

# Russo's Risers

JANUARY NEWSLETTER WITH DECEMBER RESULTS



## Queen of Wholesale



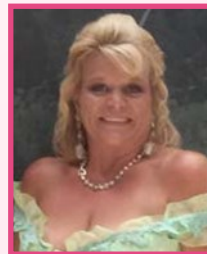
Kathleen  
Moran



## Golden Rule December Achievers



Kathleen  
Moran



Carol  
Scarbaro



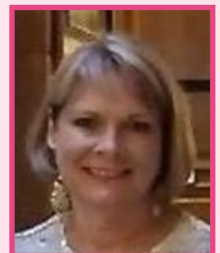
Deborah  
Hipp



Donna  
Parker



Lisa  
Bates



Connie  
Russo

## Proud Reds



Donna  
Parker



Genie  
Bilko



Luree  
Hendrick



Kathy  
Moran

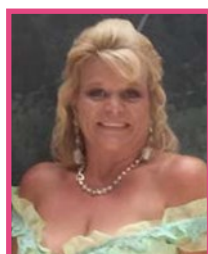
What you can do -- or dream you can -- begin it. Courage has genius, power and magic in it. Only engage your goals and then the mind begins to grow. Begin it and the work will be completed.  
Leadership Conference Speech



## Quarter 2 Star Achievers



Kathleen Moran  
Pearl



Carol Scarbro  
Emerald



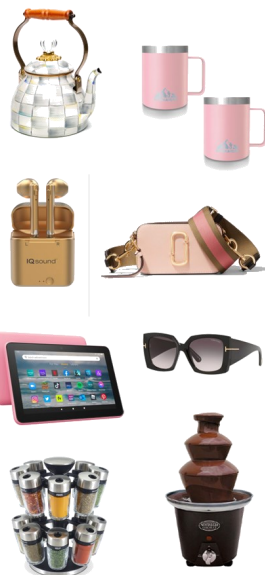
Sharon Albarano  
Ruby



Connie Russo  
Emerald



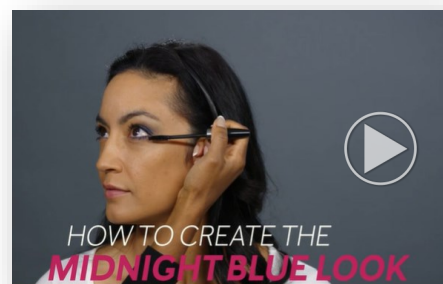
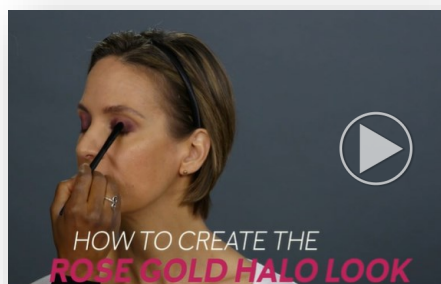
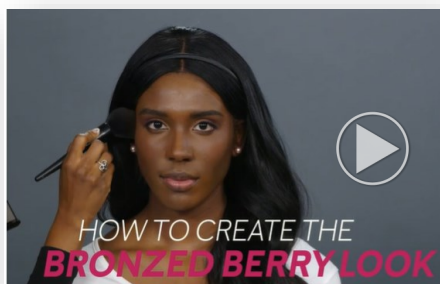
## Quarter 3 On-Target Stars



Name	Whls + TB	Sapphire	Ruby	Diamond	Emerald	Pearl
Carol Scarbro	\$ 821.50	\$ 978.50	\$1,578.50	\$2,178.50	\$2,778.50	\$3,978.50
Rhonda Myers	\$ 447.50	\$1,352.50	\$1,952.50	\$2,552.50	\$3,152.50	\$4,352.50
Ann Bilko	\$ 280.00	\$1,520.00	\$2,120.00	\$2,720.00	\$3,320.00	\$4,520.00
Kathleen Moran	\$ 383.00	\$1,417.00	\$2,017.00	\$2,617.00	\$3,217.00	\$4,417.00
Donna Parker	\$ 263.50	\$1,536.50	\$2,136.50	\$2,736.50	\$3,336.50	\$4,536.50
Karen Willey	\$ 254.00	\$1,546.00	\$2,146.00	\$2,746.00	\$3,346.00	\$4,546.00
Leah Gillespie	\$ 253.00	\$1,547.00	\$2,147.00	\$2,747.00	\$3,347.00	\$4,547.00
Lori Rimbeck	\$ 252.00	\$1,548.00	\$2,148.00	\$2,748.00	\$3,348.00	\$4,548.00
Judy Snyder	\$ 235.50	\$1,564.50	\$2,164.50	\$2,764.50	\$3,364.50	\$4,564.50
Patricia Czulewicz	\$ 234.00	\$1,566.00	\$2,166.00	\$2,766.00	\$3,366.00	\$4,566.00
Ellen Kelly	\$ 225.50	\$1,574.50	\$2,174.50	\$2,774.50	\$3,374.50	\$4,574.50
Mary Jo Fiore	\$ 219.50	\$1,580.50	\$2,180.50	\$2,780.50	\$3,380.50	\$4,580.50
Connie Russo	\$ 678.00	\$1,122.00	\$1,722.00	\$2,322.00	\$2,922.00	\$4,122.00

