



# Miracle Making Overcomers!



AUGUST RESULTS & RECOGNITION ♦ SEPTEMBER, 2014

**Sales Director**  
**Mary Richardson**

## SEMINAR 2015 UNIT GOALS:

- ◆ \$300,000 Circle of Excellence
- ◆ 2 New Offspring Directors
- ◆ 2 New Car Drivers
- ◆ 10 Red Jackets
- ◆ 30 Star Consultants
- ◆ 100 Unit Members

## OCTOBER 2014 GOALS:

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

## #1 WHOLESALE ORDERS



CJ Reed

## #1 RETAIL



Lou Weiss

## #1 SHARING



Mary Richardson

## a NOTE FROM YOUR DIRECTOR . . .

# RACE FOR RED

To Mary's Miracle Making Overcomers!!

Wow – are you excited about the Race for RED promotion from Mary Kay? And I'm adding another perk – do 15 career chats with me in a month and get 3 NEW active recruits and I'll buy you a pair of shoes to go with the new jacket!!!

AND how about the \$75 Starter Kit? Are you kidding me??? What a great time for you to share this business and get into that gorgeous Red Jacket that you deserve to be wearing!!

I am sooooo excited about our new referral sheet the Beauty of Friendship – you will NEVER be out of people to call!! I just started using this – and have given 6 people the chance to fill it out – **I have 75 new leads from those 6 people!!** This one tool will make all the difference in your business if you use it!! If you're not sure how to use it – give me a call! 😊

September and October have always been such good months for holding facials and parties --- everyone is back in school, back in a routine, so get on the phone and offer everyone an update makeover, a fall makeover, a back to school makeover, (you get the idea)! And then use our Beauty of Friendship referral sheet and you will be off and running!

So are you READY FOR RED?? If so, call me and we can map out a plan for you to be in RED by the end of September!!

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

Love & Belief,

*Mary*

# Spotlight on Team Builders!

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

## Team Leaders

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

## Senior Consultants

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

Recruiter :Maureen Fiudo  
 Megan Tay

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

Recruiter :Patricia S. Meyer  
 Laura D. Fiudo

Recruiter :Cindy Tran  
 Edith Lopez  
 # Molly Vickers



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 DIQ 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 August 1-31.)

New Consultant  
Daisy Tatum

From  
LEANDER, 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



### 9% Recruiter Commission Level

C.J. Reed	\$159.44
Mary A. Richardson	\$124.74

### 4% Recruiter Commission Level

Laura D. Fiudo	\$20.30
Patricia S. Meyer	\$19.27
Linda R. Lamusga	\$9.20

## Team Building TIP OF THE MONTH!

### Team Building Appointments:

From LearnMK on InTouch

To lead a team-building conversation with your new team member on how to conduct one-on-one teambuilding appointments:

- ◆ Encourage her to add the personal touch.
- ◆ Encourage her to keep the appointment focused on identifying any needs the woman has in her life and sharing how a Mary Kay business can fulfill those needs. The following outline might be helpful:
  1. First, welcome the prospective team member and explain what you'll be covering.
  2. Ask the prospective team member about herself.
  3. Tell the prospective team member about yourself and passionately share your I-story.
  4. Tell the prospective team member about the Company.
  5. Tell the prospective team member about the Mary Kay business opportunity and how it has enriched your life.

***"It is literally true that you can succeed best and quickest by helping others to succeed."***

***~ Napoleon Hill (one of Mary Kay's favorite authors)***



# HALLOWEEN IDEAS:



IS THAT SAME  
OLD LOOK....  
DRIVING YOU  
BATTY?

I WOULD LIKE TO TREAT YOU TO A "NEW" LOOK WITH MARY KAY. . . . THE #1 CHOICE FOR THE WOMAN OF THE MILLENNIUM! WE ARE THE BEST SELLING BRAND IN THE COUNTRY. . .

WE WILL HAVE  
YOU SMILING IN  
NO TIME!!!



GOOD FOR \$10.00 IN FREE PRODUCT AND \$20.00 WHEN YOU INVITE 2 GHOUL-FRIENDS OVER!!



Hello Neighbor!

I thought this would be a fun way to introduce myself. I am a Beauty Consultant with Mary Kay Cosmetics.

If you will call me within 48 hours, I will have a FREE Mary Kay product gift for you!

All I ask is that we set up a 10 minute appointment so that we can meet. I can explain my services to you, and I can present you with your free gift.

Of course, this offer is only valid if you do not currently have a Mary Kay Beauty Consultant servicing you. I really look forward to meeting you!

