



Mary's

# Miracle Making Maniacs

"Step Up & Join the Fun!"

3 New Directors

2 Car Drivers

12 Red Jackets

40 Star Consultants



Which will you "Step Up" to?!"

## SEMINAR 2013 GOALS:

- ◆ \$400,000 Circle of Excellence
- ◆ 3 New Offspring Directors
- ◆ 2 New Car Drivers
- ◆ 12 Red Jackets
- ◆ 40 Star Consultant
- ◆ 120 Unit Members

## NOV. 2012 GOALS:

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

## Wholesale Queen



CJ Reed

## Retail Queen



Pat Meyer

## Sharing Queen



Averi Segrest  
1

## September Results & Recognition - October, 2012

# Booking & Customer Service

By NSD Kathy Helou

Booking is the lifeline of your business...when you're out of bookings, you're out of business...so become a master booker. Here's a plan I know will help all of you obtain bookings and secure future bookings.

- 1) Decide how many new customers you'd like to have this year (Example: 100)
- 2) Break down that 100 into 12 months and your monthly goal is 8.
- 3) Break down that monthly goal down to a weekly goal of 2 new customers.

Sounds easy, doesn't it? Well in my years of experience, I've determined that there are 2 basic ways to obtain customers:

- (1) passing out your business cards
- (2) making telephone calls

Decide how many phone calls PER DAY you'll make and how many cards you'll pass out PER DAY (5 days week). Then mail one Beauty Book per day to someone in your same telephone exchange or on the same street. If you try this for 4 weeks the effort you put forth will bring results!!

For those of you that already have existing customers...here's your dialogue to get back in touch with each of your customers.

"Sue, this is Kathy with MK Cosmetics, do you have a second? I wanted to take a minute to tell you how much I appreciate your confidence IN ME as your personal consultant. I was looking at your profile and realized we met \_\_\_ months ago and you have placed \_\_\_dollars in reorders with me since that 1st time and I want to thank you again! I just had a goal session with my Director and I'm

dedicating myself to the best possible customer service you could ever want and Customer Awareness...just as the stores are showing the new holiday colors, so is MK and I have mine to show next week! I thought I'd ask your permission to put a STAR on your profile and call you when they are here to show them to you or have you stop by... (wait for answer) And by the way, speaking of customer service, are you running low on anything?"

(If she is a new customer of only a few weeks say this, "By the way, I know the BASIC was your first MK purchase; but I also remember you wanted to add a concealer and highlighter to your set (or any item she showed interest in) and I'll be making deliveries in your neighborhood (Tues, Wed, Thur) would you like me to bring these by? And lastly, I've started a Customer Referral Reward System! What better way to meet a new MK customer than through someone like you who loves this product?! For each referral I'll discount your next reorder purchase \_\_\_% or give you a fun gift and since I know your face will be with MK the rest of your life...that could really add up! Just think of the comments you've received on your (skin, or on your new eye or lip colors or your new nail color). Again, THANKS FOR BEING ONE OF MY WONDERFUL CUSTOMERS!"

Ready to book your way to success? Let me help you make a plan!!

Mary

## Career Path:

### DIRECTOR

#### Rewards ~

- ◆ 9-13% Unit Commissions
- ◆ Unlimited Unit Bonuses
- ◆ \$500 Unit Building Bonus
- ◆ Team Building Bonus \$100 per
- ◆ Eligible to wear Director's Suit
- ◆ Eligible to drive Premier Club Car or Pink Cadillac
- ◆ Eligible to attend Leadership Conference
- ◆ Special Gifts, Recognition, Prizes & Travel

### DIO

10+ Active Team Members

#### Rewards ~

- ◆ 9-13% Personal Team Commission
- ◆ Team Building Bonus \$50 per
- ◆ Future Director Pin Enhancer
- ◆ Eligible to earn the use of a Car
- ◆ Eligible to wear Future Director Scarf & Black Blouse with Red Jacket attire

