



THE KLASSIC UNIT NEWSLETTER

JULY KEY

GET THAT
MARY KAY
ENTHUSIASM!



Part of the Prestigious WWW AREA

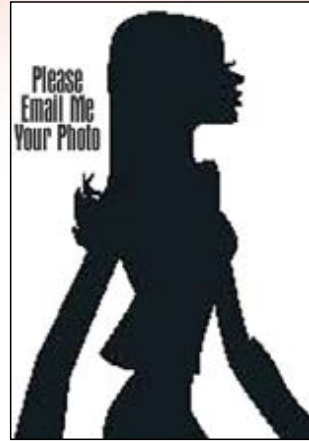
July 2018 Unit Newsletter



Queen of Wholesale
Marilyn
Harris



Sharing Queen
Christine
Bennett



YTD Sharing Queen
Shhh
It's a Seminar Secret



YTD Retail Queen
Shhh
It's a Seminar Secret

Congratulations to Our Star Consultants!

Marilyn Harris
Pearl



Lisa Dewberry
Diamond



Dorandes Thompson
Sapphire



Rita Simmons
Sapphire



Fidelia Obioha
Sapphire



Marilyn Johnson
Sapphire





From the Director's Chair

Happy Mary Kay New Year 2018!

Get ready to Bee Exceptional!

Join me on this Amazing journey to our next 2018-2019 Million Dollar year.

Mary Kay is rolling out our best ever products and programs and you can get into the flow. Beginning with the All in with 8 and the Great Start products your future is very BRIGHT and it just gets better with time.

July is Month #1 for our new year and when you use your MARY KAY ENTHUSIASM you can earn Key #1 for a Successful Start.

Connect with the unit calls and events so you can get the support necessary for achievement.

Would you like the passcode to your Wealthy Lifestyle?

Have you created your Wealthy Identity?

Follow Mary Kay Ash's Success Keys

Live by the Golden rule.

Define your priorities -God first -family second -career third.

Trust your instincts.

Continue to learn and improve.

Practice disciplined time management.

BEE open to change.

Make everyone feel important.

BEE enthusiastic.

Remain humble.

BEE generous in praising people.

Please submit your 2018 Goal sheet to me so we can work together on your Goal accomplishments.

Yes, You can Have it All!

Love your Director and National,

Kym

I am ready to achieve our best year ever, are you?

How Many Miracles Left to Go?



Important Dates:

- **August 1:** Diamond Seminar begins. Online DIQ commitment form available beginning 12:01 am central time until midnight on the 3rd. Class of 2019 Offspring Challenge begins– will you choose to join me as a director this year?
- **August 10:** Early ordering of the new fall items begins for Stars who qualified March 16-June 15th and consultants who enrolled in the fall edition of The Look through PCP.
- **August 15:** Fall PCP customer mailing of The Look begins. (Allow 7-10 business days for delivery). Fall promotion early ordering for all consultants begins.
- **August 16:** Fall promotion begins. Official on-site date.
- **August 17:** Last day to enroll online for the Holiday PCP mailing of The Look.
- **August 30:** Last day of the month for consultants to place telephone orders.
- **August 31:** Last day of the month for consultants to place online orders. Agreements will be accepted until midnight central time. Last business day of the month. Orders and agreements submitted by mail must be received today to count towards this month's productions.

Share The Things You Love This Year!

