



Worthy News



March 2017 Newsletter, February Results



Happy St. Patrick's Day!

March Ordering Deadlines

- 16: Summer PCP Enrollment begins
- 30: Last day for phone orders
- 31: Last day of month

Seminar Challenge is here!



Our Queens



Queen of Sales:
Tash Beverly



Queen of Sharing:
It's a 4 way tie! See page 2!



MK University Comes to You!

Wondering how you can pump up your Mary Kay skills? Do you need training that you can access anytime throughout the day? Maybe you need a refresher? Check out the MKUniversity page on InTouch. This page is FULL of courses to better your business! It has everything that you need to equip yourself to run a powerful business!

And here's a great challenge! Give yourself a goal to complete each and every course within a month's time. PUMP UP the challenge! Complete the course and have a \$250 week, plus share the opportunity with three people. *Challenge yourself and you WILL see results in your business!*

- IF THE -
plan
DOESN'T
WORK
• CHANGE THE PLAN •
BUT NEVER THE
GOAL



 Two-step over to Gilley's for the **Seminar 2017 prize party.**

What is the *Embrace Your Dreams* Seminar Challenge?

Independent Beauty Consultants who achieve the *Embrace Your Dreams* Challenge for the months of March, April, May and June will be invited to the Dream Big in Big D prize party during Seminar 2017, where they will receive the special "Do It Now" Embrace Your Dreams bracelet.

Throw on your diamonds, grab your boots and come celebrate your dreams at the prize party in Big D! Gilley's will once again host the Mary Kay prize party at Seminar 2017. Get prepped in pink, and be ready to two-step the day away at the *Dream Big in Big D* prize party!



On Target Stars and Star Consultants

Third Quarter Ends—March 15, 2017

	Total	Sapphire	Ruby	Diamond	Emerald	Pearl
TASH BEVERLY	\$2,704.50	*****	STAR	\$295.50	\$895.50	\$2,095.50
ALICIA HAWES	\$2,401.40	*****	STAR	\$598.60	\$1,198.60	\$2,398.60
TRUDY WILLIAMS	\$1,827.25	STAR	\$572.75	\$1,172.75	\$1,772.75	\$2,972.75
ANNE BROOKS	\$1,821.75	STAR	\$578.25	\$1,178.25	\$1,778.25	\$2,978.25
BEVERLY ADAMS	\$1,808.25	STAR	\$591.75	\$1,191.75	\$1,791.75	\$2,991.75
CRYSTAL PANNELL	\$1,800.00	STAR	\$600.00	\$1,200.00	\$1,800.00	\$3,000.00
JOHNNIE STEPHENS	\$1,506.25	\$293.75	\$893.75	\$1,493.75	\$2,093.75	\$3,293.75
CHERYL ISIBOR	\$1,233.25	\$566.75	\$1,166.75	\$1,766.75	\$2,366.75	\$3,566.75
CHRISTINE WATKINS	\$1,211.25	\$588.75	\$1,188.75	\$1,788.75	\$2,388.75	\$3,588.75
ROBIN WEBSTER	\$808.50	\$991.50	\$1,591.50	\$2,191.50	\$2,791.50	\$3,991.50



Upcoming Holidays and Selling Ideas

1-Apr	April Fool's Day 2017	Saturday
14-Apr	Good Friday 2017	Friday
16-Apr	Easter 2017	Sunday
17-Apr	Easter Monday 2017	Monday
22-Apr	Earth Day 2017	Saturday
5-May	Cinco de Mayo 2017	Friday
14-May	Mother's Day 2017	Sunday
20-May	Armed Forces Day 2017	Saturday
29-May	Memorial Day 2017	Monday
14-Jun	Flag Day 2017	Wednesday
18-Jun	Father's Day 2017	Sunday

To the left are upcoming holidays to consider taking advantage of during the upcoming month's ahead.

Here are some awesome tips, too!

1. Take advantage of **super cute packaging** (doesn't have to cost a lot of money). A little bit goes a long way!
2. **Bundle items** together to make sets that are an easy to give- take the guess work out of gift-giving
3. **Promote gifts at your skin care classes** as add-on items. For instance, before you do an individual close with your guests, you can say, "This table over here has **gift sets** for _____ that is coming up or if someone you know and love has a birthday coming up soon!" Then quickly romance the gifts. Separate the gifts in different price points. \$20, \$30, \$40 and so on
4. Post pictures of your gift sets on facebook and on your timeline and also on your customer's page



Suggested Customer Service Timeline

10 - 14 Days before appointment

- * Book class
- + Coach and pre-profile hostess
- * Send class reminder postcards to guests

5 - 7 Days before appointment

- * Call hostess for guest list
- * Pre-profile guests
- * Pack and prepare for class



