



MIRACLE MAKING MANIACS

CREATE YOUR OWN PATH TO SUCCESS. . .

THIS YEAR WE WILL HAVE 3 NEW DIRECTORS,
2 CAR WINNERS, 12 RED JACKETS

& 40 STAR CONSULTANTS, WHICH PATH WILL YOU TAKE??

SEMINAR 2012 GOALS:

- ◆ \$400,000 Circle of Excellence
- ◆ 3 New Offspring Directors
- ◆ 2 New Car Drivers
- ◆ 12 Red Jackets
- ◆ 40 Star Consultant
- ◆ 120 Unit Members

AUGUST 2011 GOALS:

- ◆ \$10,000 Unit Wholesale Production
- ◆ 8 New Unit Recruits
- ◆ 2 New Red Jacket
- ◆ 8 Completing 30 Faces Challenge

Retail Queen
(from W.A.S.) and
Wholesale Queen



Katherine Benitez



Seminar 2011





Seminar was Amazing!!

Congratulations to **Averi Harp & Adriana Guadarrama** for investing in themselves and their futures by attending!! We had so much fun, learned a lot, and had our vision renewed and focused!!! I know without a doubt, these two young women will be breaking records this year!!

A journey begins with a single step, so step out today towards your hopes and dreams, leave your comfort zone behind and create your own path to success!! Create your own path to success. . . This year we will have 3 New Directors, 2 Car Winners, 12 Red Jackets, and 40 Star Consultants, which path will you take?? Let me know what your hearts desire is this year, so we can work together to make it happen! When you place your first wholesale order this Seminar year you will receive this card & pin to remind you to step out in faith!

We are re-qualifying for a new car from July—December, so we can go for a New Black Chevy Equinox, NEW MUSTANG, or a New Pink Cadillac!!! I can't wait to see what the next 6 months will bring!! Mary Kay has a new contest for us as a unit to grow by 5% this month the contest is called "Way to Grow"!! So we will be looking

for 5 New Team Members this month— would you like to help us?? Would you like some money for new shoes?? You or one of your customers could have the chance to win a \$25 gift card to Direct Shoe Warehouse!! All it takes is having women go to our website:

www.maryarichardson.com and listening to the video or audio, a brief follow-up with me and

Step Out in Style when you win this DSW gift card!!



In August, one lucky guest/customer/consultant will be the winner of a \$25 DSW gift card!! Here is how it works:

For every guest that attends one of our **Weekly Makeover Events** or **watches or listens** to the MK opportunity, submits feedback form, and completes a brief follow-up with me, **you and your guest** go into a drawing for the gift card that we will have on September 6th!

they and you will be in the drawing!!

Let's make this our best year ever — together we can!!!

Which path will you take?

Love, Mary

Spotlight on Team Builders!

Standings are updated as of July 31st — this will not reflect August orders or new team members.

Team Leaders

Recruiter :C.J. Reed
 Annette R. Canarr
 Jane F. Hauptert
 Linda R. Lamusga
 Patricia S. Meyer
 Lou Weiss
 * Emily Andringa
 * Beverly A. Debolt
 * Amber O'Brien-Barr

Senior Consultants

Recruiter :Kristen R. Box-Rojas
 Cynthia C. McCarty
 Recruiter :Annette R. Canarr
 Linda Mace
 * Judy Henry
 * Coni L. Lentz
 Recruiter :Carolyn L. Felder
 Cyrena D. McGee

Recruiter :Averi D. Harp
 Adriana V Guadarrama

Recruiter :Sandy Mangrum
 Kelsey N. Mangrum
 * Brenda Jakubowski

Star Team Builders

Recruiter :Linda R. Lamusga
 Debra R. Heggernes
 Rosemary C. Hunt
 Monica Schneiderman
 * Carla D. Mandrell
 * Margaret Riess



**ARE YOU
 READY TO
 MOVE UP??**

**To become ACTIVE
 you must place a
 \$200 wholesale order.*

Follow the Steps to Success!



Senior Consultant

(1-2 active team members)

4% Commission

Star Team Builder

RED JACKET
 (3+ actives)

Sr. Consultant benefits plus
 Red Jacket Rebate

Eligible for \$50 Bonuses

Team Leader

(5+ actives)

All the previous benefits plus
 9-13% Commission

Team Leader pin

On-Target for Car!

