, so be sure to order BEFORE then so that you will have the new products when your customers start ordering!

Would you like to earn MORE money from your Preferred Customer Program mailings? Of course! Well, if you will put out just a little bit MORE effort, by using the following idea, you will get MORE income for your investment!

First, think about how you are when you get your mail.....here's the way most people are: The mail arrives, first we flip through, groan at the bills and

put them in the bill pile. :) Then we look for fun mail and then the catalogs. I think to myself....I'll take a minute out tonight and browse through that catalog. If I ever do get back to the catalog, I mark things, turn down the pages and then put it aside. Several days or weeks later I find the catalog again, think to myself, "The sale's over anyway," and throw it away. Right???? Aren't you the same way? Just think if JCPenney or Eddie Bauer would just call me right when I'm flipping through???? That's what happens with your customers and The Look! They want to order; it just gets lost in the "pile" before they call you!

Well, we can call before the Look goes in that pile! They expect us to call! But here's the real key...that they look FORWARD to receiving both The Look Book AND your call! Here's how...

As of May 15th, "The Look" has been mailed, so they will receive it within the week. CALL and have your customers looking forward to it! Here's the script..."Hi Mary, this is your Mary Kay consultant, do you have a quick minute? Great! I just want to give you a heads up that a fabulous NEW Look Book is in the mail to you. Inside is a SAMPLE of our limited-edition Journey of Dreams Eau de Toilette – the new fragrance that gives back! I would love your opinion! Plus there are fun new colors for lips & eyes! Are you ready for Summer? Me too! Well, Mary, here's the extra deal...if you call me before I call you with your opinion of the new fragrance, I will give you a free ____ (whatever you want)! OR if you want to just set a time right now to sample everything, I'll give you _____. What would be better for you _____ or _____? Is there any reason you wouldn't want to share that time with a couple of girlfriends or co-workers? I'm having a special right now you can get _____ just for having 2-4 gals join you! Or invite to be a model, to your home, etc.

The main thing is she is NOW LOOKING forward to the mail and knows there is a sample in there! You want your Look book to avoid the "pile"!!!! If you get an answering machine, leave the first part of the above message (to the free gift if she calls you before you call her back)! And then be sure to FOLLOW UP after she receives the mailing too! Ask lots of questions! Get her to tell you her hot button, ask about gifts for Moms, grads, brides, Father's Day, etc. When YOU take the extra effort, it will pay off!

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Program

Grab your "Passport to Fun" and take a fabulous

beauty trip in the latest issue of *The Look!* Your customers will discover travel-ready products for everything from beach vacations to weekend road trips. Plus, they'll find new lip and eye colors perfect for summer looks that go from surf-side casual to wedding bliss. Enrolled customers will receive our NEW seal sampler of limited-edition *Journey of Dreams* Eau de Toilette – the new fragrance that gives back. From May 16- Aug. 15, \$2.50 will be donated from each sale of *Journey of Dreams* fragrance. Discover how you can help bring to life the dreams of women and children in need with this light, fresh floral scent.



TOP REASONS WHY THE WISE BUSINESSWOMAN WILL ATTEND

- To tour the HQ building, manufacturing facilities & MK Museum!
- To be among 11,000+ enthusiastic, positive-thinking people! Learn from the best. Make friends to last a lifetime.
- To set a goal for your future in MK!
- To march across the stage! Choose today which challenge you will meet!
- Prizes!! Pick up your loads of fabulous gifts, such as jewelry, designer handbags and more.
- To attend classes in every phase of your business, taught by THE BEST! It's a "PH.D. in MK" in 3 days! Fabulous luncheons await!
- To attend Awards Night... the Oscars, Broadway, & Miss America all in one!
- To see the awesome bigness & quality of this Company!
- Great on-site learning about what you need to be successful, as well as continued online education once you're back home. See and sample the latest products, learn new ways to work your business online, watch demos and more.
- Because the Company planned it all...just for YOU!



