



# Miracle Making Overcomers

MAY NEWSLETTER WITH APRIL RESULTS

## QUEEN OF WHOLESALE



C.J. Reed



## SOAR April Achievers



C.J. Reed



Laura Fiudo



Mary Richardson

## QUEEN OF RETAIL



C.J. Reed

## SEMINAR REGISTRATION OPEN



Registration for Seminar 2024 is officially OPEN!

Seminar is an opportunity to be inspired, reinvigorated, and spur massive growth in your business! Don't miss out on this chance to connect, learn, and grow with exclusive insights alongside fellow Mary Kay achievers!

Head over to InTouch to register for just \$250! Seats are going to fill up fast, and there won't be an online option this year, so make sure to secure your spot in Dallas as soon as possible!



## ★ Quarter 4 On-Target Stars ★

| Name            | Whls\$+TB* | Sapphire | Ruby       | Diamond    | Emerald    | Pearl      |
|-----------------|------------|----------|------------|------------|------------|------------|
| C.J. Reed       | \$1,800.60 | \$0.00   | \$599.40   | \$1,199.40 | \$1,799.40 | \$2,999.40 |
| Laura Fiudo     | \$1,595.00 | \$205.00 | \$805.00   | \$1,405.00 | \$2,005.00 | \$3,205.00 |
| Mary Richardson | \$1,226.50 | \$573.50 | \$1,173.50 | \$1,773.50 | \$2,373.50 | \$3,573.50 |

# Shooting for the Stars!

TOP IN SALES  
COMPANY COURT OF SALES



C.J. Reed



Laura Fiudo



Patricia Meyer

## CONSULTANT

- C.J. Reed
- Laura Fiudo
- Patricia Meyer
- Peggy Mayrose
- Rebecca Parker
- Suzanne Maes-Toay
- Lynda Paulson
- Linda Lamusga
- Karen Michal
- Carolyn Felder

## YTD RETAIL

- \$23,211.00
- \$18,713.00
- \$9,859.00
- \$8,089.00
- \$7,259.00
- \$3,429.00
- \$3,100.00
- \$3,093.00
- \$3,038.00
- \$2,918.00

National  
COURT OF SALES



NATIONAL

\$40,000 rs/ \$20,000 whsl

AREA

\$20,000 rs/ \$10,000 whsl

UNIT

\$10,000 rs/ \$5,000 whsl

National  
COURT OF SHARING



NATIONAL

24 Team Members

AREA

12 Team Members

UNIT

6 Team Members

## TEAM BUILDING LAYERING CHART

*Team Building Layering*

| Name + Contact Info | Had face | Had Mkt. Blended | In FB customer group | Reached | Met with prospect | Given to an event | Has team building info | Watched video | It got the Event | Connect chat | Sent agreement |
|---------------------|----------|------------------|----------------------|---------|-------------------|-------------------|------------------------|---------------|------------------|--------------|----------------|
| 1.                  |          |                  |                      |         |                   |                   |                        |               |                  |              |                |
| 2.                  |          |                  |                      |         |                   |                   |                        |               |                  |              |                |
| 3.                  |          |                  |                      |         |                   |                   |                        |               |                  |              |                |
| 4.                  |          |                  |                      |         |                   |                   |                        |               |                  |              |                |
| 5.                  |          |                  |                      |         |                   |                   |                        |               |                  |              |                |
| 6.                  |          |                  |                      |         |                   |                   |                        |               |                  |              |                |
| 7.                  |          |                  |                      |         |                   |                   |                        |               |                  |              |                |
| 8.                  |          |                  |                      |         |                   |                   |                        |               |                  |              |                |
| 9.                  |          |                  |                      |         |                   |                   |                        |               |                  |              |                |
| 10.                 |          |                  |                      |         |                   |                   |                        |               |                  |              |                |
| 11.                 |          |                  |                      |         |                   |                   |                        |               |                  |              |                |
| 12.                 |          |                  |                      |         |                   |                   |                        |               |                  |              |                |
| 13.                 |          |                  |                      |         |                   |                   |                        |               |                  |              |                |
| 14.                 |          |                  |                      |         |                   |                   |                        |               |                  |              |                |
| 15.                 |          |                  |                      |         |                   |                   |                        |               |                  |              |                |

[Download](#)

This May, we're going for GOLD! Our May Gold Medal Challenge is all about sharing the MK Opportunity.

