



Betty Lehr



Builders of Excellence

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September Newsletter with August Results

new faces **take you** places BRACELET



Earned Aug. Bracelet



Winners



Donna
Fischer



Juanita
Fabian



Karen
Abbott

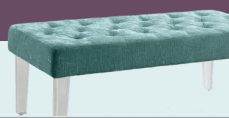


Louise
Wood



Betty
Lehr

prizes JUNE 16 - SEPTEMBER 15
ON-TARGET STAR CONSULTANT



Consultant	Current	Sapphire	Ruby	Diamond	Emerald	Pearl
JUANITA FABIAN	\$2,079.00	STAR	\$321.00	\$921.00	\$1,521.00	\$2,721.00
LOUISE WOOD	\$1,219.00	\$581.00	\$1,181.00	\$1,781.00	\$2,381.00	\$3,581.00
DONNA FISCHER	\$981.50	\$818.50	\$1,418.50	\$2,018.50	\$2,618.50	\$3,818.50
ARLENE MURRAY	\$949.50	\$850.50	\$1,450.50	\$2,050.50	\$2,650.50	\$3,850.50
STARLYN WILLIAMS-GRIFFIS	\$795.50	\$1,004.50	\$1,604.50	\$2,204.50	\$2,804.50	\$4,004.50
BARBARA SALVATO	\$713.00	\$1,087.00	\$1,687.00	\$2,287.00	\$2,887.00	\$4,087.00
CAROL MOORE	\$684.50	\$1,115.50	\$1,715.50	\$2,315.50	\$2,915.50	\$4,115.50
TIA RALEY	\$609.50	\$1,190.50	\$1,790.50	\$2,390.50	\$2,990.50	\$4,190.50
KAREN ABBOTT	\$608.75	\$1,191.25	\$1,791.25	\$2,391.25	\$2,991.25	\$4,191.25
CHERY FUGAZZOTTO	\$605.00	\$1,195.00	\$1,795.00	\$2,395.00	\$2,995.00	\$4,195.00
LINDA SCHWERTNER	\$602.50	\$1,197.50	\$1,797.50	\$2,397.50	\$2,997.50	\$4,197.50
ANN WOHL	\$601.00	\$1,199.00	\$1,799.00	\$2,399.00	\$2,999.00	\$4,199.00
SYLVIA NICHOLS	\$600.50	\$1,199.50	\$1,799.50	\$2,399.50	\$2,999.50	\$4,199.50
SHARON COATS	\$600.50	\$1,199.50	\$1,799.50	\$2,399.50	\$2,999.50	\$4,199.50
MARISSA GUERRERO	\$527.50	\$1,272.50	\$1,872.50	\$2,472.50	\$3,072.50	\$4,272.50
STACY ERWIN	\$491.00	\$1,309.00	\$1,909.00	\$2,509.00	\$3,109.00	\$4,309.00
CYNTHIA MCMINN	\$466.00	\$1,334.00	\$1,934.00	\$2,534.00	\$3,134.00	\$4,334.00
BECKY SMETANA	\$464.00	\$1,336.00	\$1,936.00	\$2,536.00	\$3,136.00	\$4,336.00
COURTNEY HENRICKSON	\$435.00	\$1,365.00	\$1,965.00	\$2,565.00	\$3,165.00	\$4,365.00
GLORIA LEVESQUE	\$421.50	\$1,378.50	\$1,978.50	\$2,578.50	\$3,178.50	\$4,378.50
BETTY LEHR	\$3,690.50	*****	*****	*****	STAR	\$1,109.50

shooting for the

Stars

top in retail sales

Company Court of Sales



Juanita
Fabian



Louise
Wood



Donna
Fischer

	Consultant	Retail	YTD PCP	YTD Retail
1	Juanita Fabian	\$2,580.00	\$0.00	\$2,580.00
2	Louise Wood	\$2,498.00	\$0.00	\$2,498.00
3	Donna R. Fischer	\$1,958.00	\$0.00	\$1,958.00
4	Carol Moore	\$1,521.00	\$0.00	\$1,521.00
5	Chery K. Fugazzotto	\$1,488.00	\$0.00	\$1,488.00
6	Sylvia Nichols	\$1,231.00	\$0.00	\$1,231.00
7	Linda A. Schwertner	\$1,225.00	\$0.00	\$1,225.00
8	Karen D. Abbott	\$1,212.50	\$0.00	\$1,212.50
9	Tia Raley	\$1,195.00	\$0.00	\$1,195.00
10	Barbara J. Salvato	\$1,069.00	\$0.00	\$1,069.00

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

Share this Career Opportunity with everyone
you facial!

OCTOBER is National Breast Cancer Awareness Month. This is a great opportunity to make a difference in women's lives. You can create sachets to give women, place awareness pamphlets in all your orders, donate a percentage from each party, the list can go on. Make a difference today!