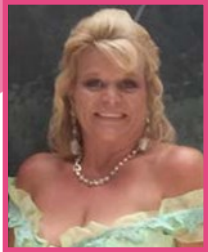
## How to Create Looks

Learn how to create these new looks for your customers. They will love that you have taken time to learn and teach them.



# Shooting for the STARS!

Top in Sales  
Company Court of Sales



**Carol  
Scarbro**



**Kathleen  
Moran**



**Sharon  
Albarano**



**Donna  
Parker**



**Deborah  
Hipp**

## Consultant

Carol Scarbro  
Kathleen Moran  
Sharon Albarano  
Donna Parker  
Deborah Hipp  
Juanita Zeigler  
Pamela DeVore  
Jessie Collura  
Annie Rupp  
Ellen Kelly  
Shelly Vaughan  
Luree Hendrick  
Jaclyn Madden  
Sandra Clark  
Judy Snyder  
Linda Walter  
Rhonda Wallace  
Kate Griffey  
Nancy Glass  
Lori Rimbeck

## YTD Retail

\$17,395.00  
\$17,125.00  
\$12,274.00  
\$ 6,497.00  
\$ 3,739.00  
\$ 3,343.00  
\$ 3,255.00  
\$ 3,141.00  
\$ 3,139.00  
\$ 3,101.00  
\$ 2,916.00  
\$ 2,810.00  
\$ 2,750.00  
\$ 2,630.00  
\$ 2,389.00  
\$ 2,382.00  
\$ 2,350.00  
\$ 2,292.00  
\$ 2,258.00  
\$ 2,238.00

## National Court of Sales



## National

\$40,000 rs/ \$20,000 whsl

## Area

\$20,000 rs/ \$10,000 whsl

## Unit

\$10,000 rs/ \$5,000 whsl

## National Court of Sharing



## National

24 Team Members

## Area

12 Team Members

## Unit

6 Team Members

We are looking for women to be in the  
Unit Court of Sharing!

Share our amazing Career Opportunity with  
everyone at your appointments!





# February Celebrations

## Happy Birthday!

Juanita Zeigler	1 February
Sandra Clark	3 February
Jaclyn Madden	6 February
Danielle Taylor	9 February
Leah Gillespie	13 February
Jewell Guyer	15 February
Deborah Flanagan	17 February
Sally Miller	17 February
Ann Bilko	19 February
Pamela DeVore	20 February
Zenda Fornicola	20 February
Faith Palumbo	20 February
April Weiss	24 February

## Happy Anniversary!

Connie Russo	43	Lorrie Seison	14
Beverly Heberlein	34	Sandra Black	13
Stephanie Williams	32	Bonita Beasley	12
Susan Sunvold	28	Stephanie Peachey	5
Theresa Kuntz	27	Donna Crawford	4
Pamela DeVore	24	Dawn Steinbugl	3
Judy Coutts	21	Bridget Behe	3
Mary Lynn Carnovale	21	Becky Carter	1
Jennifer Passarelli	14		



## Look Who Invested



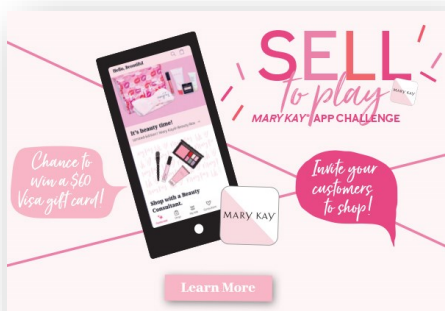
ON-TARGET for Year Long Consistency

Kathleen Moran	\$1,140.70
Carol Scarbro	\$ 991.70
Deborah Hipp	\$ 788.50
Donna Parker	\$ 701.50
Lisa Bates	\$ 604.00
Stacy Huntzinger	\$ 404.80
Lisa Tomiczek	\$ 355.60
Amy Brunner	\$ 348.80
Theresa Kuntz	\$ 344.00
Sharon Albarano	\$ 308.20
Zenda Fornicola	\$ 301.00
Carol Rosenberger	\$ 300.00
Leslie Wagner	\$ 282.50

