



# Simone's Success Express



Simone Pace, Sales Director

January Newsletter, December results

## Unit Goals:

- \$300,000 Unit Club
- Cadillac Unit
- 10 Red Jackets
- 3 New Directors
- 5 National Court of Sales
- 3 National Court of Recruiting
- 30 Star Consultants
- 5 Car Drivers
- 100 Unit Members

## QUARTERLY SUPERSTARS

### Star Consultants go for the bling.



### Words of Wisdom From Mary Kay Ash

From the beginning of time people have been looking for the "magic formula" for success. Actually, it's just a matter of making the most of your God-given talent and ability. I truly believe that anyone can be a success if they will simply follow these three important steps.

1. Plan
2. Persist
3. Work

## Power Class of the Month



### Power Class of the Month

The Power Class of the Month is coming in January! This special pre-recorded webcast will be available on the first day of each month, and will include powerful education taught by the leaders of our independent sales force – Independent National Sales Directors! There also will be links to videos and hand-outs that complement the education featured in the webcasts.






Here are the educational topics you can look forward to in the first quarter:

- January: *The Courage To Be Great!* – Sabrina Goodwin Monday
- February: *Getting Fabulous with Follow-Up!* – Kimberly Copeland
- March: *You CAN Bounce Back!* – JoAnne Barnes

<b>Power Videos</b>	<b>Power Talk</b>	<b>Power Blogging</b>	<b>More Power</b>

# YEARLY SUPERSTARS

## Our Top 5 YTD Retail

<b>Beverly Yarusinsky</b>  Please Email Your Photo	<b>Britton Elliott</b>  Please Email Your Photo	<b>Annette Haynie</b>  Please Email Your Photo	<b>Melanie Carithers</b> 	<b>Jessica Frank</b> 
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## Top 10 Consultants COURT OF RETAIL SALES THRU DECEMBER

- |                       |        |
|-----------------------|--------|
| 1. BEVERLY YARUSINSKY | \$3061 |
| 2. Britton Elliott    | \$2899 |
| 3. Annette Haynie     | \$2768 |
| 4. Melanie Carithers  | \$2762 |
| 5. Jessica Frank      | \$2660 |
| 6. Rosa DeLeon        | \$2577 |
| 7. LeeAnn Lee         | \$2475 |
| 8. Ada Welch          | \$2377 |
| 9. Norma McKelvey     | \$1709 |
| 10. Teresa Pierson    | \$1599 |





**2012  
QUEEN'S  
COURT OF  
PERSONAL  
SALES**  
Choice of five

*Sell just \$750 per week*  
**\$1500 w/s per month**  
**= \$18,000 w/s or**  
**\$36,000 Retail**

## WELCOME BACK! Team-Building Promotion

You can help others bring in the New Year with a "Welcome Back" and a fresh start!

Former Independent Beauty Consultants, who sign an Agreement from Jan. 1 – 31, can purchase a **\$20 Second Chance Starter Kit** or a **\$100 Starter Kit** and are eligible to receive the following:

- A \$50 credit on the **initial** Section 1 order of \$400 wholesale or higher\* placed in the month of January or February.
- A \$100 credit on the **initial** Section 1 order of \$600 wholesale or higher\* placed in the month of January or February.

**2012 QUEEN'S  
COURT OF  
SHARING**  
Choice of three

**24 Qualified Team  
Members**  
*\*Qualified: \$600 w/s order*



## SEMINAR 2012 COURTS:

<b>Court of Sales</b> (Retail value of wholesale orders)		<b>Court of Recruiting</b> (Qualified \$600)	
Mary Kay	\$36,000	Mary Kay	24
NSD	\$20,000	NSD	12
Unit Court	\$16,000	Unit Court	10

# Simone's Success Express



The following women have chosen to join the #1 Skin Care and Color Cosmetics Company for **14 years!!**

**Congratulations on your smart business decision!!!**

## Welcome Back Deborah Eubanks

### Congratulations

On your decision to become an  
**INDEPENDENT BUSINESS WOMAN!**

These new goal oriented plans offer a new Consultant a map to success. They will help you reach specific goals in your first 30 days in the business.

### PROFIT LEVEL

Build your inventory to Star Consultant Level as quickly as possible so you can spend your profit. To build a good, sound business you must REINVEST until you are at the \$4800 level

### PERFECT START

Earn your Perfect Start Pin when you hold 5 skin care classes or put Mary Kay on 15 faces in 15 days!