### FUTURE DIRECTOR

8+ Active Team Members

#### Rewards ~

- ◆ 9-13% Personal Team Commission
- ◆ Team Building Bonus \$50 per
- ◆ Future Director Pin Enhancer
- ◆ Eligible to earn the use of a Car
- ◆ Eligible to wear Future Director Scarf

### TEAM LEADER

5-7 Active Team Members

#### Rewards ~

- ◆ 9-13% Personal Team Commission
- ◆ Team Building Bonus \$50
- ◆ Team Leader Pin Enhancer
- ◆ Eligible to go On-Target for Car

### STAR TEAM BUILDER

3-4 Active Team Members

#### Rewards ~

- ◆ 4% Personal Team Commission
- ◆ Team Building Bonus \$50
- ◆ Star Team Builder Pin Enhancer
- ◆ Eligible to wear Red Jacket
- ◆ \$50 Rebate on Red Jacket

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

# Look Who's Moving Up!

Standings are updated as of September 30th — this will not reflect October orders or new team members.

## Future Directors

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

## Star Team Builders

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

## Senior Consultants

Recruiter :Kristen R. Box-Rojas  
Cynthia C. McCarty  
\* Lisa M. Moyer

Recruiter :Annette R. Canarr  
Coni L. Lentz  
\* Linda Mace  
# Judy Henry  
# Lori O'Connor

Recruiter :Patricia S. Meyer  
Laura D. Fiudo  
Leda A. Flowers

Recruiter :Cindy Tran  
Edith Lopez  
Molly Vickers  
# Carmen G. Encalada

*\* Inactive Member (N1,N2,N3,I1,I2,I3) #Terminated Member  
To become ACTIVE you must place a \$200 wholesale order.*

## Are you ready to Step Up and Join the FUN??



### Hello Miracle Makers!!

Are you an adventurous person, ready for the next adventure? Or are you more like me, more of a security type person?

I'd like to share with you an amazing adventure I took. I have been wanting to go zip lining — it looks like fun! However, I am majorly afraid of heights — if I see someone on a ledge in a movie my stomach does flips! My girlfriend and I went zip lining in Maui!! First we had to cross a suspension bridge over 300 feet in the air!! And yes, it swayed! Then after a jeep drive up higher we had to hike up a steep, muddy, slippery path with our 15 pounds of gear to get to the first zip line.

At that point our guide, Virgil, explained how he would hook us up to the line, where to place our feet until it was time to zip, that he would say “go zip” when it was time for us to go! He also explained that as we got closer to the end of the zip line, Sutton (our other guide) would be giving us hand signals to let go of the bar and put our arms out to the side like a “star fish” to help us slow down and then back on the bar for the braking. I asked, “You mean we have to let go of the bar?” and Virgil said. “yes, you have to let go!”

So, it was time for our first zip, and I have to tell you all — I was scared! But I knew, I had to go past the fear and do it. Virgil hooked me up, the cable to the harness that I had on so it was like sitting in a swing, I put my legs up on the gate while he checks all the connections, then I stepped back while he opens the gate and he had me straddle the gate with one foot on each side, then it is time to go he said “go zip” and Lynette & I take our feet off and go!! We looked back for a picture and enjoyed the ride.

It was so exhilarating! Even though we had fear and were shaking when we got to the first landing it was a rush! So the first one was the shortest zip, the next one was a faster zip, and then we had “the beast” the longest one — it was 3/4 mile long — you couldn't see the end point when you started! The picture above is me ready to take off on “the beast” and the picture to the side is on “the beast” line! They said we would be going speeds of 40 - 50 MPH. Total in all 5 zips -- lots of fun! So am I still afraid of heights — YES!! **But what I have learned is that you can be afraid, do it anyway, and be successful!!!**



**So what in your business are you afraid of doing?? I know that you can do it — I know that you can move past your fear and be successful!! Will you join me this year in “doing it anyway” and be the success you want to be??**

Let's make this our best year ever — together we can!!!

**A journey begins with a single step, so step out and step up today towards your hopes and dreams and leave your comfort zone behind!!**

Love & belief, Mary



# Here We Grow Again!

## Welcome New Business Owners!

(These new unit members signed Consultant agreements September 1-30.)