Ann Bilko	\$ 280.00
Pamela DeVore	\$ 277.60
Kate Griffey	\$ 258.40
Karen Willey	\$ 254.00
Betsy Forsythe	\$ 253.50
Lori Rimbeck	\$ 252.00
Natalya Vartanova	\$ 245.20
Annie Rupp	\$ 243.60
Michele Link	\$ 238.40
Judy Snyder	\$ 235.50
Donna Crawford	\$ 234.80
Susan Sunvold	\$ 231.20
Michele Long	\$ 230.40

Erin Eckhard	\$ 228.40
Wendy Fay	\$ 228.00
Catherine Marshall	\$ 228.00
Paula Nedock	\$ 227.20
Mary Jo Fiore	\$ 219.50
Betty Rattray	\$ 201.20
Ellen Kelly	\$ 179.60
Shelly Vaughan	\$ 167.60
Jewell Guyer	\$ 113.50
Janice Thompson	\$ 108.00
Lorie McCuller	\$ 42.40
Connie Russo	\$ 993.60

## Sell to Play Challenge



Our world has changed, and with those changes come more options for your business. *Mary Kay*® Apps are designed to help you reach your customers where they are. No matter your comfort level with technology, you'll find all of these apps oh-so easy to use – and their professional presentation positions you as a beauty pro!

Click the button to learn how your customer orders from the Mary Kay® App could earn you a Visa gift card and WATCH a quick video!

[Click here for Details](#)



# steppin' up the Ladder



Senior

## Consultant

1-2 Active Team Members  
4% Commissions  
Earn \$50 Team Building Bonuses

*Sharon Albarano*  
*Kate Griffey*  
*Deborah Hipp*  
*Mary Kirby*  
*Judy Snyder*



Star

## Team Builder

3-4 Active Team Members  
4, 6 or 8% Commissions  
50% Discount on Red Jacket  
\$50 Team Building Bonuses

*Donna Parker*  
*Genie Bilko*  
*Luree Hendrick*  
*Kathleen Moran*



## Team Leader/ Elite Team Leader/ DIQ

5+ Active Team Members  
9 or 13% Commissions  
\$50 Team Building Bonuses  
Earn use of Career Car/ Cash Compensation



## Director

9 or 13% Unit Commissions  
9, 13 or 23% Personal Commissions  
\$100 Team Building Bonuses  
Unit Bonuses  
Earn use of Career Car/  
Cash Compensation



*Connie Russo*

New Year NEW GOALS

THIS YEAR I WILL...

- ♥ Hold more parties
- ♥ Work Consistently
- ♥ Share more products
- ♥ Become a Red Jacket
- ♥ Earn a Mary Kay Career Car
- ♥ Focus on earning challenge prizes

Renew. Refresh. Restart.

# a note from

Connie

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

- Maya Angelou

Happy New Year!! Welcome to the second half of the Mary Kay year! This is a time to reflect on what has been working and to refresh your goals, your dreams, and your business. A great way to start the goal setting process is to make a vision board or goal poster; be sure to prominently display your goals to keep your eye on the prize. Share your goals with someone who supports your dreams. Visualize your dream into your goals.

## **First Visualize YOUR dream - *Where do you see yourself in June?***

### **VISUALIZE:**

- attending Seminar as we ring in Mary Kay's 60th Anniversary!
- cheering and supporting your sister consultants as we confidently walk across that stage delighting in well-deserved recognition!
- opening and using the prizes you've worked diligently to earn!

## **Now Visualize the path —*How will you finish these next 6 months?***

### **VISUALIZE:**

- the faces or appointments you will have each quarter, month, and each week.
- calling, messaging, talking to your customers and prospective customers.
- appointments, parties, guests to events and ways to obtain new leads.
- writing yourself a paycheck each week!

Are your visions clear? I'm looking forward to working with you to reach YOUR dreams!

*People who succeed have a goal, a dream and make their plans and follow them.* – Mary Kay Ash

Love & Belief,

Connie

## Spring PCP Enrollment



Spring PCP enrollment deadline is January 17. Give your business a boost. See your sales increase when you enroll your customers. Plus, you have the privilege of ordering spring products before everyone else.

Enroll Now

January 17- Deadline

MARY KAY®



**THEN. NOW. ALWAYS.™**

Have you seen all of the new promotions? Mary Kay has packed our January to kick off our Anniversary Year with a bang! We have:

A new GLOBAL Team *Connie*

- Challenge
- A brand new DIAMOND Power Start Challenge
- A new Most Important Things game

Jump-Start Your January! Click the button for a video and more details of how you can work your business full circle as we head toward our diamond anniversary!