Be  **lieve**

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





Happy Birthday

MK Anniversary

Anniversaries	Years
Valerie A. Fierro	5
Stephanie Free	5
Krista Hillman	4
Aundie L. Bland	3
Glynda M. Lennon	1

Look Who Invested This Month

Customer APPRECIATION

Call your customers, letting them know that this is National Customer Appreciation Week and thank them. Offer them a special for being such a loyal customer. You could have a sale or gift with purchase. Jog their memory by asking them how they are doing with their cleansers, moisturizers, foundation, mascara, etc.

1. Book a party with you
2. Give you referrals
3. Listen to the Career Opportunity
4. Come to an event as a face model

Another idea is to enter them into a drawing for every \$10 they order, for a chance to get their entire order for FREE!"

October 2-6

Show your appreciation to your customers. They are the ones who help you succeed in your business, let them know you are grateful!

steppin' up the Ladder



Senior Consultants

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

Karen D. Abbott
Justina M. Saunders
** Heather A. Johnson*

Aundie L. Bland
Tia Raley

Stephanie Free
Stacy Erwin
Courtney Henrickson

Heather A. Johnson
Renee S. Traver

Cynthia L. McMinn
Gwendolen M. Landers
Demo McMinn
Janet J. Oliver

Tia Raley
Vickie Lem

Justina M. Saunders
Peggy Logan
Marisa R. Najar

Tricia M. Sims-Pate
Karen D. Abbott
** Lois F. Bishop*
Elizabeth L. Crabtree

Star Team Builder

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

Juanita Fabian
Juanita M. Castillo
Krista Hillman
Roxanna McDonald
S. Williams-Griffis
** Kaye Tilley*
Aimee M. Mitchell

Marissa C. Guerrero
Stephanie Free
Tymothy S. Guerrero
Heather Schoen



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



Starlyn L. Williams-Griffis
Ann Burton
Patricia A. Knowles
Cherrille McWilliams
Carol Moore
Arlene Murray
Thomaseia Williams
** Rebecca Torans*
Setina L. Bellasse
Yulonda R. Hill

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



SEPTEMBER - Let's Go Places

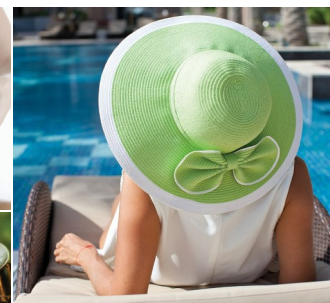
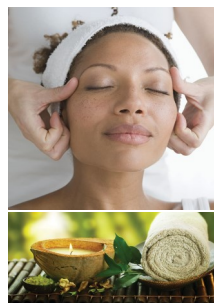
Spread a little **Joy** in September and share the Mary Kay opportunity! If you become the Independent Beauty Consultant with the highest number of new personal team members in your unit (minimum of two), you will receive this festive picture frame.* Be joyous!

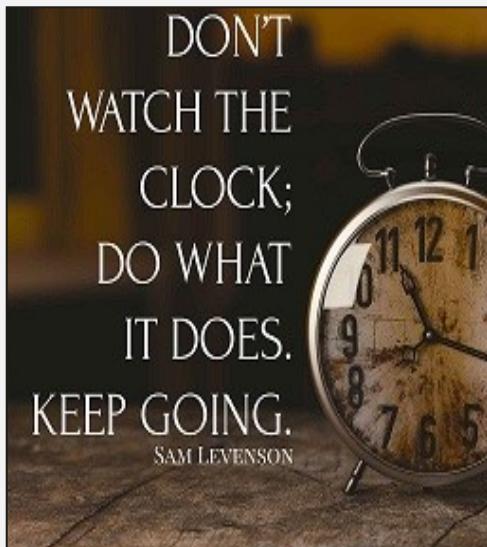
\$5000 Dream Vacation...

that is where NEW Faces Can Take YOU!

The five IBC's in each Seminar with the highest number of qualified** new personal team members during the challenge period (July 1 – Dec. 31, 2017) will earn a trip voucher valued at \$5,000.

For each month during the challenge period (July 1 – Dec. 31, 2017) the IBC with the highest number of new personal team members in her unit (minimum of two) will receive a prize.*





a note from

..... Betty

This Seminar Year is in full swing and I am excited to make this our best ever! Let's become the "Make a way, Find a way" women! No Excuses, let's just do it! This business is simple if we simply commit to our goal and put the time in necessary to reach our goal! If you are wanting more from your business, I would love to help you develop a plan, put the plan into writing and cheer you on. PLAN YOUR WORK AND WORK YOUR PLAN!

Holiday Selling is quickly approaching us, and this is the biggest selling season of the year. Hold your parties now, offer great customer service and build your customer base deep and wide!

