



# Miracle Making Overcomers!



DECEMBER RESULTS & RECOGNITION ♦ JANUARY, 2015

## Sales Director Mary Richardson

### SEMINAR 2015 UNIT GOALS:

- ◆ \$350,000 Circle of Excellence
- ◆ 5 New Offspring Directors
- ◆ 5 New Car Drivers
- ◆ 10 Red Jackets
- ◆ 30 Star Consultants
- ◆ 100 Unit Members

### JANUARY 2015 GOALS:

- ◆ \$12,000 Unit Wholesale
- ◆ 6 New Unit Recruits
- ◆ 2 New Red Jackets
- ◆ 8 Completing 30 Faces Challenge

## #1 WHOLESALE ORDERS



Pat  
Meyer

## #1 RETAIL



Lou Ann  
Weiss

## #1 SHARING



Mary  
Richardson

## a NOTE FROM YOUR DIRECTOR . . .

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! I don't know what's in your hear — so call me, share with me what you want in your life — let me know what your dreams are and we can develop YOUR plan to make it happen!!

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!! If you want — you can have me be your accountability person — you can let me know when you plan to book and text me your results! 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 :C.J. Reed  
 Bev A. Debolt  
 Jane F. Hauptert  
 Linda R. Lamusga  
 Patricia S. Meyer  
 Lou Weiss  
 \* Emily R. Andringa  
 \* Annette R. Canarr  
 \* Robin E. Gelschus  
 # Ludmilla Maretski

## Senior Consultants

Recruiter :Katherine A. Benitez  
 Kelly Adams  
 Recruiter :Annette R. Canarr  
 Judy Henry  
 Linda Mace  
 \* Coni L. Lentz  
 \* Lori O'Connor

Recruiter :Carolyn L. Felder  
 Cyrena D. McGee

Recruiter :Laura D. Fiudo  
 Maureen Fiudo

Recruiter :Maureen Fiudo  
 Megan Tay  
 \* Lailie LaBarbera

Recruiter :Linda R. Lamusga  
 Kathryn A. Morgan  
 \* Debra R. Heggernes  
 \* Linda M. Latterell  
 \* Margaret Riess  
 # Rosemary C. Hunt

Recruiter :Patricia S. Meyer  
 Laura D. Fiudo



are you ready  
 TO MOVE UP??

\* Inactive Member (N1,N2,N3,I1,I2,I3) #Terminated Member  
 To become ACTIVE you must place a \$225 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 DIO  
 counts towards car! Eligible  
 to become Director and earn  
 Unit Commission and Unit  
 bonuses—Eligible to wear  
 the exclusive Director Suit.



# Here We Grow Again!

## WELCOME NEW BUSINESS OWNERS!

(These new unit members signed Consultant agreements December 1-31.)

New Consultant  
Petala S. Bellinger

From  
ROUND ROCK, TX

Sponsored by  
M. Richardson

Welcome to Mary's Miracle Making Maniacs! Together we are building our futures, winning cars, becoming stars, and we are building our teams with reliable, enthusiastic, positive, faith-filled, hardworking, women of integrity just like YOU!! I challenge you to earn your Pearls of Sharing Earrings, Bracelet, and Necklace set this month!

## Thank You from Mary Kay

"Love Check" Commissions for Personal Team Building



13% Recruiter Commission Level		
Mary A. Richardson		\$215.15
9% Recruiter Commission Level		
C.J. Reed		\$138.29
4% Recruiter Commission Level		
Laura D. Fiudo		\$17.96
Patricia S. Meyer		\$10.96

## 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?

**"If your actions create a legacy that inspires others to dream more, learn more, do more and become more, then you are an excellent leader." ~Dolly Parton, Singer**



# Shine in the new year with products you can't gloss over.

Are you ready to start the year with success? When you place a single wholesale Section 1 order from Jan. 1–31, 2015, you can earn amazing prizes like the *Discover What You Love™* Lipstick Case and inspire the women in your unit to do the same with an *MKeCard®*



## *Discover What You Love™* Lipstick Case

A sweet but subtle heart pattern adorns the cute, convenient *Discover What You Love™* Lipstick Case. The adorable accessory is perfect for carrying a few of your favorite lipsticks. What are you waiting for?

