

Sales Director Becky Lyons

The Incredibles

January 2007
Results & Recognition

February 2007

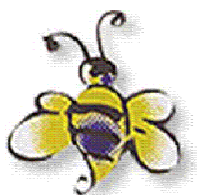


Seminar Goals:

Pink Cadillac Unit
1 Offspring Director
1 DIQ
3 Car Drivers

Monthly Goals:

\$10,000 production
5 New Team Members



"If your actions inspire others to dream more, learn more, do more and become more, you are a leader." ~ John Quincy Adams, sixth US president

SHARING COURT

Denise J. Graham 1

WHOLESALE COURT

LaVerna Halterman \$1,006.00
Jennifer McClelland \$370.25
Lynette K. Enos \$295.25
Gayla J. Frohwein \$282.50
Patresa Ebersole \$267.00

On Target \$tar Consultants—Ladder Leaders!

December 16th, 2006—March 15th, 2007

Consultant Name	Current Wholesale Production	—Wholesale Production Needed for Star—			
		Sapphire	Ruby	Diamond	Emerald
REBECCA LYONS	\$1,475.75	\$324.25	\$924.25	\$1,524.25	\$2,124.25
LAVERNA HALTERMAN	\$1,283.25	\$516.75	\$1,116.75	\$1,716.75	\$2,316.75
GAYLA FROHWEIN	\$662.75	\$1,137.25	\$1,737.25	\$2,337.25	\$2,937.25
DIANA BOWLBY	\$639.25	\$1,160.75	\$1,760.75	\$2,360.75	\$2,960.75
JENNIFER MCCLELLAND	\$437.25	\$1,362.75	\$1,962.75	\$2,562.75	\$3,162.75
DEBORAH KEIL	\$431.75	\$1,368.25	\$1,968.25	\$2,568.25	\$3,168.25
DANIELLE BUTLER	\$405.75	\$1,394.25	\$1,994.25	\$2,594.25	\$3,194.25



THIS IS THE QUARTER TO QUALIFY FOR SEMINAR ARENA SEATING AND PRIORITY REGISTRATION!!!

- Achieve Star Consultant status with a total of 3,000 contest credits **OR**
- Achieve three consecutive quarters of Star Consultant status from June 16, 2006, through March 15, 2007, **OR**
- Be on-target for the Seminar Queens' Court of Personal Sales or Sharing as of Feb. 28, 2007

For full details, go to www.marykayintouch.com and click on the link under Contests.



Debut onstage at Seminar 2007 in the to-die-for tailored suit designed exclusively for Sales Directors! Get dressed to impress in the latest suit that shows you're headed straight to the top.

Welcome New Business Owners!

(These new unit members signed Consultant agreements January 1—31)

New Consultant
Cheryl J. Jackson

From
NORWALK, IA

Sponsored by
D. Graham

Success is nothing more than a few simple disciplines, practiced every day.
~Jim Rohn

RED Hot and Rollin'!

"So long status quo
I think I just let go
You make me want to be brave
The way it always was
Is no longer good enough
You make me want to be brave"
-- Nichole Nordeman

This is our theme song for the New Year --- and it fits right in with the Career Conference theme this year --- Be BOLD. Just think what will happen to your life --- and your Mary Kay business --- when you say "so long" to the status quo. It is time to be brave --- to be bold --- and to be faithful to what God has called you to do!

This is an exciting time to be an *Incredible* and I am thrilled you are on this ride with me! We are working toward the **\$300,000 Unit Club** AND the *hot pink SRX Cadillac*. We have people stepping out of their comfort zone and into the challenge of DIQ, Team Leadership, Senior Consultant, Queens Court of Sharing and Queens Court of Sales. Where do you see yourself in these next 5 months? The way it always was is no longer good enough. I think it's time to be BRAVE!

Believing you can!
Becky

Women Sharing Their Passion!

Standings are updated as of January 31st — this will not reflect February orders or new team members



Director in Qualification

(8+ actives growing to 30 in 4 months!) Production during DIQ counts toward Grand Prix or Cadillac!

Eligible to become Director and earn 13% Unit Commission and Unit bonuses—Eligible to wear the exclusive Director Suit.



