

THE SPARKLER



March 2023 Newsletter, Feb. results

Dixie Gilbertson, Sales Director

QUARTER III: Dec. 16, 2022 - Mar. 15, 2023

Seminar 2023 GOALS

- \$300,000 Unit Club
- 30 Star Consultants
- 75 Unit Members
- 2 FREE Car Drivers

Those who placed a w/s order in FEBRUARY

Dee Lehner
 Penny Obert
 Tara Lee Felten
 Katherine Rausch
 Tonya Hansen
 Ginger Trulson
 Jill Thorson
 Cathy Sprau
 Cindy Herrera
 Kim Quelle
 Sue Skjeveland

Angela Thompson
 Elaine Oimoen
 Susan Uguilini
 Valerie Hall
 Sue Grove
 Lindy Cannady
 Karla Knudtson
 Megan Helgeson
 Susan Bugge
 Suzanne Gorvin

Happy Birthday!

March
 Faye Haugen
 Dustin Barr
 Kendra Knudtson
 Doris Troll
 Elizabeth Gretillat
 Jill Thorson
 Rita Bergstrom
 Cindy Herrera

Happy Anniversary!

March
 Jennifer Franz
 Michelle Hoefler
 Linda Tirevold
 Ali McCormick
 Stacy Nielson
 Jeri Harper
 Jodene Bardwell
 Nicole Volkart
 Karen Fasbender
 Jane Juenger
 Colette Smith
 Terri Peterson
 Sara Stevens
 Michelle Lichy
 Candy Johnson
 Marie Evenson



WELCOME
 New
 consultant
Tara Felten

Recruiter:
 Angie
 Swanson



EARN WITH
 YOUR
**\$600 W/S
 ORDER!**

This March key chain card holder, embellished with the Mary Kay® logo and a gold-tone heart key ring clip, can be the reminder you need to maintain your optimistic mindset.

MARY KAY
GOLDEN
Rules

July 1, 2022 - June 30, 2023

February Achievers



Dee Lehner



Penny Oberg



Dixie Gilbertson



EARN YOUR Z-ADD-A-DIAMOND RINGA

Mary Kay National Court of Sales

\$40,000 retail - Sterling Silver Z Ring with .10 CT Diamond

Mary Kay National Area Princess Court

\$40,000 retail - Sterling Silver Z Ring with .05 CT Diamond

A Diamond will be added by Dixie each year that you achieve one of these courts

Here we go!!!!!! Get started right from the beginning so you can stay on track and not have to play catch up.

National Court of Sales. Order \$1,688 whsl each month
(business plan goal is to sell \$830 week - profit half and order half)

Princess Court of Sales Order \$833 whsl each month
(business plan goal is to sell \$415 a week - profit half and order half)





SEMINAR 2023

Dee Lehner



Cathy Sprau



Brittany Eriksmoen



Angela Thompson



2023 QUEEN'S COURT OF PERSONAL SALES TOP 10 YTD

Name	YTD Contest Credit
DEE LEHNER	\$11,310.00
Cathy Sprau	\$5,647.00
Brittany Eriksmoen	\$5,152.50
Angela Thompson	\$4,708.50
Ericka Smith	\$4,321.50
Becky Harris	\$3,972.00
Karla Knudtson	\$3,731.00
Debbie Sanford	\$3,129.50
Cindy Herrera	\$2,945.00
Monica Anderson	\$2,323.00



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



2023 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**

2023 QUEEN'S COURT OF SHARING

Choice of one



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



Quarter
THREE
MAR. 15, 2023

On Target

Star Consultants

Consultant Name **Current Wholesale Production** **—Wholesale Production Needed— for Star**
Sapphire \$1800 **Ruby \$2400** **Diamond \$3000** **Emerald \$3600** **Pearl \$4800**
 Updated thru March 6

Name	Wholesale \$ + Team Building*	Sapphire	Ruby	Diamond	Emerald	Pearl
Dixie Gilbertson	\$3,925.00	STAR	STAR	STAR	STAR	\$875.00
Dee Lehner	\$1,008.20	\$791.80	\$1,391.80	\$1,991.80	\$2,591.80	\$3,791.80
Angela Thompson	\$784.00	\$1,016.00	\$1,616.00	\$2,216.00	\$2,816.00	\$4,016.00
Karla Eaton	\$716.50	\$1,083.50	\$1,683.50	\$2,283.50	\$2,883.50	\$4,083.50
Penny Oberg	\$606.50	\$1,193.50	\$1,793.50	\$2,393.50	\$2,993.50	\$4,193.50
Cathy Sprau	\$597.00	\$1,203.00	\$1,803.00	\$2,403.00	\$3,003.00	\$4,203.00
Cindy Herrera	\$505.00	\$1,295.00	\$1,895.00	\$2,495.00	\$3,095.00	\$4,295.00
Tara Lee Felten	\$456.50	\$1,343.50	\$1,943.50	\$2,543.50	\$3,143.50	\$4,343.50
Sheryl Ellington	\$409.00	\$1,391.00	\$1,991.00	\$2,591.00	\$3,191.00	\$4,391.00

