

THE PATHFINDER NEWSLETTER

We Find a Way or Make a Way!!



January 2014 Recognition & Results



Top Love Check
Susan
Nelson



**Please Email Me
Your Photo**

Sharing Queen
This Could
Be You



YTD Sharing Queen
Nancy
Beletti

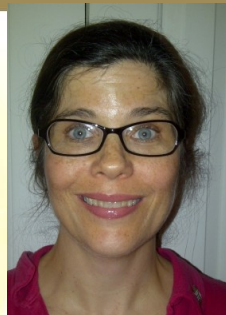


YTD Retail Queen
Antoinette
Johnson

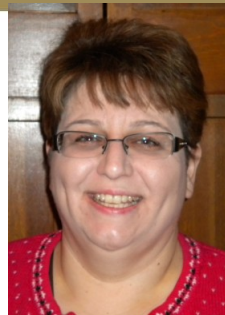
Congrats Top Wholesale Orders For January



Nancy Beletti



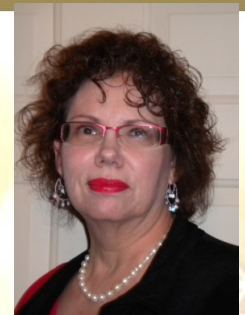
Sandra Borth



Linda Gurley



Trisha Mack



Carol Johnson



Casey Moore



Antoinette Johnson



Karen Crowe



**Please Email Me
Your Photo**
Ellen Kaduk



Kim Houk

Dear Pathfinders,

I'm so excited about this month. It's time to register for Career Conference, get excited about our new products, and share our incredible opportunity with those around us. We're lucky enough to have a company that holds conferences all around the nation to make it easy for us to attend. I hope you'll join us! This is such an exciting time to be a part of such an amazing company. It's hard to believe it's been 50 years since Mary Kay began Mary Kay, Inc., and I'm so grateful to her for her insight into women. I love that this company encourages us to share ideas, dare to dream big, and to encourage each other along the way. It's easy to understand why our conferences are so amazing and an energizing part of my career each year.

We all know February is centered around sharing love. While the focus is sharing love for our spouse and children, that feeling permeates our lives this month. It's one we share with our friends, family and everyone around us. It makes the cold days warmer and happier. I've begun to feel the same way about warm chattering. At first it can be a little challenging talking to a stranger, but then I began to realize- we do it all the time. We help someone pick up something she's dropped or compliment her outfit or tell her how adorably cute her child is. Warm chattering is just taking the next step to offer her an opportunity as well. I encourage you to reach out and talk with the woman next to you in line, at the store, or wherever. Even if you don't take the next step to offer her your card, take a moment to encourage her and make her feel special today. That gesture will never be a bad thing, and it will make you feel great too.

I am so ready for spring to be here. I know you are too! Our new products are the perfect way to jump start this season. It's time to say goodbye winter blues and "Hello, Sunshine Collection!" I cannot even tell you how excited I am about our Complexion Corrector Cream Sunscreens, not to mention the eyeliner, pedicure set, and new @ Play products. It's time to spring into action now and have something to be excited about at Career Conference.

There are a lot of great sayings out there. Dream Big. Trust Yourself. Keep Trying. No Regrets. Enjoy Life. We see them and we are inspired, but how often do we truly make a plan to apply them to our lives? We all know they're true. We know that we should live in the moment, quit beating ourselves up, and dream of a life bigger than the one we have now. Will you join me in making those dreams a reality this year? Will you take an action step each day towards that dream? Just one small step per day can be the difference between regret and success. I encourage you to stop and think, "What's the next action I can take towards my goal?" It may be cleaning up your office so you can get on the phone tomorrow. Hopefully it will be dusting off your profiles and calling customers to check in and book classes, interviews, and more. Whatever your next step is, email or text me so I can encourage you along the way. We can make our dreams come true- one day at a time!

Hugs and Belief, Paula

Use the winter weather to your advantage! When it's this cold, you just want to stay inside, and so do your customers. This is the perfect time to follow up with prospects, make PCP calls, and reach out. It's also the perfect time to share info on our great new products and schedule appointments! Make this winter weather count, and you'll be ready to

Spring Into
ACTION!



