



Betty Lehr

May Newsletter with April Results

Builders of Excellence

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A BIG CONGRATS to these Achievers!!

*On-Target
Princess Court*



Juanita Fabian

Queen of Wholesale



Juanita Fabian

new faces **take you** places BRACELET



Earned April Bracelet



Winners



Juanita
Fabian



Tia
Raley



Janet
Jones



Donna
Fischer



Betty
Lehr



Who will
be next?



Who will
be next?



Who will
be next?

MAY 12
Mary Kay's
Birthday is Launch
Day! All
consultants can
order!



TIMEWISE MIRACLE SET 3D
DEFENDS against age-accelerating free radicals.
DELAYS the look of premature skin aging.
DELIVERS visible improvement of skin aging.

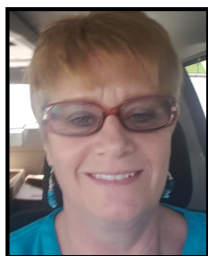
Sponsored by
T. Raley

shooting for the

Stars

top in retail sales

Company Court of Sales



Juanita
Fabian



Donna
Fischer



Tia
Raley

	Consultant	Retail	YTD PCP	YTD Retail
1	Juanita Fabian	\$18,395.00	\$0.00	\$18,395.00
2	Donna R. Fischer	\$8,833.00	\$0.00	\$8,833.00
3	Tia Raley	\$8,781.00	\$0.00	\$8,781.00
4	S. Williams-Griffis	\$6,112.00	\$0.00	\$6,112.00
5	Barbara J. Salvato	\$4,622.00	\$0.00	\$4,622.00
6	Sylvia Nichols	\$4,437.00	\$0.00	\$4,437.00
7	Stacy Erwin	\$4,380.00	\$0.00	\$4,380.00
8	Linda A. Schwertner	\$4,221.00	\$0.00	\$4,221.00
9	Heather Schoen	\$4,112.00	\$0.00	\$4,112.00
10	Gloria Rascon	\$3,368.00	\$0.00	\$3,368.00

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

Share this Career Opportunity with everyone
you facial!

SEE IT LIVE IT SHARE IT

2018

SEMINAR

REGISTER TODAY

RUBY

July 20-23

EMERALD

July 28-31

SAPPHIRE

July 24-27

DIAMOND

Aug. 1-4

national court of sales

- » **National**
\$40,000 Retail/ \$20,000 whsl
- » **Area**
\$20,000 Retail/ \$10,000 whsl
- » **Unit**
\$10,000 Retail/ \$5,000 whsl



national court of sharing

- » **National**
24 Team Members
- » **Area**
12 Team Members
- » **Unit**
6 Team Members





MK Anniversary

Years	Anniversaries	Years
22	Cherrille McWilliams	1
18	Arlene Murray	1
11	Carol Moore	1
8	Ann T. Woehl	1
5	Sharon Coats	1
5	Chery K. Fugazzotto	1

[illegible]

Rules of Successful Recruiter

by Senior Director Pam Garner Moore

1. ALWAYS LEAD BY EXAMPLE! If she sees you consistently conducting business (whether its 5 or 25 hours a week), she'll do the same. Let her see the Mary Kay "Image" in you!
2. ATTEND ALL UNIT MEETINGS! See that your recruit is there with you. It's the most important place for both of you to be!
3. CALL OR WRITE TO HER DAILY FOR THE FIRST 3-4 WEEKS! Make your calls, emails or notes short but let her know you're there!
4. KEEP A FRIENDLY BUSINESS RELATIONSHIP! Until your new recruit is firmly established, you will be more helpful as her teacher rather than her close friend!
5. ALWAYS TALK ABOUT PROFIT LEVEL! Unless your new recruit has started with a profit level order, you must encourage her to reach it ASAP. Teach her to follow the 60/40 plan.
6. ALWAYS LET HER LEARN WHILE YOU EARN! Spending hours on the phone or at your kitchen table means neither of you is earning. Take her to your shows and classes. Spend time with her at the meetings. You'll both benefit more!
7. KEEP A 100% POSITIVE ATTITUDE! Don't dump on her and don't allow her to dump on you. Our job is to build confidence ~ refuse to voice or listen to negativity!
8. CALL YOUR DIRECTOR! If you feel unable to answer a question or handle a problem of any kind, please call your Director ASAP. Be sure to share your crow's and ideas with her too!
9. HELP HER SPONSOR HER FIRST RECRUIT! She will love you for it and it will make her a solid Consultant!
10. JUST AS YOU WOULD NEVER TAKE CREDIT FOR HER SUCCESSES, NEVER TAKE RESPONSIBILITY FOR HER FAILURES! You can love her and teach her, but SHE MUST DO IT FOR HERSELF!