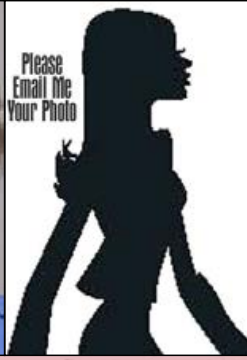
Our Top 5 Wholesale for June



Marilyn
Harris



Marilyn
Johnson



Fidelia
Obioha



Lisa
Dewberry



Rita
Simmons

Thank You Consultants Who Invested in Their Businesses in June

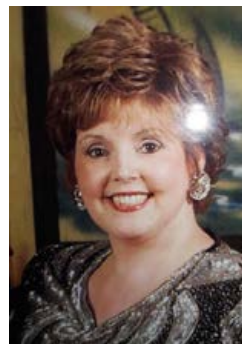
Marilyn Harris	\$5,196.40	Shannon Redish	\$228.50
Marilyn Johnson	\$897.50	Angela Smith	\$228.00
Fidelia Obioha	\$605.50	Kimberly Brown	\$227.10
Lisa Dewberry	\$600.50	Chandra Cherry	\$227.00
Rita Simmons	\$600.00	Grace Ogbo	\$227.00
Shelia Little	\$374.60	Fatina Cobb	\$225.60
Laura Melvin	\$368.40	Benide Clerizier	\$128.30
Carla Sykora	\$301.50	Chequetta Bell	\$127.00
Mary Wells	\$267.10	Natalie Rivers	\$120.50
Glissean Crittenden	\$257.00	Earnestine Barlow	\$84.50
Michelle Johnson	\$245.80	Shakeliah Dewberry	\$74.30
Nora Bowman	\$244.80	Sandra Jackson	\$60.00
Monique Leslie-Girton	\$233.50	Annie Sellers	\$45.00
LaNeitra Moore	\$231.50	Sarah Morton	\$40.00
Kim Alexander	\$229.50	Lenita Hawthorne	\$21.00
Mary Finley	\$229.00		

Each month you achieve MK's *You Hold the Key Challenge*, you'll receive a beautiful piece of jewelry from the exclusive R.J. Graziano Collection. Every month, you'll discover a different Mary Kay-ism that gives you a path to follow. You Hold the Key to making your dreams come true!

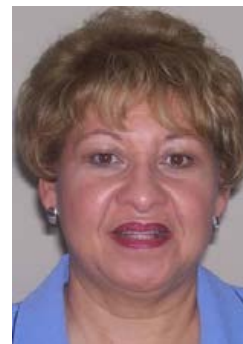


Congratulations To Our New Faces

Take You Places Achievers



Marilyn Harris



Marilyn Johnson



Fidelia Obioha



Lisa Dewberry



Rita Simmons

DON'T LIMIT YOURSELF.
MANY PEOPLE LIMIT THEMSELVES
TO WHAT THEY THINK THEY CAN DO.

YOU CAN
GO AS FAR AS YOUR MIND LETS YOU.
WHAT YOU BELIEVE, REMEMBER
YOU CAN
ACHIEVE.

- MARY KAY ASH



LOOK WHO'S MOVING ON UP!



Christine Bennett
Future Director



Annie Sellers
Team Leader



Lisa Dewberry
Team Leader



Cynthia Payton Carter
Star Team Builder



Angelik Lancaster
Senior Consultant



Anita Sullivan
Senior Consultant



Fatina Cobb
Senior Consultant



Marilyn Harris
Senior Consultant



Marilyn Johnson
Senior Consultant



Martil Cospers
Senior Consultant



Meshelle Merritt
Senior Consultant



Roberta Sanders-Smiley
Senior Consultant



Tanya Thompson
Senior Consultant



This Could
Be You

Our Unit At A Glance

Future Directors

Christine Bennett

Marilyn Harris

Marilyn Johnson

Martil Cospers*

Team Leaders

Annie Sellers*

Lisa Dewberry

Meshelle Merritt*

Pauline Young^

Roberta Sanders-Smiley*

Tanya Thompson*

Star Team Builders

Cynthia Payton Carter*

Senior Consultants

Angelik Lancaster

Anita Sullivan*

Fatina Cobb

Hollande Lawson^

Senior Beauty Consultant

Requirements: 1-2 Active Personal Team Members & You Must Be Active

Benefits:

- 4% personal team commission

Star Team Builder

Requirements: 3-4 Active Personal Team Members & You Must Be Active

Benefits:

- Earn a 4% personal team commission
- Wearing a Fabulous Red Jacket!
- Receive a \$50 red jacket rebate
- Receive \$50 Team-Building bonuses

Team Leader

Requirements: 5-7 Active Personal Team Members & You Must Be Active

Benefits:

- Earn a 9%-13% personal team commission
- Receive \$50 Team-Building bonuses
- Earn the use of a Career Car or Cash Compensation

Future Director

Requirements: 8+ Active Personal Team Members & You Must Be Active

Benefits:

- Earn a 9%-13% personal team commission
- Receive \$50 Team-Building bonuses
- Earn the use of a Career Car or Cash Compensation

**Want to become a Director?
New Faces will take you there!**





Welcome New Consultants

Name:

Rocheline Accime
Shirley Ford
Zykia Smith
Laura Melvin
Kendra Sinkler
Bria Hicks
Monique May
Theresa Cumberlander

Sponsored By:

Benide Clerizier
Christine Bennett
Christine Bennett
Fatina Cobb
Fidelia Obioha
Kym Walker
Kym Walker
Lisa Dewberry



Look Who Shared in June

Christine Bennett	2
Benide Clerizier	1
Fatina Cobb	1
Lisa Dewberry	1
Fidelia Obioha	1



Fall 2018 PCP Participants

Lenita Hawthorne
Deidre Todd



MARY KAY

YOU HOLD THE KEY



GET THAT
MARY KAY
ENTHUSIASM!



