



Senior Sales Director Mary Richardson's Mary's Miracle Making Maniacs!

Our Unit Mission: Transforming Common Women into Uncommon Women of Excellence
We do that by: Changing Faces, Changing Hearts, & Changing Lives!

December Results & Recognition ★ January, 2011

SEMINAR 2011 UNIT GOALS:

- ◆ \$500,000 Circle of Excellence
- ◆ 150 Unit Members
- ◆ 3 New Offspring Directors
- ◆ 50 Star Consultants

FEBRUARY 2011 UNIT GOAL:

- ◆ \$15,000 Unit Wholesale Production
- ◆ 7 New Unit Recruits
- ◆ 2 New Red Jacket
- ◆ 8 Completing 30 Faces Challenge



**RETAIL
QUEEN**

**WHOLESALE
QUEEN**



Pat
Meyer



Sandy
Mangrum

RECRUITING QUEEN



Put your name here!

Happy New Year!!

Here we are again — the beginning of a brand new year — what have you decided this year will bring?? Will it bring extra cash for a vacation or an education? Will it bring a free car or a promotion? Will it bring you more freedom and time with your family? All of these and more are available to YOU with your Mary Kay Career — let me know what your dreams are and we can develop YOUR plan to make it happen!!

One of the best ways to make those dreams come true — is focus on putting Mary Kay on faces — that is why I am kicking off the Century Club Challenge — get all the details at our new unit website: www.maryarichardson.com (password: miracles12).

Are you like me, and need some accountability to reach your goals? I had a great idea today (if I do say so) — why don't you find a Mary Kay power partner and set a day and time that you are going to get on the phone to book. At the end of the hour you call each other and share your results: how many times did you dial the phone, how many people did you talk to, and how many did you book!! We have been having a booking night once a month at our meetings and the results have been great!! Let me know if you are going to be accountable this year!!

Set your goals, make your plan, get into action, and stay accountable — and I will be cheering you on as you pass the finish line with flying colors!!

Love and belief, Mary

Spotlight

on

Team

Builders!

Standings are updated as of December 31st — this will not reflect January orders or new team members.

Team Leaders

Recruiter :Linda R. Lamusga
 Debra R. Heggernes
 Rosemary C. Hunt
 Stephanie Mitchell
 Kathryn A. Morgan
 Margaret Riess
 Monica Schneiderman
 * Linda M. Latterell

Recruiter :C.J. Reed
 Emily Andringa
 Annette R. Canarr
 Robin E. Gelschus
 Jane F. Hauptert
 Linda R. Lamusga
 Patricia S. Meyer
 Lou Weiss
 * Mary F. Acker
 * Ludmilla Maretski

Senior Consultants

Recruiter :Annette R. Canarr
 Judy Henry
 Lori O'Connor

 Recruiter :Corrie L. Daniel
 Sonya L. Schulte

 Recruiter :Vicki E. Thompson
 Jenny Wunderlich



Give cheeks a kiss of Mary Kay® Cream Blush in Cranberry or Sheer Bliss.

**To become ACTIVE you must place a \$200 wholesale order.*

Follow the Steps to Success!



Senior Consultant

(1-2 active team members)

4% Commission

Star Team Builder

RED JACKET

(3+ actives)

Sr. Consultant benefits plus Red Jacket Rebate

Eligible for \$50 Bonuses

Team Leader

(5+ actives)

All the previous benefits plus 9-13% Commission

Team Leader pin

On-Target for Car!

(5+ actives and \$5,000 wholesale growing to 14 actives and \$20,000 in 4 months or less)

Eligible to earn use of Career Car or \$375 cash monthly for 2 years PLUS all Benefits of previous levels

Director in Qualification

Effective Jan. 1, 2010 (10+ actives growing to 24 in 4 months and be a star consultant!)

Production during DIQ counts towards car! Eligible to become Director and earn Unit Commission and Unit bonuses—Eligible to wear the exclusive Director Suit.

Working with Accountability!