(5+ actives and \$5,000
 wholesale growing to
 14 actives and \$20,000
 in 4 months or less)

Eligible to earn use of
 Career Car or \$375 cash
 monthly for 2 years PLUS all
 Benefits of previous levels

Director in Qualification

Effective Jan. 1, 2010
 (10+ actives growing to
 24 in 4 months and
 be a star consultant!)

Production during DIQ
 counts towards car! Eligible
 to become Director and earn
 Unit Commission and Unit
 bonuses—Eligible to wear
 the exclusive Director Suit.

How to Earn a Car in 25 Hours/Week



Here is a plan from Director Connie Minneman to earn your car!! You CAN put this to use and KNOW it will work! Follow this plan to the "T" and YOU'LL BE DRIVING FREE!

HERE'S "THE PLAN":

- 4 hours for 2 Skin Care Classes (That means have 4 scheduled! Overbook!)
- 1 hour for a Facial
- 1 hour for clean up from appointments (It only takes longer if you "dawdle.")
- 4 hours of phone time (see right)
- 2-2 ½ hours for your Success Meeting
- 3 hours for 3 interviews (Or follow up from interviews.)
- 2 hours for Coaching and Pre-profiling
- 2 hours for deliveries and post office (Deliver only if they are home...if not, mail it)
- 2 hours of paperwork (see right)
- 2 hours for an extra function - i.e. PMS Night, Special Recruiting Meeting, etc.

TOTAL 23 HOURS—That leaves a couple hours for anything that may take a bit longer.

PHONE TIME INCLUDES:

- Bookings from women you meet while you're out and about
- Follow up calls
- Other bookings not made at classes (Only if needed.)
- Calls to new recruits and team members.

PAPERWORK INCLUDES:

- 5-10 written correspondences a day (Non-People Time!)
- Thank You notes to guests at appointments and new customers
- Notes to referrals
- Birthday Cards
- Atta Girl notes (appreciation notes and support notes to fellow Consultants)
- Hostess reminder postcards
- Out-of-Town Recruiting packets
- Hostess Packets
- Notes to Team members

PLAN YOUR WORK AND WORK YOUR PLAN:

- Use a Weekly Plan Sheet or color code your datebook to plan your next week.

Thank You from Mary Kay

"Love Check" Commissions for Personal Team Building



13% Recruiter Commission Level	
Mary A. Richardson	\$316.42
9% Recruiter Commission Level	
C.J. Reed	\$52.25
4% Recruiter Commission Level	
Linda R. Lamusga	\$20.52
Kristen R. Box-Rojas	\$15.95

Team Building Tip of the Month!

Be a Gold Medal Winner!
By NSD Mollye Morrow

Share your opportunity with five people in one calendar month to win the Gold Medal!

1. Decide that you can be a Gold Medal Winner!
2. Skin care classes are the best way to find recruits. Book 7 per week so you'll have 5 classes.
3. Do the 4-Point Recruiting Plan at every skin care class.
4. Do at least 5 interviews each week.
5. Follow up, and follow up on the follow up. Take your prospects to Skin Care Classes with you. Call her and overcome her objection, see her husband, and answer his questions, etc.

Opportunity is knocking at your door!

"You may have a fresh start any moment you choose, for this thing we call 'failure' is not the falling down, but the staying down." ~Mary Pickford



Premier Plus Promotion Mustang Mania

Get ready to rev up your engines for this exciting new promotion that gives you the opportunity to earn the use of a **2012 Ford Mustang!**

Eligible* Independent Sales Directors achieving Premier Plus from June 2011 through June 2012 with a minimum of \$65,000 net adjusted unit wholesale production within two consecutive calendar quarters can select the use of the black, sporty Ford Mustang. Qualifiers also will receive recognition at all Company special events as a Premier Club Achiever!

*Independent Sales Directors are eligible to participate in the promotion if they are:

- ◆ In Career Car requalification
- ◆ Grand Achievers (Career Car or Cash Compensation)
- ◆ Currently maintaining a Premier Club Cash Compensation award Independent Sales Directors are ineligible if they are currently driving a Premier Club Career Car and are not in requalification during the Premier Plus promotion period.

