



Independent Sales Director  
Mary Smith

# Guiding Light

NEWSLETTER - DECEMBER 2022

RESULTS - NOVEMBER 2022



### Golden Rules Jewelry

The **December collection piece** celebrates the beauty of Mary Kay® products and the confidence they can impart. This stylish golden open bangle bracelet features the collection's signature pink hearts. Its subtle sophistication makes it perfect for wearing with other Golden Rules Collection pieces you may have earned.

**Share the Beauty of Confidence!**  
Celebrate all things beauty this month as you earn this beautiful bracelet.



Each month during the 2022-2023 Seminar year that an Ind. Beauty Consultant places a cumulative \$600 or more wholesale Section 1 order, she can earn a monthly piece from the *Golden Rules Collection*.

## Star Consultant Program Double Team-Building Credit

**Nov. 1 through Dec. 15, 2022**

From Nov. 1 through Dec. 15, 2022, Star Consultants will be awarded an additional 600 team-building credits for each qualified new personal team member they add during this time.

This gives Star Consultants the opportunity to earn 1,200 team-building credits for each qualified new personal team member they add during this time.

*\*Check InTouch for more details!*



## STAR CONSULTANT ON TARGET

■ Consultant Name     
 ■ Current Wholesale Production     
 ■ Sapphire     
 ■ Ruby     
 - Needed for next star -     
 ■ Diamond     
 ■ Emerald     
 ■ Pearl

Consultant Name	Current Wholesale Production	Sapphire	Ruby	- Needed for next star -	Diamond	Emerald	Pearl
Amanda Wilder	\$7247.10	*****	*****	*****	*****	*****	STAR
Jaime Lewis	\$6100.50	*****	*****	*****	*****	*****	STAR
Kendra Nichols	\$5212.20	*****	*****	*****	*****	*****	STAR
Brittanie Bond-Riojas	\$1857.00	STAR	\$543	\$1143	\$1743	\$2943	
Chasity Decker	\$1448.30	\$352	\$952	\$1552	\$2152	\$3352	
Kelsey Sheffer	\$1207.40	\$593	\$1193	\$1793	\$2393	\$3593	
Kelsie Grant	\$935.50	\$864	\$1464	\$2064	\$2664	\$3864	
Christina Jost	\$926.50	\$874	\$1474	\$2074	\$2674	\$3874	
Sarah Van'tHof	\$878.50	\$922	\$1522	\$2122	\$2722	\$3922	
Hailey Hobbs	\$772.00	\$1028	\$1628	\$2228	\$2828	\$4028	
John Schutte-Bates	\$637.80	\$1162	\$1762	\$2362	\$2962	\$4162	
Sierra Murphy	\$633.00	\$1167	\$1767	\$2367	\$2967	\$4167	
Casie Thelen	\$620.80	\$1179	\$1779	\$2379	\$2979	\$4179	
Kelly Domine	\$608.50	\$1192	\$1792	\$2392	\$2992	\$4192	
Ryleigh Wilder	\$608.50	\$1192	\$1792	\$2392	\$2992	\$4192	
Etta Wilder	\$601.50	\$1198	\$1798	\$2398	\$2998	\$4198	

# CONGRATULATIONS

on investing in your business last month!

\*Golden Rules winners are bolded - place a min. of \$600 wholesale every month & receive a prize from Mary Kay.

<b>Kendra Nichols</b>	<b>\$2488</b>
<b>Jaime Lewis</b>	<b>\$1883</b>
<b>Amanda Wilder</b>	<b>\$744</b>
<b>Kelsie Grant</b>	<b>\$709</b>
<b>Chasity Decker</b>	<b>\$608</b>
<b>Brittanie Bond-Riojas</b>	<b>\$608</b>
<b>Sarah Van'tHof</b>	<b>\$602</b>
<b>Kelsey Sheffer</b>	<b>\$600</b>
Sierra Murphy	\$591
Lisanne Carmody	\$443
Julia Mcconkey	\$440
Shelby Shade	\$369
Hailey Hobbs	\$365
Shar-Lee Wiers	\$362
Casie Thelen	\$327
Kathryn Powell	\$321
Mattie Brechbiel	\$315
Kathryn Potas	\$309
Michaela Wilder	\$302
Rebecca Schonfelder	\$295
Merlyne Posati	\$290
Rebecca O'krangley	\$277
Vanessa Varner	\$272
Rachelle Kuzma	\$268
John Schutte-Bates	\$268
Debra Hayhoe	\$266
Taylor Krzywos	\$263
Danyelle Tuthill	\$258
Becky Adler	\$244
TaNeil Wright	\$241
Erin Isenga	\$239
Sophie Krumm	\$232
Casey Desotell	\$231
Shelly Gross	\$229
Deborah Brooks	\$229
Sarah Hodge	\$228
Jordan Garvin	\$228
Katrina White	\$227
Michelle Kwiecien	\$227
Nicole Wray	\$227
Alyssa Cappiello	\$225
Arnicia Hamilton	\$225
Emily Wisuri	\$161
Katarina Haynes	\$134
Christina Jost	\$125
Becky Wood	\$122
Alisha Rodenhouse	\$106
Jennifer Black	\$80
Wendy Quada	\$68
Rachel Kelley	\$57
Stacie Beppler	\$24
Rebecca Rutgers	\$18