Remarkable Reorders

Heidi Fowler	\$317.00
Paulette Ladach	\$309.50
Vicki Thompson	\$93.00
Pat Meyer	\$83.00

Sensational Sales

Heidi Fowler	\$1,222.00
Pat Meyer	\$1,072.00
Paulette Ladach	\$309.50
Vicki Thompson	\$93.00

Open Houses

Heidi Fowler	\$600.00
Pat Meyer	\$498.00

Wonderful Web Sales

Heidi Fowler	\$305.00
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Awesome On the Go Sales

Pat Meyer	\$473.50
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Fantastic Facials

Pat Meyer	\$18.00
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Wonderful Weeks

Pat Meyer	\$576.00
Heidi Fowler	\$503.00
Heidi Fowler	\$345.00
Heidi Fowler	\$326.00
Paulette Ladach	\$309.50
Pat Meyer	\$303.50

Weekly Summary Sheets Turned In

Pat Meyer
Vicki Thompson
Heidi Fowler
Paulette Ladach

Preferred Customer Program Participants

Becky Brininstool
Jane Bryan
Annette Canarr
Lynn Forney
Linda Mace
Pat Meyer
CJ Reed
Jo Ruffcorn
Mary Richardson

Thank You from Mary Kay

"Love Check" Commissions for Personal Team Building



13% Recruiter Commission Level

Mary A. Richardson \$733.04

9% Recruiter Commission Level

C.J. Reed \$152.87

Linda R. Lamusga \$62.26

Team Building

Tip of the Month!

Start Building Your Team Now!

By NSD Pamela Shaw

Widen your focus and look at those around you. Who do you know that:

- ◆ needs extra income?
- ◆ could benefit from a social outlet?
- ◆ could benefit from building her self confidence?
- ◆ just moved to the area and needs to meet people?
- ◆ is trapped by her current job, needs money, but needs to be home with her children too?
- ◆ is single, credit cards to the limit, and needs to get out of debt?
- ◆ is looking for personal recognition and self-fulfillment?

"Nobody cares if you can't dance well. Just get up and dance.
Great dancers are not great because of their technique,
they are great because of their passion."
~Martha Graham, American Choreographer

Quick & Easy Ideas for Valentine's



1. Contact the husbands and significant others of your customers and offer to put together a Valentine's Day gift for their sweetheart.* Men generally shop by price and convenience, so you may want to ask what price range they have in mind.

Here is a dialogue you could use:

Hi, Bob, this is _____. You may not know me, but I'm a friend of Karen's. Actually, I'm her Mary Kay Independent Beauty Consultant. Do you have a quick minute? I wanted to talk to you about a Valentine's Day gift idea for Karen. Great!

Bob, I always call my customers' husbands to offer my gift-buying service. I keep a wish list on Karen throughout the year of Mary Kay products she wants and has mentioned she'd love to have _____. This makes things easier for you!

I don't know if you've shopped for Karen's Valentine's Day gift yet, but I'd love to help you out by fixing a beautiful, personalized gift basket full of products I know she'll love.

I offer free gift wrapping and delivery. If she's not 100%

thrilled, I'll exchange anything to her complete satisfaction.

I can make you look really good, Bob! I have gifts ranging from \$15 to \$500. Tell me, what price range would you have in mind? Great!

Would you like the gift delivered to you at work or to Karen's home? I know she'll love it either way. When I bring it by, I'll leave my card with you so you'll have it on hand when Karen's birthday and your anniversary rolls around!

2. Wrap up small Valentine's Day-themed gift packages and carry them in a big basket everywhere you go. You'll be amazed at how women buy for their daughters, mothers or even themselves.