EXCUSES YOU MAY NEED TO OVERCOME

1. **"I don't have the money."** That's exactly why you NEED to go. The anticipation of going will increase your productivity this summer (I see it happen every year), & you will be even more productive when you get home. Plus, all expenses are tax deductible. Trust me, if this is your excuse, YOU CANNOT AFFORD NOT TO GO!
2. **"I cannot leave my children."** Children need a break from Mom, too. They'll appreciate you more than ever! Begin making arrangements now. What this trip costs you in inconvenience, it will pay off in glory!
3. **"My husband doesn't want me to go."** Take him with you! He'll love it! Take a moment to consider- if your husband's job required him to be away from home for 4 days in order to better his business, would you ask him not to attend?
4. **"I don't deserve to go, because I didn't meet the goals I set for myself this year."** NONSENSE! Seminar attendance is not a reward for a great year (although if you had one, we'll celebrate it!). Seminar is the catalyst for making next year great! The most significant Seminars for me were those in which I had NOT achieved my goals...they became turning points. Go & make this Seminar YOUR Turning Point!
5. **"I am a new consultant. I'll wait & go next year."** Do you want to wait until next year to make a lot of money & be very successful? Why postpone your success for a year? If you want an awesome rookie year, you have the best reason of all to go! (Ask anyone who's been.)
6. **"I went to Career Conference. Isn't that enough?"** Ever heard the phrase, "You ain't seen nuthin' yet"? While the regional conference is great, it's a weekly unit meeting compared to Seminar. NO comparison.

HOW TO HAVE A GRAND WEEK IN MAY!

WIN A GRAND!

May is the perfect time to honor Mary Kay Ash. June is ideal to help finish the Seminar year strong. And July can help you kick off the new Seminar year with a bang!

Need a little help? Submit your tips on our **“Let’s Talk” blog post**, sharing how you plan on achieving the *Have a GRAND Week* sales challenge, **AND** share your success stories once you’ve completed the challenge!

When you do so, you will **have your name entered into a drawing of all eligible posts** submitted that week for a chance at winning **\$1,000 in American Express gift cards!** There will be **3 winners each week**, and the winners’ posts will be featured on the **“Let’s Talk” blog.**

See Intouch or MK’s Let’s Talk for details.



Mary Kay’s birthday is May 12. And no one loved a challenge more than Mary Kay Ash! So to honor the Founder, sell \$1,000 in

suggested retail sales in a week! Want \$1000 weeks? Double your effort, double your fun, double your results!



How to be a Superstar (\$500 Retail) EVERY Week

By: SNSD Jeanne Rowland

- 1. Expect a minimum \$500 week every week.** Set your standard. You are capable and willing and can be a leader in your unit! Have a goal to crow about your week EACH week!
- 2. Book 5 Shows to hold 3.**
 - Set up your week before the week starts.
 - Book no more than 2 weeks in advance.
 - Always be thinking, "What do I have booked for next week?"
 - To avoid lots of postponements and cancellations, coach every appointment, every face, very well the week before the show.
 - Remember your hostess has 2 signs across her chest: "What's in it for me?" and "Make me feel important!"
- 3. Plan a minimum of \$300 retail EACH week in new faces,** then add the rest in good reorder customer service. This keeps your business growing!
- 4. Book at least one new face every day.** Have business cards handy. You need new people to build a strong customer base. "One a day keeps the scaries away!"
- 5. Think marketing:** To see it is to want it!
 - Have plenty of product on hand at Shows for impulse purchases.
 - Display ALL your stock at home during all facials.
 - Bring a basket of goodies when delivering reorders. Don't just throw the bag at her!
 - Display new products in the center of the table at parties. How about on a flat mirror?
 - Find out what your customers like and want in the future. Make notes. Show them how to get those items by having a show or recruiting.
 - Ideas are endless; a little extra time on your part may mean BIG bucks this week!
- 6. Take the time to talk to your customers.** Build a relationship. Listen to their needs! They will take good care of you for years to come!



From May 16- August 15, \$2.50 will be donated from each sale. Mary Kay is committed to bringing an end to domestic violence. Your purchase supports The Mary Kay Foundation grant program for women's shelters, helping survivors of abuse begin a journey of recovery.

Spritz on the *limited-edition* Beauty that Counts! Journey of Dreams Eau de Toilette, and feel good about doing good! It's crisp floral scent expresses a spirit of caring. **Dreams:** They provide the power to overcome obstacles, achieve the impossible and transform today into a beautiful new future. **That's the inspiration behind this year's inspiring fragrance.** \$25



Mary Kay At Play, NEW Products

Create statement eyes and lavish lips.

Bold Fluid Eyeliner, \$10

Triple Layer Tinted Balm, \$10
Atomic Red, In the Plum, Orange You Lovely, Pink Again



Blue My Mind, Gold Metal, Hello Violet & The Real Teal

New True Dimensions Lipstick Shades!