August Birthdays

Artrence White	2
Olivia Osborne	8
Cathy Lott	9
Rita Simmons	10
Janine Freeland	11
Brianna Smiley	14
Anita Sullivan	15
Ann Ackey	17
Adarain Salaam	18
Geraldine Gipson	29
Mary Finley	30

August Anniversaries

Marilyn Johnson	28
Tanya Thompson	13
Angela Smith	10
Windy Moore	9
Kimberly Brown	5
Hollande Lawson	3
Ida Bell	2
Ashford Rudolph	2
Fatina Cobb	1
Lynda Portice	1
Karrigan Womack	1
Christine Bennett	1
Anthony Carter	1
Loretta Poole	1

KNOW YOUR GOALS

You can't manage your time if you don't know what you're trying to accomplish. When you have well-defined goals, you also know if you're on track to meet them, and if your time reflects your priorities. If you spend more time doing things that aren't helping you meet your goals, it's time to refocus!!

Vague generalizations and wishy-washy statements aren't good enough. For example, if someone says, "My goal is to be financially independent," what does that really mean? For some people, financial independence is having \$50 million saved and invested. For others it's earning \$100,000 a year. For someone else it's being debt-free. What is it for you? What's your number? If this is an important goal for you, take the time to figure it out.

GREAT *Start*

PROMOTION

July 1, 2018-July 1, 2019

Bigger profit potential. Richer rewards. More fun! The Mary Kay opportunity is even more robust with this yearlong promotion to help you grow and flourish with new rewards and bonuses.

ENHANCED GREAT START: READY, SET, SELL!

The best offer! Helps new Consultants get set up for success in their first two months. Kicks off their businesses with inventory to sell right away.

ULTIMATE PRODUCT BONUS BUNDLES

With her \$600+ initial order, she can earn MK product bonus bundle(s) valued up to \$158 suggested retail** each. The number of bundles she earns ranges from one to six, based on her initial order.

NEW GREAT START: READY, SET, KEEP SELLING!

Gives new Consultants another way to keep earning in their first four months as they sell their way to success.

ESSENTIAL PRODUCT BONUS BUNDLES

Free products keep coming! During her Agreement month and the following three calendar months, she continues to earn more MK product bonus bundles valued at around \$100 suggested retail** each with every cumulative order(s) totaling \$600+. This offer does not apply to order amounts that qualified for *Great Start: Ready, Set Sell!* Ultimate Product Bonus Bundles. She can receive up to six Essential Product Bonus Bundles.

NEW GREAT START: TEAM-BUILDING PRODUCT BONUS BUNDLE AND CASH BONUS

Encourages new Consultants to bring their friends along, because team-building is fun, rewarding, and instills good business-building habits.

Product Bonus Bundle for New Consultants

When they add a new personal team member within their first four months* of business, they can earn two product bonus bundles valued up to \$220 suggested retail** when*** their new personal team member becomes a *Great Start*-qualified† Consultant. No limits! Please see all details for the rewards on *Mary Kay InTouch®*.

New Great Start: Team-Building Cash Bonuses for ALL

Active†† Consultants through DIQ and Directors all qualify. Imagine a sea of red! Rewards now start with the first new personal team member. Receive a \$50 team-building cash bonus for each *Great Start*-qualified† new personal team member.

Enhanced! \$100 Director Team-Building Cash Bonus: Receive a \$100 team-building cash bonus for each *Great Start*-qualified† new personal team member. No limits!

* Your first four months means the month your Agreement is received and accepted by the Company and the following three months.

** The actual total value of the product bonus bundles received will depend on the suggested retail value of the product bonus bundles selected.

*** In the month your new team member's initial or cumulative \$600 or more wholesale Section 1 orders are received by the Company, you must be active to receive the bonus. A Consultant is considered active in the month a minimum \$225 wholesale Section 1 order is received and accepted by the Company and in the following two calendar months.

† A *Great Start*-qualified Independent Beauty Consultant is one whose initial order or cumulative order(s) are \$600 or more in wholesale Section 1 products, and the orders are accepted and received by the Company in the same or following three calendar months that her/his Independent Beauty Consultant Agreement is accepted by the Company.

