

Rowland's Rock Stars

Elisa Stewart Rowland | Independent Sales Director



Newsletter for May 2014

March Results



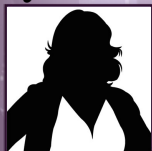
Queen of Wholesale
Lynn Boyer
runners up



Queen of Retail Sales
Kay Yount
runners up



Queen of Sharing
Lynn Boyer
you could be here too!



Court of Sales!



\$36,000 Personal Estimated Retail Production

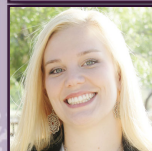
Year to date results as of 4/14/2014

1



Lisa Spinella
\$17,343

2



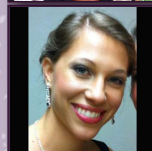
Ashlyn Summers
\$17,243

3



Kay Yount
\$14,123

4



Alicia Swartz
\$11,151

5



Lynn Boyer
\$10,668

Consultant Name	Wholesale
1 Lynn Boyer	\$1,424
2 Kay Yount	\$1,299
3 Jennifer Stennett	\$608
4 Lori Ogles	\$447
5 Lisa Spinella	\$432

Consultant Name	Sales
1 Kay Yount	\$2,113
2 Jennifer Stennett	\$599
3 Lori Ogles	\$418
4 Lisa Spinella	\$271
5 Ann Hodge	\$183

Consultant Name	Recruits
1 Lynn Boyer	2

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.

Court of Sharing!



24 New Qualified Personal Team Members

Year to date results as of 4/14/2014

1



Ashlyn Summers
3

2

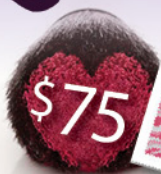


Lynn Boyer
2

Share the Love

Team-Building Promotion

April 1 - 30, 2014



Share the love and passion you have for your Mary Kay business and "pass it on." During the month of April, your potential new team members can **start a Mary Kay business for only \$75!** Plus, they can receive up to \$100 credit AND free shipping on their initial wholesale Section 1 order!

How it works:

fabulous incentives

The starter kit for only \$75

\$400 wholesale product inventory (\$800 suggested retail value)
\$10 BizBuilder Bucks credit

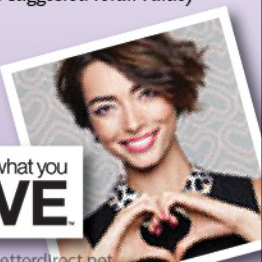
The starter kit for only \$75

\$600 wholesale product inventory (\$1,200 suggested retail value)
FREE shipping on the first product order
Up to \$35 in BizBuilder Bucks credit
FREE custom color look (\$118 suggested retail value)
FREE product bonus bundle (up to \$223 suggested retail value)

The starter kit for only \$75

\$1,800 wholesale product inventory (\$3,600 suggested retail value)
A \$100 credit off the first product order
FREE shipping on the first product order
Up to \$125 in BizBuilder Bucks credit
FREE custom color look (\$118 suggested retail value)
FREE product bonus bundle (up to \$642 suggested retail value)

discover what you
LOVE



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Recipe of the Month!

Ingredients:

4 ripe avocados
¼ cup sour cream
3-4 Tbsp fresh lime juice, divided
2 Tbsp minced fresh chives
15 oz fresh crabmeat, squeezed dry
½ cup mayonnaise
3 Tbsp thinly sliced fresh basil
1 red jalapeno chili, minced
salt and pepper to taste

FRESH CRAB & AVOCADO DIP

Directions:

1. Mash avocados with sour cream, 2-3 Tbsp lime juice and the chives in a large bowl.
2. Season with salt and pepper.
3. Spoon evenly into a glass serving bowl.
4. Lightly mix crab, mayonnaise, basil, jalapeno and 1 Tbsp lime juice in a bowl.
5. Season with salt and pepper.
6. Spoon evenly over avocado layer.
7. Cover and refrigerate until serving or for up to 8 hours.
8. Serve with chips.

the Garden

Spring is here and that means it's time to start digging into the garden of your daily living!

Plant three rows of peas...

1. Peas of Mind
2. Peas of Heart
3. Peas of Soul

Plant four rows of squash...

1. Squash Gossip
2. Squash Indifference
3. Squash Grumbling
4. Squash Selfishness

Plant four rows of lettuce...