Day of Appointment

- * Arrive 30 minutes early to set up + hold color appointment with hostess
- * Hold skin care class to generate sales, future appointments, and prospects
- * Coach new hostesses booked using a hostess packet

1 - 2 Days following appointment

- * Fill in business tracking sheets and enroll new customers in PCP
- * Follow up with guests
- * Re-order products to maintain store

3 - 7 Days following appointment

- * Deliver any products
- * Hold team-building appointments with prospects from appts
- * Begin pre-profiling for classes booked from appointment

14 - 60 Days following appointment

- * Customer service and booking calls (within 14 days)
- * Follow up with PCP customers with each quarter
- * Add new customers to quarterly facial rotation and to follow up on reorder needs as a part of exceptional customer service



Recruiters and their team!

* You are currently inactive. It only takes a \$225 wholesale order to get back on track!

#T Status

Future Directors

Recruiter :Alicia C. Hawes
Tina M. Foggie
Carrie Hawes
Utrena Kershaw
Chasity C. Lyles
Tamonya Murphy Smith
Damita L. Parks
Tawanna N. Tate
Ashley M. Wheeler
Mary M. Wheeler
Lakita Young
* Christina R. Arthur
* Latonya Littlejohn
Melissa Johnson
Breanna M. Sterling
Cephina D. Williams
C. Woodward-Fowler

Star Team Builders

Recruiter :Beverly D. Adams
Felicia L. Langley
Bridget S. Mangle
Lisa A. Moon
* Shavada Lee
* Regina Sullivan
Angela Anderson
Tamika L. Brock
Monique E. Hunter
Tisa A. Johnson
Weslica L. Johnson
Annette Richardson
Shay Rosemond
Monisa Shell

Recruiter :Tabatha V. Bluford
Hannah W. Crews
Dominique Montgomery
Bonita C. Wheeler
* Rotunda A. Choice
Chasity L. Adams
Shantis L. Bluford
Velma Bluford
Nicole L. Colvin
Letitia A. Hope
Jaselyn S. Jennings
Johnny Johnson
Rhonda Y. Johnson
Roberta Mazyck
Akebia M. McCree
Francia Paulino
Christina E. Pitts
Jennifer L. Prince

Welcome!

Starting Something
Beautiful....

From

Sharing Dreams...



Anna E. Crudup
Nikki Mcmannus
Vickey A. Peake
Regina Sullivan
Shakia A. Williams

WOODRUFF, SC
GREENWOOD, SC
SPARTANBURG, SC
VINEMONT, AL
BELTON, SC

S. Byrd
S. Williams
J. Stephens
B. Adams
C. Pannell

Welcome to our Unit!

Recruiter :Johnnie M. Stephens
Ashley M. Black
Nicole Black
Carrie D. Stephens
* Vickey A. Peake

Recruiter :Robin N. Webster
Cheryl E. Isibor
Andrea L. Mccray
Shelley Seegars

Senior Consultants

Recruiter :Felicia L. Langley
Crystal Y. Pannell
Tonette L. Johnson
Katurah S. King
Deriek Wharton

Recruiter :Christine V. Watkins
Courtney S. Meredith

Recruiter :Bonita C. Wheeler
Alyssa N. Fisher
Alicia C. Hawes
Mia Gentry
Arianna Noble
Sharita Parks
Tamala Robinson
Crystal Tinch
Daisy Webb

Way to go!

Steps to Success

Senior Consultant
1-2 active Team Members.
4% Commission.

Star Recruiter
3+ active Team Members.
4% Commission.
Wearing the Red Jacket.

Team Leader
5+ active Team Members.
Wearing the Red Jacket.
9-13% Commission Team.



On Target for Car!

5+ active personal team
member & \$5,000 w/s
growing to 16 actives and
\$23,000 w/s in 1-4 months.

AWESOME BIZ BUILDING TIPS

PLACE a FACIAL BOX IN
a LOCAL SALON TO GET
INSTANT LEADS

GET REFERRALS FROM
HOSTESSES AND
GUESTS AT a CLASS

HAVE BUSINESS CARDS
THAT DIFFER FROM
OTHERS AT LOCAL SPOTS

POST OFTEN ON YOUR
FACEBOOK PAGE
PRODUCT RESULTS

POST OFTEN ON YOUR
FACEBOOK PAGE
SPECIAL SALES

GOOGLE NETWORKING
EVENTS NEAR YOU
AND ATTEND OFTEN

SHARE HOW YOUR
PRODUCTS HAVE
THE BEST VALUE

GIVE a REFERRAL BONUS
TO THOSE THAT REFER
NEW LADIES TO YOU

JOIN YOUR LOCAL
CHAMBER OF
COMMERCE

GIVE OUT GOODY BAGS
TO PPL IN YOUR CIRCLE
(THEY KNOW YOU
ALREADY)