# WELCOME TO OUR TEAM!

New Consultant

From

Recruited by

Kay Shade  
Rob Reminga  
Casey Desotell  
Shelly Gross  
Nicole Wray  
Jordan Garvin  
Rebecca O'krangley  
Amanda Lindquist  
Alyssa Cappiello

Saranac, MI  
Grand Rapids, MI  
Cedar Springs, MI  
Cedar Springs, MI  
Lowell, MI  
Allegan, MI  
Alto, MI  
Saint Johns, MI  
Corunna, MI

Shelby Shade  
B. Bennett-Young  
Amanda Wilder  
Amanda Wilder  
Jaime Lewis  
Amanda Wilder  
Sarah Van'tHof  
B. Bennett-Young  
Kendra Nichols



VIRTUAL EVENT premieres on March 24, 2023

MARY KAY®  
**SPRING**  
INTO THE **60**TH



# MARY KAY COURT OF SALES SEMINAR 2023

Achieve at least \$40,000 in Retail production during the contest year 7/01/2022-6/30/2023 & earn your Diamonds



Consultant Name	YTD Total
1. Kendra Nichols	\$21544.00
2. Jaime Lewis	\$13998.00
3. Amanda Wilder	\$12825.00
4. Brittanie Bond-Riojas	\$7244.00
5. Christina Jost	\$5790.50
6. Chasity Decker	\$4164.00
7. Rachelle Kuzma	\$4156.00
8. John Schutte-Bates	\$3752.00
9. Kelly Domine	\$3291.00
10. Ryleigh Wilder	\$3291.00
11. Kelsey Sheffer	\$2829.50
12. Kelsie Grant	\$2598.50
13. Sarah Van'tHof	\$2499.50
14. Sierra Murphy	\$2498.50
15. Bethany Bravata	\$2423.00
16. Casie Thelen	\$2398.00
17. Etta Wilder	\$2117.00
18. Hailey Hobbs	\$2095.50
19. Haleigh Anderson	\$2049.50
20. Michelle Kwiecien	\$1998.00

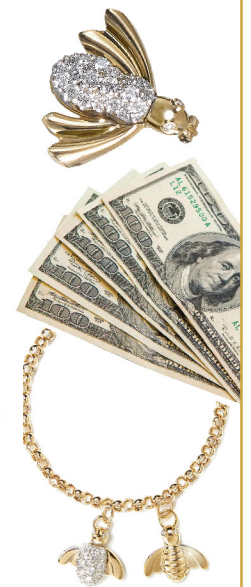


# MARY KAY COURT OF SHARING SEMINAR 2023

Qualify for your Diamond Bumble Bee from Mary Kay Inc. by reaching 24 Qualified New Recruits 7/01/2022-6/30/2023



Consultant Name	Seminar Qualified Recruits	Earned Commissions
Amanda Wilder	5	\$705.77
Jaime Lewis	4	\$167.52
Christina Jost	2	\$116.43
Jordan Schaeffer	1	\$58.68
Brittanie Bond-Riojas	1	\$55.40



Always shoot for the moon... you'll land among the stars!