1. Lettuce Be Faithful
2. Lettuce Be Kind
3. Lettuce Be Patient
4. Lettuce Love One Another

No garden is complete without turnips...

1. Turnip for Meetings
2. Turnip for Service
3. Turnip to Help One Another

All great gardens require thyme...

1. Thyme for Each Other
2. Thyme for Family
3. Thyme for Friends

Don't forget to water freely with patience and cultivate with love.

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the POWER of the reorder

What makes our business special?

Residual income from reorders!

Every item we sell is a consumable product. Our customers wash it down the drain twice a day! This means the products you sell today will actually be sold over and over and over again to the same satisfied customers! Building a good customer base will continue to boost your bank account every month!

Harness the power of residual

income in your business! Residual income gives you the ability continue

to make money from your efforts or time worked in the past. **How many jobs can you say that about?** So many direct sales companies have a product with which you are only making money when you are holding parties. This is not the case with MK!

When your product is consumable you continue to make money over and over again just by following up with your customers! Take advantage of this concept by building a solid foundation in your business. Check out

the table below as an example of how focusing on maintaining 45 skin care customers can earn you \$1,000 profit each month!

IMPORTANT!! Follow up is the moral of this story! You must follow up regularly to service and maintain your customer base. It's the only way you will retain these skin care customers. Try a routine schedule like... 2 days, 2 weeks, 2 months! Keep up the contact and enjoy your residual income each and every month!

What would you do with an extra \$1,000 profit per month?

botanicals
miracle set
repair set

retail price	monthly usage*	monthly sales	monthly profit*	sets sold	total profit
\$58	2	\$29	\$11.60	10	\$116
\$90	2	\$45	\$18	20	\$360
\$199	2	\$99.50	\$39.80	15	\$597
*Use-up rates for each product vary from 1-3 months. Log onto MK InTouch and look under product central for more information. Profit is based on 40% of retail prices. Adjust numbers as needed to match the results you experience in your business.				45	\$1,073

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Court
of Sales!



Name

1 Lisa Spinella
2 Ashlyn Summers
3 Kay Yount
4 Alicia Swartz
5 Lynn Boyer
6 Jennifer Stennett
7 Ann Hodge
8 Christy Aleksa
9 Lori Ogles
10 Tanya Hamilton
11 Sharyn Dickerson
12 Teresa Coley
13 Lynn Burley
14 Alice Napier
15 Tonya Holman

Amount

\$17,343
\$17,243
\$14,123
\$11,151
\$10,668
\$4,793
\$4,516
\$3,539
\$3,535
\$3,130
\$2,324
\$2,291
\$1,952
\$1,875
\$1,837

Court
of Sharing!



Name

1 Ashlyn Summers
2 Lynn Boyer

Recruits

3
2

24 New Qualified Personal Team Members

Year to date results as of 4/14/2014

\$36,000 Personal Estimated Retail Production

Year to date results as of 4/14/2014



STAR
consultant
program


GO for the GOLD



03.16.14
through
06.15.14

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Get your star on!







1800 2400 3000 3600 4800

contest ended: 3/15/2014

final results

Congratulations to our stars!



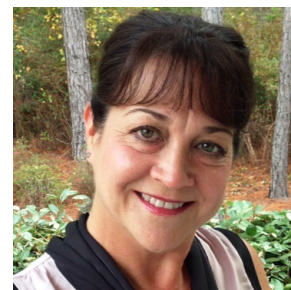
Ashlyn Summers
Emerald! Star!



Elisa Rowland
Emerald! Star!



Lynn Boyer
Ruby! Star!



Kay Yount
Sapphire! Star!



MK's Share the Love Starter Kit discount is a great way to boost your team size this month! Skin care classes and collection previews offer the best place to find prospective team members. **Try this plan to grow your team!**

1 Before every skin care class and collection preview, ask the hostess; Who is coming today who might be interested in doing what I do?

2 Present your heartfelt, enthusiastic I-story at every skin care class and collection preview. Share why you began your Mary Kay business and what it means to you.

3 Select at least one person at every skin care class and collection preview and offer her the Mary Kay opportunity. You may want to plant seeds by sending guests home with team building materials.

4 Offer the hostess a special gift for any person she suggests who becomes an Independent Beauty Consultant.

March Weekly Accomplishment Sheets!

