

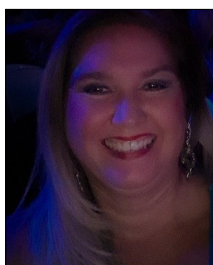
# BUILDERS OF EXCELLENCE

NOVEMBER NEWSLETTER WITH OCTOBER RESULTS

Reds



Juanita Fabian



Sylvia Nichols



Starlyn Williams-Griffis



Spark a Chain Reaction

October Winners



Juanita Fabian



Cruze Aguirre



Betty Lehr



Who will be next?

Face Painting with Cruze Aguirre

SPARK A CHAIN REACTION!



Quarter 2 On-Target Stars



Name	Contest Credit	Sapphire	Ruby	Diamond	Emerald	Pearl
Juanita Fabian	\$ 875.00	\$ 925.00	\$1,525.00	\$2,125.00	\$2,725.00	\$3,925.00
Peggy Logan	\$ 650.00	\$1,150.00	\$1,750.00	\$2,350.00	\$2,950.00	\$4,150.00
Sylvia Nichols	\$ 647.00	\$1,153.00	\$1,753.00	\$2,353.00	\$2,953.00	\$4,153.00
Cruz Aguirre	\$ 634.75	\$1,165.25	\$1,765.25	\$2,365.25	\$2,965.25	\$4,165.25
Carolyn Haynes	\$ 483.00	\$1,317.00	\$1,917.00	\$2,517.00	\$3,117.00	\$4,317.00
Betty Lehr	\$ 2,416.75	\$ 0.00	\$ 0.00	\$ 583.25	\$1,183.25	\$2,383.25

# shooting for the top in retail sales *Stars* Company Court of Sales



**Juanita  
Fabian**



**Starlyn  
Williams-Griffis**



**Cruze  
Aguirre**

## Consultant

- 1 Juanita Fabian
- 2 Starlyn Williams-Griffis
- 3 Cruz Aguirre
- 4 Heather Schoen
- 5 Becky Smetana
- 6 Peggy Logan
- 7 Rosalie Ortiz
- 8 Carolyn Haynes
- 9 Elliott Daniel
- 10 Juanita Castillo

## YTD Retail

\$7,626  
\$4,260  
\$3,792  
\$2,508  
\$2,021  
\$1,981  
\$1,966  
\$1,932  
\$1,929  
\$1,671

We are looking for women to be in the Unit  
Court of Sharing.

Share this Career Opportunity with everyone  
you facial!

beauty/awards

## Life in Color Beauty Awards

Our team of editors and beauty pros tested hundreds of products to find the year's best in beauty. Upgrade your everyday routine with these award-winning picks.

By Deanna Pui, Rachel Jackson-Henderson, Erica Metzger, and Samantha Driscoll



### MODERN GLOSS

Our testers loved the variety of shade and shimmer options. Mary Kay Unlimited Lip Gloss delivers tons of shine and moisture without a sticky finish. Comes in 14 shades. \$16; [marykay.com](http://marykay.com)

## Beauty Editor's Picks

**Better Homes & Garden**

### MODERN GLOSS

Our testers loved the variety of shade and shimmer options.

Mary Kay Unlimited Lip Gloss delivers tons of shine and moisture without a sticky finish.

Comes in 14 shades, \$16.

## National Court of Sales



## National

\$40,000 rs/ \$20,000 whsl

## Area

\$20,000 rs/ \$10,000 whsl

## Unit

\$10,000 rs/ \$5,000 whsl

## National Court of sharing



## National

24 Team Members

## Area

12 Team Members

## Unit

6 Team Members

# December Celebrations



Name	Birthday
Cruz Aguirre	3 December
Becky Smetana	7 December
Joyce Faubion	8 December
Juanita Castillo	9 December
Linda Schwertner	9 December
Glynda Lennon	11 December
Lauren Schott	13 December
Ann Woehl	14 December
Ann Burton	21 December
Justina Saunders	25 December
Linda Thomas	31 December



Name	Years
Elliott Daniel	27
Tia Raley	4
Edna Gomez	3
Gloria Rascon	3
Krista Hillman	2
Setina Bellasse	1

## Look Who Invested This Month

○ On Target Fall Consistency Challenge

Name	Amount
Juanita Fabian	\$ 650.00
Cruz Aguirre	\$ 634.75
Carolyn Haynes	\$ 483.00
Tricia Sims-Pate	\$ 344.00
Heather Schoen	\$ 327.75
Terri Vinson	\$ 297.00
Juanita Castillo	\$ 274.50
Peggy Logan	\$ 272.50

Name	Amount
Starlyn Williams-Griffis	\$ 271.00
Roxanna McDonald	\$ 266.50
Rosalie Ortiz	\$ 265.00
Marisa Najar	\$ 257.50
Marissa Guerrero	\$ 255.50
Gloria Rascon	\$ 253.10
Thomasenia Williams	\$ 248.00

Name	Amount
Louise Wood	\$ 242.30
Tia Raley	\$ 233.50
Lawanna Brown	\$ 233.00
Elliott Daniel	\$ 232.50
Becky Smetana	\$ 229.50
Edna Gomez	\$ 228.50
Betty Lehr	○ \$ 2,000.75

## Three Big Shopping Days

[CLICK HERE](#) for images and other great social selling graphics.