### POWER START

Earn your Power Start Pin when you hold 10 skin care classes or put Mary Kay on 30 faces in 30 days!

### POWER START PLUS PIN

Achieve a Power Start (30 faces) and share the marketing plan with six people (Pearls of Sharing) and you will be awarded the Power Start Plus Pin.



## waytoGROW

Dec. 1, 2011 – Feb. 29, 2012



Way to Grow  
Luncheon bonus bracelet



Coordinating bangle bracelets

*The challenge continues!  
Independent Sales Directors and  
Independent Beauty Consultants  
can be rewarded during You Can  
Do It!<sup>SM</sup> Career Conference 2012  
for unit growth. Rewards are  
based on increasing the unit's size  
by 10 percent each month from  
Dec. 1, 2011 – Feb. 29, 2012.*



## Accelerate Your Success

Mary Kay Inc. is a company that believes in recognition and rewards. And there's no symbol of achievement like the Career Car – especially the prestigious pink Cadillac. Imagine how you'd feel behind the car of your dreams. Find out all you need to know about the Mary Kay® Career Car program at [www.marykayintouch.com](http://www.marykayintouch.com) and get on the road to success in style.

Mary Kay's Yahoo! Mention Mary Kay® Oil-Free Eye Makeup Remover received a fantastic mention on Yahoo! as part of their 2011 Year in Review coverage. In the article titled, "[10 best-selling beauty products of 2011](#)," Mary Kay was included as Yahoo! shared the top-selling products from their "most-searched online beauty resources for 2011". The story states that the Oil-Free Eye Makeup Remover "removes the toughest eyeliner and mascara" and "doesn't irritate sensitive eyes." It also mentions that the product won the *Allure* Best of Beauty Award.

CATCH THE "WAVE"....

"WOMEN ADVANCING WITH VISION AND EXCELLENCE"



Sales Director  
**Simone Pace**



Power-Up the  
Career Path!

**SENIOR CONSULTANTS**

**Barbara P. Patterson**  
Rosa I. De Leon



**Dorothy S. Thornton**  
Norma J. McKelvey



**LeeAnn F. Lee**  
Elizabeth C. Fowler



**Melanie M. Carithers**  
Jenifer S. Rotton  
Dorothy S. Thornton  
\* Angela C. Reeves



Earn the use of  
a **FREE** Car!



**Follow the Steps to SUCCESS!**

**Senior  
Consultant**

(1-2 active team  
members)  
4% Commission

**Founder:**  
*Mary Kay Ash*

**Sales Director:**  
*Simone Pace*

**Star  
Team  
Builder**

**RED  
JACKET**

(3+ actives)  
Sr Consultant  
benefits  
plus Red Jacket  
Rebate  
Eligible for \$50  
Bonuses

**Team  
Leader**

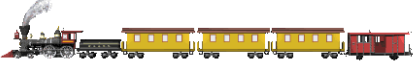
(5+ actives)  
All the previous  
benefits plus  
9-13% Commission  
Team Leader pin

**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**

(10+ active growing  
to 24 in 4 months!)  
\$18,000 w/s produc-  
tion needed with a  
minimum of \$4000  
w/s each month .  
Eligible to  
become Director and  
earn Unit  
Commission  
and Unit bonuses—  
Eligible to wear  
the exclusive  
Director Suit.



**UNIT WHOLESALER**

Thanks to the following consultants for working their business and placing an order in **DECEMBER**

- Richard Smith
- Beverly Yarusinsky
- Melanie Carithers
- Teresa Pierson
- LeeAnn Lee
- Alyssa Byars
- Jessica Frank
- Dorothy Thornton
- Tess Tintle
- Deborah Eubanks
- Rosa De Leon
- Annette Haynie
- Jaime Hughey



**DECEMBER QUEENS**

**Queen of Wholesale  
Richard Smith**

**Queen of Recruiting  
Position Open**

**The Preferred Customer Program<sup>SM</sup>**

**Save Time and Money** – You can save more than 40 percent when you mail The Look through the Preferred Customer Program<sup>SM</sup>.  
**Order Early** – You can order your promotional products six days early when you enroll customers to receive The Look.  
**Spring 2012 enrollment begins Jan. 16, 2012**

**Happy Birthday  
January**

Georgette Rhodan	3
Melanie Carithers	7
Faye Davis	10
Charlianne Nestlen	11
Crystal Green	12
Nancy Chase	19
Beverly Yarusinsky	22
Jaime Hughey	31
Melissa Sledge	31