You know that saying, "Repetition is key"? Well, studies prove it! The more we layer information, the better our results.

That's where our Team Building Layering Sheet comes in. It'll help us break down the MK Opportunity into bite-sized pieces, perfect for sharing with potential team members.

So, how many times have YOU layered the opportunity with your prospects? Let's crush this challenge together!

# Celebrating You!

## JUNE BIRTHDAYS

| CONSULTANT        | DATE |
|-------------------|------|
| Barbara Hastings  | 4    |
| Cynthia Martinets | 5    |
| Traci Perdue      | 7    |
| Sandy Mangrum     | 27   |

## MK ANNIVERSARIES

| CONSULTANT      | YEARS |
|-----------------|-------|
| Debra Heggernes | 31    |
| Cyrena McGee    | 22    |
| Norma Freeman   | 6     |
| Deb Chalin      | 2     |

## LOOK WHO INVESTED

|                   |             |                    |            |                   |             |
|-------------------|-------------|--------------------|------------|-------------------|-------------|
| C.J. Reed         | \$23,211.00 | Barbara Hastings   | \$1,504.00 | Dawn Booth        | \$927.00    |
| Laura Fiudo       | \$18,713.00 | Annette Canarr     | \$1,303.00 | Emily Andringa    | \$912.00    |
| Patricia Meyer    | \$9,859.00  | Lou Weiss          | \$1,247.00 | Narjis Shahzad    | \$808.00    |
| Peggy Mayrose     | \$8,089.00  | Susan Wiegrefe     | \$1,128.00 | Christina Hosmer  | \$702.00    |
| Rebecca Parker    | \$7,259.00  | Heather Ruffcorn   | \$1,105.00 | Kristen Box-Rojas | \$681.00    |
| Suzanne Maes-Toay | \$3,429.00  | Traci Perdue       | \$1,100.00 | Charmaine Carney  | \$675.00    |
| Lynda Paulson     | \$3,100.00  | Cyrena McGee       | \$1,084.00 | Cheryl Harens     | \$620.00    |
| Linda Lamusga     | \$3,093.00  | Sandy Mangrum      | \$1,072.00 | Colleen Flynn     | \$568.00    |
| Karen Michal      | \$3,038.00  | Lisa Wilson        | \$1,012.00 | Lauren Augustine  | \$562.00    |
| Carolyn Felder    | \$2,918.00  | Margaret Riess     | \$1,003.00 | Debra Heggernes   | \$472.00    |
| Cynthia Martinets | \$2,585.00  | Katherine Hidalgo  | \$990.00   | Mary McCormick    | \$470.00    |
| Jane Bryan        | \$2,548.00  | Lisa Moyer         | \$981.00   | Kristen Maddux    | \$458.00    |
| Lynette Harens    | \$2,503.00  | Jenifer Cameron    | \$966.00   | Tanya Witalka     | \$454.00    |
| Cindy Tran        | \$2,380.00  | Norma Freeman      | \$943.00   | Amy Gonzalez      | \$454.00    |
| Kathryn Morgan    | \$2,178.00  | Riley Jo Schneider | \$934.00   | Beth Fortner      | \$452.00    |
| Sonya Schulte     | \$1,867.00  | Deb Chalin         | \$932.00   | Mary Richardson   | \$17,614.00 |
| Lisa King-Porter  | \$1,509.00  |                    |            |                   |             |

ON-TARGET for Year Long Consistency

## MEMORIAL DAY SALE



Retailers everywhere are gearing up for their Memorial Day Sales - and YOU are a retailer! You may want to offer a special and give your customers a chance to:

- stock up on their favorites
- try a new look for the new season
- try out the new limited edition products
- try out regular line products they haven't tried before
- get ready for summer travel
- reconnect with you for a refresher appointment!

You can share this flier with your customers!