Future Director

(8+ active team members) All other benefits PLUS Fashionable Future Director Scarf — and able to begin Director Qualification Requirements.



Team Leader

(5+ actives) All the below benefits plus 9-13% Commission Team Leader pin



On-Target

(5+ actives and \$4,000 wholesale growing to

12 actives and \$18,000 in 4 months or less) Eligible to earn use of Career Car or \$375 cash monthly for 2 years



Star Recruiter

RED JACKET

(3+ actives) Benefits below PLUS Red Jacket Rebate Eligible for \$50 Bonuses



Senior Consultant

(1+ active team members) 4% Commission

Team Leaders

Recruiter :Diana L. Bowlby
Kelli M. Chamberlain
Jenna M. Dyer
Dianne L. Modtland
Lynnette L. Moore
Jennifer R. Timm
Lori L. Weber
Michelle E. West
* Vicki Elscott

Star Recruiters

Recruiter :Gayla J. Frohwein
Denise J. Graham
Janelle D. Riley
Diane L. Smith
* April Schumacher

Senior Consultants

Recruiter :Danielle D. Butler
Denise M. Eischeid
Abby J. Oliver

Recruiter :Liza M. Condon
Kelly L. Edwards
LaVerna M. Halterman

Recruiter :Lynette K. Enos
Rachelle S. Grandon
Cynthia R. Markle

Recruiter :Suzette Henriksen
Cindy F. Hall

Recruiter :Deborah R. Keil
Danielle D. Butler



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

color
coordinated



Fabulous MK Signature™ Lip Liner and Creme Lipstick shades coordinate perfectly with each and every MK Signature™ NouriShine™ Lip Gloss

From Zero to Hero—*Filling Your Datebook*

Shared by NSD Yvonne Lemmon



Everything Starts with booking:

Whether you're a brand new consultant or have been in Mary Kay for years ... everything starts with booking. Booking is what leads to sales, recruiting, customer re-orders and every profit-making part of this business.

Booking is a decision:

Do a check up from the neck up. Do you love booking? If not, you better learn to because it's what we do in Mary Kay.

Decide to become a master booker. **Decide** to fall in love with booking. **Decide** that booking comes easy to you. **Decide** that every woman in this world deserves this product. **Decide** that what you offer is valuable and wanted.

Decide to live in a world of abundance. **Decide** NOW that your books will never fall below 10 appointments each month, ever! **Decide** you'll do whatever it takes to get your date book full and keep it.

Is it that easy?

I think it is! I think we think too much, worry too much and evaluate too much about what we have to offer. If we ask more and think less, amazing things will happen.

When we make the **decision** not to offer our product or services to someone, we strip them of the freedom of choice. If they don't want it, they'll say so and you are truly no worse for the wear. Quit pre-judging and **DECIDE** to just start asking!

I don't have anyone to ask:

So many times I have had consultants tell me they are out of leads. I've been in Mary Kay for 12 years and I've never run out of leads or people I could ask.

Consultants don't run out of leads ...

- They run out of energy!
- They run out of motivation!
- They run out of focus!
- They run out of determination!
- They run out of dreams!

But they never run out of leads. Leads are everywhere. **DECIDE** to go over, under, around or through to get on the date book and stay there.

Where do I start?

There are three basic places I always look first:

1st -- Your head: There are new people you are constantly in contact with and meeting every day that you have never facialed or even asked. The thought may enter your mind to book her, but when it comes time to sit down and make calls you draw a blank. That's

why you must have a list of anyone who enters your mind with you in your date book at all times. These people will come to you at the strangest times, but I truly believe in inspiration and I can't tell you how many times I've been impressed to call someone and put it off and finally called and been so pleasantly surprised at how ready and receptive they are. I want you to take a minute right now and just start writing a list of people you know you have never facialed.

2nd -- Your customers: Never think because you've facialed someone once that it's over and they've done their class and that's it. You can develop great hostesses who will hold classes every single quarter. Every quarter we have something new in Mary Kay and you have a whole new reason to schedule an appointment with every single customer. What is new right now? Well, right now we have the Cellu-Shape and on March 16th you've got all kinds of new products!! Don't hound your customers to death, but always let them know your door is open and give them a great reason to want to get together with you.