Remember to call me within 48 hours!

Your Consultant: \_\_\_\_\_

Phone Number: \_\_\_\_\_

## Holiday Helper

Are you excited about the holiday season, but don't know where to start? That's where the Holiday Helper comes in! By using the monthly guidelines below, you can make sure that you're set for a successful season.

### October - Lay the groundwork.

- ◆ Pre-Season Parties
- ◆ Pass Out Favorite Things Sparkle! Wish Lists
- ◆ Host a Sparkle! Open House
- ◆ Stock Up on Inventory

### November - Gain momentum.

- ◆ Holiday Hangouts Parties
- ◆ Follow Up with Gift Givers Who Filled out Wish Lists
- ◆ Black Friday & Pink Monday Ideas

### December - Finish strong

- ◆ Stocking Stuffers
- ◆ Be Prepared
- ◆ 12 Days of Christmas
- ◆ Glamour on the Go

Get all the monthly details for the Holiday Helper on [marykayintouch.com](http://marykayintouch.com).  
Products > Product Central > SPARKLE! HOLIDAY HUB > Holiday Helper

# We Invested in Product Last Month!

<i>C.J. Reed</i>	\$930.50	<i>Glenna Berinti</i>	\$230.50
<i>Patricia S. Meyer</i>	\$809.50	<i>Heather Ruffcorn</i>	\$230.50
<i>Maureen Fiudo</i>	\$507.50	<i>Kathryn A. Morgan</i>	\$230.00
<i>Laura D. Fiudo</i>	\$481.75	<i>Vicki Thompson</i>	\$228.50
<i>Linda R. Lamusga</i>	\$401.50	<i>Carolyn L. Felder</i>	\$225.00
<i>Coni L. Lentz</i>	\$387.50	<i>Yvette Cantu</i>	\$225.00
<i>Lou Weiss</i>	\$327.00	<i>Megan Tay</i>	\$24.00
<i>Maria S. Lozano</i>	\$237.50	<i>Mary Richardson</i>	\$525.00
<i>Jane F. Hauptert</i>	\$233.50		



## Discover Speed and Flexibility Introducing the Mary Kay Visa® Prepaid Card

Mary Kay has partnered with Citi® to bring you an easy-to-use prepaid card!

The reloadable Mary Kay Visa® Prepaid Card provides a new option for you to safely and securely receive monthly commissions (including bonuses and/or other earnings). There is a lot to love about this new program!

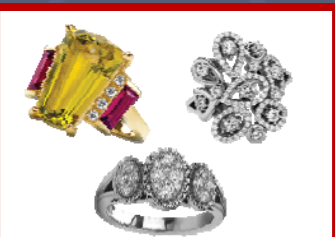
Get all the details at [marykayintouch.com](http://marykayintouch.com).

# 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	\$3,316.00	\$80.00	\$3,396.00
2	Laura D. Fiudo	\$2,251.50	\$20.00	\$2,271.50
3	Patricia S. Meyer	\$2,165.00	\$60.00	\$2,225.00
4	Maureen Fiudo	\$2,130.00	\$60.00	\$2,190.00
5	Lou Weiss	\$1,141.00	\$40.00	\$1,181.00
6	Rebecca R. Parker	\$914.00	\$0.00	\$914.00
7	Linda R. Lamusga	\$823.00	\$20.00	\$843.00
8	Coni L. Lentz	\$775.00	\$0.00	\$775.00
9	Megan Tay	\$659.00	\$0.00	\$659.00
10	Sonya L. Schulte	\$609.00	\$0.00	\$609.00



*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

Sarah Schaezel	\$1354
Lou Weiss	\$1083
Nan Harrison	\$653
Pat Meyer	\$567
Susie Caraway	\$454
Fran Bates	\$452
Maureen Fiudo	\$318
Janice Merritt	\$279
Emma Sue Smallwood	\$248
CJ Reed	\$223
Vicki Thompson	\$215
Ericka Bundy	\$180
Emily Linner	\$140
Laura Fiudo	\$105

## Remarkable Reorders

Susie Caraway	\$454
Janice Merritt	\$279
Pat Meyer	\$211
Fran Bates	\$210
Nan Harrison	\$176
Vicki Thompson	\$136
CJ Reed	\$45
Lou Weiss	\$24

## Wonderful Web Sales

Vicki Thompson	\$79
Maureen Fiudo	\$34
Pat Meyer	\$28
CJ Reed	\$12

## Amazing On The Go Sales

Sarah Schaezel	\$917
Lou Weiss	\$677
Emma Sue Smallwood	\$99
Pat Meyer	\$54
Maureen Fiudo	\$45
CJ Reed	\$20