Love Letters to Live By:

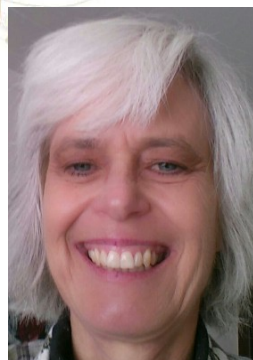
Valentines are love letters with simple statements of affection. I would like to give you a valentine to explain as fundamentally as possible what love really is. One basic definition of love, as a verb, is "to value." Love should be a verb, not a noun or adverb. Love is an active emotion. It is not static. Love is one of the few experiences in life that we can best keep by giving it away. Love is the act of demonstrating value for and looking for the good in another person.

- **L- is for Listen.** To love someone is to listen unconditionally to his values and needs without prejudice.
- **O-is for Overlook.** To love someone is to overlook the flaws and the faults in favor of looking for the good.
- **V-is for Voice.** To love someone is to voice your approval of him on a regular basis. There is no substitute for honest encouragement, positive "strokes," and praise.
- **E-is for Effort.** To love someone is to make a constant effort to spend the time, to make the sacrifice, to go the extra mile to show your interest.

Taken from: Seeds of Greatness by Denis Waitley

Happy 50th Anniversary Mary Kay!

Our Top 5 Stars and Future Stars This Quarter



Casey
Moore
On-Target

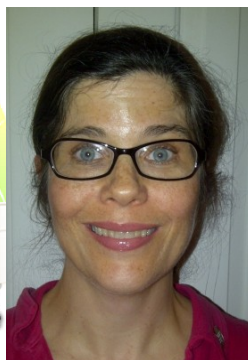


Nancy
Beletti
On-Target



Please Email Me
Your Photo

Charlene
Wilson
On-Target



Sandra
Borth
On-Target



Please Email Me
Your Photo

Claudette
Clifton
On-Target

Top 20 Consultants Who Invested in Their Business in January

Nancy Beletti	\$488.50
Sandra Borth	\$443.50
Linda Gurley	\$369.00
Trisha Mack	\$320.00
Carol Johnson	\$311.00
Casey Moore	\$302.00
Antoinette Johnson	\$295.50
Karen Crowe	\$279.00
Ellen Kaduk	\$271.50
Kim Houk	\$267.00
Charlene Wilson	\$257.00
Lori Elo	\$250.25
Karen Kerbis	\$225.00
Julie Voight	\$221.50
Paula Pasquale	\$218.50
Noreen Huffman	\$212.00
Virginia Opsahl	\$210.50
Uschi Schmidt	\$204.00
Carol Hinger	\$201.00
Andrea Reineke	\$200.00

Congratulations On-Target Stars:

Here's how much you need to finish your next star by 3/15/14

Star Achieved	Name	WS Needed for Next Star
	Casey Moore	\$458.00
	Nancy Beletti	\$1,278.00
	Charlene Wilson	\$1,315.00
	Sandra Borth	\$1,356.00
	Claudette Clifton	\$1,372.00
	Antoinette Johnson	\$1,393.00
	Linda Gurley	\$1,406.00
	Carol Johnson	\$1,461.00
	Kim Houk	\$1,472.00
	Jamie Raethz	\$1,473.00
	Trisha Mack	\$1,480.00
	Karen Crowe	\$1,497.00
	Cindy Lattimer	\$1,503.00
	Ellen Kaduk	\$1,528.00
	Victoria Rockefeller	\$1,542.00
	Lori Elo	\$1,550.00
	Karen Kerbis	\$1,575.00
	Julie Voight	\$1,578.00
	Paula Pasquale	\$1,581.00
	Noreen Huffman	\$1,588.00
	Virginia Opsahl	\$1,589.00
	Niki Valdivia	\$1,595.00
	Uschi Schmidt	\$1,596.00
	Sharon Smith	\$1,598.00
	Carol Hinger	\$1,599.00



Celebrating 50 years: Mary Kay Ash taught us how—go live your dream!
One Woman Can!