3rd -- Warm Chattering: Everywhere you go there are people. Mary Kay says to use the three foot rule and ask every person that comes within three feet of you. I didn't become a master at warm chattering until I was a DIQ, but I wish I had learned sooner. I made a rule for myself when I was DIQ that every person I spoke to under any circumstances I would ask. That meant store clerks, bank tellers, dry cleaners, waitresses, even fast food help. Not that the leads were quality, but I learned to ask, ask, ask, and I learned that no's didn't kill me. NSD Cindy Williams says she feels like Santa Claus every single day of the year because she always carries gifts (samples) with her to hand out wherever she goes and people love it. Don't you love a free sample? So does everyone else. Start giving, sharing, and offering. Remember it is their choice, not yours.

(Brainstorming): You know many successful seasoned consultants in our Unit who know how to book and have great success. Do some brainstorming together and share your favorite booking approaches. It doesn't matter how you do it, all that matters is that you DO IT.

Challenge: Get 10 appointments on your books for this month ... this week!

Booking 10 means only six to eight will hold, so as each one holds or cancels you MUST replace it. Appointments can be facials or classes, but always encourage them to bring a friend or more. That is where your future bookings will come from.

Remember ... you are brand new today! You can do anything you set your mind to. You can probably accomplish this in one POWER HOUR on the phone, but you have an entire week to do it. Don't put it off ... don't wait till later in the week or even tomorrow. Start right now. The sooner you have your 10 booked, the sooner success begins!

These Women Invested in Their Business in January!

LaVerna Halterman	\$1,006.00	Danielle D. Butler	\$201.00
Jennifer McClelland	\$370.25	Dana D. Lamansky	\$201.00
Lynette K. Enos	\$295.25	Cindy F. Hall	\$200.00
Gayla J. Frohwein	\$282.50	Diana L. Bowlby	\$200.00
Patresa Ebersole	\$267.00	Denise M. Eischeid	\$200.00
Kelli M. Chamberlain	\$248.75	Lori L. Weber	\$121.25
Elizabeth A. Grote	\$217.50	Abby J. Oliver	\$110.75
Kelly L. Edwards	\$205.75	Cynthia R. Markle	\$101.25
Michelle E. West	\$204.25	Deborah R. Keil	\$39.00
Vanny Phothiboupha	\$204.25	Jennifer R. Timm	\$36.00
Janelle D. Riley	\$202.25	Rebecca Lyons	\$800.75

You can get all of this FREE when you place a qualifying product order Feb. 16, through March 15, 2007. (See inside front cover of the March Applause® magazine for details.)



TimeWise® 3-In-1
Cleansing Bar



TimeWise®
Targeted-Action™
Line Reducer



Mary Kay®
Beauty Fix Kit



Travel Roll-Up Bag

*People will forget what you said, people will forget what you did,
but people will never forget how you made them feel.*

~Maya Angelou

Love Checks from Mary Kay

Thanks for sharing the opportunity!



13% Recruiter Commission Level	
Rebecca Lyons	\$241.70
9% Recruiter Commission Level	
Diana L. Bowlby	\$54.92
4% Recruiter Commission Level	
Liza M. Condon	\$48.47
Danielle D. Butler	\$12.43



March

Birthdays	Day
Diana F. Winkler	5
Rebecca Hinze	6
Alida J. Reynolds	9
Kelly M. Moeller	15
Vanny Phothiboupha	17
Jayne E. Hatcher	25
Elizabeth A. Grote	29

Anniversaries	Years
Alida J. Reynolds	2
Lynette K. Enos	2
Lucerito Mercado	1
Diane Hagan	1
Amy M. Hollingsworth	1
Jayne E. Hatcher	1
Rebecca Hinze	1
Diane L. Smith	1

February Fiesta



5 O'Clock CLub



Gayla, Denise, and Gail making breakfast



Kristina, Diana, and Heidi - dream books



retreat goofiness

Warm Chatter Booking

*As shared by NSD Pamela Waldrop Shaw
Here are the scripts to get names and then to follow up!
YOU MUST CALL THESE PEOPLE WITHIN 24 TO 48 HOURS!!
If not, you are old news!!*

First is for the Before and After Model:

(at the end of small talk or a conversation with another mom or the bank teller) " You know I am always looking for models for my before and after portfolio...I would love to have you be a model for me! (who me?... response..) I'm looking for someone with your hair color! (or eye color or whatever you think is great) I teach skin care and color with Mary Kay Inc., and this allows me to show different looks on all different skin color, hair color etc... It's a lot of fun and I'll have a gift for you for doing it". (If you have a portfolio already, pull it out and show it to her) (If she says ok or is somewhat positive- not resisting or saying absolutely no say...) "Why don't you just jot your info down here, and we can try to make a time to get together... If it works great, if not I'll at least send you a little goodie package." I rarely get a no to that. Try to get their work #!! It's sooo much easier to contact them and they are in more of a schedule mode.

Follow up: "Hi Susie, this is Pam- I met you yesterday at Target. Do you have a quick minute? Great! I am looking at my schedule for January and it is filling up! I really wanted to fit you in! So I thought I'd call you and see what's good for you. (If you know she works, say is weekday nights or weekends better for you? etc...) I have Saturday at 3 or Sunday at 4. Which is better for you?" It is so much easier on them if you give them 2 choices. If neither work, try again! It is quick and less overwhelming than them looking at the whole month! "Great! Now I am looking to fill my portfolio, so if



you have a friend that would like to join you that would be fine. It's sometimes more fun with a friend. I can do 4 or 5 at a time, so if you have more than one friend-that's fine. In fact, I'll give you free product for having 3 or more of you for my portfolio!!!" (You would do this appointment the same as a skin care class but with a camera- little color. You tell them that the skin care is the secret to looking good in the picture!)

Script for referrals: Ask someone you know (PREFERABLY MEN) who knows a lot of people-especially professionals. Ask them if they know of any women who deserve a pamper session or that you could use for your portfolio. Tell them they don't have to be Cindy Crawford; they just have to have skin and want to take care of themselves. This is an INCREDIBLE way to get leads!!! When you call them say..... "Hello, my name is Pam, and we have a mutual friend in Trent. He thought you would make a great model for my portfolio of makeovers. Do you have a quick minute? Great! I teach skin care and color with Mary Kay Inc., and I am putting together a portfolio of all different women. When I asked Trent if he knew anyone he immediately thought of you. (She'll say ah shucks- me? etc..) Yes you! All we would do is clean your face with the skin care, take a before picture then do a makeover and take an after picture! It's a lot of fun, I'll have a gift for you for doing it, and you can even have a friend join you if you'd feel more comfortable!" Usually they are very flattered and open to it because of the mutual friend. Then proceed to book her the same as above! I do often close repeating the date of the appointment to her and then saying..."I will have product with me that day, so if there is anything that you like you can get it, but you don't have to if you don't want to-ok?" I want to make sure she feels comfortable, but I also want to be open and upfront that I do sell this!!



Happy Prospecting!!!!!!!



Queen's Court of Sales!

\$36,000 retail

July 1, 2006 — June 30, 2007

see website for more prizes



Top 10 in Retail Sales YTD based on orders to MK

Consultant	YTD Retail	Bonus & PCP	Total
1 Gayla J. Frohwein	\$8,976.00	\$90.00	\$9,066.00
2 Diana L. Bowlby	\$8,318.50	\$0.00	\$8,318.50
3 Lynette K. Enos	\$4,448.00	\$145.00	\$4,593.00
4 Denise J. Graham	\$3,747.50	\$35.00	\$3,782.50
5 Cynthia R. Markle	\$3,545.50	\$57.50	\$3,603.00
6 Danielle D. Butler	\$3,519.50	\$52.50	\$3,572.00
7 Michelle E. West	\$3,103.50	\$35.00	\$3,138.50
8 Lisa A. Sorensen	\$2,884.00	\$0.00	\$2,884.00
9 Tari J. Osborn	\$2,753.00	\$77.50	\$2,830.50
10 Liza M. Condon	\$2,366.50	\$0.00	\$2,366.50

National Court of Sharing

Recruiter	New Team Mbrs	YTD Comm
1 Diana L. Bowlby	2	\$226.44
2 Danielle D. Butler	1	\$32.02
3 Rebecca Lyons	1	\$178.05



Queen's Court of Sharing
24 New Team Members *

(\$600 cumulative wholesale
July 1, 2006 — June 30, 2007)



Working with a Passion!