# TEAM BUILDING

## DIQ | ELITE TEAM LEADER



Amanda Wilder



## TEAM LEADER



Brittanie Bond-Riojas



Jaime Lewis

## STAR TEAM BUILDER



Kendra Nichols



Christina Jost

## SENIOR CONSULTANTS



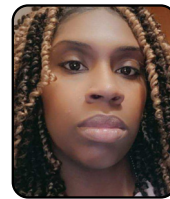
Haleigh Anderson



Katarina Haynes



Hailey Hobbs



Keanna Adams



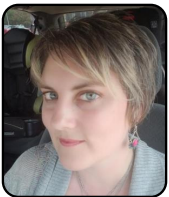
John Schutte-Bates



Casie Thelen



LaToria Williams



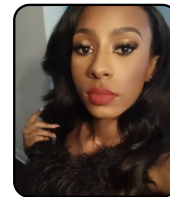
Kristina Brokenshire



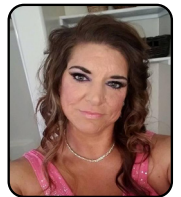
Emily Wisuri



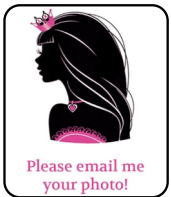
Lisanne Carmody



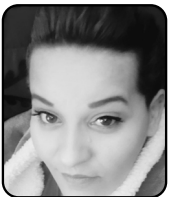
TaNeil Wright



Jamie Goedel



Sarah Van'tHof



Jordan Schaeffer



# MARY KAY

## BEAUTIFUL INDULGENCE

Inside and out, you are beautiful. And you deserve to indulge yourself beautifully every single day! Consider it done with these winter wonders, new from Mary Kay. From a fabulous box of beauty and elegant scent-sations to pampering treats for all, there's a lot to indulge in this season.

### WINTER 2022 QUARTER AT-A-GLANCE

#### UNBOX A BEAUTIFUL EXPERIENCE!

Get your winter glow on with a fabulous new take on the limited-edition<sup>†</sup> *Mary Kay*® Beauty Box. It's filled with sparks of luminous color and self-care must-haves, meticulously curated for the winter beauty season. You're sure to find your new favorites as you build your beauty collection, leave your worries behind and indulge in some "me" time.

*New!* Limited-Edition<sup>†</sup> *Mary Kay*® Beauty Box, \$48



#### What a Value!

Because it's priced at just \$48, you're getting the Fuzzy Headband and Revitalizing Shea Scrub Deluxe Mini as an added **BONUS!**

#### Great gifting idea!

Each product was hand-selected by a team of beauty experts and packaged together with love in a special box – so it's ready to give *and* receive!

#### THIS BEAUTY-FULL ASSORTMENT INCLUDES:

- *Mary Kay*® Fuzzy Headband
- *Mary Kay Unlimited*® Lip Gloss in Fancy Nancy
- Special-Edition<sup>†</sup> *Mary Kay*® Pink Clay Mask
- *Mary Kay Chromafusion*® Highlighter in Glazed
- White Tea & Citrus *Satin Body*® Revitalizing Shea Scrub Deluxe Mini

# 12 Responses from the



*You are at the end of your interview. You've given her the facts and said the magic phrase: "Is there any reason why you wouldn't want to submit your agreement for approval?" She has objections, you overcome them, and she is still hesitating! One of these phrases may help move her over the line.*

1. You'll never know if you never try.
2. Think how many times in life we hear people say, "Oh, how I wish I had." Instead, why not be able to say "Oh, I'm so glad I did!"
3. Do you feel like you need a change in your life? I believe Mary Kay comes into our lives when we need it the most.
4. If I taught you everything I know, do you think you could learn?(No one likes to admit that she isn't teachable.)
5. Look your prospect right in the eyes. Touch her arm. Have a SINCERE look on your face (and FEEL that sincerity in your heart!) and say with conviction... You'd be great doing what I do.... I look for people of your caliber every day, and I'd love to work with you!
6. What do you like about the job you currently have? What would you like to change? (These questions will help you direct your approach.)
7. If you knew you could not fail, would you try Mary Kay? We have never had anyone we could not teach.
8. We do not want sales people, just trained Beauty Consultants.
9. If something happened to your husband, could you take care of yourself and your family in the style you are accustomed to?
10. How soon do you want to start making money? How long can you afford NOT to make money?
11. One hundred dollars won't change your standard of living, but it COULD change your life.
12. And... when faced with any objection, the magic words are, "That is exactly why you need Mary Kay. "



## Tips on Calling Prospects

The first key: be brief, be brief, be brief. Give her only enough information to whet her appetite.

The key word is "benefits."