Recruiters and Their Teams

Team Leaders

Susan Nelson

- Cheryl Nelson
- Jamie Raethz
- Linda Gurley
- Lisa Pawlowski
- Trisha Mack
- * Jeanne Passialis
- * Katalin Noe
- * Patricia Clarke

Star Team Builders

Kim Houk

- A. Cordoba-Lee
- Agnes Siksnus
- Gwenn Richter
- Nancy Beletti
- * Laura Scott

Phyllis Corcoran

- Felicia Rockefeller
- Valentina Pena
- Wendy Landwehr
- * C. Douthwaite
- * Pratibha Anturkar

Senior Consultants

Agnes Siksnus

- Rachel Dau
- * April MacArthur
- * Krista Graham
- * Rebecca Brogan

Carol Johnson

- Gretchen Quillin
- Kim Houk

Felicia Rockefeller

- V. Rockefeller

Jamie Raethz

- Tricia Eibl

Linda Gurley

- Sandra Borth

Melanie Schramm

- Antoinette Johnson

Nancy Beletti

- Nancy Anderson
- Toni Dale

Patricia Clarke

- Anita Annen

Renee Bruning

- Pat Branstetter
- * Marie McDonough
- * Sharon Shlimoun

Sharon Smith

- Sally Kunze

Susan Alexander

- Julie Voight

Trisha Mack

- Susan Alexander
- Theresa Hoffart
- * Elizabeth Hunt
- * Marissa Brown

Uschi Schmidt

- Casey Moore



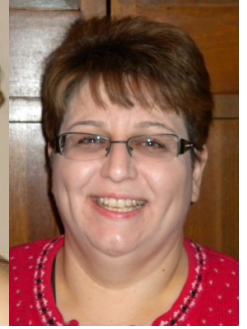
Top Love Checks



Susan Nelson
\$62.01



Kim Houk
\$26.38



Linda Gurley
\$17.74

9% Recruiter Commission

Susan Nelson \$62.01

4% Recruiter Commission

Kim Houk \$26.38
Linda Gurley \$17.74
Carol Johnson \$12.60
Uschi Schmidt \$12.08
Melanie Schramm \$11.82
Susan Alexander \$8.86
Agnes Siksnus \$3.78
Nancy Beletti \$3.22

50 Years ago Mary Kay began an opportunity that is unmatched. We have amazing products, opportunities, prizes and leadership potential. I challenge you to discover what you love about our company this year and share it with those around you!



Welcome Back Consultants

Noreen Huffman

Map your plan to be in the Queen's Courts



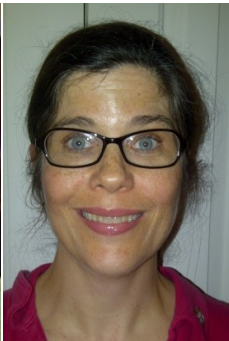
Queen's Court of Sales:
Order \$375 Wholesale Each Week

Queen's Court of Recruiting:
2 Qualified Recruits Each Month

Our Top 5 YTD Personal Retail Court According to MK Orders



Antoinette Johnson



Sandra Borth



Uschi Schmidt



Casey Moore



Please Email Me Your Photo

Charlene Wilson



Year to Date Retail Court

1	Antoinette Johnson	\$9,655.00
2	Sandra Borth	\$9,454.00
3	Uschi Schmidt	\$8,643.00
4	Casey Moore	\$7,057.50
5	Charlene Wilson	\$5,853.50
6	Nancy Beletti	\$5,594.50
7	Trisha Mack	\$5,518.00
8	Linda Gurley	\$3,745.00
9	Carol Johnson	\$3,493.00
10	Toni Dale	\$3,366.00
11	Kim Houk	\$3,065.50
12	Dawn Cottini	\$2,807.50
13	Susan Nelson	\$2,778.00
14	Agnes Siksnus	\$2,676.00
15	Karen Crowe	\$2,479.00
16	Ellen Kaduk	\$2,474.00
17	Paula Pasquale	\$2,329.00
18	Lisa Pawlowski	\$2,243.00
19	Cindy Lattimer	\$2,196.50
20	Lori Elo	\$2,173.50



Year to Date Sharing Court



Nancy Beletti
2 Qualified
\$86.76



Uschi Schmidt
1 Qualified
\$118.99

Make plans to be On Stage at Seminar 2014!!