steppin' up the

Ladder



Senior Consultants

1-2 Active Team Members
4% Commissions
Eligible to order Red Jacket (2 Active)

<i>Karen D. Abbott</i>	<i>Heather A. Johnson</i>
<i>Heather A. Johnson</i>	<i>Renee S. Traver</i>
<i>Rita G. Temple</i>	
<i>* Justina M. Saunders</i>	<i>Cynthia L. McMinn</i>
	<i>Janet J. Jones</i>
<i>Aundie L. Bland</i>	<i># Gwendolen M. Landers</i>
<i>Stacie McMahon</i>	
<i>Tia Raley</i>	<i>Sylvia Nichols</i>
<i>* Abby B. Clappitt</i>	<i>Gloria Rascon</i>
<i>* Christi Clappitt</i>	<i>* Brenda J. Lewis</i>
	<i>* Dinorah M. Neal</i>
<i>Barbara Block</i>	<i>* Elizabeth Williams</i>
<i>Stacy S. Byrd</i>	<i># Marta Martinez</i>
<i>Carolyn K. Haynes</i>	
	<i>Tia Raley</i>
<i>Janelle A. Book</i>	<i>Vickie Lem</i>
<i>Jacalyn M. Pruser</i>	<i>* Tamela Taylor</i>
<i>Stephanie Free</i>	<i>Justina M. Saunders</i>
<i>Stacy Erwin</i>	<i>Peggy Logan</i>
<i>* Courtney Henrickson</i>	<i>Marisa R. Najjar</i>
<i>Marissa C. Guerrero</i>	<i>Tricia M. Sims-Pate</i>
<i>Stephanie Free</i>	<i>Karen D. Abbott</i>
<i>Heather Schoen</i>	<i>* Lois F. Bishop</i>
<i># Tymothy S. Guerrero</i>	<i>* Elizabeth L Crabtree</i>

Star Team Builder

3-4 Active Team Members
4% Commissions
\$50 Red Jacket Rebate
\$50 Team Building Bonus

Juanita Fabian
Juanita M. Castillo
Kaye Tilley
S. Williams-Griffis
** Roxanna McDonald*
** Aimee M. Mitchell*
Krista Hillman
Starlyn L. Williams-Griffis
Cherrille McWilliams
Arlene Murray
Thomaseia Williams
** Ada Castro*
** Yulonda R. Hill*
** Patricia A. Knowles*
Ann Burton
Rosilyn Griffis
Carol Moore



Team Leader/ Future Director/ DIQ

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



Director

5+ Active Team Members
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



BRAND NEW
at Seminar
2018!



Princess Court
of Personal Sales

Consultants with \$20,000 in retail production by June 30 will have their spotlight moment as they parade across the Seminar stage during Awards Show! Plus they get a special **Bling Button** and **sash**.

GO FORWARD
in life with a
TWINKLE
in your eye
and a
SMILE
on your face,
but with
GREAT and
STRONG
purpose
in your heart.

// Gordon B. Hinckley //

a note from Betty

I see determination and perseverance in the sparkle of your eyes as we finish up our Seminar Year, June 30! Victories are won with intent work and purpose! See success as you reach your goals this Seminar year and at the same time, build momentum for Seminar 2019! I cannot wait to celebrate your achievements at Seminar 2018!

Have you registered for Seminar yet? This is one of the most exciting times of the year! [CLICK HERE](#) to listen to NSD Cindy Gress describe why attending seminar is the place to be... the feel of the crowd, the pulse, how your heart will become engaged with the company! And that is when magic happens. I want to help you make your dreams come true, commit to attend Seminar, invest in your future. By the time you hop on the plane or slide into your car to head home, you'll be ready to take the world by storm and seize success!

Being a STAR consultant is a very important key to achieving your goals! It helps you become consistent in your business, while also building your customer base and earning an income! The quarter ends June 15! In order to be a Sapphire Star, focus on selling \$300 each week, CONSISTENTLY! When you hold appointments consistently, your business is more enjoyable and you will have continuous bookings vs. holding an appointment every so often and then having to work harder to find new hostesses. Think BIG! Don't worry about your sales at your appointments (because that comes no matter what at your individual closings), but focus on getting 2 new bookings at each party and getting referrals from the guests!

Keep working with your blinders on and let nothing detour you from your goal. I am here cheering you on to the finish line!

