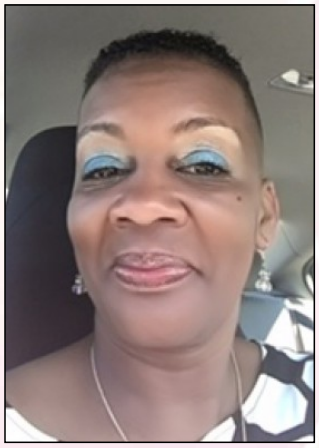
The Klassic Unit Newsletter

MARY KAY CAREER CONFERENCE 2020

Part of the Prestigious WWW AREA | **March 2020 Unit Newsletter**



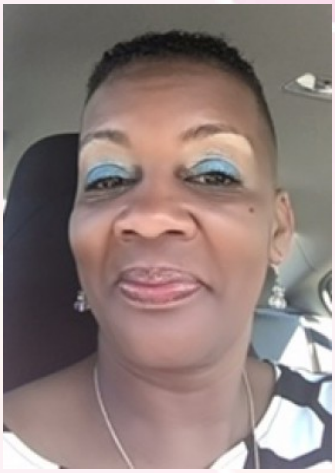
Queen of Wholesale
Shelia Lockhart

Sharing Queen
Christine Bennett

YTD Sharing Queen
This Could Be You

YTD Retail Queen
Marilyn Harris

Congratulations to our You Can Do It Achievers



Shelia Lockhart

Marilyn Harris

Christine Bennett

Let's break through & achieve greatness this year!

you can do it

From the Director's Chair

Dear Klassics,

It's hard to believe we are already in the final four months of this seminar year. March is all about movement and momentum. I'm ready to make this month one for the record books and I hope you are too. Mary Kay has some great programs this month to help us on our way, starting with Double Credit towards the Queen's Courts. Their focus is **Be Connected**, and I hope you will take the time to reach out to your customers, share the career opportunity, and of course join us at Career Conference. If you can't join us, challenge yourself to your own conference at home. Watch videos (check out the MK Mobile Learning App), visit Intouch for ideas, and book those appointments this month! It's time to Spring into Action this month.

Are you feeling lucky this month? I know I am! I know you can achieve any dream you choose with consistent effort and focused determination. Never forget, stars drive cars for a reason: they are consistently out in front of new clients by holding skin care classes! This is where you'll find fabulous new team members and your next great hostess!

The only thing that can hold us back from getting what we want is ourselves. So let's all plan to make this one of our best months ever. It's time to schedule those classes. It's time to coach hostesses to where they are super excited about holding their own class, getting outside orders, and on their way to signing up when they see they can make their own dreams come true through a Mary Kay business. It's time to work smart. It's time to work hard, and it's time to make your own luck this month. Your dreams can come true if you want them badly enough and are willing to pay the price. Let's make it happen today!

Belief & Love,

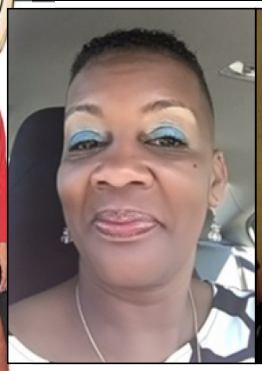
National Kym

Important Dates:

- **April 1**: Online DIQ commitment form available beginning 12:01 am Central time until midnight on the 3rd.
- **April 10**: Good Friday. All Company offices closed.
- **April 12**: Easter Sunday
- **April 17**: Last day to enroll online for summer PCP mailing of The Look, including sample (while supplies last).
- **April 21**: Seminar 2020 Priority Registration opens to qualified Emerald independent sales force members at 8:30 am Central.
- **April 22**: Happy Earth Day. Seminar 2020 Priority Registration opens to qualified Diamond independent sales force members at 8:30 am Central time.
- **April 23**: Seminar 2020 priority registration opens to all qualified Ruby independent sales force members at 8:30 am Central time.
- **April 24**: Happy Administrative Professional's Day! Seminar 2020 priority registration opens to all qualified Sapphire independent sales force members at 8:30 am Central time.
- **April 27**: Seminar 2020 priority registration opens to all independent sales force members at 8:30 am Central time.
- **April 29**: Last day of the month for consultants to place telephone orders.
- **April 30**: Last day of the month for consultants to place online orders. Online agreements 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 production.

