



Senior Sales Director Dee Russell



# Diamonds in the Rough



Unit Goal: 10 New Reds, 5 Cars, 5 Directors

July 2017 Newsletter

June 2017 Results

## NEW FACES *take you* PLACES

So if you want to take your business places, just introduce yourself to some new faces & earn the limited-edition July bracelet!



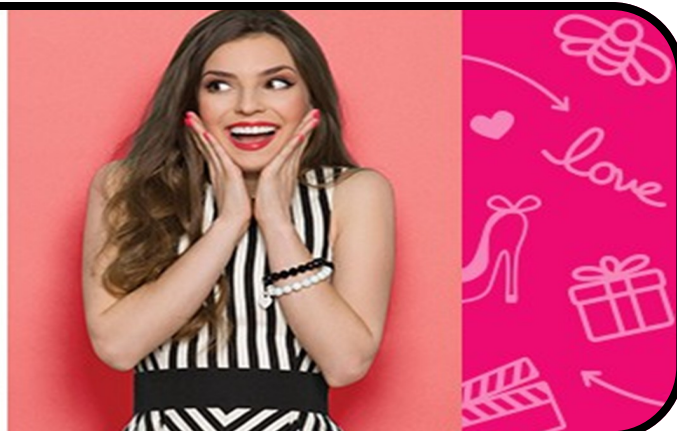
For each month during the 2017 - 2018 Seminar year that an Independent Beauty Consultant places a cumulative \$600 or more wholesale Section 1 order, she will earn an exclusive designer charm bracelet that features a different power word to focus her business on for that month.

It's All About  
New Faces.

The places they can  
take you are limitless.

Check InTouch for details!

FACE THE CHALLENGES



## On Target Star Consultants

Star Consultant Quarter Ends September 15th

Consultant Name	Current Wholesale Production	— Wholesale Production Needed—				Pearl
		Sapphire	Ruby	Production for Star Diamond	Emerald	

Alice Klondike	\$890.50	\$909.50	\$1,509.50	\$2,109.50	\$2,709.50	\$3,909.50
Linda Bling	\$835.75	\$964.25	\$1,564.25	\$2,164.25	\$2,764.25	\$3,964.25
Monica Superstar	\$788.50	\$1,011.50	\$1,611.50	\$2,211.50	\$2,811.50	\$4,011.50

Be A Star!!

Be A Star!!

Be A Star!!

Be A Star!!



## Congratulations

on investing in your business  
last month!

Monica Superstar	\$788.50
Janet Moneymaker	\$492.00
Jean Balmer	\$415.50
Elizabeth A. Schwade	\$387.50
Tiffany M Vander	\$236.50
Linda Johansen	\$225.50
Cheryl J. Applebottom	\$219.50
Luanna Franks	\$216.00
Cynthia Reicks	\$210.00
Ashlee M. Solheim	\$202.75
Denise R. Boyer	\$201.75
Shenita M. Barnes	\$201.50
Joan N. Sheppard	\$164.00
Danielle P. Kane	\$109.00
Karen S. Stafford	\$65.50
Judi Barnes	\$27.50



## Welcome to our Team!

### New Consultant

Sara Fantastic  
Jennifer Superstar

### From

Lavonia, GA  
Lexington, KY

### Recruited by

Barbara Martin  
Monica Superstar



# #MyMKLife

## New Consultants: Dream Big!

Set Your Sights on Your Goals:

Senior Consultant, Perfect Start and Power Start and then...  
shoot for your Red Jacket or your CAR! You Can Do It!

Perfect Start



Power Start



Power Start



**Perfect Start:** 15 Faces in 15 Days  
**Power Start:** 30 Faces in 30 Days  
**Power Start Plus:** 30 Faces in 30 days plus share the opportunity with 6 sharp women during that time.



**PIN ENHANCER:** Earn your Senior Consultant pin enhancer with your first team member. Earn Red Jacket with just 3 team members!



