

Monthly E-Letter

- Each month, we'll prepare an e-letter to be EMAILED to your non-terminated consultants who have valid email addresses **listed on MaryKayIntouch.com**.
- The e-letter will contain your photo and timely information about company events and/or consultant recognition for company/unit contests, etc.
- The final delivery date of each edition will vary from month to month depending upon how much input we'll need from you and the Company
- Your input may be requested for some items, though your input is not necessary for the general content.
- The content of the e-letter is determined by our office and unless there's a typo or incorrect information from the Company, updates and changes cannot be made.

The e-letter sample shown is a representation. There may or may not be this much content in each e-letter.

Therefore the design will not be the same each month, but will contain useful, fun information.

**Be Bold!
Be Great!
Be a Star!**

Darci Director
Your PROUD Sales Director



Here's to a Wonderful, Happy New Seminar Year!
I Have Big Plans For Your Success in 2007!



Focus to Reach These Goals:

By Christmas 2006!

- **Faces** - Put the product on **AT LEAST 100** faces.
- **Interviews** - Hold a meaningful conversation with at least 12 people (that's 2 a month) on the business opportunity
- **TimeWise Sets** - Build your TimeWise customer base to at least **20 NEW**.
- **Reorder Sales** - Strive to have **EACH** week, **\$300** in reorder sales. This is not sales from classes and facials.

Happy New Mary Kay Year!

It's a new Seminar year -- the perfect time to reevaluate your Mary Kay career and set exciting new goals for yourself.

Booking is your lifeline, so after setting your skin care class goal, get to work looking for new customers and prospective hostesses. Keep in mind that most booking usually happens because of these 4 reasons:

1. You conduct an interesting, smooth-running skin care class that the prospective hostess enjoys and is eager to share with her friends.
2. The prospective hostess found YOU cordial and pleasant and felt she could happily introduce you to her friends.
3. You described the hostess gift program in such a way that she understood the gifts available to her for hosting a class.
4. You approached her about booking a class in a way that was professional and inviting. This means you knew the correct booking approach, not, "Would you like to have a skin care class?" This also means you included a tentative date in your booking talk, AND you knew the answers to the most frequently heard booking excuses.



great with 48
Unit Building Challenge

Our unit is in the running to win this challenge! The goal is new, **QUALIFIED** unit members! Between now and **11/30**, let's work to share this opportunity with at least 16 people!

BACK TO SCHOOL!

THINK LIKE A RETAILER!

Right now, many retailers are offering Back to School promotions and sales. This is a great time to schedule a **BACK TO SCHOOL makeover for TEACHERS** (don't forget to include home school teachers too) -- they will love getting pampered!

EVERYONE can win this quarter's Sapphire Star level (1800 prize)

Set of 3 Frames!

All you need to do is **sell \$1200/month for 3 months, (\$300/week for 12 weeks)**

Weekly Plan of Action: 12-15 hours per month

Hold 2 classes a week at \$125 each	\$250
Service Customers	50
Weekly Sales Achieved.....	\$300



Don't reinvent the wheel. For the next few months, I want you to practice, practice, practice your skin class routine using the flip chart. Become an **EXPERT** at holding a fast, efficient class.

Here's a goal to strive for... **60 minutes** (just 1 hour) to complete a class from start to finish!

Are you **FLIPPING** or **FLOPPING**?
Are you making the best use of time at your classes?
Use the New Flip Chart to

YOUR advantage!

Find out more ideas that can help you get 2007 off to a great start when you log on at: www.MaryKayIntouch.com
You can contact me anytime: darci@director.com, 555-555-5555