



Heartlighters

Sandy Cooke
Sales Director

March 2017 Newsletter with February results

2017 Seminar Embrace Your Dreams *\$600 Wholesale February*

**Sandra
Moeller**



**Melina
Woods**



**Sally
Wetherbee**



**Sandy
Cooke**



Each month during the year that you place a \$600* or more wholesale Section 1 order, you can receive a gorgeous bracelet** with a quote that reflects Mary Kay Ash's legacy of love.

March: The March bracelet features the Mary Kay Ash quote "Reach for the moon!" Continue making this the Year of Your Dreams by earning this ninth stackable bracelet,** and set your goal to earn the rest!



One bracelet can instantly represent your ability to earn up to 50 percent profit on the *Mary Kay*® products sold. Three bracelets earned in one quarter makes you a Sapphire Star Consultant. Earn 12 bracelets, and you're on your way to consistent bookings, sales and building the business of your dreams.

Quarter
THREE
ENDING MAR. 15,
2017

On Target Star Consultant

Consultant Name	Current Wholesale Production	—Wholesale Production Needed— for Star				
		Sapphire	Ruby	Diamond	Emerald	Pearl

Updated thru March 14

SANDY COOKE	\$2,330.50	STAR	\$69.50	\$669.50	\$1,269.50	\$2,469.50
SANDRA MOELLER	\$1,973.00	STAR	\$427.00	\$1,027.00	\$1,627.00	\$2,827.00
SALLY WETHERBEE	\$1,770.75	\$29.25	\$629.25	\$1,229.25	\$1,829.25	\$3,029.25
MELINA WOOD	\$1,442.00	\$358.00	\$958.00	\$1,558.00	\$2,158.00	\$3,358.00
ALICIA RICHMOND	\$1,363.30	\$436.70	\$1,036.70	\$1,636.70	\$2,236.70	\$3,436.70
LYNNE POWELL	\$1,199.50	\$600.50	\$1,200.50	\$1,800.50	\$2,400.50	\$3,600.50
PATRICIA CRIST	\$538.50	\$1,261.50	\$1,861.50	\$2,461.50	\$3,061.50	\$4,261.50
CHERIE REED	\$537.50	\$1,262.50	\$1,862.50	\$2,462.50	\$3,062.50	\$4,262.50
SANDRA BAPTISTE	\$482.50	\$1,317.50	\$1,917.50	\$2,517.50	\$3,117.50	\$4,317.50
CHERYL DONOVAN	\$466.00	\$1,334.00	\$1,934.00	\$2,534.00	\$3,134.00	\$4,334.00
VELMA CLAYTER	\$448.50	\$1,351.50	\$1,951.50	\$2,551.50	\$3,151.50	\$4,351.50

SO WHAT DOES IT TAKE TO BE A



SAPPHIRE



\$300 PER WEEK RETAIL SALES
(1-2 MK Parties per week + reorders/ 5 hrs/wk)



RUBY



\$400 PER WEEK RETAIL SALES
(2 MK Parties per week + reorders/6 hrs/wk)



DIAMOND



\$500 PER WEEK RETAIL SALES
(3 MK Parties per week + reorders/9 hrs/wk)



EMERALD



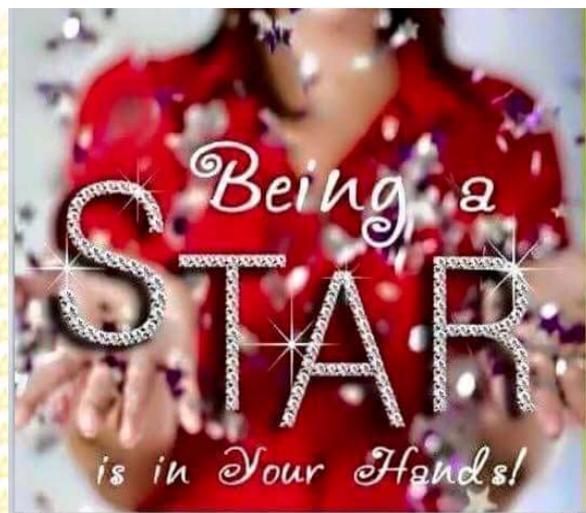
\$600 PER WEEK RETAIL SALES
(3-4 MK Parties per week + reorders/12hrs/wk)