# steppin' up the

# Ladder



## Senior

### Consultant

1-2 Active Team Members  
4% Commissions  
Earn \$50 Team Building Bonuses

*Barbara Block*  
*Janelle Book*  
*Marissa Guerrero*  
*Tia Raley*  
*Justina Saunders*



## Star

### Team Builder

3-4 Active Team Members  
4, 6 or 8% Commissions  
50% Discount on Red Jacket  
\$50 Team Building Bonuses



*Juanita Fabian*  
*Sylvia Nichols*  
*Starlyn Williams-Griffis*



### Team Leader/ Elite Team Leader/ DIQ

5+ Active Team Members  
9 or 13% Commissions  
\$50 Team Building Bonuses  
Earn the use of a Career Car/ Cash Compensation



## Director

9 or 13% Unit Commissions  
9 or 13% Personal Commissions  
\$100 Team Building Bonuses  
Unit Bonuses  
Earn the use of a Career Car or  
Cash Compensation



*Betty Lehr*

Earn PINK CASH! Another great way to engage your customers during this holiday season is to have a special... when they make purchases with you in November, during Pink Weekend or a specific time frame you set, then they earn PINK CASH. For each \$50 they spend, they receive \$10 CASH to use towards their purchases between December 1-15. [CLICK HERE TO PRINT](#)

REDEEMABLE BETWEEN DECEMBER 1-15

# PINK

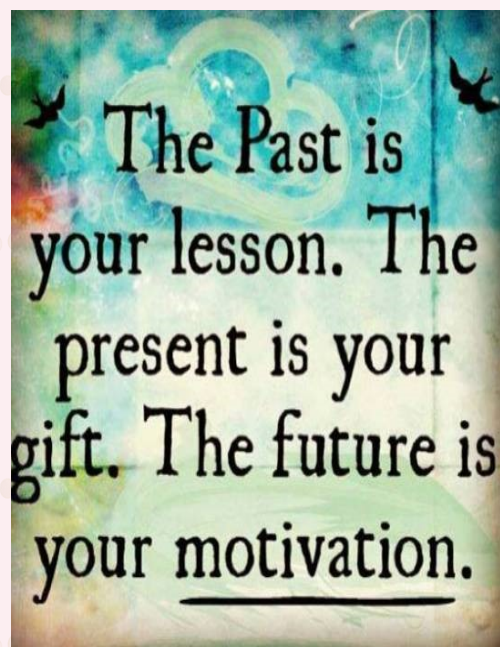
*cash*

SPEND \$50\* TO RECEIVE

# \$10

\*AMOUNT BEFORE TAX

CASH TO SPEND IN DECEMBER



# a note from

Betty



Thanksgiving was Mary Kay Ash's favorite holiday, and we can keep the spirit of the holiday in our hearts all month by focusing on gratitude, generosity, service, and sharing. How can you bless someone's life today? Perhaps by giving her a compliment, or helping her skin feel amazing, or updating her look to help her feel pretty. These small acts can cause huge changes to a person's self-esteem! Perhaps you can change someone's life by introducing her to the Mary Kay opportunity. Our pink bubble of positivity, encouragement, and recognition changes people's attitudes and perspectives, to say nothing of the financial earning potential. Think of ways that Mary Kay has influenced your life for the better- who would you want to experience that positivity?

Do you have your Holiday sales plan in place? If not, take some time today to map it out. There are amazing resources on InTouch to help you do this under Products > Holiday 2020. [CLICK HERE](#) for the Holiday Guide. Below are a few business tips:

1. Be prepared with product. This means ordering ahead of time, so when people order from you- you can deliver it quickly.
2. Don't forget about men. Who do they need to buy for? Who needs to buy for them?
3. Continue booking appointments- Holiday Previews, Coffees, Open House, New Year New You, New Looks- make it festive and fun, but don't stop booking. You don't want to wake up in January with a blizzard in your datebook.
4. Continue to share why you love your business and how it can help others reach their dreams in the next year.
5. If you hold your open house virtually, no need to clean your house, and it can be open to anyone in the country.

I hope these tips are helpful to you, and I hope you know how much I appreciate each and every one of you as part of our unit. I am grateful to have you in my life. Take some time this month to reflect on what you are grateful for, and how you would like to grow over the next year. Please let me know if I can be of help, I am available for coaching calls and would LOVE to help you grow yourself and your business this month, and over the next year.