Download



# Steppin' Up The Ladder



## SENIOR CONSULTANT

1-2 Active Team Members  
4% Commissions  
Earn \$50 Team Building Bonuses

Lynette D. Harens  
Linda R. Lamusga  
Patricia S. Meyer



## STAR TEAM BUILDER

3-4 Active Team Members  
4, 6 or 8% Commissions  
50% Discount on Red Jacket  
\$50 Team Building Bonuses



## TEAM LEADER/ ELITE TEAM LEADER/DIQ

5+ Active Team Members  
9 or 13% Commissions  
\$50 Team Building Bonuses  
Earn use of Career Car/ Cash Compensation  
5% Second -Tier Team Commission (Elite/DIQ)



C.J. Reed

## DIRECTOR

4, 9, or 13% Personal Commissions  
9, 13 or 23% Unit Commissions  
\$100 Team Building Bonuses  
Unit Bonuses  
Earn use of Career Car/  
Cash Compensation



Mary Richardson

## NEW SKIN CARE



Details

With Mary Kay's NEW Skin Care line, you can help your customers who are looking for a customizable skincare routine that's gentle yet effective! This 4-step system offers options to target specific needs for a healthy, balanced complexion:

- Gentle Cleanser: Choose from a hydrating or mattifying formula to cleanse and refresh skin without stripping it.
- Exfoliating Scrub: Buff away dead skin cells and unclog pores for a smoother, brighter appearance.
- Balancing Toner: Infused with antioxidants, this toner helps even skin tone and keeps complexion looking vibrant.
- Lightweight Moisturizer: Select a hydrating or mattifying moisturizer to nourish skin and lock in hydration all day long.

This customizable system allows you to create a personalized routine for your customer that fits their unique skin type!

# A BEAUTY BRIEFING WITH Mary

You can't go **back** and change the beginning, but you can *start* where you are and **change the ending.**

~ C.S. Lewis



Summer **PCP**  
Look Who Participated

C.J. Reed  
Laura Fiudo  
Cindy Tran  
Rebecca Parker  
Patricia Meyer  
Lynette Harens  
Lisa King-Porter  
Jane Bryan  
Mary Richardson

Hooray Hooray it's Marvelous May! New product launch and Summer Look Books are right around the corner. Spring is buzzing along and the sizzle of summer is fast approaching. There is no time like today to let your dreams take flight and harness the power of possibility! We have until the end of June to Soar Like Never before and finish Seminar 2024 like the leader Mary Kay Ash believed we all could be!

Here are a few ideas to keep motivated this month.

**PCP Follow Up** - Follow up with your Preferred Customer list. Find out if they've had a chance to try the sample, ask what they're most excited about and check in with their skincare and beauty needs.

**Share the Look** - Reach out to your clients, share the digital link of the Look Book and let them know what products YOU are most excited about.

**Plan a Customer Appreciation Event** - Send letters, postcards, emails, or texts to your customers. Set a specific, personal sales goal and share it with your customers. You will be amazed to see how your customers want to support your dreams!

**Keep the Stars in Your Eyes** - Shoot for the moon and land among the STARS. Review the "opportunities" tab in your Mary Kay InTouch to understand what you need to finish your Star, Court of Sales, or Court of Sharing goals.

Please feel free to reach out to me for ideas and guidance. I'm here to support your vision!

Love and Belief,

Mary

## Glowing Skin Essentials

Curate a collection of products aimed at achieving radiant skin!

Purchase these items



Vitamin C-E Serum  
**\$60**

CC CREAM  
**\$22**

Moisture  
Renewing  
Gel Mask

and receive the  
Brightener Booster  
at half off!



**\$38**

Download

## GOLD MEDAL CHALLENGE



Exciting news! You can earn a Gold Medal charm bracelet by achieving a Gold Medal in May.

Simply add five or more new personal team members this month. Then, attend Seminar 2024 to pick up your well-deserved reward! It's all about team-building and sharing the Mary Kay opportunity. Start now and aim for the gold!