In addition to the regular Career Car Insurance and 12-Point Rating System requirements, qualifiers must also meet the following:

- ◆ Additional authorized drivers must be 25 years or older. There is no minimum age requirement pertaining to qualifiers.
- ◆ Both qualifiers and additional authorized drivers must have 4 or less points assessed under the 12-Point Rating System.

In addition to the Ford Mustang option, Premier Plus qualifiers have the option of selecting the use of the Chevy Equinox, Toyota Camry or selecting Premier Club Cash Compensation. Maintenance requirements for this award will be the same as the Premier Club Program.

MARY KAY®
**MAKEOVER
contest**

NEW YORK!
NEW YOU!

September 1 – December 1, 2011

Your new and current customers will want to enter The 2011 Mary Kay® Fall Makeover Contest - New York! New You! for a chance to win the Grand Prize of a fabulous trip for two to New York City! They'll also have an opportunity to attend a beauty, fashion or fitness photo shoot for Fitness magazine. The winner will have a professional makeup, wardrobe and hair makeover and a fantastic new fashionista wardrobe. It's enough to make any fashion Diva drool with envy!



Future Independent Sales Director Challenge

October 1 - December 31, 2011

Stepping in leadership has its rewards. Claim yours at Leadership Conference 2012!

Become a Future Independent Sales Director during the challenge period, and you'll be invited to the Class of 2012 Reception where you will receive a \$200 gift card and a special prize.

Become an Independent Sales Director-in- Qualification during the challenge period, and you'll be invited to the Class of 2012 Reception where you will receive a \$300 gift card and a special prize.



We Invested in Product Last Month!

<i>Katherine A. Benitez</i>	<i>\$598.00</i>	<i>Linda C. Judkins</i>	<i>\$204.00</i>
<i>Patricia S. Meyer</i>	<i>\$504.50</i>	<i>Carolyn L. Felder</i>	<i>\$202.00</i>
<i>Corrie L. Daniel</i>	<i>\$398.75</i>	<i>Averi D. Harp</i>	<i>\$201.00</i>
<i>Cynthia C. McCarty</i>	<i>\$398.75</i>	<i>Abioseh Sutton</i>	<i>\$194.50</i>
<i>Yvette Cantu</i>	<i>\$387.00</i>	<i>Lou Weiss</i>	<i>\$76.00</i>
<i>C.J. Reed</i>	<i>\$298.50</i>	<i>Joyce T. Williams</i>	<i>\$50.00</i>
<i>Sonya L. Schulte</i>	<i>\$287.50</i>	<i>Cindy Tran</i>	<i>\$31.00</i>
<i>Rosemary C. Hunt</i>	<i>\$285.50</i>	<i>Jane Bryan</i>	<i>\$31.00</i>
<i>Sandy Mangrum</i>	<i>\$256.25</i>	<i>Mary A. Richardson</i>	<i>\$631.75</i>
<i>Debra R. Heggernes</i>	<i>\$227.50</i>		

find it online:
check out Mary Kay InTouch®

Check out **Products > BizBuilders** online to discover how you can earn BizBuilder Bucks on your next qualifying order. To locate bonus information for Aug. 16 – Sept. 15, click on **Products > BizBuilders** beginning Aug. 10.



*Independent Beauty Consultant will pay taxes on suggested retail value of any Section 1 products



Queen's Court of Sales!

\$36,000 retail

July 1, 2011 — June 30, 2012



Queen's Court of Sharing!

24 New Team Members

July 1, 2011 — June 30, 2012



Shooting for the Courts!

Top 10 in Retail Sales

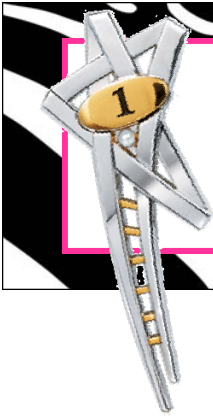
(Based on verified wholesale orders placed to the company as of prior month-end)

	<u>Consultant</u>	<u>YTD Retail</u>	<u>Bonus & PCP</u>	<u>Total</u>
1	Katherine A. Benitez	\$1,234.00	\$0.00	\$1,234.00
2	Patricia S. Meyer	\$1,047.00	\$0.00	\$1,047.00
3	Corrie L. Daniel	\$797.50	\$0.00	\$797.50
4	Cynthia C. McCarty	\$797.50	\$0.00	\$797.50
5	Yvette Cantu	\$774.00	\$0.00	\$774.00
6	C.J. Reed	\$597.00	\$0.00	\$597.00
7	Sonya L. Schulte	\$575.00	\$0.00	\$575.00
8	Rosemary C. Hunt	\$571.00	\$0.00	\$571.00
9	Sandy Mangrum	\$518.50	\$0.00	\$518.50
10	Debra R. Heggernes	\$455.00	\$0.00	\$455.00

Tops in Team Building

I want to feature you here!!