# \$ Dream Big!

**PROFIT LEVEL:** Begin your business as a Star Consultant! Build to \$3600 wholesale on your shelf to be at Profit Level! **Stars Earn Cars!!! Earn your choice of the gorgeous Chevy Cruze or the cash!**





# Seminar Scoreboards



*See you at the TOP*

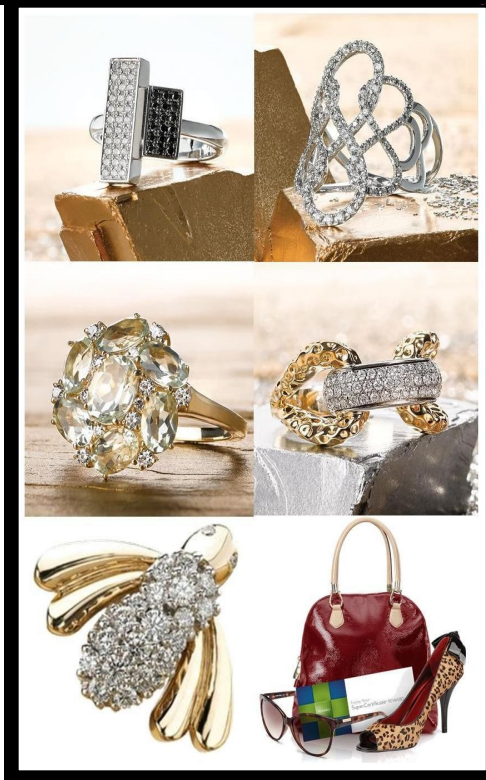




## Mary Kay Queen's Court of Sales

Achieve at least \$40,000 in Retail production during the contest year  
7/01/17-6/30/18 & earn your Diamonds

	Name	YTD Total
1	Janet Moneymaker	\$7,794.00
2	Jean Millions	\$6,180.50
3	Joan N. Sheppard	\$3,872.00
4	Ashlee Markham	\$3,556.50
5	Monica Superstar	\$3,287.00
6	Linda Lucky	\$2,628.50
7	Luanna Fun	\$2,619.00
8	Elizabeth Awesome	\$2,570.50
9	Denise Righontime	\$2,535.00
10	Judi Bartlett	\$2,272.00
11	Linda Johansen	\$2,261.00
12	Tiffany Makeithappen	\$2,072.00
13	Linda Shortoncash	\$1,721.50
14	Cynthia Reicks	\$1,355.00
15	Patty R. Wilkins	\$1,334.50
16	Tina M. Meyer	\$1,332.00
17	Malinda A. Ullrich	\$1,246.50
18	Karen S. Stafford	\$1,073.00
19	Susan M. Goudreau	\$1,002.50
20	Toni J. Messenger	\$977.00





## Mary Kay Queen's Court of Sharing

Qualify for your Diamond Bumble Bee from Mary Kay Inc.  
by reaching 24 Qualified New Recruits 7/01/2017-6/30/2018

Name	Seminar Qualified Recruits	Earned Recruit Commission Credit
Brittany M. Martin	1	\$267.61
Stephanie L. Gundry	1	\$74.32
Melanie K. Martin	1	\$46.95



# TEAM BUILDING

## TEAM LEADER



Judi Bartlett



## STAR TEAM BUILDER



Ashlee Markham



## SENIOR CONSULTANTS



Linda Johansen



Joan N. Sheppard



Janet Moneymaker



## Team Building

### Tip of the Month

It's a simple process to get new team members; you simply ask them if they would like to know more about the business!

Make a list of everyone who you think would like to have their own business. If you are shy about approaching them, create a post card or flier and send it to them. **THEN** you'll have a reason to follow-up and ask if they would like to know more!



### DIQ

- 10+ Active Team Members

### FUTURE DIRECTOR

- 8+ Active Team Members
- 9-13% Team Commission
- \$50 Team Building Bonus
- Eligible to earn the use of a Car
- Eligible to wear Future Director Scarf

### TEAM LEADER

- 5-7 Active Team Members
- 9-13% Team Commission
- \$50 Team Building Bonus
- Eligible to go on-target for Car



### STAR TEAM BUILDER

- 3-4 Active Team Members
- 4% Team Commission
- \$50 Team Building Bonus
- Eligible to wear Red Jacket

### SENIOR CONSULTANT

- 1-2 Active Team Members
- 4% Team Commission



# KICK UP YOUR HEELS AND START!



## TAKE THE CHALLENGE!

**July 1, 2017 – June 30, 2018**

For each month during the 2017-2018 Seminar year that an Independent Beauty Consultant places a cumulative \$600\* or more wholesale Section 1 order, she will receive an **exclusively designed charm bracelet by renowned jewelry designer R.J. Graziano.** This month's bracelet is totally charming and features the power word **Start.** So kick up your heels and start now, because you'll want to earn all 12!