With love and belief,

Betty



MARY KAY  
**BRIGHT**  
IDEAS

Future Executive Senior Sales Director Paula Kirkpatrick shares her tips for how to conduct a virtual skin care class.

**WATCH NOW**



# IMPORTANT STRATEGY

## *Set up for Success*

THANKSGIVING DAY AND THE PINK WEEKEND  
CAN BE YOUR BIGGEST DAYS IN SALES!

**GAME PLAN:** After dinner—the men all either go hunting or go to the den to watch TV! Let's give the women something really FUN to do...a FUN TREAT! After dinner—why not gather the women around the computer or zoom call - have them do a Virtual Make Over... let them shop 'til they drop!

- Take it a step farther—why not contact every single client of yours (and potential client) BEFORE Thursday - just imagine your clients and their family visiting your website and shopping!!! Why not let them HOST the event, and give her hostess credit?!
- Do a drawing on Saturday from both Thur/Fri sales and give away a \$50 Gift Certificate from sales made those 2 days.
- Offer the TOP HOSTESS a \$100 MK Shopping Spree!

**WEEKLY PLAN:** Make that weekly Plan Sheet—Set your Sales Goal and Plan your phone time, quick makeovers, deliveries, interviews! Make a list of friends/family you'll be seeing this week who could use your services (that would be everyone!) Plan the grocery list & decide what cooking you'll need to do and WHEN you'll do it! Enter all these time issues on your plan sheet!

**MONDAY/ TUESDAY:** Attend MK Event! Get the enthusiasm and knowledge you'll need to make this week GREAT! Let's all focus on ways to SELL for the Holidays! Turn your good Mary Kay business into GREAT!

Call your clients & offer the option of being a web hostess on Thursday or Friday .. OR ... have a Telephone Lottery! Call 25 clients and say: "This is \_\_\_\_\_ with Mary Kay! I hope you have a quick minute! The reason I'm calling tonight is because I'm having a Thanksgiving Day Lottery! And, no, I'm not giving away a million dollars or a Pink Caddy... but, if you place an order tonight, you can pick your lucky number between 1-25 and on Thanksgiving night I will draw one lucky number—if it's yours—you'll get your order HALF OFF. Is there anything you'd like to order? Holiday Gifts?" after she orders, have her select her lucky number and keep track of numbers selected... if she chooses one already taken, have her pick another!

**WEDNESDAY:** Make deliveries—take a basket of extras & samples with you. Give her a sample of an eye shadow/blush or hand cream to try (Place your last day of month w/s order TODAY).

**THURSDAY:** Enjoy Thanksgiving Day with your family! After dinner—try to offer facials/ quick hand facials or show your Holiday items to your guests or a LIVE FB Thanksgiving Event. Remember to offer Gift Certificates! Have at least 20 website Hostesses going for this day!!! (20 x \$100 = \$2,000) Do your own web party with the ladies!! Are you beginning to get EXCITED?!?!?!?

**FRIDAY:** This is traditionally the biggest shopping day of the retail season! Work your business the same! This is the day you can either BUY or SELL...I suggest you SELL! Connect with close friends/relatives and give quick make-overs and interviews!! Maybe have a Pink Friday Sale!

**SATURDAY:** Check inventory and see what products you'll need to order either for Christmas business or to replenish what you've sold. FINISH STAR! Today is Small Business Saturday!

**MONDAY & TUESDAY:** Hold holiday make-overs/interviews and continue building your business—BOOK for the first 10 Days of DECEMBER—Spa Experiences, Holiday Coffees or Holiday Previews; Set up several in your home...You will ROCK your Sales in December as well! JUST HOW MUCH \$\$\$\$ WILL YOU BRING HOME THIS WEEK?



Mary Kay At Play® Highlighting Stick, \$14



Mary Kay Illuminea™ Body Soufflé, \$30



Mary Kay At Play® Mini Matte Liquid Lip Color Kit, \$16

# The Power to Renew

## Winter 2020



Limited-Edition\* Gift With Purchase



Mary Kay Illuminea™ Extrait de Parfum, \$70



Fragrance-Free Satin Hands® Shea Hand Sanitizer, \$8



Mary Kay At Play® Contouring Stick, \$14



TimeWise Replenishing Serum C+E, \$58



Pink SUCCESS



12 DAYS OF Christmas  
DAY 1

ON THE FIRST DAY OF CHRISTMAS MY MK LADY GAVE TO ME...

**SANTA APPROVED**  
*Coal*

**clearproof**  
Charcoal Mask and Pore Purifying Serum  
1.02 OZ NET WT / 30g

**\$33**  
Retail price \$35

12 DAYS OF Christmas  
DAY 2

ON THE SECOND DAY OF CHRISTMAS MY MK LADY GAVE TO ME...