NAME	SALES	HOURS	WAGE
Gina Bell			
3/30-4/5	\$50	1	\$20
Ann Hodge			
3/9-3/15	\$35	0.75	\$19
3/23-3/29	\$106	1	\$42
3/30-4/5	\$42		
Lori Ogles			
3/2-3/8	\$418	1	\$167
Lisa Spinella			
3/9-3/15	\$109		
3/16-3/22	\$162	1	\$65
Jennifer Stennett			
3/30-4/5	\$599	6	\$40
Kay Yount			
3/2-3/8	\$360	4	\$36
3/9-3/15	\$277	5.25	\$21
3/16-3/22	\$508	3	\$68
3/23-3/29	\$500	3.75	\$53
3/30-4/5	\$468	1	\$187

Weekly Summaries

enter them online

I want to celebrate your success!

Click to www.marykayintouch.com >

Business Tools > Weekly Accomplishments
> Enter Weekly Accomplishments



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Team Builders!

Career and Status Levels as of 04/01/2014
*You must place a minimum \$225 wholesale order to become active.

Career Path

STAR TEAM BUILDERS

Lynn Boyer

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

Inga Smith

Vanessa Correa
Ann Hodge
Allyson West
Lynn Burley*
Robyn Emison*
Donalee Campbell*
Reina Goram*
Mary Wolfe*

Ashlyn Summers

Christy Aleksa
Lisa Spinella
Alicia Swartz
Aubryn Bittorf*
Jessica Lincoln*
April Meyer*
Brittany Morrison*
Searcy Sledge*
Lindsey Walkemeyer*
Amanda Rose*
Sherri Summers*

SENIOR CONSULTANTS

Carol Haire

Rachel Hughes*

Ann Hodge

Jennifer Gangle
Michelle Bell*

Rachel Hughes

Amy Cherry

Brittany Morrison

Veronica Tillery

Lisa Spinella

Gina Bell
Alicia Williams*

Jennifer Stennett

Bonnie Bianca
Mary Remson*

Building WALL to WALL Leaders

it's more than
a mission...it's a
movement.

Log onto InTouch today!

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Join
Now!

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!

Deborah Anderson

Niceville, FL
rec... Elisa Rowland

Melody DelPozo

Laurel Hill, FL
rec... Lynn Boyer

Karen Napier

Jackson, KY
rec... Lynn Boyer

Richard Ogles

Niceville, FL
rec... None

Be a part of our latest effort to make a difference. Mary Kay Inc. will plant one tree in the United States, in partnership with the Arbor Day Foundation and the U.S. Forest Service, for every 10 flip-top caps and/or color refill cases received by Mary Kay Inc.!

Items may be sent to:
Mary Kay Inc., Caps & Cases Program
Attn: Carlos Troncoso
1330 Regal Row
Dallas, TX 75247

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May Birthdays

Name	Day
Alicia Williams	2
Linda Deyo	9
Jennifer Gangle	9
Seles Smith	21
Alice Napier	27

May Anniversaries

Name	Years
Rachel Hughes	11
Jessica Hussey	10
Lynn Boyer	4
Vanessa Correa	1
Sherry Mason	1
Mary Wolfe	1

Beautifully Charmed

Jan- June 2014 Bracelet Promotion

Believe in the beauty of your dreams! Earn your charms as you believe and work for that dream! Each month, earn a charm based on your ordering. You can earn two bonus charms for recruits and \$700 weeks. Make this your year, reach your dream, and become **BEAUTIFULLY CHARMED.**

January

\$300 w/s

\$600w/s



February

\$300 w/s

\$600w/s



March

\$300 w/s

\$600w/s



April

\$300 w/s

\$600w/s



May

\$300 w/s

\$600w/s



June

\$300 w/s

\$600w/s



Bonus



Qualified
Recruit

Bonus



\$700 Week

Way to Go...

Congratulations to our CHARM WINNERS for March:

\$600+ Wholesale:

- * Lynn Boyer
- * Jen Stennett
- * Kay Yount

\$300 - \$599 Wholesale:

- * Beverly Malone
- * Lori Ogles
- * Lisa Spinella

YOUR NAME goes here next month! YOU CAN DO IT!