## TEAM-BUILDING CHALLENGE

**July 1 – Dec. 31, 2017**

If you want to go places, share the opportunity with some new faces. If you have the highest number of qualified new personal team members in your Seminar at the end of the contest period, you could win the grand prize – **a \$5,000 trip voucher for the vacation of your dreams!**

There are also great monthly prizes you could earn along the way.

**NEW  
FACES  
take you  
PLACES**

\*The \$600 or more wholesale Section 1 order requirement per month can be placed in one single order or placed in cumulative orders, as long as the orders are placed in the same calendar month. Customer Delivery Service, Guest Checkout and RT Ship order amounts also will count toward your \$600 or more wholesale Section 1 requirement. You'll receive your bracelet inside your qualifying order. One bracelet per contest, achieve each month.

MXB / MARY KAY®/© 2017 Mary Kay Inc. VN676411 7/17 PRINTED IN U.S.A.

## NEW FACES CAN TAKE YOU SO MANY MORE PLACES!



**NEW! New Faces  
Take You Places Fall  
Consistency Challenge**



**NEW! New Faces  
Take You Places  
All-Star Booster**

### AND DON'T FORGET:

- Star Consultant Quarter 1!
- Seminar Awards!
- Top Sales Director Trip!

Go to *Mary Kay InTouch®* for complete promotion rules and details.

💵 = Selling 🦋 = Sharing

**MARY KAY®**



# It's a New Seminar Year!! Get Your Goals Going!

Thanks to Senior Sales Director Nancy Cetrone for sharing!

It's a new year and the official beginning of Seminar 2018. What are your goals? Do you have a plan of action? You have 12 months to make your Seminar 2018 dream come true. Here are some goal-setting tips to help you focus on the tasks ahead.

## 21 Steps to help you accomplish your goal for 2017-2018:

1. Envision a clear picture of what you desire. Claim that as your goal.
2. State your goal, telling people who will support and encourage you.
3. Hang a goal poster and place motivating pictures in your surroundings.
4. Devise a course of action to accomplish your goal.
5. Become confident in reaching your goal.
6. Set and recognize deadlines, knowing exactly when programs and contests end.
7. Listen and read motivational material daily.
8. Develop a consuming and burning desire to reach your goal.
9. Seek and offer a cooperative spirit. Learn from those who can help and advise you.
10. Track your work regularly using Weekly Summary Sheets, Weekly Accomplishment Sheets and To-Do lists.
11. Work consistently as if you have blinders on, never drifting from your plan.
12. Read your affirmations out loud daily.
13. Control your emotions. Do not fret, worry, complain or talk negatively, preventing anyone or anything from stealing your dream.
14. Balance your life with Mary Kay's priorities of God first, family second and career third.
15. Allow yourself 10 minutes for a "pity party." Vent if you must, then redirect your efforts and begin again.
16. Develop the courage and belief to keep going. Focus on efforts, not results.
17. Put forth a sharp, polished, professional image by eating healthy, exercising and getting adequate sleep.
18. Focus on giving, not getting.
19. Love others with appreciation, encouragement and guidance through your actions, speech and thoughts.
20. Pray for wisdom, guidance and trust.
21. Put on a happy face each day, creating time for laughter. Be happy!

I believe in you – I believe in us!  
Let's make this your best year yet!!





# Be A Star Consultant

The purpose of the Star Consultant Program is to set a minimum standard for consultants who want to make significant money and move ahead in their careers - that would be you - correct?!?!?

When you take on any job - you have a choice to work 3-5 hours a week and make a little pocket change or to work 40 hours a week and make some real money. It is a CHOICE you make, but you don't pretend that you can earn full-time income on a 5 hour a week job, do you? Why would your Mary Kay business be any different? No! You don't have to work 40 hours a week to make your business grow - or even 20 hours, but you do need to DECIDE how many hours you will spend working and then do it with commitment and consistency every week.