Name	Total Career Star Consultant Quarters
Dixie Gilbertson	97
Kaylene Kiewiet	70
Jill Thorson	58
Karla Knudtson	52
Monica Anderson	14
Alma Walker	12
Debbie Sanford	10
Penny Miller	9
Angela Thompson	9
Dee Lehner	6
Bobbi Tollefson	6
Twylla Vickmark	5
Sue Grove	4
Kathy Upmeyer	4
Suzanne Gorvin	1
Tonya Hansen	1
Judy Junkermeier	1
Elaine Oimoen	1
Kim Quelle	1
Cathy Sprau	1



MARY KAY

Flexible OPPORTUNITY. INCREDIBLE *Options.*

Special *Mary Kay*® Startup Options • March 1–31, 2023

A *Mary Kay* business can **fit your life** and meet you where you are right now. It's fun and best of all, it's flexible. **YOU** choose how you start earning a little extra income with your *Mary Kay* business. And these **hard-to-pass-up startup options** can help get you started toward your goals – whatever you envision!

March 1–31, 2023

Any new or returning
Independent Beauty Consultant whose
Agreement is received and accepted by
the Company may choose from these
exciting, **limited-time startup options!**

MARY KAY® *eStart*,[†] \$20

The *Mary Kay*® *eStart*® is a great way to **work your business from the comfort of home** and still have the opportunity to connect virtually with your customers on a personal level. At a **special price** of only \$20, it's an opportunity worth considering!



MARY KAY® *Starter Kit*,[†] \$90

This Starter Kit includes everything in *Mary Kay*® *eStart*, plus retail-sized products for sampling (a more than \$400* value), **additional products and samples for March only**, business resources, and tips and selling techniques designed to help you empower your sales. You'll be ready to connect with your first hostesses and customers with confidence!



These startup options are a limited-time offer; the promotion is subject to change with advance notice.

HURRY! LIMITED-TIME OFFER! *New Business Debut Assortment***

You can kick-start your *Mary Kay* business with a curated assortment** of easy-to-order and easy-to-sell *Mary Kay*® products **PLUS FREE** samples for only \$600 wholesale!

Additional items
included for
March only!



Connect with me, your Independent Beauty Consultant,
before these incredible offers end!



Question:

When I sell, I just sell; when I recruit, that's all I do! How can I do both at once?

A common lament. The dilemma occurs when we ourselves SEE selling and recruiting as separate things. Correct this in daily activities. Mary Kay Ash was our finest role model. She taught us to approach this issue with a "she learns while she earns" attitude; our prospects and new people learn while we show them how to make money!!

We make the best us of our time when we are selling and recruiting together.

**Working
Full
Circle**

Examples:

1. Before the class, saying to our hostess, "Who do you know who is coming tonight who would be good doing what I do? How about YOU? I think you'd be great! Watch what I do and we will talk afterwards." (4-Point Recruiting Plan)
2. Bringing a prospect to a class as our "Assistant." She watches us earn \$\$\$ and trains at the same time.
3. Selecting at least one person at each class and offering her the opportunity to hear more, right then if possible. (4-Point Recruiting Plan)
4. Bringing agreements and literature with us to every product delivery and asking for a few minutes of her time. (Do not leave the DVD...watch it with her.)
5. Bringing prospects with us to every training meeting. We go every week anyway. This time we both learn! Always pick them up to ensure their attendance and to have valuable discussion time in the car.
6. Giving a crackerjack (sincere and enthusiastic) recruiting talk at each class. (Again, one step of Mary Kay's 4-Point Recruiting Plan)
7. Offering our customers a gift for referring someone to us who becomes a consultant. This is done anytime, anywhere! (Now you have the whole 4-Point Recruiting Plan.)

Get to work every day, and as you sell, you are looking for quality women to work with you. Make selling and recruiting inseparable partners in your rise up the success leader. Work FULL CIRCLE and work smart. Action is the answer!

