



**KANSAS CITY**  
**BUCKSTART**  
**January 4, 2020**  
**9:00 AM - 4 PM**  
**DOORS OPEN AT 8:30 AM**

**REGISTER NOW**

**Sold out**

**Sheri Johnson and Tammie Page are registered to attend.**



# DECEMBER COUNTDOWN TO CHRISTMAS

**C**

Call your customers. It's wise to do a sweep through of every customer the first week of December to be sure they have enough of everything to get them through the holidays. You might check on their gift needs at the same time and tell them that you have wrapped gifts and stocking stuffers for their last minute emergencies. You might say, "Do you have everything you need to look gorgeous during the holidays?"

**O**

Order as early as possible anything you need for your own gifts and for your customers and their gifts. Make sure to stock up on limited-edition items early because they are, after all, available for a limited time only. Remember that the distribution centers will be closed a couple of days for the holidays. If you still need things, order early!

**U**

Use your time wisely. Remember, the holidays last a couple of days, not the entire month. If you take off the entire month, you might regret it in January. You might want to go ahead and book appointments for January with customers who want to start the new year off with a new look. Imagine what that will feel like to open up a full datebook on January 2nd!

**N**

Notice the needs of the people with whom you come in contact. December can be a great month to build your team! When someone tells you they want to wait until after the first of the year, then you might say, "Great! We can start the paperwork now so you'll be ready to begin the first of the year."

**T**

Treat those on your gift list to a Mary Kay product gift. It will not only be welcome, it's smart money management! Not only can you purchase quality gifts at a 50% discount, but those gifts increase the variety of products your recipient tries, and this can mean additional orders for you over the next few months.

**D**

Determine your prize goal in the quarterly Star Consultant program and plan your orders now. Be sure to check your totals to see if you're on-target for the second quarter of Star Consultant status ending December 15th. You don't want to miss out on special recognition as part of the Star Power Contest!

**O**

Organize for maximum effectiveness! This is the time of year that we usually have to wait in lines: at the post office, grocery store, shopping, etc. Always have something with you that you can do as well as business cards, Beauty Books, eye color and lipstick samplers that you can use to book someone while you are waiting in line. Also, bunch all of your errands so they can be done at one time.

**W**

Wherever you go, you may want to carry stocking stuffers with you. Make them quick and easy. Put them in cello bags, add some colorful shred, and tie them with a ribbon.

**N**

Notify me, your Independent Sales Director, what is going on with you this month and what your goals are! I'd love to hear from you.



# Welcome New Consultants

Sanita Simms  
Des Moines, IA



Recruiter:  
Tammie Page

November recruit

Erica Hill  
Raytown, MD



Recruiter  
Tammie Page

November recruit

Lisa Colletti  
Shawnee, KS



Recruiter  
Tammie Page

December recruit



**Place \$600 in cumulative wholesale orders  
November 1-30 and get this stunning piece**

*Be the Party!*

**Holiday Parties Can Make  
Your Day ... And Your Year!**

Sheri Johnson

Jewelry piece #4



Tammie Page

Jewelry piece #5





Place \$600 in cumulative wholesale orders December 1-31st and get this stunning bee jewelry.



## December Consistency Challenge for sales and team building for the Alive Unit BE GOLDEN

### **YOU CAN DO IT: Sales Challenge: Level 1**

Place a \$600-\$799 Section 1 wholesale order in December and you will receive a thank you of \$75.00 retail value of MK product and business essentials from Tammie (product/prizes chosen by your director)

Consultants with Wholesale orders reaching Level 1 (\$600+ wholesale in December) will receive this beautiful piece of jewelry from the Company. The December jewelry piece is a gorgeous set of golden tassel earrings anchored by sparkling pink crystal bees and pink crystal posts.

Consistently placing a \$600+ wholesale order each month will put you on-target for Star Consultant status (Current quarter ends 12-15-19). Being a star this quarter means you earn a star consultant prize, the monthly YCDI jewelry prize AND qualify for the NEW MYSTERY STAR EVENT in December!