**Lots of HUGS**  
*Satin Hands Set*

**\$65**  
Retail price \$70  
Buy 2 Satin Hands Sets for \$65 (any fragrance)

12 DAYS OF Christmas  
DAY 3

ON THE THIRD DAY OF CHRISTMAS MY MK LADY GAVE TO ME...

**Kiss Me**  
*UNDER THE MISTLETOE*

**\$29**  
Retail price \$35

**Satin Lips Set and Lip Gloss**

12 DAYS OF Christmas  
DAY 4

ON THE FOURTH DAY OF CHRISTMAS MY MK LADY GAVE TO ME...

**EXFOLIATE THE OLD, IN**  
*with the new.*

**\$90**  
Retail price \$90

**Skincare Systems™ Skin Care System and Facial Massage Head**

12 DAYS OF Christmas  
DAY 5

ON THE FIFTH DAY OF CHRISTMAS MY MK LADY GAVE TO ME...

**PEEL THE**  
*Years away!*

**\$55**  
Retail price \$65

**Facial Peel**

12 DAYS OF Christmas  
DAY 6

ON THE SIXTH DAY OF CHRISTMAS MY MK LADY GAVE TO ME...

**MIRACLE**  
*On 54th*

**\$95**  
Retail price \$90

**TimeWise Miracle Set 3D**

12 DAYS OF Christmas  
DAY 7

ON THE SEVENTH DAY OF CHRISTMAS MY MK LADY GAVE TO ME...

**Joy to the Artist**

**\$55**  
Retail price \$65

**Brush Set and Brush Cleaner**

12 DAYS OF Christmas  
DAY 8

ON THE EIGHTH DAY OF CHRISTMAS MY MK LADY GAVE TO ME...

**The Ultimate GIFT BAG**

**\$44**  
Retail price \$53

**Travel Roll Up Bag & Empty Color Compact**

12 DAYS OF Christmas  
DAY 9

ON THE NINTH DAY OF CHRISTMAS MY MK LADY GAVE TO ME...

**Love the Way**  
*IN YOUR BROW*

**\$24**  
Retail price \$28

**Eye brow tint and precision brow liner**

12 DAYS OF Christmas  
DAY 10

ON THE TENTH DAY OF CHRISTMAS MY MK LADY GAVE TO ME...

**A Twinkle**  
*IN YOUR EYE*

**\$44**  
Retail price \$50

**Lash Primer, Lash Intensity Mascara, Eye Makeup Remover**

12 DAYS OF Christmas  
DAY 11

ON THE ELEVENTH DAY OF CHRISTMAS MY MK LADY GAVE TO ME...

**Merry KISSMAS!**

**\$25**  
Retail price \$30

**Lipstick and Lip Liner**

12 DAYS OF Christmas  
DAY 12

ON THE TWELFTH DAY OF CHRISTMAS MY MK LADY GAVE TO ME...

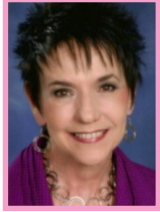
**THE PERFECT FAIR!**

**\$19**  
Retail price \$23

**Hand and Foot Cream**



# Builders of Excellence



*Betty Lehr*

7885 Lehr Rd

San Angelo, TX 76905

(325)205-2882

## Important dates

**November 10** - Early Ordering of Winter Products begins

**November 11** - Veterans Day - Postal Holiday

**November 15** - Everyone can order Winter Products

**November 25** - Last day to place telephone orders for November

**November 26** - Happy Thanksgiving - All Company Offices Closed

**November 27** - Company Holiday - All Company Offices Closed

**November 30** - Last day to place on-line orders for November

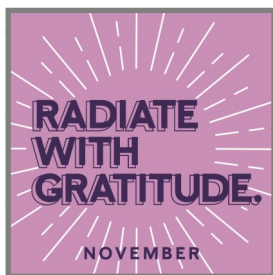
**December 15** - Quarter 2 Star Contest Ends

**December 16** - Quarter 3 Star Contest Begins

**December 25** - Merry Christmas

**December 29** - Last day to place telephone orders

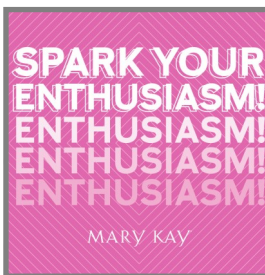
**December 31** - Last day to place on-line orders



When you order \$600+ whsl in November, you will receive these beautiful

**EARRINGS**

from the *Spark a Chain Reaction!*



Earn the Fall Consistency Challenge

**NECKLACE**

when achieve the *Spark a Chain Reaction!* Challenge each month, July through December 2020.