September 13 marks the 54th Year Anniversary of Mary Kay Inc. Mary Kay started this company with \$5,000 in a small office space in Dallas. Little did she know that she was opening an opportunity for millions across the globe. The opportunity has been given to you as a gift, now it is your time to open it up - not just peek at it; and use it how it was intended for YOU! Pour our product and opportunity on others so they can benefit from this wonderful gift also. Don't keep it for yourself, pour it out! Let women experience the greatness of our products.

Customer Appreciation is at the beginning of October. How are you going to show your customers that you genuinely care about them and are thankful for their support of our product and of your business?

*You keep customers by delivering on your promises, fulfilling your commitments and continually investing in the quality of your relationships. **Brian Tracy***

With Love,

Betty

Power Class of the september..... Month

Are you growing with women who are excited about building and working their business? Remember that team building isn't just about adding new people; it's about building with women who want a business. You want quality people on your team, not just women looking for a discount. This month it's time to really focus in on the goal and build a team to last. Lean in and learn how as September is for sharing!

[CLICK HERE TO WATCH](#)

SEPTEMBER SQUARES

Name: _____

Number of Schools completed: _____

7 SCHOOLS = 1 PRIZE
14 SCHOOLS = 2 PRIZES
21 SCHOOLS = 3 PRIZES
28 SCHOOLS = 4 PRIZES

Return results to your Director by Oct 5th
*You may receive credit for either 3-5 items sold or 6+ items sold but not both

SELL 3-5
ITEMS
SEPT 1-6

SELL 6+
ITEMS
SEPT 1-6

SELL a
SATIN HANDS
SET

HOLD
5
INTERVIEWS

SELL a
TIMEWISE
REPAIR SET

ADD 1
QUALIFIED
NEW TEAM
MEMBER

ATTEND
ALL
SUCCESS
MEETINGS

SELL 3-5
ITEMS
SEPT 7-13

SELL 6+
ITEMS
SEPT 7-13

HAVE a
\$100
DAY

PLACE a
\$225 W/S
ORDER

SELL a
SKIN CARE
SET

EARN THE
JOY
BRACELET

HAND OUT
5 BIZ CARDS
IN a DAY

SELL 3-5
ITEMS
SEPT 14-20

SELL 6+
ITEMS
SEPT 14-20

HOLD a
DOUBLE
FACIAL

COMPLETE
a PERFECT
START

WEAR YOUR
MK. PIN
FOR 1 WEEK

ADD a
NEW TEAM
MEMBER

BOOK 5
APPOINTMENTS
FOR SEPT

SELL 3-5
ITEMS
SEPT 21-27

SELL 6+
ITEMS
SEPT 21-27

EARN
YOUR
STAR

COMPLETE
SKIN CARE
CERT.

MOVE UP
THE CAREER
PATH

HOLD a
SKIN CARE
CLASS

BOOK YOUR
HOLIDAY
OPEN HOUSE

SELL 3-5
ITEMS
SEPT 28-30

SELL 6+
ITEMS
SEPT 28-30

DO a
3-WAY CALL
W/ YOUR
DIRECTOR

SELL a
CLEARPROOF
SET

MAKE
YOUR
HOLIDAY
PLAN

BE
COLOR
CERT.

CALL 10
CUSTOMERS
FOR REORDERS

September

OH, THE PLACES YOU'LL GO!



\$250 Wholesale
Reusable Laminated Place Mat Set



\$450 Wholesale
Choice of Nail Lacquer



\$650 Wholesale
Blending Sponge



\$1,000 Wholesale
Mary Kay Eau So Cute™ Eau de
Toilette

Each One Reach One

Receive Bracelet, Necklace & Earrings and Ring
for each 5 Marketing Calls. The call qualifies when
your director follows-up with the listener.
(prizes will be given in order listed above)



Builder's of Excellence

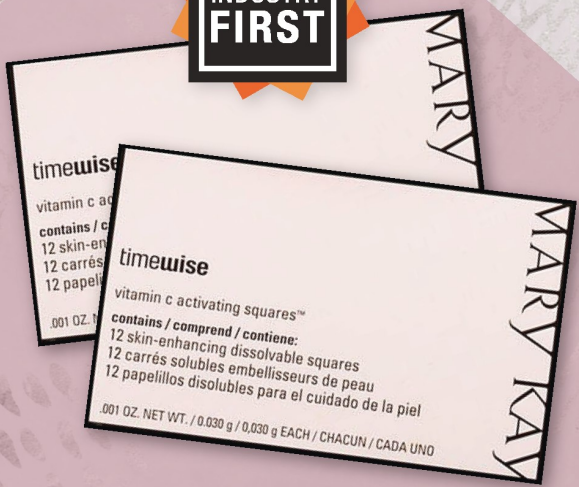
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Pink
Success

NEW FALL PRODUCTS



**BEAUTY
INDUSTRY
FIRST**



TIMEWISE VITAMIN C ACTIVATING SQUARES, \$24, pk./12

Turn your serum into a superpower with pure Vitamin C, a breakthrough in technology that delivers pure Vitamin C to your skin in a tiny, dissolvable square. See clinically tested results in just two weeks!