An Unique St. Patrick's Day Take

on sharing the Mary Kay Opportunity with potential team members



A Mary Kay Career Can Really Put You In The Green

SO MANY OPTIONS!

You can choose to do one-on-one facials, double facials, classes, internet sales, book orders, fundraisers, office sales... the possibilities are endless! And there are **NO Quotas!**

HOT PRODUCTS!

Mary Kay simply has the best products on the market! We've been the number **ONE** selling brand for many years. It's because we stay current with market trends and fashions!

ADVANCE AT YOUR OWN PACE!

How many companies allow **YOU** to decide when you want to be promoted? Mary Kay does! You can move yourself up the Career Path whenever you decide to! There's **NO "glass ceiling"** and no limit to how far you can go!

MONEY!

Mary Kay pays a high commission in the Direct Sales Industry - **50%!** No one pays more, and very few meet this level!

REORDER BUSINESS!

With a consumable product like ours, your customers will wash the product down the sink every night, use it up and need more!

ON-GOING, FREE TRAINING!

Your Sales Director will be your business mentor & cheer you to success! There is also **LOTS** of training on your Mary Kay In Touch website and in your kit! Weekly meetings provide on-going training, support & recognition!

CARS!

You can qualify for the use of **FIVE** different Career Cars: The Famous Pink Cadillac, the popular Chevrolet Equinox, and the super sweet Mini Cooper, the extra roomy Chevrolet Traverse, and the classic Chevrolet Malibu or choose Cash Compensation!

KEEP FAMILY & FRIENDS ON YOUR CUSTOMER LIST!

It doesn't matter where they live or even if you move! Your business goes with you because there are **NO territories!** You can have customers and team members all over the country!



This is a great fun way to introduce others to the Mary Kay opportunity in March.

To catch attention, you may want to start with the S.H.A.M.R.O.C.K. list first, highlighting very basic career opportunity perks, then move into sharing team building information by sharing the opportunity using brochures, packets, or other items that you have preassembled.



CAPTILIZE ON HOLIDAYS

At a Glance Marketing Ideas and Tips

- ↪ Highlight the eyes of March
- ↪ Marching into St. Patrick's Day/Spring with a new look
- ↪ Be Beautiful, Be Bold, Discover your True Beauty, *your own Pot of Gold*
- ↪ March Silent Hostesses
- ↪ March winners are by *luck of the draw*
- ↪ Have a "green day" *share Beauty on a Budget material*
- ↪ Why not offer goodie bags, maybe throw in a lucky you gift certificate for \$5 off, a green eye shadow (so you don't get pinched!!) and your business card

March Madness Sales Event



Dear [redacted]

I am so excited, so I'm going to come right to the point! I have a very special goal to achieve "Star Consultant Status" by March 15th. To help me accomplish this goal I must sell \$1000 in one day. Sounds like a lot, doesn't it? Well, this is where you come in:

Because you are so important to me and have been a blessing to my business, I am offering very special discounts on that one day only! Contact me with any order on [redacted] during the following hours and participate in my, **One Day Only, March Madness Sale!**

Call on [redacted] and receive the following discounts:

7:00 am to 9:00 am **20% discount on your order**

9:01 am to 11:00 am **15% discount on your order**

11:01 am to 9:00 pm **10% discount on your order**

I will be ready to receive orders at 7:00 am either by phone [redacted]

or on my website at www.marykay.com/

If you call and get my voice mail, please leave your order (the time of the call will be recorded).

Special...SHARING BONUS!

Schedule an update facial, glamour party or spa party within the next two weeks with at least 3 of your friends and receive your favorite Mary Kay product FREE as a special thank you gift from me!

It is almost impossible to contact everyone by phone, so I felt writing to each of you was best. You mean so much to me and I want to "Thank you" in advance for participating in my \$1000 day event to help me accomplish my Star Consultant Goal!

Hugs of Appreciation,
[redacted]

D\$: THANK YOU BONUS!

When I reach my goal, I will have a drawing and one lucky customer will get her entire order for free! Also, please feel free to pass this special offer on to your friends who do not have a Mary Kay Beauty Consultant.

H SPECIAL DEALS. MARCH SPECIAL DEALS. MARCH SPECIAL DEALS. MARCH SPECIAL DEALS.