Intensely moisturizing. Exquisitely smoothing. It's like a color-infused fountain of youth for your lips.



Glide on 10 new shades with confidence: Tangerine Pop, Citrus Flirt, Coral Bliss, Exotic Mango, Sassy Fuchsia, Lava Berry, Berry a la Mode, First Blush, Tuscan Rose and Chocolate. \$18, each



NEW Mineral Eye Color Shades, \$7 Driftwood, Ballerina Pink, Rosegold, Stone and French Roast.

This long-lasting, fade-resistant, mineral-based formula delivers weightless, high-impact color in one swipe with a natural, luminous finish that looks gorgeous on any skin tone.

Limited-Edition Honeydew Satin Hands Pampering Set, \$35 Delight in sweet summer scents.



PCP Gift With Purchase You can get a FREE Mini Microdermabrasion Set & Indulge Soothing Eye Gel in a black mesh bag when you purchase \$40+ in MK products.

How Could She Possibly Know?

Shortened from an article by National Kay Elvrum, originally shared the day after the conclusion of the Emerald Seminar 2005.

SNSD Janet Tade and I were assigned the mentoring class onstage Day 2 for all Sales Directors. In composing my thoughts for this class, I reflected on all the Mary Kay women who had influenced and mentored me on my journey. Many would not even be aware that they did. They may have said something to me directly, done something that was an example to me or imparted a fleeting glance that was detected in my heart. This is the critical power we each can have in enriching women's lives by our willingness to extend our love and wisdom to others. Those of you who do this, I thank you from the bottom of a very grateful heart.

When **Arlene Lenarz** appeared at the Minneapolis Career Conference year after year she displayed dignity and style. You knew it did not matter if you were in her area to be valued. She taught me to always do the right thing without needing visible compensation.... **How could she possibly know?**

When **Jan Harris** came to North Dakota for a workshop and took my hand in hers, she touched not only my hand but my heart. Her intuition told her to keep in touch with me. She taught me to listen and observe a soul crying out for clarification... **How could she possibly know?**

When **Pam Tull** talked to every new director on the Top Sales Directors trip and tried to make them feel welcome, including me... when she reached out to the waitress at a banquet and called her by name... when she asked me to walk to the other hotel in London to visit the Sales Directors stranded there during September 11, she taught me compassion for others and making people feel important.... **How could she possibly know?**

When **Cindy Williams** came up to me in Hawaii on the Top Sales Directors trip and said, "Kay, I am very careful about who I have influence the people in my area. I

have been praying for just the right person to speak at my retreat and you keep coming to my mind. Would you?"

She taught me to believe in myself and that I did have talents that more successful Sales Directors valued...

How could she possibly know?

When **Fran Cikalo** had lunch with me and my offspring Sales Director, Kelle Chartier in Michigan she challenged me to become an NSD. She said, "Kay, to whom much has been given...much is expected." Those words kept ringing in my ears for years to come. She taught me to use my gifts even when I didn't feel like it.

How could she possibly know?

When **Judie McCoy** spoke at Leadership Conference in 1992, I went up to her afterwards in tears. I had a setback in my Mary Kay business that year that nearly caused me to quit. I couldn't even speak when I approached her but she wisely took my hand and said, "I know how you feel; I have felt the same way and I promise you it will be okay." She taught me to stand firm in the face of discouragement... **How could she possibly know?**

When **Sherril Steinman** made an educational audio tape for the company that taught me to work in at least 3 locations when you live in a rural area, she set me up for my future success as a Top Sales Director even though I lived in a state that is sparsely populated.... **How could she possibly know?**

When **Kathy Helou** was crowned Queen of Unit Sales at my first Seminar, her daughters were scampering at her feet, and her husband, Dan, sang a touching song to her. They gave me a vision of my own daughter and husband benefiting from my business. Now my daughter, Kelly, is a Cadillac Sales Director and Kathy's daughter Jordan and she are great friends.... **How could she possibly know?**

When my recruiter, **Diane Hoggarth**, told me later that after I signed my Agreement, she called our then Sales Director, Janet Tade, and told her, "I just recruited an



NSD!" She continually said those words to me. She taught me to breathe belief into women until they believed in themselves.

How could she possibly know?

When **Mona Butters** taught a workshop in Fergus Falls, MN, before I was a Sales Director, I was so impressed with her clothing, accessories and style. She taught me that first impressions can give great influence to guests when representing a fashion and style business.