Make our 50th Anniversary your best year ever! Each time you share our fabulous career opportunity, you reach past your own comfort zone to help someone else. If our career isn't for them, nothing has changed. However, you may be offering them the opportunity of a lifetime— exactly what they need to SHINE! Dream big this seminar year, and you'll be walking down the red carpet in style for Awards Night!

Happy 50th Anniversary Mary Kay! One Woman Can!



PCP Participants:

Charlene Wilson	Antoinette Johnson
Agnes Siksnius	Mindy Jack
Uschi Schmidt	Kim Houk
Gretchen Quillin	Linda Gurley
Paula Pasquale	Karen Crowe
Susan Nelson	Phyllis Corcoran
Casey Moore	Renee Bruning
Marie McDonough	Sandra Borth
Trisha Mack	Nancy Beletti
April MacArthur	Nancy Anderson
Carol Johnson	Paula Ankele

Are you in the Red Zone?

Now is the perfect
time to recruit!

Women are always looking
for some extra cash, and they want a career that's
meaningful! By focusing on providing opportunities for
others, you'll see doors open for you! You can move on
up this month by sharing the opportunity and getting in
the RED ZONE! Stay focused, accept the challenge,
and Career Conference will hold a red jacket and lots of
green cash, too!



**Have you made a commitment to
move your business forward?
You'll look so great in your new
red jacket or director's suit! Will
you choose to climb the career
path for Career Conference?**

Decide on the goal. Put a date on it.
Decide how many personal classes and
interviews it will take to reach your goal.
Book selling & sharing appointments for the
next 2 weeks. Get support systems
organized and ask your family for help!
Make a goal poster and post it in your
office. Practice your positive
affirmations.

I know you can do it!

March Birthdays

Casey Moore	7
Linda Purcell	10
Lusine Tashchyan	14
Nadine DiSpirito	14
Sharon Smith	15
Niki Valdivia	21
Melanie Sichak	22
Uschi Schmidt	31

March Anniversaries

Angela Hodera	19
Tracy Kish	19
Felicia Rockefeller	11
Susan Alexander	11
V. Rockefeller	11
April MacArthur	6
Niki Valdivia	4
Uschi Schmidt	3

MARY KAY

one woman canSM

50 YEARS



Self-confidence is all-important...believe that you can do whatever you set out to do. Any idea that you firmly fix in your subconscious mind by repeated affirmation automatically becomes a plan or a blueprint which an unseen power uses in directing your efforts toward the attainment of the objects named in your plan. Daily you must have a formula which you will use that will help you to acquire this self-confidence you need to attain success. First, know that you have the ability to achieve the object of your definite purpose -- your goal. And demand persistent and aggressive and continuous action toward its attainment. Second, realize that the dominating thoughts of your mind eventually reproduce themselves in outward bodily action and gradually transform themselves into physical reality. Therefore, you must concentrate for a certain number of minutes each day on the task of thinking of the person you intend to be; creating a mental picture of this person and transforming that person into reality through practical service. And third, remember that any desire that you persistently hold in your mind will eventually seek expression through some means of realizing it. Therefore devote a few minutes daily to development of the following factors...a habit of saving-initiative and leadership-imagination-self-control-the habit of doing more than you are paid for-and of developing a pleasing personality.

Pathfinders Elite Finishers Perfect Contest!

**Complete a Perfect 15
(15 parties, 15 interviews, \$1500 w/s)**

**Attendance at our monthly event! (My treat)
Picture in the newsletter each month! FB recognition!
A one to one mentoring call with a top director!**

**Complete a Perfect 10
(10 parties, 10 interviews, \$1000 w/s)**

**Attendance at our monthly event! (My treat)
Picture in the newsletter each month! FB recognition!**

**Complete a Perfect 6
(6 parties, 6 interviews, \$600 w/s)**

**Attendance at our monthly event!
Picture in the newsletter each month! FB recognition!**

**Complete a Perfect 3
(3 parties, 3 interviews, \$300 w/s)**

Facebook Recognition!