New Consultant

From

Sponsored by

Valerie C. Dodson

AUSTIN, TX

A. Segrest



**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

C.J. Reed \$211.71

Mary A. Richardson \$241.80

### 4% Recruiter Commission Level

Linda R. Lamusga \$20.72

Cindy Tran \$8.00

Patricia S. Meyer \$6.84

## Team Building

### Tip of the Month!

#### Questions to ask— Did you know . . .

- ◆ More than 200 Independent National Sales Directors in the United States have earned more than \$1 million in commissions?
- ◆ More than 120,000 independent sales force members have qualified or re-qualified for the use of a Career Car or elected the Cash Compensation option?
- ◆ Case studies on Mary Kay's business model have been shared at the collegiate level at several prestigious universities?
- ◆ Mary Kay Inc. was noted as one of the top companies in the world in online sales according to Interactive Week magazine, and Women's Wear Daily magazine listed Mary Kay as one of the Top 10 Most Visited Beauty Web Sites?

*"Leaders are visionaries with a poorly developed sense of fear and no concept of the odds against them."*

*~ Robert Jarvik, Artificial Heart Developer*

# STEP UP TO SUCCESS IN OCTOBER

## Team Building Promotion ★ October 1-31, 2012

During the month of October, new Independent Beauty Consultants can step up to success for just \$75 (plus shipping, handling and tax) and receive one of the following:

- ◆ **A \$50 credit** on an initial Section 1 order of \$400 wholesale but less than \$600 wholesale (excluding shipping, handling and tax)
- ◆ **A \$75 credit** on an initial Section 1 order of \$600 wholesale but less than \$1,800 wholesale (excluding shipping, handling and tax)
- ◆ **A \$150 credit** on an initial Section 1 order of \$1,800 or more (excluding shipping, handling and tax)  
Example: If the first Section 1 order totals \$475.00 wholesale, she pays \$425.00; if the first Section 1 order totals \$675.00 wholesale, she pays \$600.00 and if the first Section 1 order totals \$1,875.00 wholesale, she pays 1,725.00.

The credit offers also apply to eligible former Independent Beauty Consultants. So, if an eligible former Beauty Consultant starts her business in October with the \$20 Starter Kit, she is eligible to receive the credit.

### The following restrictions also apply:

1. To qualify for a credit on your initial order, your Independent Beauty Consultant Agreement must be received and accepted by the Company from Oct. 1 - 31, 2012.
2. The initial order must be placed in the agreement month (October 2012) or the following month (November 2012).
3. Orders cannot be cumulative.
4. The credits will not apply to subsequent orders.



## A Perfect Fit . . . how to spot a prospective team member!

Have you ever wondered what to look for in a new team member? Independent Sales Director Jerri Myers of Lakeland, Fla., shares the following checklist of attributes that could be helpful for a new team member. If you answer "yes" to these questions, Jerri feels you have an excellent new prospective team member!

1. Does she use Mary Kay® products? If not, you'll want to book her for a class.
2. Is she a woman of her word? Does she return phone calls? Does she show up when and where she says she will? Is she honest?
3. Does she have a warm heart? Does she like people?
4. Is she someone you would enjoy spending time with?
5. Does she want to grow or improve in some area of her life? Does she have a need Mary Kay might fill? Does she want to improve her self-esteem, earn more money, have more fun, learn new things or make new friends?
6. Would you be proud to personally introduce her to your National Sales Director?

### Read the Signs

When sharing the Mary Kay opportunity with a new prospect, you'll want to watch for signals that indicate her interest or lack of interest. You might want to keep these in mind:

### Signs of Interest

- ◆ She frequently comes to Mary Kay functions.
- ◆ She sounds happy when responding to your calls.
- ◆ She wants to learn more about the Company.
- ◆ She loves the products, wears them well and gets excited when talking about them.
- ◆ She asks inquiring questions such as: How long have you been doing this? Did it cost a lot of money? Do you spend much time on it? Did it take long to learn?
- ◆ She talks about friends that would buy products or hold a class if she did become a Consultant.
- ◆ Her family is ready to support her.
- ◆ She is anxious to meet and discuss the opportunity.