DO GOOD DEEDS AND
SPOIL OTHERS, IT WILL
COME BACK TO YOU

SETUP BOOTHS THAT
ARE DIFFERENT FROM
OTHERS AT SHOWS

NETWORK WITH OTHER
BUSINESSES ON HOW
YOU CAN HELP ONE
ANOTHER

MAKE YOUR PARTIES
REALLY UNIQUE
AND SPECIAL

WORK WITH BRIDES AND
GET BRIDES TO REFER
OTHER BRIDES TO YOU

HIGHLIGHT PRODUCT OF
MONTH ON FACEBOOK
AND OFFER SAMPLES

SHOW ALL SORTS OF
BEFORE AND AFTERS ON
FACEBOOK AND
INSTAGRAM

WHAT ARE YOU REALLY
GOOD AT? INCORPORATE
YOUR SPECIAL SKILLS IN
YOUR BUSINESS!

Congrats!

on Your Order!

Tash Beverly	\$2,066.00
Crystal Y. Pannell	\$1,536.50
Alicia C. Hawes	\$1,169.25
Cheryl E. Isibor	\$628.25
Dominique Montgomery	\$620.10
Trudy A. Williams	\$609.75
Christine V. Watkins	\$606.25
Johnnie M. Stephens	\$605.75
Anne M. Brooks	\$603.75
Tabatha V. Bluford	\$346.00
Gloria A. Ross	\$298.25
Levier E. Hunt	\$284.00
Ashley M. Black	\$279.00
Beverly D. Adams	\$256.25
Carrie Hawes	\$245.00
Felicia L. Langley	\$240.00
Lisa A. Moon	\$238.00
Andrea L. Mccray	\$231.25
Vernessia McDowell	\$228.00
Hannah W. Crews	\$225.50
Robin N. Webster	\$208.00
Chasity C. Lyles	\$120.00
Catherine Reid	\$92.00
Alyssa N. Fisher	\$19.00

March Bracelet!

The March bracelet features the Mary Kay Ash quote "Reach for the moon!"

With an elegant script font, the brushed silver-tone bracelet is edged with polished bands and features a rose gold-tone crescent moon accent.



Seminar 2017 Dates & Details!



Are you Ready for the Party in the Lone Star State?

Come on down to Dallas, and help us turn the town pink. Stop by the Expo for a sneak peek of the newest Mary Kay® products, programs and technology. Then, grab a seat with thousands of your best girlfriends for riveting recognition, mind-blowing motivation and electrifying education. By the time you hop on the plane or slide into your car to head home, you'll be ready to take the world by storm and seize success! Plus, if you register for Seminar 2017, without canceling, you will receive a **\$70 wholesale/\$140 retail credit** toward your first Section 1st product order *placed from July 26 - Aug. 31, 2017.*

Registration opens in mid-April. Visit InTouch for complete details!



TOP COURT OF SALES

7/1/2016 - 6/30/2017

		YTD Retail	YTD PC Credit	YTD Total
1	Alicia C. Hawes	\$14,455.50	\$5,534.00	\$19,989.50
2	Trudy A. Williams	\$11,491.00	\$5,628.00	\$17,119.00
3	Anne M. Brooks	\$11,707.10	\$4,736.00	\$16,443.10
4	Johnnie M. Stephens	\$9,463.80	\$3,627.30	\$13,091.10
5	Cheryl E. Isibor	\$9,217.10	\$1,450.00	\$10,667.10
6	Christine V. Watkins	\$7,086.50	\$1,490.00	\$8,576.50
7	Damita L. Parks	\$7,061.60	\$1,325.00	\$8,386.60
8	Tash Beverly	\$5,784.00	\$0.00	\$5,784.00
9	Tabatha V. Bluford	\$4,137.50	\$1,162.00	\$5,299.50
10	Beverly D. Adams	\$3,537.50	\$1,202.00	\$4,739.50



TOP COURT OF SHARING

7/1/2016 - 6/30/2017

This could be you!

Team Building Tips

Put your honest effort in. Don't just go through the motions—you have to put your leg over the fence and your heart over the line. Let people know you care about them—after all, they are joining YOUR team

STAY excited about their possibilities. Get them psyched about the company first, not inventory.

Make a list of everyone you want to BOOK and everyone you want to RECRUIT and keep it organized and growing.

Appointments are guest events. Make sure you have at least 10 guest events (shows count) in one month.

Get it totally straight that you WILL get a GOLD or Double GOLD. Have it in your head and heart and be completely purpose driven.

Have your motto become, "let it be me that is the initiator"—and don't get distracted.