Specific benefits. Tell her what's in it for her, how our products can meet her needs, and how much fun it will be! Give her reasons to schedule and HOLD her appointment with you!

Don't call and say, "I'm calling because I wonder if you might be interested in hostessing a class and trying all our great products." The stronger approach is, "I'm calling because I would love to have the opportunity to pamper you. Not only will you learn valuable information about products that can keep you looking young and healthy, we'll also offer tips on keeping your glamour stylish and what the newest hottest application techniques are! I know you'll want to share these tips with your friends, so why not ask them to join you? Not only will it be more fun, you can also earn free products! When would you like to schedule your hour appointment: in the afternoon or evening?"

If you show your prospects that your call presents an opportunity for them to have a great time and earn free products, they'll be much more likely to schedule the appointment.

Your main goal is to ask questions and find out as much as you can about her and her skin care needs. This way you will be prepared and more confident!



# 18 Ways to Finish Your Star

Thank you, SNSD Lynda Jackson!

**First step...**Decide to make this happen for you and think only positive thoughts as you read these ideas!!

**Second step...**Get your runnin' shoes out and GO!

**Third step...**Enjoy your journey of achievement knowing you are a CAN-DO person!!

1. Make a list right now of WHO you could contact, don't prejudge, for new lipsticks.
2. Contact six customers who work outside the home to sell \$100 worth of product. Offer each who completes the challenge a free gift.
3. Call your clients who have anniversaries coming up & offer husbands gift services.
4. Book 5 and hold 5 new selling appointments.
5. Contact monthly birthdays and offer a birthday makeover. Offer 15% off their purchases if they share it with a friend.
6. Call customers for any upcoming birthday, wedding and/or holiday gifts.
7. Contact Basic Skin Care customers and introduce one other product line. Offer 15% to try a complete Body Care, Night Cream and Eye Cream, Microderm, etc.
8. Challenge a son, daughter, spouse or any other relative to sell \$100.
9. Contact Preferred Customers and set up 10 personal service appointments to update their look.
10. Deliver reorders and upsell by selling at least one additional item per customer.
11. Hold a Phone Lottery (call as many customers as you can in an hour and tell your customers one of them will receive their order for free or a limited edition product).
12. Demo our fragrance collection or Satin Hands on 5 people a day.
13. Contact customers for seasonal reprogramming and skin supplement needs.
14. Book and hold 2 On-The-Go appointments and demonstrate Satin Hands.
15. Offer gift buying ideas for Parties, Brides, Baby Showers, Get Well, Retirement, etc.
16. Hand out ten product samples in a day and call prospects for feedback and orders.
17. Call 10 customers who have not had a recheck facial - hold 3.
18. Book 2 guests to be your model for Success Meeting or next Virtual Event and offer them one glamour item 1/2 off when they purchase \$30.

## USE YOUR WEEKLY MEETING & TAKE GUESTS GALORE!

# HOLIDAY STRATEGY TO-DO LIST

## December

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- Continue to hold virtual or in-person beauty experiences, skin care parties and open houses.
- Sell through your giftables and holiday products. Carry products with you throughout the month; you will be surprised at how many people you will sell to as you are out and about.
- Offer **holiday-themed beauty experiences and skin care parties**. For example: You could offer your customers a holiday makeover party where they can invite some of their friends and get ready together before a festive night out.
- Review your customers' **holiday wish lists**, and connect with those buying gifts for them.
  - Book New Year, New You! makeovers for January to keep your holiday momentum going into the new year.
  - As always, thank everyone who purchased from you this holiday season by sending them a thank-you message. This is a great way to follow up with your customers and ask if there is anything else you can help them with. You can also include a link to the **Mary Kay® Interactive Catalog** in your thank-you message to see if there are any more holiday products that catch their eyes.
  - This is also a good time to ask them if starting a Mary Kay business can fit into their lives. Consider sharing one of the It Just Fits™ YouTube Premiere videos with potential team members.



## Holiday tips!

- Follow up on all husbands and men! They are beginning to get serious.
- Book shopping coffees.
- Have gifts with you at all times - in your car - in a basket that you carry - at all appointments and re-orders.
- Help people think about stocking stuffers and last minute gifts.
- **RECRUIT!** Still time to get gifts at cost, take advantage of tax benefits & prepare for an exciting new year of opportunity!