You Can Do It! Be Awesome This Year!

Our Top 5 Wholesale for February



Shelia Lockhart

Marilyn Harris

Christine Bennett

Janett Hunter

Marilyn Johnson

Thank You Consultants Who Invested in Their Businesses in February

Shelia Lockhart	$1,136.00
Marilyn Harris	$615.80
Christine Bennett	$603.50
Janett Hunter	$451.00
Marilyn Johnson	$369.00
Marly Mitchell	$336.70
Nancy Paseuthsak	$286.00
Annie Johnson	$278.50
Kim Lucas	$275.00
Tanya Thompson	$259.50
LaNeitra Moore	$256.00
Glissean Crittenden	$250.50
Roberta Sanders-Smiley	$246.00
Fidelia Obioha	$241.00
Anita Sullivan	$238.50
Bernadette Bonner	$238.00
Sandra Brewer	$237.50
Lemona Foster	$236.50
Penelope Flagg	$234.00
Nora Bowman	$233.50
Cynthia Payton Carter	$231.50
Lynette Jones-Carradine	$227.50
Gloria Johnson	$227.00
Yolanda Gamboa	$226.50
Edna Goldsmith	$225.75
Shelia Little	$115.00
Laurie Garo	$94.50
Camelia Johnson	$59.50
Lenita Hawthorne	$44.00

Each month you achieve MK's *You Can Do It! Challenge*, you'll receive a beautiful piece of jewelry from the exclusive R.J. Graziano Collection. Each buzzworthy piece is inspired by Mary Kay Ash's ultimate symbol of accomplishment, the bumblebee.

Congratulations On-Target Stars:

Here's how much you need to finish your next star by 3/15/20

Star Achieved	Name	Current Wholesale	WS Needed for Next Star
Sapphire	Marilyn Harris	$2,319	$81
Sapphire	Shelia Lockhart	$1,803	$597
	Christine Bennett	$1,487	$314
	Marilyn Johnson	$994	$807
	Roberta Sanders-Smiley	$852	$948
	Janett Hunter	$798	$1,003
	Fidelia Obioha	$771	$1,029

You Can Do It! Be in the Queen's Court of Sharing this year!

Aundra Lipscomb
Star Team Builder

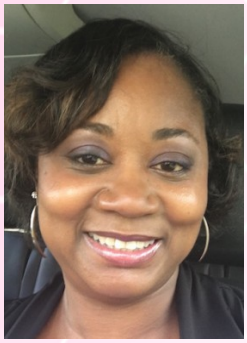
Christine Bennett
Star Team Builder

Cynthia Payton Carter
Star Team Builder

Shelia Lockhart
Star Team Builder

Angelik Lancaster
Senior Consultant

Annie Sellers
Senior Consultant



Camelia Johnson
Senior Consultant

Lisa Dewberry
Senior Consultant

Marilyn Johnson
Senior Consultant

Marsha Gibson
Senior Consultant

Tanya Thompson
Senior Consultant

This Could
Be You

Our Unit At A Glance

Star Team Builders

Aundra Lipscomb*
Christine Bennett
Cynthia Payton Carter
Shelia Lockhart

Senior Consultants

Angelik Lancaster*
Annie Sellers*
Camelia Johnson*
Lisa Dewberry
Marilyn Johnson
Marsha Gibson*
Tanya Thompson

All active consultants can earn a one-time $100 Red Jacket Team-Building Bonus for adding a first-time Red Jacket!