PEARL



\$750 PER WEEK RETAIL SALES
(5-7 MK Parties per week + reorders/16hrs/wk)



When you are selling enough product to be a consistent Star Consultant you are meeting enough women to build a team—
Results: Directorship, Free Cars and the opportunity to help change lives!!



Year of Our Dreams



APRIL SHOWERS BRING MAY FLOWERS

The countdown is on! Can you believe there are only 3 1/2 months left in this Seminar Year! What would you like to make happen in your business by June 30th? What will be your win?

What is needed to succeed in our Business? Faces Right? Pretend like you are having a Big Big Big fancy wedding and money were no object. How many would be on your guest list? You would invite everyone you can think of right? These are all the same names and more that will go on your list of faces leads! Start making that list right now. I challenge you to make that list at least 150 long!

I will be emailing you the Power Booking Plan, Linda Toupin's 4 sheets on what you say at a facial and party (very simple words that will product GREAT results) and the consultant's weekly activity sheet. These are Powerful tools! Put them to use and you will find yourself earning the Embrace Your Dreams Bracelet March, April, May and June & getting an invitation to the Big Prize Party at Gilley's at Seminar.

Be sure to read the 2 page article in this Newsletter entitled "Is Mary Kay too Difficult?" Than ask yourself who needs to hear about this opportunity. **The Summer Look Book** enrollment is March 16—through April 18th. Also the company has added MKU under education on intouch. I was amazed at how easy it was to create my I story on the first segment of MKU. Check it out! You will get bling on your Seminar Badge for completing all 8.

Lastly - \$\$\$\$\$CASH\$\$\$\$\$\$\$. There will be Cash drawings when our Unit earns the Premier Club Car by June 30th. There will be 1 \$300 drawing and 2 \$100 drawings. Entries will be based on ordering, interviews and recruiting! Mary Kay always encouraged us to **DREAM BIG! You can have it all!**

DREAM BIG! You can have it all!

Love & Appreciation

Sandy

UNIT GOALS

- April Goals:**
- 10/10 \$10,000 w/s and 10 new team members
- Our year long goals:**
- \$300,000 Unit Club
- 2 New Directors



Cruzin' to Cadillac



Seminar 2017



I'M  ALL IN!
#teamMK



Seminar 2017 COURT OF SALES

- 1 Sandra M. Moeller
- 2 Sally B. Wetherbee
- 3 Melina L. Wood
- 4 Lynne C. Powell
- 5 Cherie L. Reed
- 6 Patty Kane
- 7 Alicia Richmond
- 8 Nannette L. Howard
- 9 Cheryl A. Donovan
- 10 Stacie L. Brown

SEMINAR 2017 COURTS:

Court of Sales

(Retail value of wholesale orders)

Mary Kay	\$40,000
NSD Court	\$20,000
Unit Court	\$16,000

Court of Recruiting

(Qualified \$600)

Mary Kay	24
NSD Court	12
Unit Court	8

QUEEN'S COURT OF PERSONAL SALES

Choice of one



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

QUEEN'S COURT OF SHARING

Choice of one



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

WELCOME NEW CONSULTANTS!!

New Consultant

Paige L. Jones
Eva M. Marquez

From

MINDEN, NV
MINDEN, NV

Sponsored by

Sally Wetherbee
Sally Wetherbee



Mary Kay is the #1 Direct Selling Color Cosmetics Brand and the #1 Direct Selling Beauty and Personal Care Brand in the United States. With more than 50 years of proven success, Mary Kay continues to be a leader in the skin care and color cosmetics industry.