3. Top performers know that "sets sell" and the "eye buys."

** Prior to contacting referrals via telephone or e-mail, you should consider whether this kind of communication is consistent with state or federal do-not-call or SPAM laws and regulations. For more information on this subject, you can go to the LearnMK Web site and click on the Legal and Tax link.*



Avoid Fair-Weather Supporters

by Denis Waitley, Author & Motivational Speaker

When you seek support and feedback, be sure it is from people who are truly interested in seeing you succeed. Don't seek feedback from fair-weather friends, competitive peers or any person who doesn't have your best interests at heart. Neutral doesn't count. Get feedback from someone who is on your side but will still be objective and brutally honest with you.

Misery truly does love company, and jealousy creates some of the most miserable people. Surpass the achievements of your particular social crowd or your business colleagues, and look out for the slings and arrows of those who wish you were back where they are.

You have to dodge the snide remarks and catty comments. Let them roll right off you. Don't internalize them. Only pay attention to feedback from those who have similar goals or who are working actively alongside you to achieve goals of their own.

Motives and fears run deep. Study them in others. The manager who supports you and comforts you when you're down may like you best when you are in just that state: down and dependent. When you start succeeding beyond his expectations and comfort level, he may be among the first to get you to back off, limit your horizons and lower your goals. Recognize this feedback for the insecurity it is. It will rarely be objective or well-intentioned.

Even parents and significant family members aren't immune to emotional conflicts that can pollute their feedback. Many relatives and siblings have difficulty accepting the success of others in the family or encouraging further success.

Ultimately, nobody is responsible for your life but you. Nobody is accountable for your actions but you. Therefore, nobody's expectations for you and opinions about you are as important as your own. So make sure your opinions take precedence in your mind over all others, and when you do need to consult with someone else, think very carefully before you choose exactly who.



We Invested in Product Last Month!

<i>Sandy Mangrum</i>	\$3,000.75	<i>Stephanie Mitchell</i>	\$208.25
<i>Rebecca R. Parker</i>	\$841.75	<i>Carolyn L. Felder</i>	\$203.00
<i>Annette R. Canarr</i>	\$610.00	<i>Jane F. Hauptert</i>	\$202.25
<i>C.J. Reed</i>	\$511.25	<i>Abioseh Sutton</i>	\$119.50
<i>Rosemary C. Hunt</i>	\$483.50	<i>Sandra Christianson</i>	\$113.00
<i>Patricia S. Meyer</i>	\$456.25	<i>Charmaine Carney</i>	\$78.00
<i>Lynn F. Forney</i>	\$422.50	<i>Sonya L. Schulte</i>	\$74.75
<i>Linda R. Lamusga</i>	\$401.00	<i>Susan Wiegrefe</i>	\$53.50
<i>Jane Bryan</i>	\$386.75	<i>Lou Weiss</i>	\$29.00
<i>Joyce T. Williams</i>	\$305.75	<i>Mary A. Richardson</i>	\$603.00
<i>Kandice K. Sanaie</i>	\$228.75		

FREE* for you
Jan. 16, 2011 - Feb. 15, 2011

Free products with each qualified order!
Check out these bonuses, quantities and values, available when you place a product order January 16, 2011 – February 15, 2011



For more information, go to the InTouch® Web site.

**Sales tax is required on the suggested retail value of Section 1 products.*

Shooting for the Courts!



Queen's Court of Sales!

\$36,000 retail

July 1, 2010 — June 30, 2011

See website for more prizes!



Queen's Court of Sharing!

24 New Team Members*

(\$600 cumulative wholesale July 1, 2010— June 30, 2011)

Top 10 in Retail Sales

(Based on verified wholesale orders placed to the company as of prior month-end)

	Consultant	YTD Retail	Bonus & PCP	Total
1	Patricia S. Meyer	\$7,453.50	\$1,984.50	\$9,438.00
2	C.J. Reed	\$6,451.50	\$467.50	\$6,919.00
3	Sandy Mangrum	\$6,530.50	\$0.00	\$6,530.50
4	Annette R. Canarr	\$4,726.50	\$1,051.50	\$5,778.00
5	Linda R. Lamusga	\$3,293.50	\$80.00	\$3,373.50
6	Rebecca R. Parker	\$3,025.00	\$0.00	\$3,025.00
7	Joyce T. Williams	\$2,180.50	\$678.00	\$2,858.50
8	Vicki E. Thompson	\$2,528.50	\$20.00	\$2,548.50
9	Lynn F. Forney	\$1,824.00	\$40.00	\$1,864.00
10	Abioseh Sutton	\$1,768.00	\$0.00	\$1,768.00

Tops in Team Building

	Recruiter	New Team Mbrs	YTD Comm
1	Mary A. Richardson	1	\$390.09





Aim for the Stars!