- Skin looks more even-toned.
- Skin looks more radiant.
- Fine lines and wrinkles look improved.



LIM.-ED. COLLECTION BAG, \$5

This luxurious collection bag can be yours for \$5 when you spend \$55 suggested retail [excluding tax] on products in the collection.



LIM.-ED. LIP SUEDE, \$16 EACH

Semi Matte formula available in Rosé Blush and Mulberry Muse

LIM.-ED. EYE COLOR PALETTE, \$24 EACH

A smoky mix of satin, matte and pearl finishes, available in Rosé Nudes and Simply Smoky.

LIM.-ED. NAIL LACQUER, \$9.50 EACH

Available in Mulberry Muse, Pink Escape and Violet Silk.



FREE COLLECTION BAG

When you purchase any two products from the Believe + Wonder Collection!



SPECIAL-EDITION BELIEVE + WONDER

Available in Sail to the Moon, Paint the Sky, and Chase a Rainbow.

BODY LOTION, \$16 EACH
FRAGRANCE MIST, \$18 EACH
SHOWER GEL, \$16 EACH

Following Up With YOUR Customers

Have you ever met someone... made her your customer by selling to her, put her on your mailing list, faithfully sent her your quarterly catalog, waited and waited, ...but YOU never FOLLOWED UP?

Ask yourself this question, "what is keeping me from calling my customers?". Now, write down all the answers you came up with. Take a little time and really think this through. You can do it. I believe in you.

Now that you have made your list, look at my list. Are any of the things on your list the same as are on my list?

1. **Waiting for the right time to call:** It's too early, it's lunch time, it's closing time, it's the day before a holiday or the day after a holiday, it's Monday, it's Friday. Everywhere we look, we can find a reason not to call.
Instead of looking for a reason not to call, why don't you make a list of reasons to call. New products, right now you have so much to show your customers! All the new glosses, liners, the new skin care and do not forget the gel mask. If you have not called your customers since Christmas, then they have not seen these products.
2. **We need the perfect script:** Too often we spend so much time searching for the perfect script, but we never stop to realize that the perfect script is just a conversation. A conversation between two people. Normal, natural and unrehearsed. Just like you pick up the phone to call your friends, pick up the phone to call your customers. If you have nothing to talk to your customers about, then talk to them about the new products!
3. **My office is not organized:** My office is never going to be truly organized. I work in it every day, I have systems, and I know where my stuff is and seriously, that is good enough for me. Set up your Starter Kit and just go with it. Make that your office. Put in some Look books, sales tickets, profile cards, business cards, a few pens, and some samples or demo products and just go. That is all you truly need. If you are going to her house or office or meeting her somewhere, you are not going to be in your office so it does not matter that your office is not organized.
4. **I need more training:** print up the product fact sheets and read them out loud until it sounds natural and you feel like you know the product. Use the product yourself. Now, you have all the training you need.
5. I am waiting for my customer or prospect to call me back: Why? Ask yourself why are you waiting for them to call you. It is your job to call them. If you worked at a salon would you wait for the customer to come back and wash and cut her own hair? No, you would do that for her. Because it's your job. It is your job to call your customers. If you don't, another Consultant will.



Builders of Excellence



Betty Lehr

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important Dates

September 13 - Mary Kay Inc. 54th Anniversary

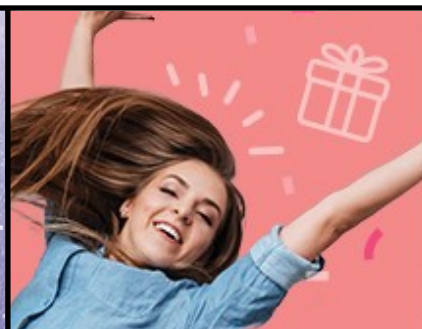
September 15 - Quarter 1 Star Contest Ends AND Early Ordering for New Holiday Products available to all consultants

September 16 - Quarter 2 Star Contest Begins

September 28 - Last day to place telephone orders for September

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

MARY KAY
LEADERSHIP
2018
Atlanta



September

Where can new faces take you? When you meet your sisters in Atlanta for Leadership Conference 2018, new faces can take you to a POP-ping party, a banquet fit for a Southern belle plus so much more. And this **“for leaders only” event** gives you the opportunity to **be the first to learn** about new products and programs, receive **just-for-you education** and share ideas with the crème de la crème of the Mary Kay independent sales force. The only thing you don't want to do is miss it!