[Order now](#) to earn yours today!

## \$600+

### Wholesale Section 1 Order

- ♥ Place a single wholesale Section 1 order of \$600 or more (\$1,200 suggested retail or more):
- ♥ Receive the *Discover What You Love™* Lipstick Case.\*\*
- ♥ Also receive *NouriShine Plus®* Lip Gloss in Rock 'n' Red and Fancy Nancy.\*

## \$250–\$599

### Wholesale Section 1 Order

- ♥ Place a wholesale Section 1 order of \$250–\$599 (\$500–\$1,198 suggested retail):
- ♥ Receive *NouriShine Plus®* Lip Gloss in Rock 'n' Red and Fancy Nancy.\*



### Calling All Reds

January is also the perfect time to breathe new life into your Mary Kay business with the *Calling All Reds by Career Conference 2015 Challenge*.

\*Limit one set per Independent Beauty Consultant and available only while supplies last. Sales tax is required on the suggested retail value of the free Mary Kay® *NouriShine Plus®* Lip Glosses and on all Section 1 products.

\*\*Limit one lipstick case per Independent Beauty Consultant and available only while supplies last.

## January Booking Script

Here is the script that NSD Jan Thetford uses, and says that in 22 years nobody has told her “no”!

“Hi \_\_\_\_ this is \_\_\_\_\_. Do you have a quick minute? One of my jobs as your MK consultant is to give you a seasonal update & January is the best month to do that because the winter weather wreaks havoc on our skin! I bet, if you are like most of us, you are looking for a “new year new you” makeover and I would love to spend some unrushed time with you to update you and answer any questions you may have. Which would be better for us to get together? Weekday, Evening, or Weekend? (And you only give choices that you have available or are willing to work. You are in control of your schedule!!) You know what? We have some BRAND NEW and exciting products being released, and I will give you one for FREE ... and that's a \$\_\_\_\_ product for free ... (or some other product of your choice) if you have 2 friends just like you that are over 18 and do not currently have a Mary Kay consultant when I come on \_\_\_\_\_(the date selected). Who do you think you will ask?”



## 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 Valentines 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.

# We Invested in Product Last Month!

Patricia S. Meyer	\$968.50	Rosario R. Ortiz	\$230.00
C.J. Reed	\$651.00	Linda Mace	\$228.50
Rebecca R. Parker	\$496.50	Carolyn L. Felder	\$227.50
Maureen Fiudo	\$449.00	Cyrena D. McGee	\$225.50
Cindy Tran	\$289.50	Lou Weiss	\$189.50
Laura D. Fiudo	\$274.00	Annette R. Canarr	\$76.00
Linda R. Lamusga	\$260.00	Bev A. Debolt	\$42.50
Corrie L. Daniel	\$246.00	Vicki E. Thompson	\$35.50
Sandra Christianson	\$240.50	Charmaine Carney	\$11.00
Megan Tay	\$237.00	Mary A. Richardson	\$605.50
Kathryn A. Morgan	\$233.50		

## CAREER CONFERENCE 2015

The best girlfriend event of the year! Whether you're seasoned in your Mary Kay business or just getting started, Career Conference has something new for you! It reignites the excitement and motivation everyone needs to keep growing.

What you can expect:

- ◆ Inspiring speeches
- ◆ Tips and education
- ◆ Amazing recognition
- ◆ And lots of surprises!