## Sets Sold

Lou Weiss	6
Sarah Schaezel	1
Emma Sue Smallwood	1

## New Bookings

CJ Reed	4
Ericka Bundy	2
Emily Linner	1
Sarah Schaezel	1

## Fabulous Facials & Parties

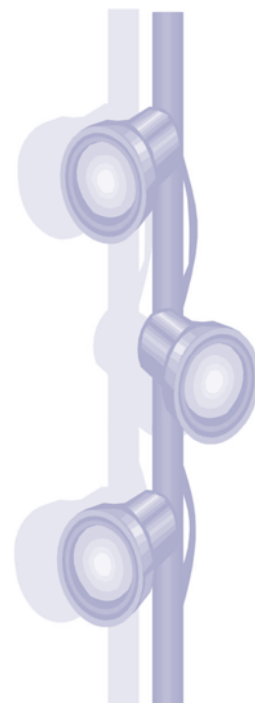
Nan Harrison	\$371
Lou Weiss	\$279
Fran Bates	\$242
Sarah Schaezel	\$198
Ericka Bundy	\$180
Sarah Schaezel	\$176
Emma Sue Smallwood	\$149
CJ Reed	\$146
Emily Linner	\$140
Pat Meyer	\$116
Nan Harrison	\$106
Laura Fiudo	\$105
Maureen Fiudo	\$94
Pat Meyer	\$84
Maureen Fiudo	\$80
Pat Meyer	\$74
Maureen Fiudo	\$65
Sarah Schaezel	\$63
Lou Weiss	\$59
Lou Weiss	\$44

## Wonderful Weeks

Lou Weiss	\$503
Sarah Schaezel	\$503
Nan Harrison	\$486
Sarah Schaezel	\$312
Sarah Schaezel	\$306
Pat Meyer	\$291

## WAS Turned In

Fran Bates	
Erick Bundy	
Susie Caraway	
Laura Fiudo	
Maureen Fiudo	
Nan Harrison	
Emily Linner	
Janice Merritt	
Pat Meyer	
CJ Reed	
Sarah Schaezel	
Emma Sue Smallwood	
Vicki Thompson	
Lou Weiss	





# Aim for the Stars!

## On-Target \$tar Consultants!

June 16 - September 15, 2014



**Congrats  
4th Quarter  
STARS!**

**PEARL  
MARY  
RICHARDSON**

**SAPPHIRE  
C.J. REED**

Consultant Name	Current Wholesale Production	—Wholesale Production Needed for Star—				
		Sapphire \$1,800	Ruby \$2,400	Diamond \$3,000	Emerald \$3,600	Pearl \$4,800
MARY RICHARDSON	\$4,950.00	*****	*****	*****	STAR	STAR
MAUREEN FIUDO	\$2,120.50	STAR	\$279.50	\$879.50	\$1,479.50	\$2,679.50
C.J. REED	\$1,608.00	\$192.00	\$792.00	\$1,392.00	\$1,992.00	\$3,192.00
LAURA FIUDO	\$1,485.75	\$314.25	\$914.25	\$1,514.25	\$2,114.25	\$3,314.25
PATRICIA MEYER	\$1,077.50	\$722.50	\$1,322.50	\$1,922.50	\$2,522.50	\$3,722.50
LINDA LAMUSGA	\$675.00	\$1,125.00	\$1,725.00	\$2,325.00	\$2,925.00	\$4,125.00
LOU WEISS	\$570.50	\$1,229.50	\$1,829.50	\$2,429.50	\$3,029.50	\$4,229.50
SANDY MANGRUM	\$452.50	\$1,347.50	\$1,947.50	\$2,547.50	\$3,147.50	\$4,347.50
REBECCA PARKER	\$439.50	\$1,360.50	\$1,960.50	\$2,560.50	\$3,160.50	\$4,360.50
VICKI THOMPSON	\$413.00	\$1,387.00	\$1,987.00	\$2,587.00	\$3,187.00	\$4,387.00

## Consistency Club

### On Target Consistency Club:

#### \$650 Club

CJ Reed    Laura Fiudo  
Maureen Fiudo    Pat Meyer

#### \$450 Club

Rebecca Parker    Lou Weiss  
Linda Lamusga

#### \$250 Club

Edith Lopez    Katherine Benitez  
Cynthia Martinets    Jo Ruffcorn  
Robin Gelschus    Emily Andringa  
Sonya Schulte    Megan Tay  
Kathy Morgan    Sandy Christianson  
Vicki Thompson    Joyce Williams  
Cindy Tran    Glenna Berinti  
Kelly Adams    Coni Lentz  
Jane Hauptert    Vicki Thompson  
Heather Ruffcorn    Maria Lozano  
Yvette Cantu    Carolyn Felder

Order 2 out of 3 months (July-Sept) to WIN your choice of prizes!!!