### **YOU CAN DO IT: Sales Challenge: Level 2**

Place a \$400-\$599 Section 1 wholesale order in December and you will receive a thank you of \$50.00 retail value of the MK product and business essentials from Tammie (product/prizes chosen by your director).

### **YOU CAN DO IT: Sales Challenge: Level 3**

Place a \$250-\$399 Section 1 wholesale order in December and receive in the mail a special surprise gift from your director.

**YOU CAN DO IT: Team Building Challenge:** Add a new team member(s) in December and you and your new member will receive a special gift of the director's choice

# The ALIVE unit wholesale and team building prize winners in November

Consultant	Nov	Nov	Tammie's	Recruiting
Name	Wholesale	Jewelry	Prize	special gifts of director's choice
			MK product & business essentials	New recruits
Tammie Page	\$ 1,204.50	Yes #5		Sanita Simms
Sheri Johnson	\$ 741.50	Yes #4	\$ 75 retail value of MK product	Erica Hill
Tracy Boldry	\$ 535.00		\$ 50 retail value of MK product	
Carol Hackman	\$ 367.50		Surprise gift from Tammie	
Sanita Simms	\$ 293.50		Surprise gift from Tammie	Recruiter
Shelia Gallant	\$ 277.00		Surprise gift from Tammie	Tammie Page
Sarah Book	\$ 266.00		Surprise gift from Tammie	
Treena Vickoren	\$ 257.50		Surprise gift from Tammie	
Tami Hefner	\$ 253.10			
Kristy Page	\$ 244.50			
Charna Bean	\$ 231.50			
Rhonda Befort	\$ 227.50			
Jana Braklow	\$ 215.50			
Ciara Smith	\$ 165.50			
Cheryl Marten	\$ 157.00			
Jennifer Winter	\$ 92.00			
Melissa Barosela	\$ 74.00			
Jill Washington	\$ 12.50			

Almost everyone wants to spend more time with their family this Christmas. And who doesn't want to be able to purchase the perfect gift when they find it?



Unfortunately, not all women will have that opportunity. By offering the Mary Kay opportunity NOW, you may be able to open that door! Everyone could use a little extra holiday cash! You can hold holiday classes, as well as provide gifts for your friends and buy at a discount!

## Use this great script to schedule your December appointments:

Hi \_\_\_\_, this is \_\_\_\_ w/ MK; do you have just a quick minute? Great, well I am so excited because I am doing special holiday glamour makeovers for some of my select clients, & I immediately thought of you because of \_\_\_\_\_. Your holiday glam session will include a fabulous & easy 2-minute Christmas-morning look plus a totally glamorous New Years Eve look. Plus, as my special Christmas gift to you, I will throw in a travel-sized satin hands set for you! Doesn't that sound like fun? Great, what works best for you? Now do you have a friend or family member that you would like to treat to a holiday makeover too? You can have them join you, & I promise to make them look fabulous too!

I have just one other thing--I am earning a trip to New Orleans for a special Mary Kay Leadership Conference which is a super huge deal, & part of my qualifications is that **by December 31st** I must share with 50 women about how we make our money in Mary Kay! Now, it is totally ok if never in a million years you would ever want to have a Mary Kay business of your own, but is there any reason why you couldn't take just 20 minutes to hear how we make our money in Mary Kay & give your honest opinion? You get a free \_\_\_\_ just for your time!



# EXERCISE FOCUS THROUGH CHRISTMAS

## **What is focus? What are the adversaries of focus?**

This time of the year in particular, we have many distractions that can keep us off-course from our goal. Many of those are good and wonderful distractions which make it even harder to accomplish our goals. There is so much pressure these days combined with the holiday season; it becomes a full time job in and of itself if we let it. We want to enjoy and get the most out of the holidays, but we don't want to lose focus and see our goals slip through our fingers in the process. How can we accomplish both? I'm going to give you my list of how to's that have helped keep me focused during stressful times, difficult times, or holiday times.

### **1. Organize: *Unhappiness is not knowing what we want and killing ourselves to get it.***

- Treat this business as you would any job during the holiday season.
- Have set times to do your business.
- Discipline your mind... "How can I," never "I can't"
- Don't travel mentally - when you are with your family... really be with your family.
- When you're doing Mary Kay... FOCUS!
- Simplify: The holidays – your Mary Kay - your home life
- Enjoy the quiet moments and small things.
- LEARN TO SAY NO! Refuse to buy GUILT!