**Happy Anniversary  
January**

Tess Tintle	16 Years
Kay Chidester	15
Crystal Lee	13
Jaime Nash	3
Miranda Collins	1
Faye Davis	1
Kerryn Von Zabern	1
Jacquelyn Bradley	1

# Happy New Year!

Can you believe it? This is the beginning of a bright New Year....one that is sure to be filled with twists and turns, hills, and plateaus...and surprises of all kind. No matter what type of person you are—be it creative, sensitive, shy, to-getter---the way you choose to handle these surprises will determine your success and ultimately how great 2012 will be for you. Start by believing in yourself and your abilities, because I know that in this business you can achieve anything that you sincerely set out to do.

Where do you see yourself by career conference, Seminar, and this time next year? Begin today to set your goals, each with a time limit.

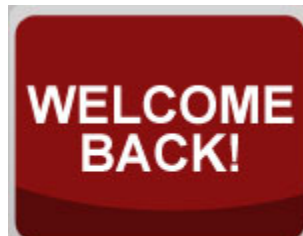
Take time right now to write out your wildest dreams for 2012. Remember to DREAM BIG! Then figure out your why for wanting to make it happen. What will the end result look like? What is your purpose? Take it one day at a time, after breaking your goals down into monthly, weekly, and daily goals. Make positive thinking and action a part of your carefully laid plan. Don't go to bed until your non-negotiable goal for the day is met!

This is your year to rise to the TOP! Here's to making ALL your dreams a reality! Your strength to succeed and your persistence will drive your success and allow you to remain focused on the goals you have. Do make your goals non-negotiable.

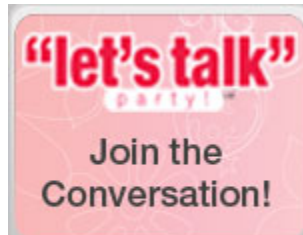
**DREAM BIG 2012!**

Love & Appreciation

*Simone*



Team-Building Promotion



Join the Conversation!

Visit Now



Get the Facebook how-to

[www.marykayintouch.com](http://www.marykayintouch.com)



# FOCUS on

# Goals#

Independent Sales Director  
 Carol Scholes of Tacoma, WA,  
 shares these basic tips on goals:

## Why Set Goals?

1. When goals are set, things happen.
2. Goals make you feel good about yourself.
3. Goals provide attitude adjustments.
4. Goals establish self-discipline and motivation.
5. Goals give you direction and purpose.
6. Goals take you where you want to go.
7. Goals create good habits and patterns to follow.
8. A goal will eliminate others from controlling your life. Set a goal to discipline yourself. If you don't, others will.

## Goals Can Be Negative If:

1. They are too big.
2. They are out of your sphere of interest.
3. You believe luck is necessary to arrive at your destination.
4. You set your goal by comparing yourself with others' accomplishments.
5. You are doing it for someone else.

## Reasons Most People Do Not Set Goals:

1. They are not sold on the benefits.
2. They feel it's safer not to.
3. They fear commitment, failure or success.
4. They have a poor attitude or focus.
5. They don't want to work.

## Six Parts of a Goal

<b>1. WOW</b>	<b>Excitement of a goal.</b>
<b>2. HOW</b>	<b>Plan to achieve a goal.</b>
<b>3. NOW</b>	<b>Just do it.</b>
<b>4. OUCH</b>	<b>Do it anyway.</b>
<b>5. VOW</b>	<b>Commitment to reach goal.</b>
<b>6. POW</b>	<b>The Victory!</b>

## Setting A Goal

1. Decide exactly what you want - be very specific.
2. Aim high - you should have "butterflies." Stretch your limits.
3. Create visuals. The subconscious mind accepts all information as fact and cannot distinguish between what is real and what is imagined and believed.
4. Involve family members. Find out what's in it for them.
5. Pick someone to emulate.
6. Define where you are. Goals must be "BIG" according to your ability.
7. Determine what you are capable of in a day, a week, a month and a year.
8. Write your goals in detail and talk about them with appropriate people.
9. Focus on your goal daily. If a goal is not focused on for three days, it's as if it never existed.
10. See goals as if they had already happened.
11. Keep your FOCUS. (Follow One Course Until Successful.)
12. Quitting is not an option.
13. Set another goal immediately upon reaching a goal.