\$650 Club



3 Beads, or Bracelet and 2 Beads

Or a New Mary Kay Mirror & Tray

\$450 Club

\$250 Club



2 Beads, or Bracelet and 1 Bead, or New MK Mirror & Tray

1 Bead, or Bracelet, or a Training CD





# September

# Squares Contest

September 1st - 30th















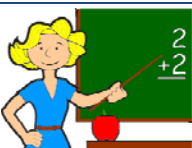








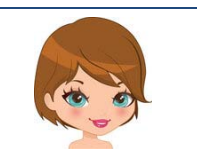











Submit to Director by Oct 3rd.  
Text a picture of completed form.

Do the activity, color in the square, and win the prize!

7 Squares = 7 Points  
14 Squares = 14 Points  
21 Squares = 21 Points  
28 Squares = 28 Points  
Points redeemed for Inner Circle Prizes

Name \_\_\_\_\_

Number of Squares completed \_\_\_\_\_

 Facial mom pushing baby stroller.	 Sell 3 or more items.	 Facial a blonde.	 Submit all monthly sales by the 3rd of next month on Intouch.	 Facial a business woman.	 Demo Deep Wrinkle Filler on 20 women's faces or hands.	 Give a facial to a new customer.
 Facial someone with brown hair.	 Book one facial or party.	 Submit 5 entries in the Cute drawing.	 Facial someone who wears scrubs to work.	 Share the Marketing Plan with one.	 Sell 3 or more items.	 Hold a Mary Kay Party with 3 or more.
 Facial a teacher.	 Hold a Mary Kay Party with 3 or more.	 Facial someone who wears a uniform.	 Sell 3 or more items.	 Facial a mom.	 Wear your Beauty Coat 10 days in the month.	 Attend Tuesday Night Live!
 Share the Marketing Plan with one.	 Facial a mother and daughter.	 Facial someone with brown hair.	 Facial a college student.	 Give a facial to a new customer.	 Sell \$1000 this month.	 Sell 3 or more items.
 Sell 3 or more items.	 Facial a red head.	 Attend Tuesday Night Live!	 Book one facial or party.	 Call your customers.	 Hold a Mary Kay Party with 3 or more.	 Share the Marketing Plan with one.



# Featuring the New Ready for Red

## COLLECTION

Exclusive prizes for RED  
JACKETS and above

Ready to RUN?

Book your **15 Career Coffees**  
and earn your **Red Pump; or**  
**Flats** from your Director when  
you turn

RED In ONE MONTH.

\*Take a GIFT CARD of equal  
value if you have already  
earned your heels and shop for  
kicky, party flats!!



Are you ready to accessorize your ravishing red jacket?

For the rest of the year, Independent Beauty Consultants can pave the road to red by reaching the cumulative team production goal\* in wholesale Section 1 products that corresponds with their career levels.

## RACE FOR RED



### Star Team Builder

- 3-4 Active Recruits
- 1,200+ Monthly Cumulative Team Production



### Team Leader

- 5-7 Active Recruits
- 1,800+ Monthly Cumulative Team Production



### Future Independent Sales Director

- 8+ Active Recruits
- 2,400+ Monthly Cumulative Team Production

### Consistency Is the Key.

Independent Beauty Consultants who reach the minimum team production and earn necklaces for a minimum of three out of four months during the contest period will receive a ritzy red *Ready for Red* handbag as a consistency prize.



