

Rowland's Rock Stars

Elisa Stewart Rowland | Independent Sales Director



Newsletter for October 2014

August Results



Queen of Wholesale
Jennifer Stennett

Consultant Name	Wholesale
1 Jennifer Stennett	\$1,166
2 Ashlyn Summers	\$734
3 Lori Ogles	\$636
4 Kay Yount	\$389
5 Lynn Burley	\$287



Queen of Sharing
Your name here!

*Next month this
could be you!*

*Get your
star on!*



1800 2400 3000 3600 4800

contest ends: 9/15/2014

results date: 9/05/2014

Consultant Name	Credits	Current Star Level	Credits to Next Level
Elisa Rowland	\$3,433	Diamond	\$167
Kay Yount	\$1,514		\$286
Jennifer Stennett	\$1,340		\$460
Lynn Boyer	\$1,122		\$678
Lori Ogles	\$899		\$901
Ashlyn Summers	\$834		\$966
Ann Hodge	\$498		\$1,302
Lisa Spinella	\$459		\$1,341
Sharyn Dickerson	\$437		\$1,363
Ariel Crews	\$429		\$1,371
Debbie Ham	\$402		\$1,398
Mary Remson	\$358		\$1,442
Tanya Hamilton	\$334		\$1,466
Rosemary Stallings	\$312		\$1,488
Heidi Day	\$309		\$1,491

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.

Fall in Love!



\$75



Mary Kay loves women who write their own success stories and you can help women build their dreams this September with the Fall in Love Team-Building promotion! During the month of September, your potential new team members can **start a Mary Kay business for only \$75!** What's more? They can receive their own Follow Your Heart necklace and up to \$150 credit on their initial wholesale Section 1 order!

Here's how it works:

Consultants whose agreements are received and accepted by the Company from Sept. 1 - 30, pay only \$75 for their Starter Kit and can receive one of the following:

- A \$50 credit on her initial wholesale Section 1 order of \$400 – \$599
- A \$75 credit on her initial wholesale Section 1 order of \$600 – \$1,799
- A \$150 credit on her initial wholesale Section 1 order of \$1,800 or more



Of course, this fantastic promotion is not limited to the friends you already know – it's a great offer to use while meeting new ones!

For more details log onto www.marykayintouch.com!

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Recipe of the Month!

Ingredients:

- 1 refrigerated pie pastry
- 2 medium Granny Smith apples
- 2 tsp lemon juice
- ¼ Cup firmly packed light brown sugar
- 1 tsp cinnamon
- ¼ tsp ground ginger
- 1/8 tsp nutmeg
- 2 Tbsp butter, cut into 8 pieces
- 1 egg, lightly beaten
- 1-2 Tbsp sugar

MINI APPLE PIES

Directions:

1. Preheat oven to 425 degrees
2. Set pie pastry at room temperature for about 10 mins
3. Peel, core & dice apples (place in bowl)
4. Add lemon juice & toss
5. Stir in brown sugar & spices
6. Roll pastry dough into a 16x8 inch rectangle on a lightly floured surface & cut into eight 4 inch squares
7. Spoon about 2 Tbsp apples on each square
8. Top each with piece of butter
9. Brush edges of pastry with the beaten egg and fold corners up to cover filling, pinching to seal
10. Place on un-greased baking sheet
11. Brush tops with remaining egg and sprinkle sugar on each
12. Bake until lightly browned (approx. 10-12 minutes)

RACE FOR RED

Fall is the time to accessorize your ravishing Red Jacket! From September 1st to December 31st you can add the perfect accessories to your perfect jacket! Build your team and meet the team production to earn necklaces and a handbag the coordinate with your Red Jacket!

Star Team Builder

- 3-4 Active Recruits
- 1,200+ Monthly Cumulative Team Production

Team Leader

- 5-7 Active Recruits
- 1,800+ Monthly Cumulative Team Production

Future Independent Sales Director

- 8+ Active Recruits
- 2,400+ Monthly Cumulative Team Production

Consistency Is the Key.

Independent Beauty Consultants who reach the minimum team production and earn necklaces for a minimum of three out of four months during the contest period will receive a ritzy red Ready for Red handbag as a consistency prize.

Click to www.MaryKayInTouch.com for complete details!



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Team Builders!

Career and Status Levels as of 09/01/2014

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

Career Path

TEAM LEADERS

Ashlyn Summers

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

Jennifer Stennett

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

SENIOR CONSULTANTS

Lynn Boyer

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

STAR TEAM BUILDERS

Inga Smith

Lynn Burley
Vanessa Correa
Ann Hodge
Robyn Emison*
Allyson West*

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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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!

Shanita James

Niceville, FL
rec... Elisa Rowland



October Birthdays

Name	Day	Name	Day
Courtney Crowson	5	Sondra Woodard	23
Deborah Anderson	6	Charles Santoro	24
Tanya Hamilton	7	Lynn Burley	27
Susan Hebert	7	Karen Napier	27
Kay Yount	7	Michele Caldwell	31
Amy Cherry	14	Richard Ogles	31
Melody DelPozo	17		

October Anniversaries

Name	Years
Alice Napier	9
Michelle Bell	6
Susan Hebert	2
Jessica Lincoln	2
Sherri Summers	1
Kay Yount	1

LEADERSHIP 2015

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

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Give the world the best you have, and the best will come back to you. The go-getter doesn't look around to see how much the other fellow is doing. She sets her own pace, knowing that if she can do a little thing well, she can do bigger things better. It's this spirit that makes people great. Be doers, not wishers. Have the will to win.

♥ Mary Kay Ash



Rowland's Rock Stars



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to the beautiful

What's Inside

Fall in Love...

Share the opportunity this fall! Help another woman follow her heart!

Race for Red...

Fall is the time to accessorize your ravishing Red Jacket!

August 2014 Results

Fall in Love!

\$75

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Plan for Open House Success!

1. Set the date. You may want to consider two days such as Friday from 4 p.m.–8 p.m. and Saturday from 9 a.m.–12 p.m. This gives people a choice of when to stop by. Also, plan it for either the last weekend in November or the first weekend in December.
2. Stock your store. Place your holiday product order early. Remember, it is difficult to sell something you do not have.
3. Tell everyone. Make a simple flyer and hand it out at all your appointments.
4. Send invitations. Mail very simple yet enticing invitations to your open house. Let guests know they can try a Satin Hands® treatment or simply update their look.
5. Pick up the phone. Call all of your customers to confirm their arrival time. This is a great opportunity to take phone orders from those who will not be able to attend and get commitments from those who will.
6. Entice your customers to attend. You may want to offer prizes and fun for your customers with these ideas
 - The first three customers to arrive receive a small gift.
 - Every customer who brings a friend receives a small gift.
 - Everyone who attends will be entered into a prize drawing.
7. Set up your store window. Break out your holiday decorations! Have a hot apple cider simmering on the stove. Light cinnamon candles. Setup holiday sights and smells.
8. Have a booking special ready. Offer an incentive for guests to book a follow-up class for color, skin care or body care.
9. Keep refreshments simple. Your guests are coming for the products, not the food, so you may want to serve easy items like holiday cookies and hot apple cider, etc.
10. Have a special gift for everyone who attends. You can give your guests samplers of Satin Hands® Hand Cream or Body Care Collection products.

