

## Rowland's Rock Stars

Elisa Stewart Rowland | Independent Sales Director



Newsletter for December 2014

October Results



*Queen of Wholesale*  
**Tanya Hamilton**

Consultant Name	Wholesale
1 Tanya Hamilton	\$564
2 Kay Yount	\$403
3 Tonya Holman	\$387
4 Molly Joyner	\$317
5 Lynn Boyer	\$263



*Queen of Sharing*  
**Karen Baker**

Consultant Name	Recruits
1 Karen Baker	1

**Get your Star on!**

1800 2400 3000 3600 4800

contest ends: 12/15/2014 results date: 11/12/2014

Consultant Name	Credits	Current Star Level	Credits to Next Level
Elisa Rowland	\$3,754	Emerald	\$1,046
Ann Hodge	\$1,052		\$748
Molly Joyner	\$1,023		\$777
Jennifer Stennett	\$644		\$1,156
Lynn Boyer	\$584		\$1,216
Tanya Hamilton	\$564		\$1,236
Kay Yount	\$503		\$1,297
Karen Loisel	\$472		\$1,328
Tonya Holman	\$386		\$1,414
Lori Ogles	\$378		\$1,422
Lisa Spinella	\$284		\$1,516
Ashlyn Summers	\$268		\$1,532
Bonnie Bianca	\$265		\$1,535
Linda Deyo	\$252		\$1,548
Alice Napier	\$240		\$1,560

## Path to Cash

monthly worksheet

Use this worksheet to help you determine what activity level you need to achieve your financial goals this month!

Goals for the month of:

Income Goal for Month \$ \_\_\_\_\_  
x 2.5

Retail Sales Goal ★ \$ \_\_\_\_\_

Selling Activities Needed to Reach Goal:

Parties: Retail Sales Goal ★ x 0.0025 = \_\_\_\_\_

Facials: Retail Sales Goal ★ x 0.005 = \_\_\_\_\_

Reorders: Retail Sales Goal ★ x 0.00625 = \_\_\_\_\_

Total Selling Activities to Hold = \_\_\_\_\_

Recommend that you make 5 connections to book 1 selling activity (example: phone call, follow up with customers, ask for referrals, hand out business cards, etc.). Break it down into a small daily goal!

Team Building Goal for Month = \_\_\_\_\_

Average interviews needed per new team member x 5

Total Interviews to Hold = \_\_\_\_\_

Business Reinvestments:

Inventory: Retail Sales Goal ★ x 0.5 = \$ \_\_\_\_\_

Business: Retail Sales Goal ★ x 0.1 = \$ \_\_\_\_\_

Business account covers marketing (PCP), party supplies, travel, etc.

**This worksheet assumes...** 40% profit (income), 50% inventory reinvestment, 10% business marketing/supply/travel reinvestment, 1/2 of your income from parties, 1/4 of your income from facials, 1/4 of your income from reorders, \$200 retail sales for parties, \$50 facials, \$40 reorders. This is not necessarily an average and may not reflect the results you experience in your business. Please adjust figures as needed to fit your personal business results.



# How to De-stress your life

As rewarding as a career in Mary Kay is, it can still be stressful to try and **balance priorities**. All of those parties, holiday events and family matters can take a toll on your peace of mind. **Take a moment** and read these suggestions for reducing stress. You will return to your family and career with **renewed energy and focus**.

- Do at least one thing you truly enjoy each day.
- Get up 15 minutes early each morning so you won't need to rush.
- Procrastination is stressful. Don't put off things until later – do them now!
- Practice preventive maintenance in all areas.
- Schedule a realistic day. Allow ample time between appointments so you won't need to rush or apologize for being late.
- Take a brisk walk or aerobic exercises when you feel stress starting to build.
- Make time for solitude every day.
- Be kind to unkind people. They need it most.
- Don't tolerate things that don't work properly. If something is an aggravation, get it fixed or get rid of it.
- Stop worrying! If something concerns you, do something about it. If you can't do anything about it, let it go!



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## Recipe of the Month!

### Ingredients:

- 12 ounces high quality semi-sweet chocolate
- 1 pound white chocolate with cocoa butter
- ½ teaspoon peppermint extract (use less or none if you don't like a strong peppermint flavor)
- ¾ cup candy canes or peppermint candy (crushed)

Notes: makes 2 pounds

## PEPPERMINT BARK

### Directions:

1. Place candy canes or peppermint candies in a mini food processor & pulse into small pieces. Set aside.
2. Line a 15x10 inch jelly roll pan with foil extended over sides & grease.
3. Melt chocolate chips in a double boiler over low heat.
4. Pour evenly into pan and smooth with offset spatula.
5. Sprinkle with ¼ cup peppermint candy.
6. Place in refrigerator until firm.
7. Heat white chocolate chips in a double boiler over medium low heat until chocolate is almost melted.
8. Stir in extract....Cool slightly.
9. Pour over chocolate layer and spread quickly to cover.
10. Sprinkle with ½ cup crushed candy.
11. Chill until both layers are firm...lift foil out of pan and shake off excess candy.
12. Peel foil from bottom of peppermint bark.
13. Trim edges and cut into 2 inch squares.

## Winter 2014 Promotion

New Limited Edition & Regular Line Products!

Available to order November 16, 2014

### < Mary Kay® Thinking of Love™

Eau de Parfum \$32  
(regular line)

This perfume is the perfect gift for celebrating the one you love. It even comes with a love note for a heartfelt message and a gorgeous gift box that she'll always cherish.



### NouriShine Plus® Lip Gloss

\$14 each (regular line) >

These new shades are sure to please as stunning stocking stuffers! Available in *Silver Moon, Golden, Sun Blossoms, Sparkle Berry, Berry Dazzle, Shock Tart and Pink Wink*.