### **2. Prioritize: *Don't equate activity with efficiency: The art of being wise is the art of knowing what to overlook.***

- Know your exact goal each day.
- Determine what is really most important to do in your business.
- Contacting every customer should be #1.
- Do your Six Most Important Things and do the things you least want to first.
- Resist the temptation to embezzle.

### **3. Utilize: *The person who knows how will always have a job – The person who knows why will always be the boss! Success seems to be largely a matter of hanging on after others have let go.***

- Truly help people with their Christmas shopping.
- Utilize wish lists and husbands' names on profile cards.
- Combine Christmas parties with shopping boutiques and sell multi-tasking.
- Realize people will be buying gifts on December 24<sup>th</sup> at midnight.
- Turn every no into a booking for January.
- Recruit people during the holidays for extra money, tax benefits, etc.
- Utilize the teleconference marketing opportunity.
- Promote 12 Days of Christmas for customers and the kids.
- Utilize help, and trade product as Christmas gifts for the help you need.
- Get in the spirit of giving with your customers by giving them a gift.



## 2020 QUEEN'S COURT OF PERSONAL SALES

Choice of one



**\$525  
Cash  
Prize**

*Sell just \$833 per week  
\$1666 w/s per month =  
\$20,000 w/s or \$40,000 Retail*

### Consultant Court of Personal Sales Seminar 2020 Top 20 as of 11-30-19

Rank	Name	YTD Retail
1	Sheri Johnson	\$ 7,183.00
2	Jill Washington	\$ 4,946.00
3	Carol Hackman	\$ 2,570.00
4	Shelia Gallant	\$ 2,531.00
5	Ciara Smith	\$ 2,096.00
6	Jana Braklow	\$ 2,059.00
7	Deonna Smith	\$ 1,951.00
8	Melinda Woolsey-Watson	\$ 1,323.00
9	Melissa Barosela	\$ 1,247.00
10	Priciliana Garcia	\$ 1,202.00
11	Kristy Page	\$ 1,201.00
12	Tracy Boldry	\$ 1,070.00
13	Treena Vickoren	\$ 1,067.00
14	Charna Bean	\$ 1,062.00
15	Debbie Lawson	\$ 966.00
16	Terri Simpson	\$ 837.00
17	Teresa Martens	\$ 831.00
18	Cheryl Marten	\$ 784.00
19	Leslie Mathews	\$ 711.00
20	Sandy Shown Spencer	\$ 678.00

### Welcome Back in November

Sarah Book

Shawnee, KS

### First to email that they had read our November Newsletter

Melinda Woolsey-Watson  
Ciara Smith



## 2020 QUEEN'S COURT OF SHARING

Choice of one

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



**\$525 MK Super Certificate**

Consultant

Sem Qlfd  
Team members

Earned Team  
Mbr Comm Cr

Who will be the first to have their name recognized here???

### Received Commission Checks in November

#### 13% Recruiter Commission

Tammie Page \$ 401.38

#### 4% Recruiter Commission

Cheryl Marten \$ 13.60  
Jill Washington \$ 10.30  
Charna Bean \$ 8.62



### Happy Birthday

Alana Hale	3rd
Jacki Carlson	4th
Brigid Andrews	8th
Alivia Kober	12th
Pascuala Espino	14th
Kristy Page	15th
Priciliana Garcia	21st
Alyssa Monroe	24th
Rhonda Befort	31st

### Happy Mary Kay Anniversary

Charna Bean	8 yrs
Teresa Martens	7 yrs
Barbara Enright	5 yrs
Anna Sullivan	2 yrs
Alana Hale	1 yr
Erin James	1 yr

The anticipated changes for DIQ!!! Seriously our company always amazes me!!!! While entering with 8 personal was and is awesome, starting Feb w/10 will make you an even stronger Director!!!!

Message me if you are truly committed to entering DIQ Jan w/8.

Side message me with your commitment!!!!!!