~A party is considered 3 people including the hostess & \$100 in sales.

The Psychology of Booking

By Karen Phelps



Booking parties becomes so easy once you understand both the "how" and the "why." I've never seen anyone who, once they learned the "Psychology of Booking," couldn't keep their calendar full. Is there a "Psychology of Booking"? You bet! Some consultants understand it right away, but some never learn it! I've seen consultants quit after a few years because they were tired of their constant battle to get bookings. They obviously never got it.

I've observed people begin a direct selling business by *asking* others to have parties to help them get started and never explain to the host "what's in it for them." I've listened to consultants saying they feel as if they are *begging* people when asking someone to host a party. Truth is, I wouldn't have lasted for over twenty-two years if I had to spend my time *begging*. What is the secret that helps consultants transfer from "mediocre" to "great" at hosting parties?

Here it comes: ***It's not about you.***

Often consultants start from an assumption which results in an incorrect way of asking for bookings. Have you ever assumed that when someone hosted a party for you, they were helping you out and doing you a favor? I know I have. Especially when there was a

contest or trip I was close to earning. I let everyone know and asked them to help me out.

The problem with this was: I was more focused on myself than on the person who was hosting. That's not what hosting parties is all about! This attitude of *doing me a favor* unconsciously begins at the start of your direct selling career. Leaders unintentionally plant the seed that you need to call in your favors and ask people to help you get started--which to some extent is true. Often we overlook an obvious fact: hosting a party can actually benefit the *hostess*.

What if you could help your hostess earn free and discounted products while she is having you and a few friends over for a fun-filled evening? My business exploded when I finally understood that booking parties was a win-win situation. Yes, I was a winner because I was going to earn money, and the sales would help me win contests and trips; but my hostesses were winners too! It wasn't until I realized this that my business began to explode.

I just changed my thinking-- instead of saying to myself, "I hope she'll

have a party to help me win this trip," I would think, "Wow, she loves everything. I need to show her how much she can save by hosting a party." When I took *me* out of the equation and made booking parties about *doing them a favor*, it became an easier process.

I often hear consultants ask for bookings and end with the words "for me." You will notice that option 2 doesn't mention "me" at all. I completely focus on Susie and the favor I want to do for her. When you get excited about helping your hostesses, you will book more parties than you ever dreamed possible.

So, the "Psychology of Booking Parties" means you truly believe that you are providing a service to your hostesses and a way for them to earn products at special prices. If you don't believe this, your true colors will show through. If you are struggling with it, the therapy I recommend is to call someone from another party plan and host a party yourself. Learn first-hand the benefits of being a hostess; once you become a believer, you will really be able to *Party On!*

Now, I want you to say the following questions out loud and listen to which one sounds best to you:

1. "Susie, my company is in the middle of a contest and I can earn a trip to Hawaii. Would you please host a party to help me out?"
2. "Susie, I'm so excited that you loved almost everything I showed you. I would really like to help you get as many items as you can for as little cost as possible. The best way to do this is to purchase some of your favorite items tonight and then book a party as soon as possible so you can earn the rest, including a bonus gift. I have a few nights available: Tuesday or Thursday next week. Which night works best for you to earn your free and discounted products by inviting me and a few friends over?"
3. "Susie, you saw a lot of things that you like. Would you like to have a party for me?"