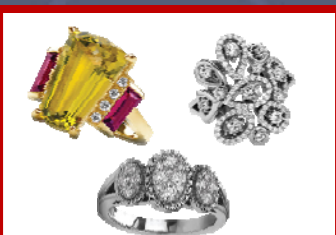


## Shooting for the Courts!

### 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	C.J. Reed	\$8,870.50	\$160.00	\$9,030.50
2	Patricia S. Meyer	\$7,384.00	\$335.00	\$7,719.00
3	Maureen Fiudo	\$6,300.00	\$160.00	\$6,460.00
4	Laura D. Fiudo	\$5,689.50	\$275.00	\$5,964.50
5	Lou Weiss	\$3,095.00	\$80.00	\$3,175.00
6	Linda R. Lamusga	\$2,485.00	\$80.00	\$2,565.00
7	Vicki E. Thompson	\$2,159.00	\$60.00	\$2,219.00
8	Rebecca R. Parker	\$1,927.00	\$0.00	\$1,927.00
9	Cindy Tran	\$1,564.00	\$195.00	\$1,759.00
10	Sonya L. Schulte	\$1,623.50	\$20.00	\$1,643.50



*Queen's Court of Sales!*

**\$40,000 retail**

*July 1, 2014— June 30, 2015*



*Queen's Court of Sharing!*

**24 New Team Members**

*July 1, 2014 — June 30, 2015*



### TOPS IN TEAM BUILDING



*Who will be in the Court of Sharing next year?!*



# Working with Accountability!

## Sensational Sales

Fran Bates	\$823
Sarah Schaezel	\$607
Jamie Wheelless	\$600
Nan Harrison	\$512
Lou Weiss	\$325
Pat Meyer	\$324
Maureen Fiudo	\$275
Cindy Tran	\$225
Janice Merritt	\$194
Laura Fiudo	\$120
Vicki Thompson	\$59

## Remarkable Reorders

Fran Bates	\$650
Nan Harrison	\$512
Lou Weiss	\$299
Janice Merritt	\$194
Vicki Thompson	\$59

## Wonderful Web Sales

Maureen Fiudo	\$69
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## Amazing On The Go Sales

Sarah Schaezel	\$607
Jamie Wheelless	\$599
Cindy Tran	\$225
Maureen Fiudo	\$206
Pat Meyer	\$200
Fran Bates	\$173
Laura Fiudo	\$120
Lou Weiss	\$26

## Sets Sold

Lou Weiss	1
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## New Bookings

Cindy Tran	1
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## Interviews

Maureen Fiudo	1
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## Fabulous Facials & Parties

Pat Meyer	\$84
Pat Meyer	\$40

## Spectacular Shows

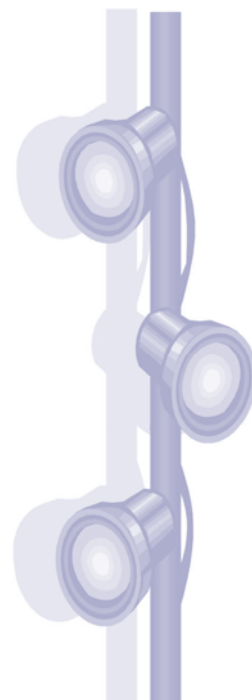
Mary Richardson	\$3480
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## Wonderful Weeks

Jamie Wheelless	\$599
Fran Bates	\$440
Nan Harrison	\$401
Fran Bates	\$383
Sarah Schaezel	\$306
Sarah Schaezel	\$301

## WAS Turned In

Fran Bates
Laura Fiudo
Maureen Fiudo
Nan Harrison
Janice Merritt
Pat Meyer
Sarah Schaezel
Vicki Thompson
Cindy Tran
Lou Weiss
Jamie Wheelless





# Aim for the Stars!

**Congrats 2nd Quarter \$Stars!**

Contest Ended December 15, 2014



**RUBY**

C.J. REED

**SAPPHIRE**

MAUREEN FIUDO  
MARY RICHARDSON  
PATRICIA MEYER



Shoot for  
**STAR** this  
Quarter!!