### Signs of No Interest

- ◆ Canceling appointments.
- ◆ She says she is coming to a meeting and doesn't show.
- ◆ Her voice shows no signs of excitement when you call.
- ◆ She needs a lot of motivation, but doesn't stay excited.
- ◆ She doesn't return phone calls.
- ◆ She doesn't use Mary Kay® products.



# We Invested in Product Last Month!

C.J. Reed	\$834.25	Kandice K. Sanaie	\$204.00
Patricia S. Meyer	\$474.50	Dawn S. Booth	\$202.00
Annette R. Canarr	\$400.50	Jane F. Hauptert	\$200.00
Linda R. Lamusga	\$349.50	Molly Vickers	\$200.00
Debra R. Heggernes	\$295.00	Laura D. Fiudo	\$164.00
Sandra Christianson	\$270.00	Katherine A. Benitez	\$120.50
Vicki E. Thompson	\$253.50	Linda C. Judkins	\$40.50
Rosemary C. Hunt	\$223.00	Cindy Tran	\$30.00
Averi H. Segrest	\$215.75	Leda A. Flowers	\$7.00
Carolyn L. Felder	\$213.00	Mary A. Richardson	\$1,106.75
Lou Weiss	\$204.00		



**There's a gift for everyone on your list!**

You have gifts galore this quarter! Start planning now to showcase them at holiday open houses.



## Shooting for the Courts!

### Top 10 in Retail Sales

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

	Consultant	YTD Retail	Bonus & PCP	Total
1	C.J. Reed	\$4,106.00	\$80.00	\$4,186.00
2	Patricia S. Meyer	\$2,826.50	\$100.00	\$2,926.50
3	Linda R. Lamusga	\$2,353.50	\$80.00	\$2,433.50
4	Laura D. Fiudo	\$1,762.50	\$40.00	\$1,802.50
5	Annette R. Canarr	\$1,261.00	\$60.00	\$1,321.00
6	Sandy Mangrum	\$1,272.00	\$40.00	\$1,312.00
7	Sandra Christianson	\$1,265.00	\$20.00	\$1,285.00
8	Rosemary C. Hunt	\$1,105.00	\$0.00	\$1,105.00
9	Sandi Coen	\$1,069.50	\$0.00	\$1,069.50
10	Vicki E. Thompson	\$1,035.00	\$20.00	\$1,055.00

### Tops in Team Building

	Recruiter	New Team Mbrs	YTD Comm
1	Patricia S. Meyer	1	\$34.85





# Aim for the Stars!



Shoot for  
**STAR**  
this  
Quarter!!



## Congratulations 1st Quarter \$stars!

Contest Ended September 15, 2012



### EMERALD

MARY RICHARDSON

### SAPPHIRE

C.J. REED

### RUBY

PATRICIA MEYER

## On-Target \$tar Consultants!

September 16 - December 15, 2012

Consultant Name	Current Production	—Wholesale Production Needed for Star—				
		Sapphire	Ruby	Diamond	Emerald	Pearl
REBECCA PARKER	\$612.00	\$1,188.00	\$1,788.00	\$2,388.00	\$2,988.00	\$4,188.00
C.J. REED	\$409.50	\$1,390.50	\$1,990.50	\$2,590.50	\$3,190.50	\$4,390.50
ANNETTE CANARR	\$400.50	\$1,399.50	\$1,999.50	\$2,599.50	\$3,199.50	\$4,399.50