Awesome Reorder Weeks (\$100+)

Lynette Enos - \$123,
\$370
Gayla Frohwein - \$266
Cindy Markle - \$124, 150



Thank you for
being accountable
with your weekly
summary sheets!!

Fabulous Facials

(\$100+):
Diana Bowlby \$104

Incredible Classes

(\$200+)
Gayla Frohwein - \$202
Diana Bowlby - \$318
Liza Condon - \$230
Laverna Halterman
\$842



Wonderful Weeks (\$300+)

Diana Bowlby - \$581
Lynette Enos - \$370
Liza Condon - \$313
Gayla Frohwein - \$513
LaVerna Halterman
\$1000+



March 2007



Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3
March Madness is Coming – Watch for details!!!						
4	5	6	7	8	9	10
		6:30 – 8:30 – Incredible Meeting @ Horizon Bank				
11	12	13	14	15	16	17
Daylight Saving Time begins		6:30 – 8:30 – Incredible Meeting @ Horizon Bank		Star Deadline		
18	19	20	21	22	23	24
		First Day of Spring 6:30 – 8:30 – Incredible Meeting @ Horizon Bank			Career Conference in Des Moines	
25	26	27	28	29	30	31
		6:30 – 8:30 – Incredible Meeting @ Horizon Bank		Midnight CST cutoff for Consultants to order by phone	Midnight CST cutoff for Consultants to order by online	Last working day of the month. Order through Director today. Online Agreements accepted until 7pm CST



ESSD Rose Mary Neel of Portland, OR, encourages her unit members to give up!!

“I don’t like where I am in my Mary Kay career, so I’M GIVING UP!”

- I’m giving up watching television three nights a week. I am holding skin care classes those three nights!
- I’m giving up procrastinating – it’s robbing me of my time. I know that what I have tomorrow depends on what I do today!
- I’m giving up making excuses. I am turning those excuses into reasons to succeed!
- I’m giving up a weeknight. I am attending my unit meeting and using education and motivation to build my business!
- I’m giving up not saving for Career Conference and Seminar. I am going to consistently put aside a certain percent of my earnings to cover those educational expenses! My future is worth it!
- I’m giving up listening to and being with negative people – they only bring me down. Instead, I am calling my positive MOVING UP sister Consultants and my Sales Director – they lift me up!
- I’m giving up this career “just for me.” I am sharing the Mary Kay opportunity with other women everywhere!
- I’m giving up giving up! I know that quitters never win and winners never quit. I AM A WINNER!



The Incredibles

Sales Director Becky Lyons

933 SE 61st Street

Pleasant Hill, IA 50327

Phone: 515-262-2442

Cell: 515-314-8875

Email: becky4mk@mchsi.com

HAVE A PHENOMENAL FEBRUARY!



*Of all the attitudes we
can acquire, surely the
attitude of gratitude is
the most important and
by far the most
life-changing.
~Zig Ziglar*

CAREER CONFERENCE



How Important is it?

Someone once said, "It only takes a spark -- to get a fire going." How true! And that spark has been found hundreds of times at Career Conference. Perhaps you are thinking, "I can't afford to go." From long experience, I believe you can't afford NOT to attend, for at Career Conference you will discover the BIG



PICTURE of what your Mary Kay career can be for YOU! Make your plans now. Use the profit from a few extra classes to pay your way.

~ Mary Kay Ash

Schedule At-A-Glance

Day 1

2 – 9 p.m.

Registration (if space is available)

Packet Pickup (must have driver's license, other picture I.D. or Mary Kay Independent Beauty Consultant identification card)

3 – 5 p.m.

Independent Sales Director Workshop

7 – 10 p.m.

Opening General Session

Day 2

8 a.m. – 4:30 p.m.

Registration (if space is available)

Packet Pickup (must have driver's license, other picture I.D. or Mary Kay Independent Beauty Consultant identification card)

8:30 – 10:30 a.m.

Independent Beauty Consultant and Independent Sales Director Classes

10:45 a.m. – Noon

Morning General Session (all attendees)

12:15 – 1:45 p.m.

On-Target *Great with 48* Luncheon (by invitation only)

2 – 4 p.m.

Closing General Session