# Do This Four Months In A Row and You'll Earn a Car and Be On Track for Directorship!!

Facial 12 faces weekly (put an X in the Square as completed)

Weekly total

Month: \_\_\_\_\_

WEEK I																				
WEEK II																				
WEEK III																				
WEEK IV																				
WEEK V																				

Sell \$500 retail weekly (Put an X in the square as completed), minimum of \$300 in NEW business

WEEK I																				
WEEK II																				
WEEK III																				
WEEK IV																				
WEEK V																				

Book 10 New Classes Weekly

(Put an X in square as completed)

WEEK I																				
WEEK II																				
WEEK III																				
WEEK IV																				
WEEK V																				
\$25	\$50	\$75	\$100	\$125	\$150	\$175	\$200	\$225	\$250	\$275	\$300	\$325	\$350	\$375	\$400	\$425	\$450	\$475	\$500	TOTAL

\$ \_\_\_\_\_

**Actual Monthly Retail Sales**

\$ \_\_\_\_\_

**Actual Monthly Profit**

Hold 3 Interviews weekly (record prospects name and phone number)

1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
WEEK I	WEEK II	WEEK III	WEEK IV	WEEK V	WEEK I	WEEK II	WEEK III	WEEK IV	WEEK V	WEEK I	WEEK II	WEEK III	WEEK IV	WEEK V	WEEK I	WEEK II	WEEK III	WEEK IV	WEEK V	WEEK I

**PERSISTENCE PAYS!!**  
 80% of all sales are made after the Fifth Call  
 48% of all salespeople give up after First Call  
 25% give up after the Second Call  
 12% make three calls & then give up  
 5% Quit after the Forth Call  
 10% keep on calling after the Forth Call

**AND TO THIS PERSISTENT**  
 10% goes 80% OF ALL SALES!!

# "My 6 Secrets of Success"

(From a New Director)

*I became a Director in Qualification within 6 months of joining Mary Kay. I was a top sales Consultant during that time. I was not a big star in my Unit. But I did move quickly up the ladder to Directorship.*

## HERE ARE MY SIX SECRETS OF SUCCESS---as a new Beauty Consultant

1. I HAD A BOUNCE-BACK QUALITY; RESILIENCE. I have always believed that some good comes from everything. I looked for the good in each facial, interview, and class. My ATTITUDE was good and I kept a good sense of humor.

2. I TURNED THE NEGATIVE INTO POSITIVE IMMEDIATELY For example, when something cancelled at the last moment, I made sure I did something positive right then to take its place.

\*\*\*\*\* PLEASE NOTE: The difference between #1 and #2 . . . the first is the positive attitude I had and the second what I did about it---the positive action I took.

3. I PLAYED THE GAME. I won everything! I allowed the child in me to come out. Very few of us are \$\$\$ motivated. Why think you should be? The little things we do turn into the big

successes in our business.

4. I WORKED WITH MY DIRECTOR. I called her to crow. I called her to cry. I called her for advice and to brainstorm an idea. I never doubted that she cared for me and my success. We talked every few days. She was my mentor.

5. I HAD A SENSE OF URGENCY. I did immediately what I knew was right to do. Prorastiination is not your friend. The task is not done until you finish it! I did what my Director told me to do . . . the minute I hung up the phone.

6. I NEVER QUIT!! I worked until the last moment . . . of the last hour . . . of the last day . . . for every goal I set. It didn't matter whether I reached the goal . . I KNEW I DID MY BEST.

*Follow these guidelines  
Be Committed  
Give your best Effort  
Work you business EVERY DAY!!*

## Help me have \$1000 Day in Mary Kay!

Special thanks to all my friends and valued customers.

In appreciation of your help I'm having a one day only sale

Your purchase will help towards my Mary Kay sales goal as I race to the finish line!

**"DIALING FOR DISCOUNTS"** phone sale especially for you.



My special day will be: \_\_\_\_\_

**Call me between the hours of:**

8 am & 10 am ... receive **25%** discount  
10 am & 12 noon ... receive **20%** discount  
12 noon & 2pm ... receive **15%** discount  
2pm & Midnight... receive **10%** discount

**DON'T MISS OUT, CALL EARLY!!**

Mark your calendars today not to miss this super opportunity to stock up on items you love.

Call: \_\_\_\_\_

Email: or visit \_\_\_\_\_

Please leave your name, number & product order so that I can get it to you ASAP!!!

**Online orders and emails are acceptable.**

**THANKS FOR BEING A VALUED CUSTOMER!!!**