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%, 6% or 8% team commission
- Wearing a Fabulous Mary Kay Red Jacket!
- First time? Earn a 50% discount on your 1st red jacket order & $100 Red Jacket bonus
- Receive $50 Team-Building bonuses

Team Leader

Requirements: 5-7Active 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

* Means Inactive, ^ Means Terminated. A $225+ wholesale order will reinstate your 50% discount & your Active Team Member status.

Welcome New Consultants

Name:	Sponsored By:
Patricia Albritton	Christine Bennett
Gloria Johnson	Christine Bennett
Kalenna Ginyard	Kym Walker

Team Commissions

6% Commission Level

Cynthia Payton Carter	$79.07
Shelia Lockhart	$28.23
Christine Bennett	$28.08

4% Commission Level

Marilyn Johnson	$22.57

Look Who Shared in February

Christine Bennett	2
Kym Walker	1

Spring 2020 Program PCP Participants

Marilyn Johnson
Dorothea Lester
Shelia Lockhart
Kym Walker
Fidelia Obioha
Annie Johnson
Marsha Gibson
Nicholas Kinlaw Jr.
Patricia Williamson
Paula Moore
Christine Bennett

April Birthdays

Yolanda Gamboa	5
Patricia Albritton	9
Shelia Little	14
Sandra Brewer	17
Danielle Brown	21
Linda Calhoun	22
Lillian Harris	23
Deidre Todd	24
Virginia Tate	26
Cynthia Payton Carter	27
Donna Lee	30
Nicholas Kinlaw Jr.	4
Linda Sullivan	4
Lisa Lindsay	3
Dorandes Thompson	2
Sandra Kotey	1
Crawley Montgomery	1
Sonya Brown	1
Victoria Harris	1
Donna Lee	1
Arnitha McGee	1
Annetta Jackson	1

April Anniversaries

Roberta Sanders-Smiley	30
Marly Mitchell	22
Loren Patton	21
Linda Calhoun	10
Angelik Lancaster	7
Jennifer Hemphill	6

In the long run, you make your own luck- good, bad, or indifferent.
~Loretta Lynn

DOUBLE CREDITS are yours for the taking when you work your Mary Kay business full circle! From March 1-31, you have the chance to earn double credit toward the Seminar 2020 Queens' Courts of Personal Sales & Sharing! Don't miss this opportunity!

Our Top 5 YTD Personal Retail Court According to MK Orders

Marilyn Harris | Shelia Lockhart | Christine Bennett | Marilyn Johnson | Shelia Little

Year to Date Retail Court

1	Marilyn Harris	$17,854.00
2	Shelia Lockhart	$12,227.00
3	Christine Bennett	$10,960.00
4	Marilyn Johnson	$8,867.10
5	Shelia Little	$8,834.50
6	Aundra Lipscomb	$7,042.00
7	Marsha Gibson	$6,827.50
8	Fidelia Obioha	$6,056.50
9	Janett Hunter	$5,765.10
10	Lisa Dewberry	$5,533.00

Words of Wisdom by Mary Kay Ash:

Career Conference is rapidly approaching, offering our ambitious Consultants a rare opportunity to enhance their careers by learning from the MASTERS! YOU cannot afford not to attend! See you there. As Senior National Sales Director Emeritus Sue Kirkpatrick said, 'You have to expand your mind to expand your future.'

Year to Date Sharing Court

New Faces will Take You Places & Build Your Team!