Aim for the Stars!

*Congrats
4th Quarter
STARS!*

RUBY
MARY
RICHARDSON

SAPPHIRE
KATHERINE
BENITEZ

AVERI
HARP

C.J. REED

PATRICIA MEYER
Star Consultant all
4 quarters!

On-Target Star Consultants!

June 16 - September 15, 2011



Consultant Name	Current Production	Sapphire	—Wholesale Production Needed for Star—			
			Ruby	Diamond	Emerald	Pearl
MARY RICHARDSON	\$804.25	\$995.75	\$1,595.75	\$2,195.75	\$2,795.75	\$3,995.75
KATHERINE BENITEZ	\$656.00	\$1,144.00	\$1,744.00	\$2,344.00	\$2,944.00	\$4,144.00
MONICA SCHNEIDERMAN	\$556.50	\$1,243.50	\$1,843.50	\$2,443.50	\$3,043.50	\$4,243.50
JANE BRYAN	\$526.75	\$1,273.25	\$1,873.25	\$2,473.25	\$3,073.25	\$4,273.25
PATRICIA MEYER	\$504.50	\$1,295.50	\$1,895.50	\$2,495.50	\$3,095.50	\$4,295.50
VICKI THOMPSON	\$492.50	\$1,307.50	\$1,907.50	\$2,507.50	\$3,107.50	\$4,307.50

A simple way to stay on track for Star Consultant:

- Sapphire** = Sell \$300 Retail per week
- Ruby** = Sell \$400 Retail per week
- Diamond** = Sell \$500 Retail per week
- Emerald** = Sell \$600 Retail per week
- Pearl** = Sell \$800 Retail per week

Also—remember that you earn 600 extra “star” points for each *qualified* team member you add during the quarter.



Get the most out of beauty sleep.

NEW! TimeWise® Night Restore & Recover Complex

Help your customers awaken the age-fighting potential of their skin at night with this innovative product that activates collagen production, targets the skin matrix, helps skin recover from daily damage and restores the skin barrier. Available in combination/oily and normal/dry. Your customers can think of it as empowering their skin while they sleep – now that should give them sweet dreams.

\$40 (suggested retail)

Working with Accountability!

Remarkable Reorders

Vicki Thompson	\$322.00
Lou Weiss	\$284.00
Heidi Fowler	\$136.00
Pat Meyer	\$135.00
Janice Merritt	\$98.00
Katherine Benitez	\$65.00
Jamie Wheelless	\$40.00

Sensational Sales

Katherine Benitez	\$1,420.00
Pat Meyer	\$796.00
Jamie Wheelless	\$784.00
Heidi Fowler	\$332.00
Vicki Thompson	\$322.00
Lou Weiss	\$284.00
Fran Bates	\$275.00
Janice Merritt	\$98.00

Fun Facials

Jamie Wheelless	\$115.00
Jamie Wheelless	\$65.00
Jamie Wheelless	\$62.00

Wonderful Web Sales

Heidi Fowler	\$196.00
Fran Bates	\$90.00

Awesome On the Go Sales

Pat Meyer	\$536.00
-----------	----------

Party with a Purpose

Katherine Benitez	\$705.00
Katherine Benitez	\$516.00
Jamie Wheelless	\$502.00
Katherine Benitez	\$134.00
Pat Meyer	\$125.00
Fran Bates	\$110.00

Wonderful Weeks

Katherine Benitez	\$770.00
Jamie Wheelless	\$564.00
Katherine Benitez	\$516.00
Pat Meyer	\$286.00
Lou Weiss	\$284.00
Fran Bates	\$275.00
Pat Meyer	\$260.00
Jamie Wheelless	\$220.00

Weekly Summary Sheets Turned In

Fran Bates
Katherine Benitez
Heidi Fowler
Janice Merritt
Pat Meyer
Vicki Thompson
Lou Weiss
Jamie Wheelless

Consistency Club

On Target to Win :

\$650 Club

Pat Meyer
Katherine Benitez

\$450 Club

Yvette Cantu Corrie Daniel
Cynthia McCarty

\$250 Club

Sandy Mangrum Linda Judkins
Debbie Heggernes CJ Reed
Abioseh Sutton Rosemary Hunt
Averi Harp Carolyn Felder
Sonya Schulte

Order 2 out of 3 months (July—Sept.) to WIN your choice of prizes!!!