# QUICK IDEAS

**Make your Holiday a success by using your time wisely!  
Got a few extra minutes? Do one of the following:**

## DURING REGULAR HOURS

- Schedule guests for meetings. Make sure to earn while you learn!
- Call and follow up on Wish Lists. Remind Santa that you would love to offer your service and that you know what she likes.
- Call your customers and ask about their personal needs as well as gifts. They get caught up in the excitement and forget to call you and order too!
- Make 3 Phone Calls. Follow up with a prospective hostess, prospective recruit, husband, or customer to make a sale.

## AFTER-HOURS PAPERWORK

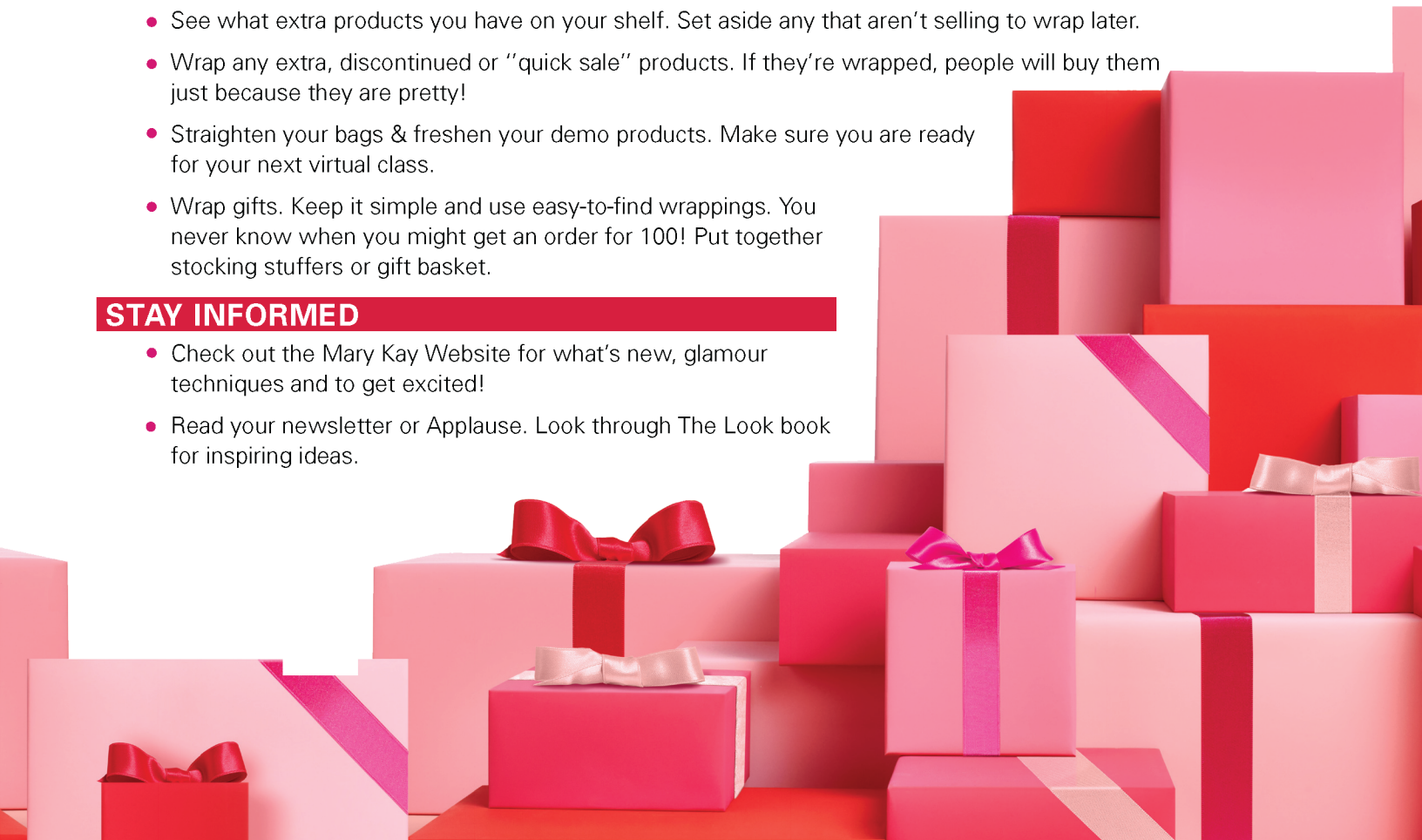
- Prepare gift certificates, postcards, gift product tags, etc.
- Follow up on Open House invitees who didn't attend.
- Check your PCP & referral list to make sure you have followed up with everyone.
- Follow up with all prospective businesses you sent letters to, to see if they need any last minute gift ideas.
- Check over your calendar and see when you can schedule virtual classes, trunk shows, etc. Make sure to highlight them so that they are easy to see when booking and don't get filled by other things.
- Make notes of what products you need to order. Don't forget to shop for your own personal holiday needs.
- Send an email to customers reminding them to think of you for their holiday needs.
- Make a list of husbands, friends and others whom you have not yet approached for a holiday gift idea or look.