**Stars Drive Cars!!  
Which Car is in Your Future?!**

## Consistency Club

**Consistency Club Winners:**

**\$650 Club**

Pat Meyer CJ Reed  
Laura Fiudo Maureen Fiudo

**\$450 Club**

**\$250 Club**

Linda Lamusga Lou Ann Weiss  
Vicki Thompson



**Step Out Into Your Greatness: Consistency Club**

**Contest Period: January, February, & March 2015**

This year you can build your Baci Bead Bracelet!! (think Pandora)

**baci**  
BEADS



**Order \$250 Wholesale 2 out of the 3 months**



Baci Bead Bracelet  
or your First Bead  
if you have bracelet

Or choose a Training CD  
selected by your Director!

**Order \$450 Wholesale 2 out of the 3 months**



Baci Bead Bracelet and your first Bead!  
Or 2 Beads if you have your bracelet!!

Or choose a new MK Mirror/Tray!

**Order \$650 Wholesale 2 out of the 3 months**



Baci Bead Bracelet and your  
first 2 Beads! Or 3 beads if you  
have your bracelet!!

Or choose a new MK Mirror/Tray!

**If you have filled up your Baci Bracelet let me know !**

**Win More for Sharing!!**

For each New Qualified Team Member earn  
this cute Rhinestone Bee!!





# A HAPPY NEW YEAR Squares Contest

January 1—31, 2015

**DO THE ACTIVITY ~ COLOR IN THE SQUARE ~ WIN**


7 Squares = Prize Level 1  
 14 Squares = Prize Level 2  
 21 Squares = Prize Level 3  
 28 Squares = Prize Level 4  
 35 Squares = Prize Level 5

NAME \_\_\_\_\_

SQUARES COMPLETED \_\_\_\_\_

[Return results to your director by February 5th!](#)

*You can text/email a picture of completed form!*

 <p>1 Try a New Look for the New Year</p>	 <p>2 Sell 10+ items January 1-9</p>	 <p>3 Call 10 + people to book a party!</p>	 <p>4 Call Your Customers for Great Customer Service</p>	 <p>5 Add 1 qualified team member</p>	 <p>6 Place A \$225 Order</p>	 <p>7 Hold 5 Interviews</p>
 <p>8 Sell 7+ items January 10-16</p>	 <p>9 Do 3-way interview with Director</p>	 <p>10 Call Million \$ Hotline</p>	 <p>11 Watch the Power Class of the Month on Intouch Post on FB</p>	 <p>12 Hold a Party with 3 or more women</p>	 <p>13 Contact Your January Birthday Customers &amp; Offer a Special</p>	 <p>14 Goal Setting Session with your Director</p>
 <p>15 Sell 7+ items January 17-23</p>	 <p>16 Facial 15 Women</p>	 <p>17 Hand out business cards to 15 women</p>	 <p>18 Hold 5 "on the go" appointments</p>	 <p>19 Do 3-way interview with Director</p>	 <p>20 Get 10 "No's" for booking/ interviews</p>	 <p>21 Have a \$300 week</p>
 <p>22 Sell 7+ items January 24-30</p>	 <p>23 Place a \$450 Order</p>	 <p>24 Submit Weekly Accomplishment Sheet each week</p>	 <p>25 Bring 3 Guests to Guest Events</p>	 <p>26 Have a \$100 day &amp; Post On FB</p>	 <p>27 Wear Your Beauty Coat 10 Times this Month</p>	 <p>28 Move up the Career Path</p>
 <p>29 Have a \$300 Week</p>	 <p>30 Facial Someone You've been out of Touch with</p>	 <p>31 Hold a Party with 3 or more women</p>	 <p>32 Book 10 Appointments</p>	 <p>33 Have a \$300 week</p>	 <p>34 Attend 3 MK Events this Month</p>	 <p>35 Call the Million \$ Hotline</p>



Let's Go



MARY KAY®

Shopping...