### < Mary Kay® Thinking of Love™

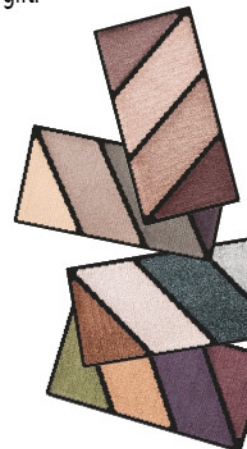
Body Lotion \$18  
(limited edition\*)

Give the gift of love with this romantic scent! Consider reaching out to your customers' significant others and suggesting this floral fragrance for a Valentine's Day gift.



### Mary Kay® Mineral Eye Color Quads \$18 each (limited edition\*) >

Dazzle with delightful eye looks created with these four quads. Your customers can try a smoky eye look, go classic, get subtle radiance or mix modern metallics. Available in *Chai Latte, Sandstorm, Autumn Leaves and Black Ice*.



< Gift With Purchase: Mini NouriShine Plus® Lip Gloss Set (pk./5) \$20 (limited edition\*)

Your customers can get this amazing set for FREE when they purchase \$40 or more of Mary Kay® products. Set includes: *Shock Tart, Berry Dazzle, Fancy Nancy, Beach Bronze, Red Passion and Café au Lait*.

†Available while supplies last.



# Team Builders!

Career and Status Levels as of 11/01/2014

\*You must place a minimum \$225 wholesale order to become active.

## STAR TEAM BUILDERS

### Lynn Boyer

Tonya Holman  
Karen Loisel  
Karen Napier  
Linda Dukes\*  
Melody DelPozo\*  
Nzinga Frazier\*  
Erin Norris\*

### Ashlyn Summers

Christy Aleksa  
Jessica Lincoln  
Lisa Spinella  
Aubryn Bittorf\*  
Heidi Day\*  
Jessica Lavelle\*  
April Meyer\*  
Amberley Zamzow\*  
Brittany Morrison\*  
Searcy Sledge\*  
Sherri Summers\*  
Lindsey Walkemeyer\*

## SENIOR CONSULTANTS

### Carol Haire

Rachel Hughes

### Jennifer Stennett

Bonnie Bianca  
Molly Joyner  
Courtney Crowson\*  
Mary Remson\*  
Charles Santoro\*  
Karen Baker\*  
Gabrielle Crooks\*  
Emily Borden\*  
Megan Clark\*  
Christina Coluccio\*

**LEADERSHIP 2015**

Promote yourself to **Independent Sales Director** and join me in Nashville this January!

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# Career Path

## SENIOR CONSULTANT

### Requirements

- 1 - 2 active personal team members.
- You must be active.

### Compensation

- 4% personal team commission.

## STAR TEAM BUILDER

### Requirements

- 3 - 4 active personal team members.
- You must be active.

### Compensation

- 4% personal team commission.
- Eligible to begin earning \$50 team-building bonus.

## TEAM LEADER

### Requirements

- 5 - 7 active personal team members.
- You must be active.

### Compensation

- 9% or 13% personal team commission.
- \$50 team-building bonus.

## CAREER CAR

### Requirements

- 14+ active personal team members.
- \$5,000 monthly personal team production.
- You must be active.

### Compensation

- 9% or 13% personal team commission.
- \$50 team-building bonus.
- Career Car or \$375 per month.



## FUTURE DIRECTOR

### Requirements

- 8+ active personal team members.
- You must be active.

### Compensation

- 9% or 13% personal team commission.
- \$50 team-building bonus.



*Welcome New Business Owners!*

**Sarah Rotker**  
Brooklyn, NY  
rec... Karen Baker

**15**  
Class of 2015

the suit.  
the purse.  
the ring.

it's going to look good on you!

## December Birthdays

Name	Day
Lynn Boyer	1
Lori Ogles	2
Erin Norris	4
Tonya Holman	5
Katy Mochel	8
Inga Smith	10
Jennifer Stennett	13
Linda Dukes	21
Sharyn Dickerson	27

## December Anniversaries

Name	Years
Sondra Woodard	10
Leslie Sleigh	2
Allyson West	2
Cheri Johnson	1
April Meyer	1
Brittany Morrison	1



it's time to  
**Follow up**  
on The Look



The best way to lock in sales is to pick up the phone! Call 10 customers a day to make sure they received their copy of *The Look*!

*you can do it!*

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One of the marvelous things about sharing our opportunity is that, in helping others, you will find that you will grow yourself. First, you will grow in your knowledge of our Mary Kay business; and secondly, you will grow in your leadership abilities.

♥ Mary Kay Ash



**Rowland's Rock Stars**



**ELISA STEWART ROWLAND**  
*Independent Sales Director*

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*to the fabulous...*

*What's Inside*

**De-stress your life...**

Balance in life is tough! Check inside for tips on how to de-stress your life and achieve balance!

**Winter 2014 Promotion...**

Get a peek at the latest product release!

**October 2014 Results**



Live every moment.  
Love every memory.  
**This is your love story.**



**NEW! Thinking of Love™**  
Eau de Parfum, \$32  
A lovely NEW scent for her



It's time for a  
***pucker-up***  
party!

With seven new **NouriShine Plus® Lip Gloss** shades for your customers to swipe on, now is the perfect time to reintroduce this Mary Kay® favorite.

Encourage your customers to follow the instructions on the Kissologist placemat (log onto InTouch to get the placemat) and find out what it says about them! Then, you can use the results to finish off their looks with a wash of neutral eye shades if they're Nature Lovers or a smoky combination of purple hues if they are Mystery Makers.