Reaching a Dream Takes Courage

- ***Courage*** is admitting that you're afraid of facing fear directly. It's being strong enough to ask for help and humble enough to accept it.
- ***Courage*** is standing up for what you believe without worrying about the opinions of others. It's following your heart, living your own life, and settling for nothing less than the best for yourself.
- ***Courage*** is daring to take a first step, a big leap, or a different path. It's attempting to do something that no one has done before and all others thought impossible.
- ***Courage*** is keeping heart in the face of disappointment and looking at defeat not as an end, but as a new beginning. It's believing that things will ultimately get better even as they get worse.
- ***Courage*** is being responsible for your own mistakes without placing blame on others. It's relying not on others for your success, but on your own skills and efforts.
- ***Courage*** is refusing to quit even when you're intimidated by impossibilities. It's choosing a goal, sticking with it, and finding solutions.
- ***Courage*** is thinking BIG, aiming HIGH, and SHOOTING for the stars. It's taking a dream and doing anything, risking everything, and stopping at nothing to make it a reality!

YOU HAVE <u>COURAGE</u> <u>INSIDE</u> OF YOU!!

"Courage is having the strength and the vision to make a commitment in life, then standing by that commitment simply because you know it's the right decision. When I had the dream to start this company, my children, including Richard, demonstrated the courage to help make my dream come true." — Mary Kay Ash

Think You Are Out of Ideas? Where Can You Find More Customers?

Sales Ideas to Finish Your Star!

- Schedule spring makeovers so they look fabulous in their party attire this year.
- Contact an office about demonstrating our body products for a 15-minute Spa Getaway.
- Contact your customers having a birthday, and offer them a birthday makeover. Set aside one day a month for birthday makeovers, or offer them a free gift for sharing it with a friend!
- Contact 6 customers who work outside the home and do a $100 bag challenge. Offer each who completes the challenge a free lipstick or product of your choice.
- Have a $1,000 Day Challenge and offer a lipstick 1/2 off with a purchase of $30 or more.
- Tell your customers about your gift buying service! Remind them for Easter, hostess gifts, weddings, graduations, birthdays, anniversaries and more!
- Challenge a son, mother, daughter, spouse or neighbor to sell $100.
- Contact your Preferred Customers and set up 10 personal service appointments to try new products.
- Deliver your reorders and up-sell by selling at least 1 additional item per customer.
- Hold a Phone Lottery: Call as many customers as you can in a one-hour period and tell them one of them will receive a free gift for their order.
- Offer gift-buying ideas for moms, new fall/ holiday looks, and gift sets.
- Hand out 5 product samples a day and call prospects for feedback and orders.
- Call 10 customers who have not had a re-check facial.
- Book 2 guests to be your models for your Success Meeting and offer a glamour item 1/2 off when she purchases $30.00.

- Old Job
- Neighbors
- Husband's Business
- Children's Sports Leagues
- Church
- Aerobic Classes
- Church Friends' Moms
- PTA
- Civic Groups
- Professional Organizations

What About Those Who. . .?

- Do your hair/nails
- Just turned 30 or 40
- Are getting married
- Just got a job promotion
- Lost some weight
- Love to wear make-up
- Are starting new jobs
- Are retiring
- Work at your bank
- Take care of your children
- Leave children with you
- Teach your children
- Sold you your home
- Take in your dry-cleaning
- Check you out at the market
- Lost their Consultant

YOU MAKE YOUR OWN LUCK GET LUCKY!

7 Steps for Conquering Procrastination

1. **Break large projects into smaller projects.** If you have several clearly defined pieces to an overwhelming project, this helps you conquer it. This also gives you confidence that you can complete the project and that it's not going to take you the rest of your life.
2. **Start with something you enjoy.** This helps you get started, because the first step is always the hardest. By breaking a large project into smaller ones, you can pick where to start. Some projects have to be completed in a certain order, but most of the time there are some small parts you can do right away in a short amount of time. This gets you moving on the project or activity.
3. **Set a series of small, realistic deadlines instead of one final, large and looming deadline.** This allows you to closely monitor your progress and stay on schedule.
4. **Motivate yourself by imagining the sense of accomplishment you'll feel when the project is done.** Set a goal of completing a specific part of the project before you take a break. Use small steps like this to keep you moving and motivated.
5. **Make a conscious effort to remember your project won't be perfect.** When you give yourself permission to be less than perfect, it frees you to get the job done. This is not an excuse to be sloppy but a reminder to be realistic.
6. **Get started NOW: Don't wait for a huge block of time, because you may never find it.** If you've broken the project into smaller projects (Step 1), you can take advantage of small blocks of time you may have to complete these pieces of the larger project. Even if you can spend only 15 minutes today on the project, you're 15 minutes closer to completing it.
7. **Promise yourself a reward - and keep your promise.** If you allow yourself small rewards along the way and a big reward when you finish, this gives you something to look forward to and a reason to feel good about your efforts. You'll also be more eager to get on to the next section or part of the project.