\$650 Club



\$450 Club



\$250 Club



Your Future's Shiny !!

Win the gorgeous Champagne Business Tote or \$50 retail of the new products available in September when you do a total of 12 career chats (also known as sharing appointments) with Mary from July—September!! That is only 1 a week!!!

September 2011



Sun Mon Tue Wed Thu Fri Sat

Every Monday is Conference Call Day!! Dial in #: 661-673-8000 Meeting ID: 343-841-168# Meeting link: http://www.freese.com/meetings/343-841-168 12:30—1:00 pm (Central) Unit Meeting Conference Call for training, recognition, challenges, etc. 9—9:45 pm (Central) New Consultant Training — for training, questions, and support going over the Silver Wings Program from Mary Kay InTouch			1	2	3	
4	5 LABOR DAY MK Offices Closed Postal Holiday.	6 TNT 6:30—8:30 At the Mary Kay Pink Spot	7	8	9	10 Bridal Makeovers at 9 am, noon, and 3 pm call Mary for Details
11 Million \$ Dinner for your and your significant other!! Check the flier for qualifications.	12 Conference Call Day	13 Mary Kay Inc's 48th Anniversary TNT 6:30—8:30 At the Mary Kay Pink Spot	14	15 Star Consultant Deadline!	16	17
18	19 Conference Call Day	20 Fall/Holiday Issue of <i>The Look</i> mails TNT 6:30—8:30 Star Celebration at the Pink Spot	21	22	23	24
25	26 Conference Call Day	27 TNT 6:30—8:30 At the Mary Kay Pink Spot	28	29 Midnight CST cutoff for Consultants to place phone orders.	30 Last working day of the month. Consultants submit online orders until 9 pm CST. Online Agreements accepted until midnight.	



Birthdays	Day	Anniversaries	Years
Jenny Wunderlich	6	Kristen R. Box-Rojas	25
Abioseh Sutton	7	Judy Henry	9
Mary F. Acker	10	Erica C. Haring	4
Tomi S. Johnson	11		
Rose Ortiz	13		
Norma P. Ponce	19		
Brenda Jakubowski	22		
Maria S. Lozano	25		

Celebrate!!



Mary's Miracle Making Maniacs!

Mary Richardson

Senior Sales Director
10804 Pickfair Drive
Austin, TX 78750

Phone: 512-335-5464

Hotline: 512-374-4439

Email: maryrich@marykay.com

Web: www.unitnet.com/mrichardson Password: miracles

Highlights this Month:

June Results, July, 2011

- ◆ Quarter 1 Star Consultant Quarterly Contest (June 16 - September 15, 2011)
- ◆ Class of 2012 Offspring Challenge Begins (through July 1, 2012)
- ◆ Way to Grow (July 1 - Nov. 30, 2011)
- ◆ Makeover Contest (Sept. 1 - Dec. 1, 2011)
- ◆ Future Independent Sales Director Challenge (Oct. 1 - Dec. 31, 2011)

To the Valuable...

Words of Wisdom

"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



Fall Into Fabulous

Fall is fabulous and bursting with new fashion and color trends! The **Mary Kay® Fall Trend Report 2011** is filled with the season's "must-haves" and is a great reference tool! In fact, this trend report is advertised in the September issues of two national women's magazines - *People StyleWatch* and *People in Español!* Check out who's reading these two fantastic magazines and imagine the possibilities:



- ◆ **People StyleWatch** - carries the power of the "People Magazine" brand with over 5 million readers and reaches young, affluent style watchers!
- ◆ **People en Español** - is the number 1 rated Hispanic magazine with the highest paid circulation and the highest newsstand sales. It reaches 1 in 5 Hispanic adults!
- ◆ **Entice Your Customers.** Offer the trend report to your new and current customers and book a color consultation or an "on-trend" Fall Makeover! Put the Fall trend report to work for you!