Be proactive about booking 10 classes immediately. Book, double book, offer MORE. Directors, whatever you challenge your unit to do, you do it too!

READ positive literature DAILY. Don't get off that wagon. Google quotes, watch inspirational facebook videos and more!

ASK people to LISTEN. Don't ask them to join. Tell them you have an idea that they need to explore with Mary Kay—let's do coffee—you'd like to see what they think.

Be a people mover! Move them off your "maybe" list onto a "yes" or a "discard." Move ON!



Love Checks!

9% Recruiter Commission Level
Alicia C. Hawes

\$32.85

4% Recruiter Commission Level

Felicia L. Langley

\$61.46

Bonita C. Wheeler

\$47.53

Beverly D. Adams

\$46.17

Robin N. Webster

\$34.38

Tabatha V. Bluford

\$33.82

Johnnie M. Stephens

\$11.16



Birthdays & Anniversaries!

April Celebrations

Birthdays	Day
Robin N. Webster	3
Jennifer L. Prince	11
Christine V. Watkins	17
Daisy Webb	19
Cheryl E. Isibor	20

Anniversaries	Years
Christine V. Watkins	6
Trudy A. Williams	4
Shavada Lee	3
Courtney S. Meredith	3
Alicia C. Hawes	2
Angela Anderson	2
Annette Richardson	1
Sonya Trollinger	1
Arianna Noble	1
Tonette L. Johnson	1
Daisy Webb	1
Hannah W. Crews	1
Crystal Y. Pannell	1
Christina R. Arthur	1
Katurah S. King	1
Akebia M. McCree	1
E. Worthington-Clark	1
Chasity L. Adams	1
Lakita Young	1
Angela Fetterson	1
Carrie Hawes	1
Johnny Johnson	1
Christina E. Pitts	1
Deriek Wharton	1

Easter Selling Ideas

As Easter approaches, we all feel a sense of renewal and new beginnings with the budding and blossoming of nature all around us. Many of your customers will follow the Easter tradition of giving Easter baskets to friends and family, or maybe to themselves, as a needed boost after winter weather. This could be a great time to pass along the emphasis of fresh starts to your customers by creating your own Easter basket gift sets to sell for spring.

Easter Goodies for All

Independent Executive Senior Sales Director Pam Higgs of Newburg, Md., has awesome spring sales by offering the following Easter gift ideas for her eggs-tra special customers.

For Some Bunny Special

Customized color sets in vinyl bags.

For My Honey Bunny

One each of MK Lipstick, MK Eye Color and MK Cheek Color

Spring Chick Collection

One each of Time Wise Age-Fighting Eye Cream and Indulge Soothing Eye Gel.

For Sun-Bunny Special

Any combination of Sun Care products.

Basic Bunny

Basic skin care products with a bunny.

Pretty Peepers

Any combination of color or skin supplement eye products.

Theme: A New Spring Look

It's time to pack away the winter look and start anew with fresh spring colors! Mary Kay lip colors for spring are the best way to begin your new spring wardrobe. Teaching your customers how to achieve the lip look they always wanted, using our fabulous lip products and online application tips is sure to boost your spring sales.

Getting Leads

Purchase 4 dozen plastic eggs, and put inside put a "\$10 gift certificate with makeover" with your name and phone # along with some jelly beans. Put the eggs in a pretty basket.

Go to area businesses where you know women are working. What do you say to these ladies when you handed them the egg? "I am here to honor the working women in your office with candies, Easter eggs and gift certificates! Would you like to be honored? Here, you get to choose your egg!

The egg has a prize in there from me, so I need to get your name and a number to reach you so we can get together for your prize!" Then hand them the name/phone number side of your business card, have them choose their egg, and after getting their name and number, say, "What is the best time to reach you? Thanks! Have a Happy Easter!!"

Be sure to ask if there are any other women they know who'd like to be honored, and if so, I follow the same script with all of them. If no, then I say thanks and head to the next office!

Tomorrow there will be lots of bored and frustrated working women who wish they were off work!! Banks, doctors' offices, etc.!! Go find them and brighten their day!

Easter is
April 16th





Reach for the moon

Sharon Byrd
5541 Tipperlin Way
Charlotte, NC 28278



How Many IPAs Can You Complete in a Week?

Take the challenge to see how many IPAs you can complete in one week. Share your results with your director each week for personalized suggestions and training!

Date:	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Total
1 Class/Show (3+ people)								
1 Facial (1-2 people)								
Call 5 customers (reorders)								
1 Interview (recruiting)								
Hand out a "Recruiting" CD								
1 Guest at Training								
2+ NEW Contacts (name & #)								
1 NEW Team Member								
\$100 Day								
TOTAL IPAs								

Ready. Set. Go!