## \$10,000 Christmas Sales

By Stephanie Eisenberg

- |   |                 |
|---|-----------------|
| 1. 10 silent hostesses sell \$150 each  | \$1,500         |
| 2. Contact 10 husbands with wives' wish list at \$100 or 20 husbands with \$50 each | \$1,000         |
| 3. Eight holiday shopping coffees at \$150 (30-55 minutes each)                     | \$1,200         |
| 4. One skin care class per week through Christmas at \$150                          | \$2,400         |
| 5. Holiday Open House (1 at \$500 or 2 at \$250)                                    | \$500           |
| 6. Contact businesses for 100 employee gifts at \$20 each                           | \$2,000         |
| 7. Contact doctors, lawyers, office managers and realtors for 50 gifts at \$30 each | \$1,500         |
|   | <b>\$10,100</b> |

*You'll be a PEARL STAR!! You can pay CA\$H for all your family gifts  
and have a Stress Free Holiday Season!*

# Working with Accountability!

## Sensational Sales

Susie Caraway	\$1,350.00
Pat Meyer	\$1,002.00
Cindy Tran	\$400.00
Janet Chang Makovy	\$390.00
Fran Bates	\$355.00
Vicki Thompson	\$148.00
Heidi Fowler	\$74.00

## Remarkable Reorders

Cindy Tran	\$200.00
Susie Caraway	\$183.00
Vicki Thompson	\$148.00
Fran Bates	\$101.00
Heidi Fowler	\$74.00
Janet Chang Makovy	\$15.00

## Fun Fast Facials

Fran Bates	\$109.00
Fran Bates	\$90.00
Pat Meyer	\$75.00
Pat Meyer	\$48.00

## Wonderful Web Sales

Pat Meyer	\$33.00
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## Awesome On the Go Sales

Susie Caraway	\$1167.00
Pat Meyer	\$606.00
Cindy Tran	\$100.00
Fran Bates	\$55.00

## Party with a Purpose

Janet Chang Makovy	\$375.00
Pat Meyer	\$175.00
Pat Meyer	\$65.00

## Wonderful Weeks

Susie Caraway	\$877.00
Janet Chang Makovy	\$390.00
Fran Bates	\$355.00
Pat Meyer	\$317.00
Pat Meyer	\$300.00

## Weekly Summary Sheets Turned In

Fran Bates  
Susie Caraway  
Janet Chang Makovy  
Heidi Fowler  
Pat Meyer  
Vicki Thompson  
Cindy Tran

**Thank you for being  
accountable with your weekly  
accomplishment sheets!!**

holiday  
abundance



'Tis (almost) the season of warm wishes, blessings and gifts galore! Customers will be starting their holiday shopping soon, and you'll want to get in step with their "early" frame of mind. Imagine yourself holding successful open houses! With all that customer contact, you'll be wrapping up glowing relationships with a pretty pink ribbon! It's all yours for the giving and taking!



# Consistency Club

## Consistency Club Winners:

### \$650 Club

C.J. Reed Pat Meyer

### \$450 Club

Linda Lamusga

### \$250 Club

Vicki Thompson Annette Canarr  
Sandy Christianson Rosemary Hunt  
Laura Fiudo

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



\$650 Club



Or a New Mary Kay Mirror & Tray

\$450 Club



Or New MK Mirror & Tray

\$250 Club



Or Training CD

# All That Glitters!!

## Top Point Earners!

*Those earning bracelets so far!!*

Pat Meyer	97 pts	CJ Reed	73 pts
Averi Segrest	73 pts	Lenora Browning	71 pts
Nan Harrison	51 pts	Cindy Tran	50 pts
Susie Caraway	50 pts	Jamie Wheelless	37 pts
Janet C. Makovy	24 pts	Fran Bates	13 pts

*Congratulations to you all for keeping track of the small things, which lead to the BIG things!!*

# Step Up & Join the Fun: Consistency Club

Contest Period: October, November, & December 2012

Order \$250 Wholesale 2 out of the 3 months  
and win your choice of:

Black Crystallite  
Bracelet



Elegant Crystal  
Bee Pin



Or choose a Training CD selected by your Director!

Order \$450 Wholesale 2 out of the 3 months  
and win your choice of:

Black and Gold  
Layered Necklace



Exotic  
Leopard  
Earrings



Or choose a new MK Mirror/Tray!