Shoot for
STAR this
Quarter!!

YOU
Can Do It!!



Congrats 2nd Quarter Stars!

Contest Ended December 15, 2010

DIAMOND

SANDY MANGRUM
MARY RICHARDSON

SAPPHIRE

PATRICIA MEYER
ANNETTE CANARR
C.J. REED



On-Target \$tar Consultants!

December 16, 2010 - March 15, 2011

Consultant Name	Current Wholesale Production	—Wholesale Production Needed for Star—				
		Sapphire	Ruby	Diamond	Emerald	Pearl
MARY RICHARDSON	\$603.00	\$1,197.00	\$1,797.00	\$2,397.00	\$2,997.00	\$4,197.00
C.J. REED	\$447.25	\$1,352.75	\$1,952.75	\$2,552.75	\$3,152.75	\$4,352.75
JENNY WUNDERLICH	\$421.75	\$1,378.25	\$1,978.25	\$2,578.25	\$3,178.25	\$4,378.25



Attending *Achieve Your Way to the Stars™* Career Conference 2011, could be the smartest move you make! You won't want to miss this opportunity to learn from the best, discover new ways to work your business, and immerse yourself in the positive recognition and uplifting sisterhood that is the Mary Kay way.

Think big, set your goals and achieve your dreams! At *Achieve Your Way to the Stars™* Career Conference 2011, you'll receive education and encouragement on how to not only begin the work toward those goals, but how to complete them. You won't want to miss out on the motivation, education and recognition at **Career Conference 2011**.

Wondering
how you can
start a
business
when you are
already in
debt?

by
National Sales Director,
Linda Toupin

When a prospect says she has too much debt to start a business, here is how you can show her how to start her business and use Mary Kay to pay off ALL her debt!

Sell \$200 per week=\$800 income for the Month
Take \$100 to pay loan for your MK business (Leaves \$700)
Use \$400 to replace product sold (Leaves \$300)
Give \$100 to yourself (Have Fun!) (Leaves \$200)
\$200 to pay off other debt

Sell \$300 per week=\$1200 income for the Month
Take \$100 to pay loan for your MK business (Leaves \$1100)
Use \$600 to replace product sold (Leaves \$500)
Give \$200 to yourself (Have Fun!) (Leaves \$300)
\$300 to pay off other debt

Sell \$400 per week=\$1600 income for the Month
Take \$100 to pay loan for your MK business (Leaves \$1500)
Use \$800 to replace product sold (Leaves \$700)
Give \$300 to yourself (Have Fun!) (Leaves \$400)
\$400 to pay off other debt

Sell \$1000 per week=\$4000 income for the Month
Take \$100 to pay loan for your MK business (Leaves \$3900)
Use \$2000 to replace product sold (Leaves \$2000)
Give \$300-\$1000 to yourself (Have fun!) (Leaves \$1000 to \$1700)
\$1000-\$1700 to pay off other debt

Rapid Debt Reduction Plan:

Write down all debt, numbering them 1-10 from the smallest to the largest.
Start paying off the smallest one first, making payments as large as you can.
Make minimum payments on #2 through #10. When debt #1 is paid off,
start paying big payments on #2 and continue minimum payments on #3 through #10.

As with all things in LIFE...Consistency is the KEY



Consistency Club

Our Winners from the 2nd
Quarter Consistency Club!!