Michael and I have a Vision for our Mary Kay Future National Area in 2020 and my desire for each of you is to reach beyond your comfort zone & achieve great things!!!!

“When u see opportunity and others see limitations you are on your way to greatness.”  
NSD Dayana Polanco

## DIRECTOR IN QUALIFICATION REQUIREMENTS EFFECTIVE FEB 1, 2020

# 10 & IN!

To enter DIQ you must:

- be Active
- have 10 or more active personal team members

To complete DIQ you must:

- end with 24 or more active unit members
- \$13,500 wholesale unit production (\$3000 max personal w/sale from the DIQ counts)

(may qualify in 1, 2, or 3 months)

If a DIQ needs a 4th month, they may take it,  
but must finish with 24 active & \$18,000  
cumulative Unit Wholesale

You may enter DIQ  
with 8 active in  
January 2020! New  
rules of 10 & In go into  
effect February 1st!





## Follow the Career Path to Success!

<b>SENIOR CONSULTANT</b> • 1+ Active consultant • 4% Commissions 	<b>STAR TEAM BUILDER</b> • 3+ Active consultants • Wear The <b>Red Jacket</b> • 4, 6 or 8% commissions • \$50 bonuses 	<b>TEAM LEADER</b> • 5+ Active consultants • 9-13% Commissions • \$50 bonuses 	<b>ON-TARGET CAR</b> • 5+ Active consultants • \$5000 wholesale • Car or \$425/mo. or CASH 	<b>DIRECTOR IN QUALIFICATION</b> • Star Status • 8+ Active consultants • 9-13% Commission... See page 8 for upcoming changes 	<b>NEW SALES DIRECTOR</b> • Class of 2020 Jewelry Collection • See intouch for more perks! 
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### SENIOR CONSULTANTS Recruiter: Carol Hackman

Artiemae Barnett  
Hilary Fun

### Recruiter: Cheryl Marten

Melissa Barosela  
Sarah Book

### Recruiter: Charna Bean

Jana Braklow

### Recruiter: Sheri Johnson

Francesca Lang  
Sandy Shown-Spencer

### Recruiter: Lisa Stewart

Tami Hefner  
Veronica Bright\*  
Teresa Guerrero\*

### STAR TEAM BUILDER Recruiter: Jill Washington

Priciliana Garcia  
Terri Simpson\*  
Saundra Bailey\*  
Whitney Cardwell#  
Elizabeth Fitsum\*  
Treena Vickoren  
Anna Sullivan#  
Alyssa Monroe\*  
Marisa Barnett\*  
Brittany Morgan\*  
Alivia Kober#  
Danielle Smith#  
Mackeyla Merei\*  
Melanie Moore\*  
Debbie Lawson

### Unit Recruiting November

Tammie Page

2



- \$20,000 wholesale
- 50 Marketing Chats
- 20 New Unit Members
- 10 **You Can Do It** Jewelry Achievers
- 10 Star Consultants

**Cadillac 2020 THE TIME IS RIGHT...**  
We're doing **WHATEVER** it takes!  
--James Edward Young--

**Going for PINK!!** Getting out the door & going for more! **PINK IS ALL WE CAN THINK!!**

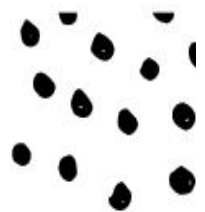


MARY KAY  
CAREER CONFERENCE  
CONSISTENCY CHALLENGE

MARY KAY  
**CAREER  
CONFERENCE  
2020**

**be**  
*the opportunity.*

DEC. 1, 2019 - FEB. 29, 2020



# SPARKLING STARS

**2nd Quarter 2020 Star Consultant Tracking: Sept. 16 - Dec. 15, 2019**

Stars receive many amazing benefits, one being the Star Party coming up on the 16th~ I know Jill & Ciara are committed to being there who else is determined??? We just need 10 more Audacious women to Step Into Star and we will receive Special Recognition at Leadership 2020

## Pick Your Prize



(SEE ALL PRIZE ON INTOUCH)