## WHAT ARE THE BENEFITS TO YOU WHEN YOU WORK AT THIS LEVEL?

1. **Healthy Cash Flow** - When you're working consistently, you will have cash available for ordering, expenses and income.
2. **Strong customer base and future team members** - Classes (Parties) are immediate income, but a healthy customer base is your future stability. When you build to 100 customers that you have on your Preferred Customer Program (PCP), you have a very solid, stable business that will not go away. When you are seeing 6-12-15 faces a week, each week - you are meeting enough people to build an awesome team and earn CARS and Directorship, should you choose! I know this to be a fact, for this is EXACTLY my action plan that I took every single week as a new consultant working into DIQ and completing directorship and on target for the Caddy. My weekly accomplishment sheets reflect an average of 15 faces each week...was it worth it? YES!
3. **Easy Booking** - It's no secret that booking 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** - You and I are sitting on some of the best income potential in the working world right now, yet we don't take advantage of it. Use our incredible marketing plan! If you are going to call Mary Kay 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. Gang, the benefits of Mary Kay's 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 now and I promise you that everything else will flow from it!

***It is your time***  
to make choices  
*that will make you shine!*

# Daily Decisions will decide your Year!



I want to encourage you to stay on top of your **Time Management** and keep your goals and purpose in clear focus! We all know that the summer is busy - but **BUSY PEOPLE GET THINGS DONE!** You CAN do anything you want to this month if you are planned and prepared!

The two best tools I know to use are Mary Kay's **WEEKLY PLAN SHEET** and **6 MOST IMPORTANT THINGS TO DO LIST!** I couldn't live or work without either of these! I know so many of you have big goals for this new Seminar year! **ALL OF IT** can come to fruition for you if you are sure to discipline yourself to work when you **PLAN** to work and **PLAY** when your schedule says it's time to "play"! So many times we get caught up in the hustle and bustle of the summer that at the end of the month we find that we accomplished nothing in our business!

Fill in your Weekly Plan Sheet for the month with the appropriate time to complete your goals. Discipline yourself to work when it's planned, **EVEN IF YOU DON'T FEEL LIKE IT!** It is easy to overwhelm yourself if you are always focusing on the end result.

**THINK AND WORK IN 24-HOUR INCREMENTS.**





# 30 Days to DIQ

**Can you afford to go 30 more days without this?**



- Spend 4 hours on the phone in a Booking Blitz - schedule 30 classes.
- Focus on 3 goals for each class - sell sets, get bookings, set interviews.
- Enjoy the stability that comes from consistently working your business!



## Sales

Hold 20 actual classes  
x \$300 average sales =  
\$6,000 retail product sales

**Using 60/40 - your profit is \$2,400!**

## Customers

Average 3 customers at each class.  
3 x 20 classes =

**60 New Customers!**

## Interviews

Share with everyone at the class:

1. Interview\*
2. CD\*
3. Listen for a Lip Gloss\*

**You will hold 20-40 Interviews!**

*\*within 24-48 hours of the class*

## Bookings

1 to 2 Bookings  
from each class =

**20-40 More Bookings!**

## New Recruits

Let's split the difference and  
say you held 30 Interviews.

1 in 3 will sign =

**10 New Recruits!**

## Car Production

Out of the 10, only 8 place their  
orders that month, at an average of  
\$1,000 per order or

**\$8,000 in wholesale production!**

$\$8,000 \times 13\% =$

**\$1,040 team commission**

# Beauty that Counts

April 26 - August 15, 2017

Love is a powerful thing.

Participate in the Mary Kay **Beauty That Counts**® program, and help change the lives of women and children. In the United States, from April 26 through Aug. 15, 2017, \$1 will be donated from each sale of the limited-edition **Beauty That Counts**® **Mary Kay**® **Baked Cheek Powder - Kind Heart & Giving Heart**. Your purchase benefits **The Mary Kay Foundation**™, including its support of women's shelters and survivors of abuse. Mary Kay is committed to bringing an end to domestic violence.