## PRODUCTS

- See what extra products you have on your shelf. Set aside any that aren't selling to wrap later.
- Wrap any extra, discontinued or "quick sale" products. If they're wrapped, people will buy them just because they are pretty!
- Straighten your bags & freshen your demo products. Make sure you are ready for your next virtual class.
- Wrap gifts. Keep it simple and use easy-to-find wrappings. You never know when you might get an order for 100! Put together stocking stuffers or gift basket.

## STAY INFORMED

- Check out the Mary Kay Website for what's new, glamour techniques and to get excited!
- Read your newsletter or Applause. Look through The Look book for inspiring ideas.



MARY KAY

CELEBRATE BEAUTY.

DECEMBER 2022



'Tis the season to celebrate all things beauty! Much-loved *Mary Kay*® products are effective and produce real results. In fact, they've been wowing others for 60 years! But nothing is quite like the confidence *Mary Kay*® products help impart.

GOLDEN RULES

# STOCKING STUFFERS

WhiteTea & Citrus *Satin Lips*® SET  
*Indulge*® SOOTHING EYE GEL  
*Mary Kay*® GEL SEMI-SHINE LIPSTICK  
*Mary Kay*® *Ultimate Mascara*™  
*Mary Kay*® LASH PRIMER  
*Mary Kay*® VOLUMIZING BROW TINT  
*Mary Kay*® PRECISION BROW LINER  
*Mary Kay*® WATERPROOF LIQUID EYELINER PEN  
*Mary Kay*® OIL-FREE EYE MAKEUP REMOVER  
*Mary Kay*® LIQUID EYE SHADOW  
*Mary Kay*® FRAGRANCE-FREE *Satin Hands*® SHEA HAND SANITIZER  
*Mint Bliss*™ ENERGIZING LOTION FOR FEET & LEGS

Ornaments, ribbon and filler found at craft stores.



**Present your 7 “Shop with me points” with everyone you know!**

- Beautiful and unique gifts for all
- Gifts in your price range
- Gift certificates
- Free gift wrapping and delivery
- 100% satisfaction guarantee
- 10% or more discount for orders
- Free gift for you with a \$40 order.

# December Celebrations!

Birthdays	Day	Anniversaries	Year
Amanda Vander Veen	2	Katrina White	9
Amanda Lindquist	4	Rebecca Rutgers	3
Tahshamika Mitchell	5	Deborah Brooks	2
Tawnya Hendrickson	5	Regina Martin	1
Madisyn Johnson	5	Caroline Hoyle	1
Kelly Domine	11	Makayla Snyder	1
Ilona Erskine	11	Alexandra Guerra	1
Danyelle Tuthill	13	Debra Kelly	1
Aleshia Velasquez	14		
Ashley Fox	15		
Jennifer Hollon	16		
Cedrionna Webb	19		
Mikayla Mangles	20		



Independent Sales Director

**Mary Smith**

2013 Meadowview Lane  
Mary Kay, MI 20134

blingbling@million.com  
(123) 456-7890

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FIRST CLASS MAIL  
U.S. POSTAGE PAID  
EVART, MI  
PERMIT NO 9

## Applause® Magazine

*Applause*® magazine monthly digital edition. Read about a new product, watch a video tutorial then click to order! Plus, get selling and team-building tips straight from the lips of savvy sales force leaders.

Find it by the 10<sup>th</sup> of each month on *Mary Kay*® Digital Showcase App for phone or tablet.

Scan with QR code to upload the App and view the latest issue.



SPECIAL DELIVERY FOR

# Words of Wisdom



“*Behind every achievement, large or small, lies a plan. If you really want to get things done, the sooner you learn how to plan, the better.*”