Congratulations on your smart business decision!!!

I love this business because you never stop learning, and there are always opportunities to grow. As a new Consultant, I strongly urge you to start scheduling and holding your first appointments as soon as you receive your Starter Kit, because what you lack in experience you can make up for in enthusiasm! Although you'll have the opportunity to take advantage of continuous education in your Mary Kay business, activity will provide your greatest sense of learning. Mary Kay herself often said, "You can do everything right with the wrong attitude and fail to succeed, but you can do everything wrong with the right attitude and succeed beyond your dreams!" The first few weeks of your Mary Kay business can really set the pace for your future.

I care about your future and I am committed to helping you succeed. You'll want to try all the products, review the Ready, Set Sell Inventory Options for New Consultants and make a decision regarding the level of inventory that you would find most convenient to get started with based on your goals. If you decide to use Mary Kay's proven system of getting started by doing either a Perfect Start (15 faces or 5 classes in two weeks) or Power Start (30 faces or 10 classes in four weeks), you'll want to order your product as soon as possible so you will have your product back in time to begin your first classes. Start making your Contact list: friends, relatives, neighbors, coworkers, etc. As always, I will match my time 100% with your effort! Be patient with yourself and just take it one step at a time. We'll move at your pace. Have a great start!



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 Charm when you hold 5 skin care classes or put Mary Kay on 15 faces in 15 days!



POWER START

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

PEARLS OF SHARING

- Share the opportunity with three people in your first two weeks and you will be awarded the Pearls of Sharing earrings.
- Share the opportunity with six people in your first month and you will be awarded the Pearls of Sharing bracelet.
- Add one new personal team member in your first month who places a minimum \$600 wholesale order and you will be awarded Pearls of Sharing necklace.



POWER STAR PLUS CHARM

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



OUR SUPERSTARS



Our Top 5 Wholesale Orders for February



Consultants who invested in their businesses in February

Sandra Moeller

Melina Wood
Sally Wetherbee
Lynne Powell
Patty Kane
Kathryn Simmons
Foniah Abbott
Jeannie Dubitsky
Roberta Clark
Dee Hamner
Avril Carter

Cherie Reed
Terri Swab
Stacie Brown
Alicia Richmond
Velma Clayter
Sandra Baptiste
Sheila Calip-Coleman
Sandy Cooke

BIRTHDAYS & ANNIVERSARIES

Happy Birthday
April

Birthdays	Day
Avril Carter	3
Candice R. Shumaker	6
Gabriela Chavez	10
Jeanine Parker	14
Maureen Callamari	25
Sandra L. Baptiste	28
Jana Frank	28
Olga Sanders	30



Happy Anniversary

Anniversaries	Years
C. Shepherd-Thorns	7
Alice Gaitan	4
Nina Edwards	2
Selinda R. Taylor	1
Candice R. Shumaker	1

Our "in the Pink" Conference call each Saturday

8 to 8:30 am PST

Call 712-775-7000 access code 611744#

To listen to the recorded calls:

Call 712-775-7099 access code 611744#

& then # as the reference number.



The Career Car Program. . .

At Mary Kay, red means "go" and you can earn the use of a Lipstick Red Chevy Cruze in just 4 months or less! The Company pays the lease, tax, license, On-Star & most of the insurance. Or choose \$375 cash per month instead! Imagine adding over \$6,000 a year to your family budget if you didn't have to pay for a car! You also have a potential "fuel savings" per year - the Cruze gets 26 mpg city/38 Hwy!



Team-Build Your Way to Success!

Moving up the Success Ladder
Mary Kay Style!



Sales Director *Sandy Cooke*

Power-Up the
Career Path!