Don't forget about our  
**STAR PARTY**  
for Quarter 2 Star Consultants

**Monday December 16th**  
6:30 — 8:30 p.m.

- Book Shows
- Sell Product
- Re-Book Class
- Recruit Team Members

**FULL CIRCLE =**

**SUCCESS!**

Quarter ends 12-15-19	Contest	Star won	Amt needed for
As of 12-12-19	Amount	to date	next star
Tammie Page	\$ 3,412.50	Diamond	\$ 187.50
Sheri Johnson	\$ 2,491.00	Ruby	\$ 509.00
Ciara Smith	\$ 1,083.50		\$ 716.50
Shelia Gallant	\$ 967.50		\$ 832.50
Carol Hackman	\$ 734.50		\$ 1,065.50
Jill Washington	\$ 660.00		\$ 1,140.00
Priciliana Garcia	\$ 617.50		\$ 1,182.50
Tracy Boldry	\$ 535.00		\$ 1,265.00
Jana Braklow	\$ 462.50		\$ 1,337.50
Teresa Martens	\$ 415.50		\$ 1,384.50
Kelly Fowler	\$ 404.50		\$ 1,395.50
Cheryl Marten	\$ 392.00		\$ 1,408.00
Melissa Barosela	\$ 358.00		\$ 1,442.00
Leslie Mathews	\$ 355.50		\$ 1,444.50
Deonna Smith	\$ 355.50		\$ 1,444.50
Sandy Shown Spencer	\$ 339.00		\$ 1,461.00
Sanita Simms	\$ 293.50		\$ 1,506.50
Charna Bean	\$ 286.50		\$ 1,513.50
Treena Vickoren	\$ 284.50		\$ 1,515.50
Sarah Book	\$ 266.00		\$ 1,534.00
Tami Hefner	\$ 253.10		\$ 1,546.90
Artiemae Barnett	\$ 245.00		\$ 1,555.00
Kristy Page	\$ 244.50		\$ 1,555.50
Kari Viles	\$ 244.50		\$ 1,555.50
Mindy Scott	\$ 231.50		\$ 1,568.50
Amy Betz	\$ 230.00		\$ 1,570.00
Mary Elliott	\$ 230.00		\$ 1,570.00
Rhonda Befort	\$ 227.50		\$ 1,572.50
Gina Nichols	\$ 225.50		\$ 1,574.50

It's time for an easy way to awaken your eyes with a refreshing burst of hydration. These pink pick-me-up patches gently hug your eye area and hydrate, cool, soothe, and depuff your eyes. Great for a 20 minute retreat before an evening out after a full day on the job, or use twice a week as part of your regular routine to deliver a longer lasting benefit. Thirty pairs of patches are available for \$40.





# Congrats Monthly Achievers!

## Weekly Accomplishment Recognition

### High Weeks

Emily Cairney	\$ 906.00; \$760.00; \$352.00; \$170.00; \$ 63.00
Katlin Goceljak	\$ 255.00; \$154.00; \$ 48.00
Sheri Johnson	\$ 660.00; \$501.00; \$342.00
Kayla Farmer	\$ 591.00; \$229.00
Tammie Page	\$1,006.00; \$726.00; \$376.00; \$286.00; \$147.00

### Reorders

Emily Cairney	\$129.00; \$ 63.00; \$ 45.00; \$ 14.00
Sheri Johnson	\$144.00; \$ 16.00
Kayla Farmer	\$318.00; \$ 55.00
Tammie Page	\$286.00; \$205.00; \$120.00; \$ 65.00; \$ 64.00

### PCP

Emily Cairney	\$306.00; \$156.00; \$ 52.00
Sheri Johnson	\$150.00
Katlin Goceljak	\$255.00
Tammie Page	\$351.00; \$191.00; \$112.00; \$ 82.00

### Classes

Emily Cairney	\$471.00; \$ 15.00
Sheri Johnson	\$317.00; \$192.00
Kyla Farmer	\$253.00
Ciara Smith	\$ 91.00
Katlin Goceljak	\$ 48.00
Tammie Page	\$220.00; \$ 29.00