The next time you start a project, take a few minutes to jot down which of the steps you're going to take to avoid procrastinating. "Use these seven tips in both your personal and professional life in order to be more effective," Dwyer concludes.

KICK the Procrastination Habit

by Jan T. NSD

Do you often race against the clock to meet deadlines? Frequently burn the midnight oil when you hadn't expected to? Or time and again find yourself making excuses for why you didn't complete a project within the promised time frame?

If you answered "yes" to any of those questions, chances are you suffer from a bad habit: Procrastination. According to time-management and organization expert Dawn Dwyer, procrastination robs you of precious time at work and at home and sabotages your effectiveness.

The leading cause of procrastination for most professionals, Dwyer explains, is another deadly P: perfectionism. You want your work to be perfect, so you put off starting the project until you have time "to really do it right," and that time never comes. Or you put off starting the project until you've got the perfect idea, or the perfect equipment, or the perfect project team, or the perfect data - and that perfect thing never arrives.

Make the effort to kick the procrastination habit, and "you'll get more done - and get it done on time," Dwyer says. She recommends these seven steps for conquering procrastination!

What Can Two Classes Per Week Mean For Your Mary Kay Business?

It is my observation that every consultant can find the time to hold an average of 2 classes per week. Yes, even the consultant who has 1 1/2 jobs and family responsibilities. Rarely do you meet a person who does not spend 6-10 hours per week in front of the television, playing Bunko, or some other activity which has nothing to do with her job or her family. What could it mean to her to invest that time into preparing for, traveling to, and holding 2 classes per week?

Find 2 times per week that you would be willing to hold classes. Then, highlight those times in your datebook for an entire year. Then, get on the phone for an Hour of Power to schedule 2 appointments in each of those times. Don't be afraid to double book - it doesn't mean you'll be holding 2 classes (that almost never happens). It does mean that when one of them postpones, you'll still have a class to hold. Double booking is all about smart use of your time - it's about dealing with the disappointment of postponements. (In the event that both hold, just do both classes at your home or at one of the hostess' homes, offering her an extra gift for pulling up 4 more chairs.)

Decrease postponements and increase sales by doing all the steps of hostess coaching.

Now, what can the 2 classes do? Let's say your first classes meet the national average for new untrained, unskilled consultants of $150 - $200 in sales. Two classes per week at $175 would give you $350 in sales. Your 40% paycheck (once you get your inventory built to profit-taking level) is $140. That's $140 profit for 2 classes. Couldn't you find 4-6 hours a week for $140? Just think what will happen as your skills increase and you build just a small reorder business. It has been my observation that consultants who are consistently holding 2 classes per week will have their sales to $500 per week in just a few short weeks. These are averages, not guarantees. $500 weeks = $2,000 months. Your 40% paycheck for a $2,000 month is $800 a month. 60% to replace what you sold is $41,200 wholesale. $41,200 wholesale every month is Emerald Star status every quarter. Being an Emerald Star each quarter puts you within a few dollars of National Court of Sales. *By: NSDE Kathy Goff-Brummett*

What could an extra $800 a month mean to your family? Vacation, swimming pool, braces!