While Supplies Last

50% off



One Item of Your Choice for Every \$50 Purchase



(\$200 purchase = 4 1/2 price specials)

Satin Hands Pampering Set



Instantly, hands feel moisturized, soft & smooth. (White Tea & Citrus Fragrance or Fragrance Free)

~~\$36~~ \$18

TimeWise Replenishing Serum C + E



See skin that's brighter, firmer & glowing with good health.

~~\$60~~ \$30



Skinvigorate Sonic Brush

Removes four times more dirt, oil, impurities, makeup and pollutants – than hand cleansing.

~~\$60~~ \$30



Volumizing Brow Tint

Quick & easy natural-looking, well-groomed brows of your dreams is a breeze.

- Blonde
- Brunette
- Dark Blonde
- Dark Brunette

~~\$14~~ \$7



Silky Setting Powder

Shine-minimizing coverage and natural-looking color correction.

- | | | |
|--------------------|--------------------|---------------------|
| Light Ivory | Light Beige | Light Bronze |
| Light-Medium Ivory | Light-Medium Beige | Light-Medium Bronze |
| Medium Ivory | Medium Beige | Medium Bronze |
| Deep Ivory | Deep Beige | Deep Bronze |

~~\$20~~ \$10

Clear Proof Blemish Control Toner

It tones without over-drying, cleanses skin completely and helps control shine.



~~\$16~~ \$8

Gel Eyeliner

The precision of a pencil meets the intensity of a liquid in one smooth gel eyeliner formula. Comes with expandable brush.



~~\$20~~ \$10



Satin Lips Shea Butter Balm

Blended with shea and jojoba butter to help comfort and soothe lips.



~~\$12~~ \$6



Indulge Soothing Eye Gel

Contains botanical extracts reported to tone, firm and reduce the appearance of puffiness around the eye area.

~~\$18~~ \$9

TimeWise 4-in-1 Cleanser

Leaves skin feeling clean, exfoliated and brighter. (Normal/Dry or Combo/Oily)



~~\$26~~ \$13



Mint Bliss Energizing Foot & Leg Lotion

Moisturizes tired legs and feet and instantly helps them feel revived.



~~\$12~~ \$6

MARCH SPECIAL DEALS. MARCH SPECIAL DEALS. MARCH SPECIAL DEALS.

March

\$200 *FREE



When You Party With Me

ZOOM or FB? Host a Pamper Me Party and discover YOUR RADIANCE WITHIN! Invite your friends and earn FREE Product! IS THERE ANY REASON WHY YOU WOULDN'T LOVE GETTING FREE PRODUCTS??

\$100

\$25

\$25

\$25

\$25

*In FREE Product

1. \$500 or more in outside sales (friends who cannot attend)
2. Provide guest list within 48 hours
3. 5 or more guests who are 18 years + and do not currently have a beauty consultant
4. 2 Bookings for future parties
5. \$225 or more in party sales



MARCH HOSTESS WITH THE MOST!

One Lucky HOST in March

Will win a Skinvigorate Sonic Brush

***When I have a minimum 5 hosts/parties in March and each party with a minimum of 3 guests and \$200 in sales*

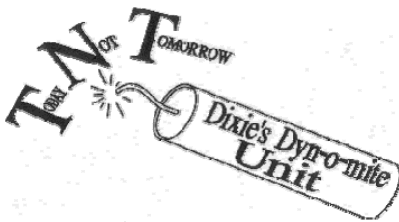


Contact:

Email:

Or shop my website:

Dixie Gilbertson, Sales Director
Mary Kay Cosmetics
 2401 11th Ave SW
 Austin, MN 55912-1353
Phone: 507-437-7481 business
Cell: 507-261-3885
dgilbertson@marykay.com



Address Correction Requested



NEW: Year Consistency Challenge



Power Up Sales With a 60th Anniversary Promo!

Take advantage of a special **Skinvigate Sonic™ Skin Care System** promotion in honor of our 60th anniversary! For a limited time, this innovative system will be priced at \$60* SRP – reduced from \$75 – and active* Independent Beauty Consultants will be able to purchase it for \$30 wholesale.

- IBC ordering: Jan. 26 to Sept. 30, 2023



New! March Startup Options Promotion March 1 – 31

- **Mary Kay® eStart, \$20** What a great option to work a Mary Kay business from the comforts of home with an opportunity to connect virtually with customers on a personal level.
- **Mary Kay® Starter Kit, \$90** Includes **everything in Mary Kay® eStart plus retail-sized products for sampling (\$400+ value), additional products and samples for March only, business resources, tips and selling techniques.** *Starter Kit bag is not included.*