†† An Independent Beauty Consultant is considered active in the month a minimum \$225 wholesale Section 1 product order is received and accepted by the Company and in the following two calendar months.

Mary Kay Ash unlocked the door of opportunity for women. Consistent, full-circle booking, selling and team-building

YOU HOLD THE KEY



MARY KAY

have always been the keys to a successful Mary Kay business. And now, our yearlong messaging is designed to remind you that You Hold the Key. Each month, when you order \$600+ wholesale, there will be a new key jewelry piece to earn and a focus that centers on timeless business basics consistency: book, sell and team-build. Get That Mary Kay Enthusiasm! This necklace is yours when you order \$600+ wholesale in July.

Mary Kay You Hold the Key Fall Consistency Challenge, And Then Some! Add this coordinating necklace when you achieve the You Hold the Key Challenge each month, July - December 2018.

See InTouch for additional details.

July Double Credit!! Can you think of a more perfect way to start the new Seminar year with exuberance and anticipation than DOUBLE CREDIT toward the Queen's Court of Sharing?



All-Star Star Consultant Consistency Challenge: Pump the brakes! One of these sassy pieces from the kate spade new york *All-Star* Collection can be yours when you earn Star Consultant status *all* four quarters!

Set your sights on what you want, then full speed ahead!



The Power of PINK

New Sales Director Class Feb. 1, 2018 – Jan. 1, 2019

When you think pink, anything is possible. Like being a dream-achieving goal-getter whose confidence inspires others. **When you debut as a New Independent Sales Director from Feb. 1, 2018 – Jan. 1, 2019**, these exclusive Nicole Miller for Mary Kay prizes* will be yours:

- Nicole Miller Class Ring
- Nicole Miller Jewelry Set
- Nicole Miller Handbag

PLUS:

- New Independent Sales Directors who debut a new first-line offspring Sales Director of their own during the contest period will receive a gorgeous coordinating Nicole Miller wallet.
- New Independent Sales Directors who debut two or more new first-line offspring Sales Directors will receive a \$100 bonus for each additional offspring they have during the contest period.

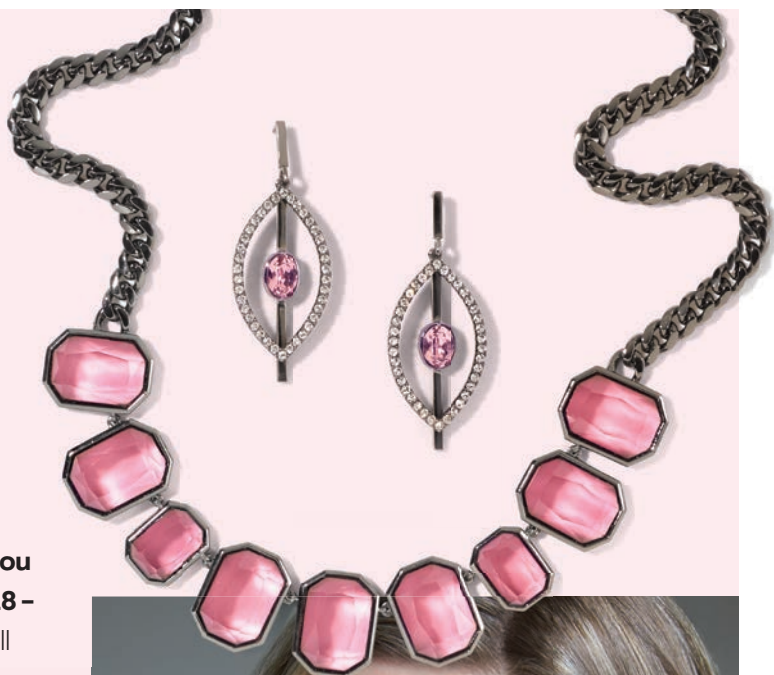
A Senior Independent Sales Director who debuts an offspring Independent Sales Director will receive the Nicole Miller ring, jewelry set and handbag, PLUS:

- Independent Sales Directors who debut a second new first-line offspring during the contest period will receive a gorgeous coordinating Nicole Miller wallet.
- Independent Sales Directors who debut three or more new first-line offspring will receive a \$100 bonus for each additional offspring during the contest period.