Order \$650 Wholesale 2 out of the 3 months  
and win your choice of:

Crystal Star Ring  
(adjustable)



Cheetah  
Clutch Wallet



Or choose a new MK Mirror/Tray!




# November 2012

Sun      Mon      Tue      Wed      Thu      Fri      Sat

Monday Conference calls 11/6, 11/13, 11/20, & 11/ 27  
Dial in #: 661-673-8000  
Meeting ID: 343-841-168#  
  
12:30—1:00 pm (Central) Unit Meeting Conference Call for training, recognition, challenges, etc.

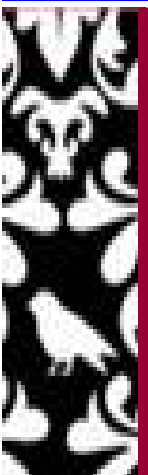
1      2      3  
Makeovers at Mary's 7 pm      Makeovers at 9 am, noon, and 3 pm call Mary for Details

4 Daylight Savings Time Ends - move clocks back 1 hour!      5      6 TNT 6:30—8:30 At the Mary Kay Pink Spot      7      8 Makeovers at Mary's 7 pm      9      10 Makeovers at 9 am, noon, and 3 pm call Mary for Details

11      12 Veterans Day Observed Postal Holiday       13 TNT 6:30—8:30 At the Mary Kay Pink Spot      14      15      16      17 Makeovers at 9 am, noon, and 3 pm call Mary for Details

18      19      20 TNT 6:30—8:30 At the Mary Kay Pink Spot      21      22 All Company & Branch Offices Closed. Postal Holiday.      23 All Company & Branch Offices Closed.      24  
**Thanksgiving**

25      26      27 TNT 6:30—8:30 At the Mary Kay Pink Spot      28      29 Midnight CST cutoff for Consultants to place phone orders.      30 Last working day of the month. Consultants submit online orders until 9 pm CST. Online Agreements accepted until midnight.



**Birthdays**  
Emily R. Andringa 4  
Dawn S. Booth 4  
Tiffany Moales 13  
Urpia O. Linville 22

*Celebrate!!!*



**Anniversaries**  
C.J. Reed 25  
Carolyn L. Felder 15  
Darlene F. Strukel 12  
Sandy Mangrum 2  
Urpia O. Linville 1  
Heather K. Benbenek 1  
Tiffany Moales 1  
Danielle M. Bartz 1  
Tendai Nyanhongo 1  
Jessica Rodriguez 1  
Kelly Adams 1





**Mary's Miracle Making Maniacs!**

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## Highlights this Month:

### September Results, October, 2012

- ◆ Quarter 2 Star Consultant Quarterly Contest (September 16 - December 15, 2012)
- ◆ Class of 2013 Offspring Challenge Begins (through July 1, 2013)
- ◆ Race for the Gold (July 1 - November 30, 2012)
- ◆ Mary Kay Makeover Contest Hollywood Dreams (Sept. 5 - Dec. 14, 2012)



## To the Excellent...



## Words of Wisdom

Most people start out with good intentions and want to make significant achievements. But too often they fall short of their ambition because they lack discipline. Because it takes true commitment to fulfill a long-term goal, Mary Kay Cosmetics has a "ladder of success," with the way to take each step clearly defined in black and white. Each person, through her own efforts, promotes herself.

~Mary Kay Ash



## Selling is all around you!

You can find customers all around you — from friends and family to co-workers and people you meet every day. And these customers may lead you to more new customers. It all starts with building relationships and setting the tone for a successful selling situation.

### Consider the five suggested ways to market products:

1. On the Face — Skin care classes and facials
2. On the Go — Quick and easy, 15-minute appointments
3. Online — Sales through your Mary Kay® Personal Web Site
4. On Paper — Sales through catalogs and brochures or Preferred Customer Program mailings
5. On With the Show — Parties that preview product sets (collection previews, open houses, etc.)

Check out other fabulous selling ideas available on the InTouch® Web site under *LearnMK* that may help add a little extra excitement to your next selling opportunity.