With Big Belief,

Betty

City Girls & Pearls Prize Party






Be invited to attend this glamorous, come-and-go prize party with a classic New York City vibe when you achieve one of the following:

- Be an All-Star Consistency Challenge
- Become a New Sales Director by July 1
- Achieve New Faces Take You Places Consistency Challenge



Flower Power

May Promotion

-  FULL BLOOM BOUQUET ~ 33 Flowers below AND a \$600 whsl order to earn a **\$25 RESTURANT GIFT CARD**
-  BLOOMING BOUQUET ~ 23 Flowers below to earn **DESSERT AND COFFEE WITH ME**
-  BUDDING BOUQUET ~ 13 Flowers below and receive a **STARBUCKS GIFT CARD**

Pick your Flowers from May 1—31, 2018

Email completed sheet to me by June 5, 2018

Combine Flowers below to create a Magnificent May filled with SUCCESS!

- | | |
|---|---|
| <input type="checkbox"/> Hold a Party (3guests & \$100 sales)* | <input type="checkbox"/> Turn in 4 Weekly Accomplishment Sheets |
| <input type="checkbox"/> 3 Facials* | <input type="checkbox"/> Attend 2 Success Meetings* |
| <input type="checkbox"/> Sell 2 NEW TW 3D Sets | <input type="checkbox"/> Have a \$100 Day* |
| <input type="checkbox"/> 5 Interviews/ 5 Texts with Follow-ups* | <input type="checkbox"/> 5 New Contacts/ Referrals* |
| <input type="checkbox"/> New Team Member* | <input type="checkbox"/> 5 Reorders |
| <input type="checkbox"/> \$300 wk* | <input type="checkbox"/> Be on target for STAR (\$900 wshl total) |
| <input type="checkbox"/> \$600 wholesale order | <input type="checkbox"/> \$400 wholesale order |
| <input type="checkbox"/> Have a Spring Cleaning Sale | <input type="checkbox"/> Sell a TW Repair Set* |
| <input type="checkbox"/> Guest to event* | <input type="checkbox"/> Sell 2 Brush Sets* |
| <input type="checkbox"/> 2 New Bookings* | |
| <input type="checkbox"/> Hold a Power Start | |

* May earn multiple points per activity

Builders of Excellence

Betty Lehr blehr1223@gmail.com (325)205-2882



PAINT THE TOWN RED

MAY Team Building Promotion



Customers and Consultants can win! Share the Career Opportunity by texting and with my follow up. Choose the video that you think your customer would relate to the best. I must follow up with them in order for them to go into the drawing.

CUSTOMERS

Receive an eye shadow free for watching the video and director follow up.
(consultant offers eye shadow from her inventory)

Be entered into the drawing to win a TW 3D Set or Brush Set (their choice). We must have 50 unit interviews to do the drawing.



CONSULTANTS

Receive a Beautiful RED Ring when you have 10 connections with my follow up.

The Consultant who recruits the most new active team members will earn a RED Pendant and RED Earrings and Lunch with your director (minimum 2 active; in event of a tie, winner will be based on team production)



May substitute depending on availability

TEXT SCRIPTS

TEXT 1

Hi, _____, this is _____. I'm super excited! My director has challenged me to have 25 ppl watch a video! U will rec an eye shadow just 4 helping and b entered to win the NEW TW Miracle Set 3D or a Brush Set. Will u help me?

TEXT 2

A "yes" text: Perfect, (name) _____! Click on this link to watch the video. [Amy](#) [Dacia](#) [Roya](#) [Gloria](#) [Kathy](#)
Text me back when you're done watching.

TEXT 3

When they text: "I'm done watching," then you text back: "You're amazing, _____! I will send you the questions—pls answer honestly!"

1. What surprised u or impressed u abt the video?
2. Do u consider yourself to be a leader?
3. If u were a MK Consultant, what would be your greatest strength?
4. On a scale of 1-10, what is your interest level in Mary Kay as a business? 1 means, I'd rather eat dirt. 10 means, Yes, but I might have a few questions for you.

TEXT 4

Thanks so much for helping me with my challenge! My director will be calling you to complete ur entry for the drawing and then I will get ur eye shadow to u. Thanks so much.

Builder's of Excellence

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FATHER'S DAY



MKMen®
Advanced
Facial
Hydrator
Sunscreen
Broad
Spectrum
SPF 30*
\$24



MKMen®
Shave
Foam
\$12



MKMen®
Cooling
After
Shave
Gel
\$15



MKMen®
Daily
Facial
Wash
\$16



MKMen®
Advanced
Eye Cream
\$26

Gift Ideas



Colognes

The Value of the ***TIMEWISE® MIRACLE SET 3D™***

Skin-transforming science. Results delivered in just 4 weeks!¹ Simplified skin care steps women want. Competitively priced to help you attract new and loyal customers.

It's no wonder this is the miracle you've been waiting for!

MORE BENEFITS TO LOVE!