Seminar Awards 2014



QUEEN'S COURT OF PERSONAL SALES
\$36,000 Personal Estimated Retail Production



QUEEN'S COURT OF SHARING
24 Qualified New Team Members

product corner

Mary Kay® Facial Highlighting Pen

The Mary Kay® Facial Highlighting Pen can help your customer wake up her look with sheer luminosity. The special light-reflecting pigments in the Highlighting Pen optically "lift" the shadowy areas of the face. Instantly the skin will look brighter, the skin tone more even and the face more radiant!

Benefits & Claims

- Diminish small imperfections
- Easy-to-blend formula will not settle into fine lines
- Non-Comedogenic
- Oil-Free

Target Customer

- Any customer who likes to look refreshed throughout the day
- Any customer who wears Mary Kay® foundations, concealers and powders

How it works

- Light reflecting pigments optically "lift" the shadowy areas of the face

May 2014

<i>Sunday</i>	<i>Monday</i>	<i>Tuesday</i>	<i>Wednesday</i>	<i>Thursday</i>	<i>Friday</i>	<i>Saturday</i>
27	28	29	30	1	2	3
		Last Day to Place Telephone Orders	Last Day to Place Online Orders; Seminar Priority Awards Registration Ends	Seminar 2014 Registration Begins for all Consultants; May Day		
4	5	6	7	8	9	10
	Cinco de Mayo	National Teachers Day				Order Early! Summer 2014 Promotion Begins for PCP Participants
11	12	13	14	15	16	17
Mother's Day	Mary Kay's Birthday; Team Up for Women Challenge Ends				Summer Issue of The Look begins mailing; Summer 2014 Promotion Begins	Armed Forces Day
18	19	20	21	22	23	24
25	26	27	28	29	30	31
	Memorial Day			Last Day to Place Telephone Orders		Last Day to Place Online Orders; Share the Love Promotion Ends

Power Class of the month

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Get your MK education from the comfort of your own home! The Power Class of the Month is an incredible webcast you can watch each month to help you build your business! Listen as National Sales Directors share their wisdom and cutting edge ideas on how you can reach the next level. Find it under consultant education on MK InTouch.



Look who invested in their business during March!

Name	Amount	Name	Amount
1 Lynn Boyer	\$1,424	9 Dolores Walsh	\$229
2 Kay Yount	\$1,299	10 Jennifer Gangle	\$228
3 Jennifer Stennett	\$608	11 Sharyn Dickerson	\$228
4 Lori Ogles	\$447	12 Seles Smith	\$124
5 Lisa Spinella	\$432	13 Carol Haire	\$74
6 Beverly Malone	\$310	14 Ashlyn Summers	\$69
7 Sondra Woodard	\$229	15 Brittany Morrison	\$51
8 Linda Dukes	\$229	16 Alicia Swartz	\$9

make it a Power Start this month!



30 faces in 30 days will boost your business to the next level! Make a list of your 30 faces and start booking today!

you can do it!

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Join the Fight!

THE MARY KAY FOUNDATION

TEAM UP FOR WOMEN!

April 1 - May 12, 2014

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Rowland's Rock Stars



ELISA STEWART ROWLAND
Independent Sales Director

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Niceville, Florida 32578

ph 850.708.8756
mobile 850.333.0986

email Elisa@MaryKay.com
web www.ElisaRowland.com

to the beautiful

Make every day count. Make every hour count. Make every minute count. And don't stop until you have exercised your full potential, realizing your impossible dream and fulfilling your total destiny to become the person that you, and only you, are capable of being.

♥ Mary Kay Ash



What's Inside

The Power of the Reorder...

Capture the power of residual income for your business today!

Share the Love...

MK is offering an incredible \$75 starter kit! Perfect for growing your team this spring!

The Garden...

Get inspired by the garden of daily living.

March 2014 Results

Looking for a way to Pamper Moms?



Limited Edition



Lemon Parfait
pedicure collection



Mother's Day is on it way! What better way to pamper moms this season than a pedicure kit! This incredible pedicure collection is sure to sell out! Limited Edition set includes Lemon Parfait Foot Gel, Foot Fizzies, Toe Separators, Pumice Stone, and Emery Board and a gift bag. **Call your customers to start booking your "Mother/Daughter Pedis" today!**



discover what you

LOVE

SEMINAR 2014

Ruby: July 16 - 19
Pearl: July 27 - 30
Sapphire: July 20 - 23
Diamond: July 30 - Aug. 2
Emerald: July 23 - 26