# RED HOT





# The Beauty of Friendship

FREE COMPACT  
when 9 friends  
shop with me

More than \$182 of FREE PRODUCTS  
when you share me with 15 friends

and as a THANK YOU each referral will receive a Gift Card in your name



Name: \_\_\_\_\_  
Phone #: \_\_\_\_\_



**FREE MASCARA**

Name: \_\_\_\_\_  
Phone #: \_\_\_\_\_



**FREE EYE COLOR**

Name: \_\_\_\_\_  
Phone #: \_\_\_\_\_



**FREE LIPSTICK**

Name: \_\_\_\_\_  
Phone #: \_\_\_\_\_



**FREE @PLAY ITEM**

Name: \_\_\_\_\_  
Phone #: \_\_\_\_\_



**FREE LASH PRIMER**

Name: \_\_\_\_\_  
Phone #: \_\_\_\_\_



**FREE EYE PRIMER**

Name: \_\_\_\_\_  
Phone #: \_\_\_\_\_



**FREE CHEEK**

Name: \_\_\_\_\_  
Phone #: \_\_\_\_\_



**FREE @PLAY ITEM**

Name: \_\_\_\_\_  
Phone #: \_\_\_\_\_



**FREE EYE COLOR**

Name: \_\_\_\_\_  
Phone #: \_\_\_\_\_



**FREE SMUDGER BRUSH**

Name: \_\_\_\_\_  
Phone #: \_\_\_\_\_




**FREE LIP GLOSS**

Name: \_\_\_\_\_  
Phone #: \_\_\_\_\_



**FREE CONCEALER**

Name: \_\_\_\_\_  
Phone #: \_\_\_\_\_



**FREE EYE LINER**

Name: \_\_\_\_\_  
Phone #: \_\_\_\_\_



**FREE EYE COLOR**

Name: \_\_\_\_\_  
Phone #: \_\_\_\_\_



**FREE BRUSHES**

# October 2014



*Sun Mon Tue Wed Thu Fri Sat*

			1	2	3	4
			<b>RACE FOR RED</b>			Makeovers at 10 am, noon, and 3 pm call Mary for Details
5	6	7	8	9	10	11
		Makeover Night 6:30—8:30 at the Hampton Inn				Makeovers at 10 am, noon, and 3 pm call Mary for Details
12	13	14	15	16	17	18
	Columbus Day Observed Postal Holiday	TNT 6:30—8:30 at the Hampton Inn				Makeovers at 10 am, noon, and 3 pm call Mary for Details
19	20	21	22	23	24	25
		Makeover Night 6:30—8:45 at the Hampton Inn				
26	27	28	29	30	31	
		TNT 6:30—8:30 at the Hampton Inn		Midnight CST cutoff for Consultants to place phone orders.	Last working day of the month. Consultants submit online orders until 9 pm CST. Online Agreements accepted until midnight.	



Birthdays	Day	Anniversaries	Years
Daisy Tatum	5	Rebecca R. Parker	20
Kathryn A. Morgan	6	Heather M. Ruffcorn	15
Debra R. Heggernes	10	Lori O'Connor	13
Linda Mace	10	Charmaine Carney	12
Yvette Cantu	11	Linda Mace	9
Kristen R. Box-Rojas	17	Katherine A. Benitez	5
Lou Weiss	18		





## Miracle Making Overcomers

**MARY RICHARDSON**

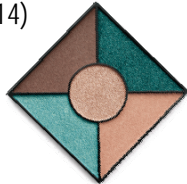
Senior Sales Director  
10804 Pickfair Drive  
Austin, TX 78750

Phone: 512-335-5464  
Hotline: 512-374-4439  
Email: [maryrich@marykay.com](mailto:maryrich@marykay.com)  
Web: [www.maryarichardson.com](http://www.maryarichardson.com)

### HIGHLIGHTS THIS MONTH:

#### August Results, September, 2014

- ◆ (September 1-30, 2014)
- ◆ Race for Red (September 1 - December 31, 2014)
- ◆ Quarter 2 Star Consultant Quarterly Contest (September 16 - December 15, 2014)
- ◆ All-Star Consultant Consistency Challenge (through June 15, 2015)
- ◆ Class of 2015 Offspring Challenge (through July 1, 2015)



## To the Outstanding...

## Words of Wisdom

You can have anything in this world if you want it badly enough and are willing to pay the price. With your priorities in order, press on, and never look back. May all of your dreams come true!

You can, indeed, have it all!  
~Mary Kay Ash



## Fall in Love

*Team-Building Promotion: September 1-30, 2014*

At Mary Kay, we love women who write their own success stories, and you can help women build their dreams this September with the Fall in Love Team-Building promotion.

When a new Independent Beauty Consultant starts her Mary Kay business in September, she can get the Starter Kit for only \$75! An easy way to tell your customers about this promotion is by sending them the Fall in Love MKeCard® or telling them about the special tools they have at their fingertips thanks to our sponsorship of Project Runway® Season 13.

When women start their businesses Sept. 1-30 and place their first product orders by Oct. 31, 2014, exciting incentives can be theirs!



## Bonus

New Independent Beauty Consultants who start their businesses can receive this necklace if they place their first product order of \$400 or more by Oct. 31, 2014!