That's not all. Let's look at what 2 classes a week can do for sharing. It has been my observation that there is at least one good sharing prospect at every class (a person who needs money, is already working 2 jobs, needs to get out of the house, is looking for a way to get back home). Company statistics teach us that every new consultant can expect to sponsor one out of every 5 prospects. So, if there is one prospect at every class and you make the effort to do some follow-up (give her a sharing packet, book a class with her, invite her to weekly events, set up an interview with her), you should get a new team member from every 4-5 classes. That's 2 team members per month. That's a free car for anyone in 6 months. And, if each of them orders a minimum of $600 wholesale before the Seminar year ends, that means you walk on stage at Seminar as a member of the Court of Sharing.

You deserve the financial supplement 2 classes a week can mean, as well as the company prizes. Are you willing to discipline yourself to hold 2 classes per week? IF IT IS TO BE, IT IS UP TO ME!

you can do it

MARCH – JUNE 2020

Success comes from consistency.

Consistently booking parties. Consistently selling products. Consistently working on your goals so you can **Be Focused** on achieving them. That's how you can achieve the ***You Can Do It!* Seminar Consistency Challenge.**

Independent Beauty Consultants and Independent Sales Directors will earn the *You Can Do It!* Seminar Consistency Challenge necklace when they complete the **three qualifications below:**

- Achieve the *You Can Do It!* Challenge each month,* March through June 2020.
- Add one *Great Start*-qualified** new personal team member within the challenge time frame.
- Attend Seminar 2020.

Achievers will pick up their *You Can Do It!* Seminar Consistency Challenge necklace at the Prize Party. Bling Button Badges will be required for admittance to the Prize Party and must be picked up at Registration prior to the party. **Achievers MUST attend Seminar 2020 to receive their necklace. The prize will NOT be mailed to achievers after Seminar 2020.**

Go to *Mary Kay InTouch*® for complete challenge rules and details.

MARY KAY

SEMINAR CONSISTENCY CHALLENGE

be focused.

*The $600 or more wholesale Section 1 order requirement per month can be placed in one single order or placed in cumulative orders, as long as the orders are placed in the same calendar month. Customer Delivery Service, Guest Checkout and EZ Ship order amounts also will count toward your $600 or more wholesale Section 1 order requirement. One jewelry piece per challenge achiever.

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

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Return Service Requested

Words of Wisdom by Mary Kay Ash

My primary motivation for going into this business was to help women. I wanted to provide opportunities for them to create better lives. I saw Mary Kay Inc. as a vehicle for women to realize their dreams. Our organization would supply the quality products, education, encouragement, and motivation women need to succeed.

MOVIN' ON UP IN MARCH!

STEPS & TIPS THAT ARE SO SIMPLE THEY WORK:

1. Decide **WHERE** you are going: Red Jacket? Free Car Driver? New Director?
2. Decide **HOW** long it will take you to get there — 30 days, 2 months, 3 months
3. Decide **WHY** you want to go there — More Money, Better Car, Higher Commission Check, Expand Your Circle of Influence
4. Decide **WHO** is going with you. Look at your current team. Identify key players.
5. **TRACK** your progress at stops along the way — DISPLAY THEM. (The numbers may not be pretty, but you can't ignore them.)
6. Keep a **PICTURE** of your destination in front of you. (Visualize it.)
7. Tell **EVERYONE** where you are going. Erica (in her 3rd month of car qualifications) tells everyone, "My birthday is in May and my birthday present will be a Free Car from Mary Kay!"
8. Keep **POSITIVE ENERGY FLOWING** so that your team members will have FUN along the way. If it's not fun for you, can it be fun for them? Absolutely not.
9. **CELEBRATE** at key stops along the way. Celebrate any activity— balloons, etc.
10. **FOCUS** on your team, not yourself. In <u>all</u> instances of life, people do things for their reasons, not yours. Talk to your people and find out where they're trying to go. Support them to get there. Never impose your needs on them.

Now, you have your road map . . .Get ready, Set, GO !!!

Adapted from a Shaw Conference Call in 2001