**BLIZZARD SALE  
1 DAY ONLY**

**Snowed in?**

Go Shopping on my Mary Kay Website!

[www.marykay.com/](http://www.marykay.com/) \_\_\_\_\_  
Independent Beauty Consultant

Call me with your order  
and get a great discount!  
Phone: \_\_\_\_\_

Call between 8:00 AM - 10:00 AM

Call between 10:30 AM - 1:30 PM

Call between 2:00 PM - 5:00 PM

Call between 6: 00PM – 9:00 PM

Get 40% OFF your order

Get 30% OFF your order

Get 20% OFF your order


Get 15% OFF your order

# February 2015



*Sun Mon Tue Wed Thu Fri Sat*

1 2 3 Makeover Night – 6:30–8:30 at the Hampton Inn 4 5 Registration opens for the first week of Career Conference March 20-21. 6 7 10 am, Noon, & 3 pm call Mary for Details

8 9 Registration opens for the second week of Career Conference March 27-28 & 29-30. 10 TNT 6:30–8:30 at the Hampton Inn 11 12 13 14  10 am, Noon, & 3 pm call Mary for Details

15 16 President's Day. Postal Holiday. 17 Makeover Night 6:30–8:45 At the Hampton Inn 18 19 20 21 10 am, Noon, & 3 pm call Mary for Details

22 23 24 TNT 6:30–8:30 at the Hampton Inn 25 26 Midnight CST cutoff for Consultants to place phone orders. 27 28 Last working day of the month. Consultants submit online orders until 9 pm CST. Online Agreements accepted until midnight.



## Birthdays

Annette R. Canarr  
Linda M. Latterell  
Megan Tay  
Lailee LaBarbera  
Lori O'Connor  
Coni L. Lentz  
Sandi Coen  
Petala S. Bellinger

## Day

10  
10  
12  
13  
16  
20  
25  
26

## Anniversaries

Rebecca Brininstool  
Yvette Cantu  
Molly Vickers  
Kelly Adams  
Bev A. Debolt  
Antonette M. Walton  
Kristen T. Maddux  
Mary H. English

## Years

16  
6  
3  
2  
1  
1  
1  
1



## Miracle Making Overcomers

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## HIGHLIGHTS THIS MONTH:

### December Results, January, 2015

- ◆ Calling All Reds! by Career Conference (December 1, 2014 - February 28, 2015)
- ◆ January Ordering Promotion (January 1-31, 2015)
- ◆ Quarter 3 Star Consultant Quarterly Contest (December 16, 2014 - March 15, 2015)
- ◆ Class of 2015 Offspring Challenge (through July 1, 2015)



## To the Awesome...

## Words of Wisdom

I believe that you will make every day incredible just by what you exude in your eyes and your handshake and your friendly spirit. And that you will be self-contained and content in thinking, saying and acting the things that you know are right. And then those things which you believe with



your heart, speak with your mouth and act out in love will inevitably come to pass!

~Mary Kay Ash

## A Recipe for Goal Setting

Achieving your goals can be as easy as reading a recipe. Independent Senior Sales Director Peg Percival of Saint Johns, Michigan, created a formula for goal setting.

Her plan is simple. She gathered 12 plastic storage bags, one for each month, and filled each with the following:

- ◆ 25 Beauty Books (Pass these out to find new prospects for facials.)
- ◆ 8 Class Envelopes (This will remind you to hold a minimum of eight classes a month.)
- ◆ 40 Sales Tickets (Have this be your minimum sales activity.)
- ◆ 15 Independent Beauty Consultant Agreements (Challenge yourself to share the marketing plan fifteen times.)



Only put one bag on your desk per month and challenge yourself to empty that bag during the month. If you empty the bag that month, then your work is finished. However, if you should fall short and not be able to empty the bag, simply put the unused contents in a 13th bag. This way you may begin each month fresh. Should you finish a bag early, go back to the 13th bag and begin to work on it.