Star Team Builders

Recruiter :Patty Kane
Maureen Callamari
Jana Frank
Sheila A. Lloyd
Alicia Richmond
* Birgit Reher

Senior Consultants

Recruiter :Jeannie E. Dubitsky
June Griffin

Recruiter :June Griffin
Dee Hamner
Joanne M. Stress

Recruiter :Dianna L. Laugheed
Iris M. Avila
Recruiter :Sandra M. Moeller
Tina R. Cummings

Recruiter :Lynne C. Powell
Sandra L. Baptiste
Sheila Calip-Coleman
* Patricia K. Crist

Senior Consultants

Recruiter :Cherie L. Reed
Jeanine Parker
* Tracie A. Goyette
* May Lo
* Selinda R. Taylor
* Michelle Yates

Recruiter :Cleo M. Sherrod
Avril Carter
Velma Clayter
Amy DeWidt
Darna Y. Ozen
Olga Sanders
C. Shepherd-Thorns

Recruiter :Sally B. Wetherbee
Foniah K. Abbott
Terri Swab
* Paige L. Jones
* Dianna L. Laugheed
* Eva M. Marquez
Maria Edwards
Patti G. Larson
Angelina Pettengill
Candice R. Shumaker

Senior Consultants

Recruiter :Melina L. Wood
Jeannie E. Dubitsky
Marianne L. Miller
* Gina P. Brannon
* Terri L. Meine
Alice Gaitan
Mary Riggin
Daniele Savard
Myra Wilson



Senior Consultant
(1-2 active team members)
4% Commission

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
Effective Jan. 1, 2010 (10+ actives growing to 24 in 4 months and be a star consultant!)
Production during DIQ counts towards car! Eligible to become Director and earn Unit Commission and Unit bonuses—Eligible to wear the exclusive Director Suit.

Is Mary Kay too Difficult?

The following article is an excerpt from a speech given by a direct seller at a local meeting. We are told she was asked to speak on how direct sales compares to working a "regular" job. It was submitted to us, and although the original author is unknown, we wish to thank her for her thoughts and insights. We have edited it to share with you as you embark on a brand new year, with new opportunities to count the many blessings we have in this business.

Lately, I have heard so many people say how difficult direct sales is. "Its hard." "I can't get bookings." "This just isn't for me." "I didn't know how difficult it would be."

Well, I am a single mom of three who, before joining the direct sales family, held down two jobs. I would get up at 4:00 in the morning and not get to bed until midnight most nights, after returning from my part-time retail job, packing lunches, checking homework and relieving my mother, who helped out with the kids.

That, my friends, is difficult.

It is difficult always having to lower your dreams to meet your means. It is difficult to miss your son's football game because you have to work. It is difficult knowing the rust bucket you call a car is eating you alive in maintenance, but you can't afford a new one. It is difficult to realize that someone else is going to watch your daughter take her first step or have your son say mama to the preschool teacher.

It is difficult knowing that you have spent 40 years of your life working for someone else, only to realize that you will be retiring on one-third of what you can live on today. Or, worse yet, it is difficult knowing that you have diligently worked all your life, only to be given an early retirement and replaced by someone younger, more capable.

I will tell you what is difficult. It is difficult waking up one morning and realizing that your children, the most precious things imaginable, no longer need bottles, diapers, have tea parties, or are shorter than the baseball bat they are trying to swing. It is difficult realizing it is too late and that the time frittered away can never be retrieved. It slips through our fingers one second at a time.

It is also difficult watching the spark in your partner's eyes fade because both of you realize the house you have been wanting is just a dream because someone else is controlling your finances.

We have nasty habits about rationalizing, procrastination and skirting important things, rather than facing the issues. Too often we allow others who do not pay our bills, who do not share our dreams, to direct our futures.

As children we have absolutely no freedom; we rebel in our teens and scream for freedom. We reach adulthood and are finally free, only to relinquish that freedom because we think it is too difficult. We do not want to take responsibility. We do not want to make a wrong decision, so we obligingly give that awesome power to someone else. We wake up too late. We hear ourselves uttering phrases like: "I wish I had only . . ." and "If I could do it over again."

You have no one but yourself to blame. You had the chance. Perhaps the opportunity was presented many times and each time you elevated the trivial to a higher priority than yourself.