\$650 Club
Pat Meyer CJ Reed
Annette Canarr

\$450 Club

\$250 Club
Linda Lamusga
Lynn Forney
Vicki Thompson
Abioseh Sutton

Order 2 out of 3 months (Jan.—March) to WIN your
choice of prizes!!!

\$650 Club



\$450 Club



\$250 Club



Your Future's So Bright — you gotta wear
SHADES!!



Win the gorgeous purple leopard
sunglasses with the MK logo or \$50 retail of
the new products available in March when
you do a total of 12 career chats (also
known as sharing appointments) with Mary
from Jan.—March!! That is only 1 a week!!!

Creating Your Goals

Ask yourself, "What is it that would be beneficial to my family this year?" Is it an added extra \$100, \$200, \$300 or \$400+/week or \$2,000-\$5000+/month? Maybe a Red Jacket, New Car, or the stunning new Director Suit? Let me know what your desire is, and we can create a plan for you!

If you would like to set (or reset) goals for the New Year - here is a Guideline:

- ◆ **Figure out your averages (class, facial, etc) -** Divide the number of appointments held by the total sales in each category. If you have been handing in accomplishment sheets- I can help you with those numbers. \$100 an hour is reasonable for reorders- you can do your own average based on the number of customers you service per week or month divided by the sales. Consider handing out cards for new leads at approx \$10 a card. (At 5 cards a day for 5 days = 25 cards-if 5 of those 25 booked and bought \$50 each, that is \$250- so each card was worth \$10.)
- ◆ **Figure out your teambuilding goal.** How many interviews have you done to add 1 new team member to your team?
- ◆ The next step is to take a **Weekly Plan Sheet** and put everything on it that you do in 1 week- and I mean EVERYTHING - laundry, grocery shopping, taking the kids to school, cleaning, dinner...you get the idea.
- ◆ **How much money do you need (want) to make from your business?** *According to your 60/40 split, how much do you need to sell weekly to do that?* For example: I need \$400 extra a month, so \$300 retail sold per week = \$1200 retail sold 60% for reinvestment= \$720 40% for profit = \$480
- ◆ According to your averages, what do you need to do in **activity** to meet your retail goal?
- ◆ **How many interviews** do you need to hold to build your team by the goal you set each month?
- ◆ How will that fit into your **weekly plan**?
- ◆ Finally, what things have been **working well** that you need to continue?
- ◆ What things are *not* working that you need to **change**?
- ◆ How will you (or things you allow) **stop you** from achieving these goals? (Sabotage)
- ◆ How will the goals you set **change** what is happening in your life **financially? personally?**
- ◆ What **new choices** will it create?
- ◆ How will achieving these goals make you **feel**?
- ◆ How will your **family benefit** from you reaching your goals?
- ◆ Are you willing to **do what it takes** (change if necessary) to achieve your goals?
- ◆ Are you willing to do the tried and true "**Mary Kay**" plan and not change the rules?

I know that some of these are tough questions and that facing change is not easy. **Picture yourself at the end of the Mary Kay year- celebrating at Seminar.** What awards are you receiving? Do you need to change what you have been doing these past few months? Do more of what you have been doing? Do less of some things/more of others? Look at your numbers- they never lie. Remember that doing the same thing over and over and expecting different results is the definition of insanity. Get real with yourself and set your goals to achieve what you want and what will make a difference for you and for your family!



Put your goals up in front of you - a poster - in a frame whatever works for you. I will be glad to meet with you after you complete this. Please call me for an appointment! Now, finally, I want you to take a deep breath and let go of all the things you have been beating yourself up over (in your business) this past year.... Start new! Change what you can change, one step at a time, and make 2011 the year **YOU DID IT!** Take God as your partner....expect the best for your family... **EXPECT MORE (OF YOURSELF) IN 2011!**

February 2011



Sun Mon Tue Wed Thu Fri Sat

1 Registration begins for Career Conferences March 25-26, 26-27 & 27-28.

TNT 6:30—8:30
Booking Night

4 Registration begins for Career Conferences April 1-2 & 3-4.

5 Bridal Makeovers at 9 am, noon, and 3 pm call Mary for Details

6

7

Every Monday is Conference Call Day!!