Independent Sales Directors who debut February 1 – July 1, 2018 will pick up their prizes at Seminar 2018 and **Independent Sales Directors who debut August 1, 2018 – January 1, 2019** will pick up their prizes at Leadership 2019, except for the ring which will be mailed to them the month they debut as a Sales Director.

One of each prize per achiever per contest period, except for cash bonus(es).

*For complete promotion rules and details, go to *Mary Kay InTouch*®.



Nicole Miller
for
MARY KAY



I WILL PLAN MY WORK, AND WORK MY PLAN! THE WORLD IS MINE IN 2019!

Category:	JULY	AUG	SEPT	OCT	NOV	DEC
Retail Sales Goal						
Achieved:						
Wholesale Order Goal						
Achieved:						
# of Bookings Goal						
Achieved:						
# of Selling Appointments						
Achieved:						
# of Interviews Goal						
Achieved:						
# of New Team Members						
Achieved:						
Pacesetter's Challenge Completed						

YOU HOLD
THE KEY



MARY KAY

**My goals for Seminar
2019 include:**



I was a Star Consultant by
September 15th



I was a Star Consultant by
December 15th

BY THE END OF 2018, I WILL BE:

By August 1st, I will be a	By September 1st, I will be a	By October 1st, I will be a
By November 1st, I will be a	By December 1st, I will be a	By January 1st, for the New Year, I will be a

Nothing can stop me! I'm moving on up!

CREATING S.M.A.R.T. GOALS

- **SPECIFIC:** A specific goal has a much greater chance of being accomplished than a general goal. To set a specific goal, you must answer the six "W" questions:
 - **Who:** Who is involved?
 - **What:** What do I want to accomplish?
 - **Where:** Identify a location.
 - **When:** Establish a time frame.
 - **Which:** Identify requirements and constraints.
 - **Why:** Specific reasons, purpose or benefits of accomplishing the goal.

EXAMPLE: A general goal would be, "Get in shape." But a specific goal would say, "Join a health club and work out 3 days a week."
- **MEASURABLE** - Establish concrete criteria for measuring progress toward the attainment of each goal you set. When you measure your progress, you stay on track, reach your target dates, and experience the exhilaration of achievement that spurs you on to the continued effort required to reach your goal. To determine if your goal is measurable, ask questions such as... How much? How many? How will I know when it is accomplished?
- **ATTAINABLE** – When you identify goals that are most important to you, you begin to figure out ways you can make them come true. You develop the attitudes, abilities, skills, and financial capacity to reach them. You begin seeing previously overlooked opportunities to bring yourself closer to the achievement of your goals. You can attain most any goal you set when you plan your steps wisely and establish a time frame that allows you to carry out those steps. Goals that may have seemed far away and out of reach eventually move closer and become attainable, not because your goals shrink, but because you grow and expand to match them. When you list your goals, you build your self-image. You see yourself as worthy of these goals, and you develop the traits and personality that allow you to possess them.
- **REALISTIC** - To be realistic, a goal must represent an objective toward which you are both *willing* and *able* to work. A goal can be both high and realistic; you are the only one who can decide just how high your goal should be. But be sure that every goal represents substantial progress. A high goal is frequently easier to reach than a low one because a low goal exerts low motivational force. Some of the hardest jobs you ever accomplished actually seemed easy simply because they were a labor of love.
- **TIMELY** – A goal should be grounded within a time frame. With no time frame tied to it, there's no sense of urgency. If you want to lose 10 lbs, when do you want to lose it by? "Someday" won't work. But if you anchor it within a timeframe, "by May 1st," then you've set your unconscious mind into motion to begin working on the goal. Your goal is probably realistic if you truly *believe* that it can be accomplished. Additional ways to know if your goal is realistic is to determine if you have accomplished anything similar in the past or ask yourself what conditions would have to exist to accomplish this goal.
- **T** can also stand for **Tangible** – A goal is tangible when you can experience it with one of the senses, that is, taste, touch, smell, sight, or hearing. When your goal is tangible, you have a better chance of making it specific and measurable and thus attainable.

Are You Having Successful Classes????

Coaching Tips on Pre-Profiling!

Thank you Kristi Nielsen!

Get a guest list 2 days AFTER you book the class....not 2 days before the class. If you don't get the entire list, call her again the next day and the next. "Ok, why don't you call your other friends tonight, and I will give you a call tomorrow and see what you have come up with?" Call until you have a completed guest list.