Details

# New! Summer Products!

\$14



Clear Brow Styling Gel

\$80



Mary Kay® Skin Care

\$20



Matte Liquid Lipstick

\$22



Sparkle Cream Lipstick

Updated packaging,  
same amazing formula!  
*Ultimate Mascara, \$16*



# SIX MOST IMPORTANT follow-up TIPS

MARY KAY

YOU'VE SHARED THE MARY KAY OPPORTUNITY AND HAVE RECEIVED RESPONSES SIMILAR TO THESE:

**A** Absolutely! I am interested and want to start right away.

**B** Book me for a follow-up appointment. I still have questions and would like to discuss further.

**C** Could be for me down the road, but until then I would love to remain your customer.



## 1 IF YOUR POTENTIAL TEAM MEMBERS CHOOSE A:

- Share the **startup options** to determine which will best **support their goals**, helping them choose what's right for them.



## 2 IF THEY CHOOSE B,

- Schedule the **follow-up appointment as soon as possible, while they're still excited about the opportunity, and answer any additional questions they may have. Some common questions you may receive are:**

- **What if I've never done something like this before?** Respond with something like: "No worries! Starting a Mary Kay business is totally fun and totally flexible. And know, you are in business for yourself, but never by yourself! Mary Kay continually develops resources to help you along the way. At minimum, you'll learn how to take care of your skin and have some fun too!"
- **What if I don't have the money?** Respond with something like: "There are different ways to start a Mary Kay business. Let's go over them to find which one works best for you."
- **What if I'm not the sales-y type?** Respond with something like: "That's OK! Many successful independent sales force members didn't start out that way either. Women want to take care of their skin with products they can believe in, and I can teach you how you can share these products with women who need and want them."
- **What if I don't have the time to work my Mary Kay business?** Respond with something like: "I totally get it. The great thing about the Mary Kay opportunity is that you can work it as little or as much as you like based on your goals and schedule."

## 3 IF THEY CHOOSE C:

- Continue providing them with **Golden Rule customer service**. Situations may change, and you can offer the opportunity to them in the future. Focus on **building your relationship** and sharing your love of Mary Kay.
- Additionally, ask if they are interested in **hosting a party and earning rewards**. It's a **win-win** for you both.



## 4 IF THEY DECLINE A, B AND C:

- Respond with **empathy**. Positivity can leave a lasting impression which may lead to future interactions. You can ask if they know anyone who may be interested in this opportunity, and they may say yes. If so, get all the info! **Follow up a few days later** by sending a thank-you message, along with a link to **the Interactive Catalog** or more.

## 5 KEEP IN MIND:

- Some people may say no to everything you offer. This doesn't mean you are doing something wrong; it is simply part of this business. As Mary Kay Ash said, **"Never give up, because you never know if the next try is going to be the one that works."**

## 6

### VISIT MARY KAY INTOUCH™

TO CHECK OUT MORE TEAM-BUILDING RESOURCES TO HELP YOU FEEL CONFIDENT AND PREPARED WHEN SHARING THE OPPORTUNITY!



Download

## Miracle Making Overcomers



## Mary Richardson

2500 Council Springs Pass  
Leander, TX 78671-4443  
(512) 422-7560

## important dates

**May 8** - Look Book begins mailing

**May 10** - Early ordering begins

**May 12** - Mother's Day

**May 12** - Mary Kay Ash's birthday

**May 15** - Ordering open for all

**May 27** - Memorial Day

**May 30** - Last day to place telephone orders

**May 31** - Last day to place on-line orders

**Jun 15** - 4th Quarter Ends

**Jun 16** - Father's Day

**Jun 28** - Last day to place telephone orders

**Jun 30** - Last day to place on-line orders

UPHOLD THE  
*vision!*



*soar*  
*like never*  
*before*  
MARY KAY

When you order \$600+ whsl in  
MAY, you will receive this

**BUTTERFLY BRACELET**

from the *Soar Like Never Before* Collection.

*soar*  
*like never*  
*before*  
MARY KAY



Earn the Year Long Consistency Challenge  
**MOTHER OF PEARL FACE WATCH**  
when you achieve the *Soar Like Never Before*  
Challenges each month,  
July 2023 through June 2024.