How could she possibly know?

When **Janet Tade**, my SNSD, listened to my outpouring of discouragements and told me that even if I resigned as a Sales Director, I would still be a valued friend. She taught me to stand strong in adversity and for what I believed in even if someone I cared for was feeling differently... **How could she possibly know?**

When **Anne Newbury** calls me "my precious Kay" every time she sees me, she taught me to express love with my voice... **How could she possibly know?**

When **Sherry Alexander** adopted my daughter into her unit meetings in Ohio and told her to call them if she ever needs them while being so far from home, she taught me that we truly are one big family in Mary Kay. **How could she possibly know?**

I write this in hopes that anyone reading it will realize the importance of mentoring others, of extending a helping hand, and of never expecting to see the results of your efforts...you may never know... **But do it anyway.**

DARE TO DREAM!



Building
WALL
to**WALL**
Leaders



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Class of 2014



Mary Kay Dates to Remember:

- **June 1:** Online DIQ commitment form available beginning 12:01 am CST until midnight on the 3rd.
- **June 10:** PCP summer 2014 mailing of month 2 mailer begins.
- **June 15:** Postmark deadline for Quarter 4 Star Consultant Quarterly Contest. Happy Father's Day!
- **June 16:** Quarter 1 Star Consultant quarterly contest begins. PCP fall 2014 online enrollment and Month 2 mailer begins.
- **June 20:** Online prize selection for Quarter 4 Star Consultant quarterly contest.
- **June 27:** Last day of the month for Consultants to place telephone orders (until 10pm CST).
- **June 30:** Seminar 2014 contest period ends. Last business day of the month. Orders and agreements submitted by mail or dropped off at branches must be received by 7pm local time to count towards this month's production. Last day for consultants to place online orders (until 9pm CST). Online agreements accepted until midnight CST.

**Monday Night Charge, 6:30 - 8:30 PM, The Believe Success Center;
244 West Valley Ave., Birmingham, AL 35209**

Value of Thinking About "Why": It Clarifies Focus

When you land on the real purpose for anything you're doing, it makes things clearer. Just taking two minutes and writing out your primary reason for doing something invariably creates an increased sharpness of vision, much like bringing a telescope into focus. Frequently, projects and situations that have begun to feel scattered and blurred grow clearer when someone brings it back home by asking, "What are we really trying to accomplish here?"

Whereas purpose provides the juice and the direction, principles define the parameters of action and the criteria for excellence of behavior.

This kind of grounded, reality-based thinking, combined with clarification of the desired outcome, forms the critical component of knowledgeable work. In my experience, creating a list of what your real projects are and consistently managing your next action for each one will constitute 90 percent of what is generally thought of as project planning. This "runway level" approach will make you "honest" about all kinds of things: Are you really serious about doing this? Who's responsible? Have you thought things through enough?



OLIVIA WASHINGTON
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Return Service Requested

**CIRCLE OF LOVE NATIONAL
 AREA DEBUT SEMINAR 2013**

10 New Reds Per Quarter
 10 Car Drivers

National Area Debut Date November 1, 2013

12 New First Line Directors
 8 New Second Line Directors

7 Premier Car Directors

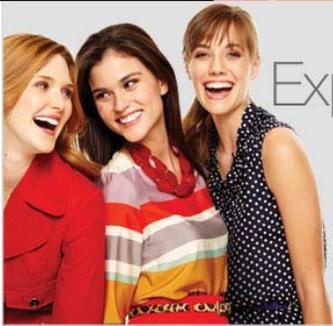
100 Stars

ALL ABOARD—Achieving, Lasting, Leaders
 Accomplished, Believers and Overcomers
 Anointed to Reach their Destiny

Building
WALL
 to**WALL**
 Leaders

There's so much to be involved in this month! Choose your passion to pursue!

Join the Movement.
 Build Wall to Wall Leaders.



Explore what's NEW on
 myCustomers!

Great new
 services &
 products,
 so check
 out
 Intouch!

Limited-Edition Beauty That
 Counts Journey of Dreams
 Eau de Toilette, \$25

**JOURNEY OF
 DREAMS™**

Celebrating the legacy
 of Mary Kay Ash...

Happy Birthday to Mary Kay!
 Enriching Women's Lives

Celebrate Mom
 With Pampering Gifts.

Book your mother' daughter
 makeovers today!

The Look
 Mails
 May 16