LIMITED EDITION
HELLO,
SUNSHINE!
COLLECTION

Purchase-With-Purchase Offer:
You can get the Sunshine Wristlet
for only \$5 with the purchase of at
least \$40 of any Hello, Sunshine
Collection items. These include:

Lip Gel, \$16, Cherry Twist
Springy Eye Duo, \$16 each,
Summer Sunset and Stonewashed
Creamy Lip Color, \$16 each, Retro Rose & Carefree Coral
Nail Lacquer, \$9.50 each, Carefree Coral & Lemon Parfait



Delivers eight benefits
in one step

**COMPLEXION
CORRECTION CREAM
SUNSCREEN BROAD
SPECTRUM SPF 15:**

Available in Very Light, Light-to-Medium,
Medium-to-Deep, Deep. \$20, each

BRONZING POWDER:

Sweep on a sun-kissed glow!
Available in Light-Medium
and Medium-Dark, \$18



MARY KAY @ PLAY NEW SHADES:

Eye Crayon, \$10 Teal Me More, Over the Taupe
Baked Eye Trio, \$10 Electric Spring, Sunset Beach
Lip Crayon, \$10 Purple Punch, Coral Me Crazy
Jelly Lip Gloss, \$10 Violet Vixen, Poppy Love



GEL EYELINER

WITH EXPANDABLE
BRUSH APPLICATOR:

Jet Black, \$18

Pencil precise. Liquid
intense. Gel smooth.

**LIMITED EDITION LEMON PARFAIT
PEDICURE COLLECTION:**

Includes: Lemon Parfait Foot Gel, Pumice
Stone, Emery Board, Toe Separators and
Lemon Parfait Foot Fizzies in a Gift Bag, \$28



BUT WHO SHOULD I SELL TO?

A GUIDE TO GETTING STARTED:



In addition to the obvious (your immediate family, in-laws, cousins, neighbors, friends and work associates), what about the person...

- From your old job?
- From school or college?
- You know from your favorite sport?
- You know from hobbies?
- From your children's activities?
- From your church?
- From volunteer activities?
- From whom you've rented?
- From your old neighborhood?
- Who sold you your house?
- Whom you met through your husband?
- Who checks you out at the grocery store?
- Who assists you at the drycleaners?
- Whom you met on vacation?
- Who gives your child music lessons?
- Who cuts your hair?
- Who fills your prescriptions?
- Who leads your PTA? Scout Troops?
- Who teaches you at the health club?
- Who fixes your computer?
- Who gave you great travel advice?
- Who sells baskets, candles, etc?
- Who bought the new house on your street?
- Who is your bank teller?
- Who is your florist?
- Who is your cleaning lady?
- Whom you met in line at the grocery store?
- Whom you met at line in the bank?
- Who was the bride you saw in the newspaper?
- Who is your child's teacher?
- Who is the administrative professional at the school?
- Who is your doctor? OBGYN?
- Who is your dentist? Attorney?
- Who is your chiropractor?
- Who is your office staff?
- Who is your veterinarian?
- Who sells you your clothes or shoes?
- Who sold you your glasses?
- Who waitresses at your favorite restaurant?
- Whom you met at the local businesswomen's luncheon?
- Who serves you at the jewelry store?
- Who gave you decorating advice?
- Who is the receptionist at your hair/ nail salon?
- Who grooms your pets?

WRITE DOWN AT LEAST 30 NAMES. NO PRE-JUDGING!
ONLY PREREQUISITE: SHE MUST HAVE SKIN!

Chocolate Delight

Please allow me to introduce you to some calorie-free indulgence ... OK, so we're going to splurge a little, but after all, Mary Kay is like a box of chocolates ... you never know what you're going to get! Oh, and by the way, it's been said that if you share chocolate in the company of a friend, the calories simply don't count! So, enjoy!



C is for "CASH" (how we earn \$\$ in Mary Kay)

You can benefit from 5 main avenues of instant income:

- ◆ **On The Face** - Classes, Facials, Shows/ Parties
- ◆ **On The Go** - Takes only 15 minutes, displaying our many options
- ◆ **Online** – Have customers visit your website (created for you by Mary Kay!)
- ◆ **On Paper** – Our Look brochure beautifully showcases our product line, and our Preferred Customer Program keeps your customers up-to-date on our new products
- ◆ **On With The Show** - Similar to On the Face, just an alternative product presentation where guests do not have to take their makeup off, but will demo products on their hands, etc. The more guests invited, the merrier. We are the highest paid direct-selling company, and because of our "try before you buy" philosophy, the products actually sell themselves. Sales are our daily paychecks!
- ◆ **Sharing the career is your profit sharing.** By sharing, you can receive 4%-9%-13% commission checks on personal recruit product purchases. Commissions are paid directly to you from the company.