Let me ask you: Is direct sales really difficult?

Is it so traumatic to show someone an exciting product or idea? Is it so difficult to understand that if you work this marketing idea for three to five years, you just might finally be able to send your children to a college chosen by excellence, rather than one chosen by price? That you could finally put your family in the home of their dreams?

Would you work really hard for eight to ten years, so you could mold a lifestyle of your choosing, so your family could live a lifestyle of their dreams, rather than trying to live how someone else thinks you should live?

How difficult is it to pick up the phone and call your hostess? How difficult is it to pack up your kit and meet some new friends? How difficult is it, really, to share what you love with others? Think about it.

Realize the awesome power you have in your hands with direct sales. There are people out there working three jobs. There are people drowning in debt; or agonizing through bankruptcy, realizing they only needed a couple hundred more dollars per month. That is difficult!

This business you have chosen has the ability to change lives. Direct sales cannot do anything. But YOU can change lives with it. You are the one with the life-changing ability. What are you waiting for?

There is difficulty and pain in success, and there is difficulty and pain in failure. Difficulty and pain in success will last a short period of time; but pain in failure lasts a lifetime. Which one is really more difficult?

You will pay a price for your actions, and your choices. Which choice will you make?

discover what you  **LOVE**™



WE'RE  **ALL IN!**
#teamMK

MARY KAY

Be Part of the All In Movement!

JOIN US!

Declare that you're All In by demonstrating our great Mary Kay® skin care on new faces.

EMBRACE YOUR DREAMS.

The Company will track the number of *Embrace Your Dreams* challenge achievers each month. A 13% increase over last year's number of cumulative \$600 wholesale Section 1 orders for the month lets us know that your new customers are learning about — and loving — our skin care. When we achieve the goal each month from January to June 2017, we'll host a huge *All In Party* at Seminar with food, music and dancing!

SHARE YOUR SUCCESS.

We believe in the power of an All In commitment to change lives and transform your Mary Kay business. Tell us about your success as part of this movement on social media with #teamMK. When you do, you might even be featured on *Mary Kay InTouch*®.



FOR COMPLETE
EMBRACE YOUR DREAMS
CHALLENGE DETAILS,
VISIT MARY KAY INTOUCH®.

MARY KAY

Let's have a record number of winners and Seminar attendees!
Book classes, master your skin care class
.....BOOK, SELL, RECRUIT
Get excited about your business!!
BUILD RELATIONSHIPS....BUILD YOUR FUTURE!



Embrace Your Dreams Seminar Challenge March 1 – June 30, 2017

Your All In success can fuel the Year of Your Dreams, and now you can show that commitment at Seminar. You can qualify to earn an invitation to the Dream Big in Big D Seminar 2017 prize party at Gilley's where you will receive the special Seminar Embrace Your Dreams bracelet which encourages you to follow Mary Kay Ash's lead and "Do it Now." You will earn these two wonderful rewards if you are:

- An **Independent Beauty Consultant or Independent Sales Director** who achieves the *Embrace Your Dreams* Challenge in March, April, May and June.
- A **NEW Independent Beauty Consultant** whose Independent Beauty Consultant Agreement is received and accepted by the Company in the months of March, April or May and who achieves the *Embrace Your Dreams* Challenge in the month her Agreement is accepted and each of the following months during the contest period. New Independent Beauty Consultants with Agreements received and accepted by the Company in the month of June are not eligible.

To find out more about this exciting challenge, visit *Mary Kay InTouch*®. Get ready to show off your new bracelet at Seminar 2017!



MARY KAY
SEMINAR
2017



Sandy Cooke, Sales Director
Mary Kay Cosmetics
2700 Tam Oshanter Drive
El Dorado Hills, CA 95762
Bus: 916-933-4465
Cell: 916-606-9648
scooke17@sbcglobal.net



Address Correction Requested



MARY KAY
SEMINAR
2017

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