8

TNT 6:30—8:30

9

10

11

12

Bridal Makeovers at 9 am, noon, and 3 pm call Mary for Details

13

14



Every Monday is Conference Call Day!!

15

TNT 6:30—8:30

16

17

18

19

20

21

President's Day. Postal Holiday.

Every Monday is Conference Call Day!!

22

TNT 6:30—8:30

23

24

25

Midnight CST cutoff for Consultants to place phone orders.

26

27 Midnight CST cutoff for Consultants to place online orders.

28

Last working day of the month. Order through Director today. Online Agreements accepted until 7pm CST

Every Monday is Conference Call Day!!

Every Monday is Conference Call Day!!

Dial in #: 310-634-1000 Meeting ID: 343-841-168#

Meeting link: <http://www.freese.com/meetings/343-841-168>

12:30—1:00 pm (Central) Unit Meeting Conference Call for training, recognition, challenges, etc.
7—7:45 pm (Central) Pearl Call, have your recruit prospects call in to find out more about the MK opportunity.
8—8:45 pm (Central) New Consultant Training — for training, questions, and support
9—9:30 pm (Central) Hotshots Call — for those who want to move up faster with accountability!



Birthdays

Dawn L. Braun
Annette R. Canarr
Linda M. Latterell
Lori O'Connor
Jennifer A. Jones
Coni L. Lentz
Sandi Coen

Day

3
10
10
16
20
20
25

Anniversaries

Rebecca Brininstool
Yi-Feng Hu
Tomi S. Johnson
Yvette Cantu
Kristen T. Maddux
Lisa M. Brown
Jennifer A. Jones

Years

12
11
4
2
1
1
1



Mary's Miracle Making Maniacs!

Senior Sales Director Mary Richardson
10804 Pickfair Drive
Austin, TX 78750

Phone: 512-335-5464
Hotline: 512-374-4439
Email: maryrich@marykay.com
Web: www.unitnet.com/mrichardson Password: miracles

To the Awesome...

Highlights this Month:

December Results, January, 2011

- ◆ Puttin' on the Glitz Challenge (through Feb. 28, 2011)
- ◆ Movin' on Up Challenge (through Feb. 28, 2011)
- ◆ Quarter 3 Star Consultant Quarterly Contest (Dec. 16, 2010 - March 15, 2011)
- ◆ All-Star Consultant Consistency Challenge (through June 15, 2011)
- ◆ Class of 2011 (through July 1, 2011)



Words of Wisdom

Success is being part of a winning team. Are you sitting on the sidelines of success?

Get yourself out on that field and be part of it.

You can do it!

~Mary Kay Ash



Welcome Back Former Team & Unit Members!!

Former Independent Beauty Consultants who sign an Independent Beauty Consultant Agreement in the month of January and purchase a \$20 Second Chance or \$100 Starter Kit are eligible for special offers!

- ◆ When she places an initial Section 1 wholesale order of \$400 or more by February 28, she receives a \$50 credit on her order.
- ◆ When she places an initial Section 1 wholesale order of \$600 or more by February 28, in addition to a \$50 credit on her order she will also receive the trendy "Puttin' on the Glitz" bracelet.

These offers, along with a line-up of fabulous products, are designed to entice former Independent Beauty Consultants to once again experience all that the Mary Kay Opportunity can offer: freedom, flexibility, and extra income!

If you already have current email address information for former Beauty Consultants you would like to contact directly, you can send an e-card and let them know that now is a great time to give the Mary Kay® opportunity another try!

Prior to sending this e-card, you'll want to consider the eligibility requirements, such as whether the former beauty consultant has been completely inactive from her Mary Kay business for more than one year, has not previously returned products for repurchase and was in good standing with the Company at the time her Independent Beauty Consultant Agreement terminated.