### Future Appointments

Kyla Farmer	5
Tammie Page	5
Sheri Johnson	2

### Skin Care Sets Sold

Kyla Farmer	5
Sheri Johnson	2
Emily Cairney	1

### Shows

Emily Cairney	\$729.00
Tammie Page	\$367.00

### PWS

Katlin Goceljak	\$154.00
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### OTG

Emily Cairney	\$ 16.00
Kyla Farmer	\$ 42.00
Sheri Johnson	\$ 40.00
Tammie Page	\$293.00

### Facials

Emily Cairney	\$255.00
Kyla Farmer	\$132.00
Sheri Johnson	\$644.00
Tammie Page	\$ 91.00
Tammie Page	\$ 65.00

### Interviews Held

Tammie Page	9
Kyla Farmer	1

## Self-Motivation Comes from Self-Discipline

Self-discipline is not inherited— it is created, nurtured and developed day by day. Self-discipline does not depend on your husband, your kids, your job, your age, or any of your circumstances. Self-discipline comes with a desire to forget what happened yesterday, be the best you can be today and expect great things from tomorrow. With self-discipline you will find yourself fulfilled and excited and racing to meet each new challenge. You'll stop giving excuses and stop listening to excuses from every one else. You'll decide to stop accepting the mediocre. You'll find the courage to go for the top and the strength to keep on going no matter what. You'll learn to turn obstacles into stepping stones on your path to success.

## Income Tax Preparation for your Mary Kay Business

1. Take inventory of all section 1 wholesale merchandise on your shelf as of Dec. 31 (Use your Consultant Order Sheet to record totals, add up the retail amount, then figure the discount at which you ordered during the year to give you the wholesale amount – 50%)	\$ _____
2. Go-Kit cost if you are a new consultant during the year.	\$ _____
3. All retail sales income from beauty appointments and reorders .( Inc. sales tax)	\$ _____
4. All other income.(4-13% checks, and other prizes and commissions from 1099 form)	\$ _____
5. Inventory carryover from last year (Wholesale inventory on your shelves as of Dec. 31 the year before.)	\$ _____
6. Business Expenses:	
" Section 1 wholesale purchases for the year (On computer sheets from the company)	\$ _____
" Section 2 business supplies (on computer sheets from the company)	\$ _____
" Sales tax paid to the company on product purchases (on computer sheets)	\$ _____
" Freight charges on product orders	\$ _____
" Products used for personal use at cost (at wholesale cost)	\$ _____
" Office Expenses (copies, pens, paper)	\$ _____
" Business supplies (Includes magazines, & publications)	\$ _____
" Product refunds at retail value	\$ _____
" Promotions and contest expense (if you buy a gift for a teammate or customer)	\$ _____
" Laundry for dry cleaning of business attire ( Red Jackets only)	\$ _____
" Bank service charges (money orders, cashiers checks, Visa/Masterc/Discover card fees, checking charges) *	\$ _____*
Interest paid on business loans or MCVisa/Discover for inventory and expenses *	\$ _____
" Advertising, PCP, business cards, anything with your name on it	\$ _____
" Postage & Express mail	\$ _____
" Meeting expenses, workshops, conferences, seminars, & booth fees	\$ _____
" Cost of Red Jacket	\$ _____
" Accountant fees	\$ _____
" Other Supplies ( ribbon, baskets, gift wrap paper, etc.)	\$ _____
" Total business miles driven _____( total miles for the year too_____)	
" Travel expense	
Plane, public transit, taxi	\$ _____
Tips	\$ _____
Lodging	\$ _____
" Entertainment & Meals (interviews, luncheon meetings, and meals while traveling, etc.)	\$ _____
" Office Equipment ( computer, printer, etc - listed by date and cost	\$ _____
" Telephone ( long distance only if it is not a separate line)(call waiting) (include voice mail, Voice-Tel, cellular, etc.)	\$ _____
" Product Insurance	\$ _____
" FOR OFFICE IN HOME YOU NEED:	
" Utilities	\$ _____
" Insurance	\$ _____
" Home Taxes	\$ _____
" Mortgage Interest	\$ _____
*Interest and fees can only be used if the credit cards are FOR YOUR MARY KAY BUSINESS ONLY and have no other charges on them!!!!	