Throughout her life, Mary Kay Ash showed others how to live. And how to give. She gave hope to women who lacked opportunity and self-esteem and financial support to the causes she believed in. Although she died on Thanksgiving Day 2001, her legacy of love continues through the **The Mary Kay Foundation**™, which she began in 1996.

**The Mary Kay Foundation**™ is committed to eliminating cancers affecting women by supporting top medical scientists who are searching for a cure for breast, uterine, cervical and ovarian cancers, and to ending the epidemic of domestic violence by providing grants to women's shelters and supporting community outreach programs. Since the Foundation began in 1996, it has granted \$64.2 million dollars to organizations fighting cancer and violence against women.



Customer Name:	Customer Phone:	# of Kind Heart:	# of Giving Heart:
1.			
2.			
3.			
4.			
5.			
6.			
7.			
8.			
9.			
10.			
11.			
12.			
13.			
14.			
15.			
16.			
17.			
18.			
19.			
20.			





# Makeup Tip of the Month

*Courtesy of Lori Hogg, makeup artist*

Today's tip is all about Foundations and color transferring onto clothes.... Boooo!

Well, let's be realistic. It's very hard to keep Foundation and Powder from marking ALL shirts. What's with the CC Creams?? Again, let's be smarter than the PRODUCT!

CC Cream means...Complexion Corrector, meaning...Color Corrector, meaning...there's a good amount of pigment in this product in order to balance out unwanted pigment! Instead of thinking..... I need a new Foundation or a New Makeup line! Use other Products to help out the situation!

## **Best recommendation!**

Use CC Cream as your Primer under makeup! Use normal Foundation over top (whether it's powder, liquid or cream) Now take a small, tiny amount of Translucent Powder and blend over the WHOLE FACE! Now spray a light mist of Finishing Spray all over the face minus the eye area! Last but not least... Once the face feels dry.... Use a soft paper towel or tissue paper (NOT TOILET PAPER) and blot the face and neck! Repeat with Translucent Powder and Finishing Spray if needed! This is used on EVERYONE put in front of a TV Camera!

This way the Actor, Anchor, Talent can move around & touch without leaving traces of their makeup! LOVE THIS TRICK!!!!



## It's a Special August Celebration

<b>Birthdays</b>	<b>Day</b>	<b>Anniversaries</b>	<b>Year</b>
Jane M. Campbell	3	Cheryl J. Anderson	31
Linda L. Johnson	29	Judi Barnes	26
		Rashell L. Amos	1
		Stephanie L Steadman	1





Independent Mary Kay Sales Director

**Dee Russell**

2013 Meadowview Lane  
Mary Kay, MI 20134  
blingbling@million.com  
(123) 456-7890

PRESORTED  
FIRST CLASS MAIL  
U.S. POSTAGE PAID  
EVART, MI  
PERMIT NO. 9

**MAY YOUR  
NEW YEAR  
SPARKLE  
& SHINE!**



**Special Delivery for**



## Color Party Tips

- Have your guest apply makeup in natural light for optimum representation of how shades look on her skin.
- Show her how she can get 2-in-1 foundation benefits:
  - Daytime Casual: **Mary Kay® CC Cream Sunscreen Broad Spectrum SPF 15.**
  - Work or After-Five: For full coverage, apply CC cream and follow with **Mary Kay® Translucent Loose Powder.**

### MASCARA FINISHES:

- Expand/Extend: **Lash Intensity® Mascara**
- Definition: **Lash Love® Mascara**
- Volume: **Mary Kay® Ultimate Mascara™**
- Length: **Lash Love® Lengthening Mascara**
- Waterproof: **Lash Love® Waterproof Mascara**
- Genuinely compliment her on how her new color look enhances her natural beauty!



## Words of Wisdom

“Enthusiasm ... this one ingredient is vitally important in your climb to success. It has always been the companion of success in every worthwhile venture and every upward step in progress since the world began. Enthusiasm is the producer of confidence that cries to the world ‘I’ve got what it takes’ without you ever uttering a word of boast. Enthusiasm is as contagious as measles and as powerful as dynamite.”



*Mary Kay*  
WISDOM