ALWAYS pre-profile your guests--call them 2-3 days prior to the class. Cross profile--when you get the guest list, ask the hostess why each guest is coming (tired of current product, as a favor, interested in learning etc...)? Then when pre-profiling, refer to that. After pre-profiling, call back your hostess and let her know who you have talked with and that they are enthused. (The most important part of pre-profiling is bonding with her over the phone and getting her excited about attending. I only ask about 3 questions: "What type skin do you have? What are you using now on your skin? What would you like to change about your skin?" Whatever she says, I say, "GREAT...I have just the product for you to try." Then I remind her to be on-time, tell her I have products to take home that night but she's not obligated to purchase, and how much fun we will have.)

Arrive 30 minutes early to set up - chat with your hostess while setting up and find out a little more about who's coming. (Honestly, the TimeWise...you only need to show up 15 min early...unless you have a lot to unpack... but if you are using the roll-up bag, then there is nothing to do for 30 min. I don't squirt anything into the tray until the class starts, and then it usually goes in their hand...except the foundation, concealer, and powder which was done at the beginning of the class once they got there.)

Choose foundations as the guests arrive. (IF they are straggling in - if they arrive all at once, just do it as a part of the class.) Always begin with Satin Hands and then give your hostess the Satin Hands Sampler as a thank you gift. (You do the Satin Hands to bond with the guests.)

Begin no more than 10 minutes late and, if it is 7 min. past and you are missing 2 guests, have the hostess call them to make sure they are still coming. (Actually, you aren't starting late because the class began with the Satin Hands and checking foundation shades...once everyone has been done, then begin with the Look Book.)

PRESENTATION SKILLS

Any time you are speaking to another person, you are public speaking. At appointments when you need to get information across & understood and also keep the interest of guests, this is very important. One of the most common fears of new consultants is speaking to people. Here are some tips to give you confidence & allow you to develop a rapport.

1. **HAVE A FOCUS.** Before you do anything, know what you need to accomplish. How do you want to affect your audience? Do you want to inspire them? Do you want to teach them? Entertain them? Start with your objectives & build your presentation around them.
2. **SHOW YOUR ENTHUSIASM.** Remember, there is a reason YOU are speaking & not them. YOU know the benefits. Think about the reason you are holding this class, to share great products, inform & teach, and help these ladies feel GREAT! GET EXCITED! An audience can sense when you really care about your subject. Enthusiasm makes a good presentation dynamic.
3. **PRACTICE MAKES PERFECT.** The fastest way to gain confidence & feel comfortable is to do it often.
4. **ARRIVE EARLY.** That way your nerves won't be jangled, and you can set up & meet your guests in a calm, relaxed manner. Then you will feel assured by familiar, friendly faces when you begin. Plus, your audience will be more receptive to a friendly, relaxed person.
5. **TALK TO YOUR AUDIENCE.** Nervousness is natural, but don't let it distract you. Worrying about your appearance, tone of your voice, or what THEY think of you will stop you giving THEM attention. Make eye contact, and talk to one person at a time. You'll build rapport AND calm your nerves.
6. **GET YOUR OPENING DOWN COLD.** Rehearse the opening minutes of your class often. A confident, positive opening will grab their attention & make you feel more confident. Outline what they need to know about the class, etc., but don't waffle.
7. **KEEP GOING.** If you make a mistake, keep going; they don't know & never need to if you don't make a fuss.





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Return Service Requested

Words of Wisdom by Mary Kay Ash

If you were to ask me for one common denominator among women, I would have to say that it is a lack of confidence in our own God-given ability. God did indeed plant the seeds of greatness within each of us, and it is up to you and to me to reach down within ourselves and bring those seeds into fruition. We believe in that wonderful ability that God has placed within us that is self-confidence. It propels you on to become the person He meant you to be.

(NEW FACES *take you* PLACES)



REWARDS COMPARISON

Independent Beauty Consultant vs. Independent Sales Director

Compensation

- 4%, 9%, or 13% Personal Team Commission
- \$50 Team Building Bonus

Compensation

- 4%, 9%, or 13% Personal Team Commission
- \$100 Team Building Bonus
- 9% or 13% Unit Volume Commission
- 10% Unit Volume Bonus
- \$400-\$1,000 Unit Development Bonus
- \$150 or more Red Development Bonus
- \$1,000 Cadillac Bonus
- \$1,000-\$3,000 New Director Program Bonus
- \$800-\$2000 Wellness Award Bonus

MARY KAY®