If I could show you how, would you be interested in earning some extra spending money? () YES () NO

Would you be excited about paying yourself what you're worth? () YES () NO

H is for "Hours" (flexibility)

In Mary Kay, you decide how many hours YOU want to work and when you want to work them. Most of the women in our sales force work another full or part-time job and have children at home as well.

Do you have enough time with your family, doing the things you enjoy? () YES () NO

Do you feel you are paid well enough for the hours you currently work each week? () YES () NO

O is for "OPPORTUNITY" (unlimited)

You get to enjoy the benefit of being your own boss. Although you are in business FOR yourself, you are never BY yourself. Ultimately, you make all of your own business decisions with the entire corporation behind you to support and provide you with benefits! You can achieve a top management position in as little as 4 months.

Wouldn't it be exciting to know that you could control your own future? () YES () NO

Would this kind of self-promotion motivate you to work? () YES () NO

C is for "CAR" (Did I mention FREE?)

This is an executive-style reward you can choose for yourself on even a part-time basis. We refer to our Mary Kay cars as our "trophies on wheels," and our significant others just love this benefit!

If someone gave you the use of a brand new FREE car, would you be inclined to take it? () YES () NO

Which vehicle would you select? A Sporty Chevy Malibu, A Fun Equinox or Camry, or The Exquisite Cadillac?

O is for "OODLES OF FUN"

LIVE, LOVE, and LAUGH is one of my favorite Mary Kay philosophies! We literally make money while we "play makeup." In Mary Kay, P&L statements stand for PEOPLE and LOVE, not profit and loss!

Could you be interested in having a career you loved so much you'd do it for FREE? () YES () NO

Do you have a giant inside you, SCREAMING to get out? () YES () NO

Is your current J-O-B, fun, fun, fun? () YES () NO

Are you completely satisfied there? () YES () NO

L is for "LOVE" (spirit of sharing)

Our company was built on the foundations of

- ◆ God first, family second, & career third – allowing us to keep a balance in our lives while working a successful career;
- ◆ Go-Give- doing more for others than you do for yourself, and on the
- ◆ Golden Rule – "Do unto others as you would have them do unto you."

Does your current employer endorse these kinds of philosophies? () YES () NO

Is personalized service a quality that appeals to you? () YES () NO

Are you a "team player?" () YES () NO



A is for “AWARDS” (and recognition)

We recognize and reward everything you do in your business, with a strong belief in “praising women to success.” Mary Kay always prided herself on giving prizes that women simply would not justify going out and buying for themselves!
When was the last time you were given a prize or a round of applause, just for doing your job?

Could you get motivated by gifts, including elegant diamond rings and fabulous trips?
() YES () NO

How would you feel if you never had to make another car payment? _____

T is for “TAX ADVANTAGES” (small business)

As a small business owner, you may take advantage of many in-home tax deductions. In Mary Kay, there are no sales quotas or territory rules to follow. This is truly a “no pressure” business. You may be eligible to write off a portion of your mortgage, utilities, telephone, office expenses, travel, car expenses. etc.

Could you get excited about the benefits for you and your family if you were able to reduce your income tax payable each year? () YES () NO

Approximately how much do you feel that you spend on your family’s cosmetic items each year? \$ _____

E is for “ESTEEM” (personal growth)

In Mary Kay, we build up your self-esteem through step-by-step education and support which gives you the confidence you need to grow a profitable business. Our personal growth program is truly priceless and the most precious gift that Mary Kay has given me.

Would you be interested in receiving education that is equal to college level courses in marketing, communications, and small business management? () YES () NO

Would you be inspired to “earn while you learn?” () YES () NO

CHOCOLATE

- ◆ Which letter is YOUR favorite? _____
- ◆ Why? _____
- ◆ On a scale of 1 to 10, with 1 being not interested and 10 being very interested in what you read today, where would your interest level be relative to choosing Mary Kay as a part-time position for yourself? Please do not choose 5; it is an “on the fence” answer ...
- ◆ If you chose 6 or higher, could we get together over coffee, or could I have my Director call you to more thoroughly explain the Mary Kay Marketing Plan and answer any questions you may have, with absolutely no obligation to you?