***TimeWise® Miracle
Set 3D™*, \$110**

**Save \$14 when you buy
the set!**

- Provides broad spectrum UV protection and helps improve the visible signs of aging,¹ PLUS offers additional defense against age-accelerating free radicals on skin with more than double the antioxidant power!²
- Clinically shown to provide improvement of multiple visible signs of skin aging in just 4 weeks¹ PLUS, after a five-week consumer study, 8 out of 10 women were excited by the results they saw.³
- Every product includes the *Age Minimize 3D™* Complex to help provide multiple antioxidant benefits* and help defy the look of skin aging in more ways than one.



*Based on in vitro testing of key ingredients ¹Results based on a 12-week independent clinical study in which 62 women used the *TimeWise® Miracle Set 3D™* twice a day

²Based on in vitro testing comparing *TimeWise® Miracle Set™* with *TimeWise® Miracle Set 3D™*

³Results based on a five-week independent consumer study in which 214 women used the *TimeWise® Miracle Set 3D™* twice a day
Price is suggested retail.

Customize for Your Customers.

IF YOUR CUSTOMERS WANT...

Everything!



YOU CAN SUGGEST...

TimeWise® Miracle Set 3D™ ☀️🌙
\$110

(The best value! You save \$14 when you buy the set!)

A cleanser, SPF protection for day and a moisturizer for night,



Age Minimize 3D™ 4-in-1 Cleanser ☀️🌙
Age Minimize 3D™ Day Cream SPF 30
Broad Spectrum Sunscreen* ☀️
and *Age Minimize 3D™* Night Cream 🌙
\$88

A cleanser and moisturizing SPF protection for day,



Age Minimize 3D™ 4-in-1 Cleanser ☀️🌙
and *Age Minimize 3D™* Day Cream
SPF 30 Broad Spectrum Sunscreen* ☀️
\$56

A cleanser and moisturizer but are sensitive to SPF,



Age Minimize 3D™ 4-in-1 Cleanser ☀️🌙
and *Age Minimize 3D™* Day Cream non-
SPF ☀️ \$56

A cleanser and non-SPF moisturizer with a richer texture,



Age Minimize 3D™ 4-in-1 Cleanser ☀️🌙
and *Age Minimize 3D™* Night Cream 🌙
\$56

HOW OUR MIRACLE STACKS UP TO COMPETITION**

Here are some average prices to help overcome cost objections.

Set	Cleanser	Day Cream/Moisturizer	Night Cream/Moisturizer	Eye Cream
<i>TimeWise®</i> <i>Miracle Set 3D™</i>, \$110	<i>Age Minimize 3D™</i> 4-in-1 Cleanser, \$24	<i>Age Minimize 3D™</i> Day Cream SPF 30 Broad Spectrum Sunscreen,* \$32	<i>Age Minimize 3D™</i> Night Cream, \$32	<i>Age Minimize 3D™</i> Eye Cream, \$36
Prestige brands \$45.50 - \$254	Prestige brands \$25 - \$82	Prestige brands \$45 - \$215	Prestige brands \$49 - \$215	Prestige brands \$30 - \$180
Other direct-selling brands \$30 - \$323	Other direct-selling brands \$8.50 - \$41	Other direct-selling brands \$11.99 - \$92	Other direct-selling brands \$24 - \$92	Other direct-selling brands \$13 - \$69
Mass brands \$23 - \$52	Mass brands \$5.99 - \$18	Mass brands \$9.99 - \$50	Mass brands \$9.99 - \$50	Mass brands \$11.99 - \$45.50

Mass means brands/products sold in grocery stores and pharmacies. Prestige means brands/products sold at department stores and specialty boutiques. All prices are suggested retail. *Over-the-counter drug product ** This is an illustration of how *Mary Kay® TimeWise® Miracle Set 3D™* and its individual open stock products stack up in price against competitive products in the U.S. with similar product benefits.

Builders of Excellence



Betty Lehr

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important

Dates

May 10 - Early ordering of Summer Products for Quarter 3 Stars and PCP participants

May 12 - Mary Kay's Birthday
Summer Products Launch for ALL Consultants to order

May 13 - Mother's Day

May 15 - Summer Look Book begins mailing

May 28 - Memorial Day, all offices closed

May 30 - Last day to place telephone orders for May

May 31 - Last day to place on-line orders for May

June 15 - Quarter 4 Contest Ends

June 16 - Quarter 1 Contest Begins

June 29 - Last day to place telephone orders for June

June 30 - Last day to place on-line orders for June

JULY 1 - LAST DAY TO REGISTER FOR SEMINAR

May Believe Bracelet

When you order \$600+ whsl in MAY,
you will receive the BELIEVE
Bracelet.
Believe in yourself!



Focus on New Faces

When you earn the your Bracelet in
March, April, May and June you
receive the **Sisters Bracelet** for the
Seminar Challenge