Scale 1 2 3 4 5 6 7 8 9 10

(please circle one of the numbers, representing your interest level)

Name _____

Address _____

City _____ ST _____ ZIP _____

Phone H# _____

Phone W# _____

Best time to contact you _____

E-mail _____

Your Consultant’s Name _____



DARE TO DREAM!



MARY KAY®
MAKEOVER DAY
March 8, 2014

Mary Kay Dates to Remember:

- **March 1:** Online DIQ commitment form available beginning 12:01am CST until midnight on the 3rd.
- **March 4:** Mardi Gras
- **March 5:** Ash Wednesday
- **March 8:** Mary Kay Makeover Day! International Women's Day!
- **March 9:** Daylight Saving Time begins.
- **March 15:** End of the Quarter! Quarter 3 star contest ends.
- **March 16:** Quarter 4 Star Consultant quarterly contest begins. PCP Summer online enrollment for The Look & Month 2 mailer begins.
- **March 17:** St. Patrick's Day
- **March 20:** First day of spring!
- **March 21:** Week 1 of Career Conference 2014 begins.
- **March 28:** Week 2 of Career Conference begins. Last day of the month for consultants to place telephone orders (until 10pm CST).
- **March 31:** Last day of the month for consultants to place online orders (until 9pm CST). Orders and agreements submitted by mail or dropped off at the branches must be received by 7pm local time to count toward this month's production. Online agreements accepted until midnight CST.

Building
WALL
toWALL
Leaders



Class of 2014



MAKE IT YOUR CHOICE -- Ralph Marston

Whatever there is to be done, make it your choice to do it. Rather than resenting that you must do it, or feeling guilty about the fact that you should do it, simply choose to do it.

From all the available possibilities, choose what you know is right. Choose, and put the power and commitment of your intention behind your actions. Choose to do it, and you make yourself vastly more effective. Choose to do it, and be in positive control of your own destiny.

Feeling that you're forced to do it, or obligated to do it, or that you have no choice, will only weigh you down. So choose to do it and free yourself from those useless burdens.

Choose to do it not because you must, not because you should, but because you know it is best. In every moment, in every situation, make it your choice to do what is best. Make it your choice, and you'll make it great.



PAULA ANKELE
INDEPENDENT SR. SALES DIRECTOR OF
THE PATHFINDERS UNIT

150 Courtney Lane
Cary, IL 60013-
Phone: (847) 516-4547
pankele@comcast.net

Return Service Requested



Words of Wisdom From Mary Kay Ash

In the 1980's, it was common to hear a woman proclaim, "I want to have it all." By this, she meant she wanted a successful career while being a wonderful wife and mother. Wanting it all is an admirable goal, but some women run into trouble when they try to translate that dream into reality. It's no easy matter for both a husband and wife to work full-time and manage a family. Compromises are unavoidable.

Place Your Orders Today! Don't forget:
Mary Kay will raise the minimum active status order amount from **\$200 to \$225** in Section 1 orders effective **March 1**, so stock up on your favorites this month at a great rate!



Spring is almost here along with new trends and fashions for the season! Pretty pastels rock the spring runway, so give your customers a fashion preview. Then reveal the newest *Mary Kay* makeup trends that complement the looks. The *MK Trend Report & Look* are your go-to resources for showing your customers how to pair MK makeup with spring fashions.

It's where you'll find everything you need to spring into action and help re-energize your *Mary Kay* business. The trend this quarter is all about taking off or just kicking back. It's time to play, explore and discover. So beauty is carefree and effortless. And the products offered this quarter are right on the money! Think easy-out-the-door makeup, retro-inspired looks and spring break essentials.



Effective Feb. 16, 2014, shipping and handling charges will increase as follows:

- **Customer Delivery Service orders shipping and handling charges will increase to \$5.75.**
- **Mainland U.S. product orders & Starter Kits will increase to \$9.35.**