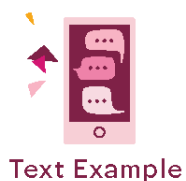
Click here for Details

## SAMPLE BOOKING DIALOGUES

The following suggested openings can help you get started toward achieving the Diamond Power Start *60 Faces in 60 Days* Challenge. Feel free to adjust them to meet your communication style so they sound and feel natural to you.



Hello, \_\_\_\_! It is so good to catch up with you. I hope you and your family are doing well. I want to let you know I am participating in a challenge to share our products with 60 people in 60 days, and I thought of you! I would love to book a facial with you next week to share some great new *Mary Kay*® products with you! We could also talk about your skin care goals and needs. What would work better for you – Wednesday or Friday?



Hi, \_\_\_\_\_. Wanted to follow up and offer a couple of dates for a skin care party. Would next Friday or Saturday work for you? Just reply when you get a minute, and we'll get your facial booked.



Hi, (give a sincere compliment). Let me introduce myself. My name is \_\_\_\_\_, and I'm a Mary Kay Independent Beauty Consultant. Here's my card, and if you have a couple of minutes, I'd love to tell you about an exciting challenge I'm participating in. I would love for you to be one of my models. All we need to do is schedule a virtual or in-person appointment, and then I will walk you through our skin care products and you can share your opinion of our products with me. Would next Thursday or Friday work for you?

## FOLLOW-UPS

### AFTER THE BOOKING

Follow up with your customers using the 2 + 2 + 2 Formula.



Contact your customer **2 Days** after her first appointment to see how she likes her new product(s).

Check her progress in **2 Weeks** at her second appointment.

Contact her every **2 Months** for reorders or to suggest new products.

When a potential customer expresses a booking concern, consider these tips to better understand and respond to the objection. Acknowledge the concern, empathize with the customer, and let her know that you want to do everything you can to make this facial convenient for her. Depending on her situation, respond honestly and show understanding of the concern. You could then offer to schedule a virtual one-on-one. You may want to send a link to *The Look* in advance of the facial so she can get excited about the products. Sending her samples can also give her a chance to try the products and help her feel good about keeping her booking.

[CLICK HERE TO PRINT PAGES 1 & 2 OF FLYER](#)



# Why be a Star Consultant?

## WHAT IS A STAR CONSULTANT?

Each quarter you sell enough product to place an accumulated \$1,800 or more wholesale order, you will achieve Star status.

## WHY YOU SHOULD BE A STAR?

- Achieve Star and accumulate credits as you place wholesale orders and add Qualified Team Members
- Redeem points right away or save them for a big super achiever prize!
- YOU pick the prize that motivates you the most.

WORK. EARN. SAVE. REDEEM. ACHIEVE.

## BE AN ALL STAR!

When you earn Star consultant all 4 quarters of the seminar year (July through June) you are eligible for bonus Star credits!

## Achieve Star!

The best way to earn your Star is to set goals. Make your goals S.M.A.R.T. and keep them in front of you with a goal poster or electronic reminders.

**SPECIFIC: IDENTIFY WELL DEFINED AND CLEAR GOALS.**

~~Work harder.~~

- ✓ Earn monthly jewelry prize by selling \$1200 retail and placing a \$600 wholesale each month.

**MEASURABLE: GOALS SHOULD BE QUANTIFIABLE AND NOT VAGUE.**

~~Sell more skincare sets~~

- ✓ Sell 2 skincare sets by the end of the week

**ATTAINABLE: GOALS CAN BE A STRETCH, BUT THEY SHOULD ALSO BE REALISTIC.**

~~Make a million dollars in one day~~

- ✓ Have a \$1,000 week

**RELEVANT: GOALS SHOULD MATCH YOUR FOCUS.**

~~Go to the car wash every week.~~

- ✓ Finish \$800 weeks, week in and week out to reach Queens Court of Sales

**TIME-BASED: GOALS WITH DEFINITIVE TIMELINES ARE MORE OFTEN ACHIEVED.**

~~Share the opportunity.~~

- ✓ Share the opportunity with 5 new people this week

## Star Levels!

PEARL: 4,800

EMERALD: 3,600

DIAMOND: 3,000

RUBY: 2,400

SAPPHIRE: 1,800

## IDEAS:

*Find your focus and work in your joy zone – whether it's in person parties, virtual, or a combination, sharing your dreams and goals will help keep you focused and accountable.*

Sell 24 items in 24 hours

Follow up with skincare clients – Offer a discount for a new beauty or supplement purchase

Host a Spring Cleaning or Shake up your make up bag party

Demo a new product to 5 or more people every week



# Golden Rules

Complete December calendar with your daily activity:

LEAD  
WITH LOVE.

GOLDEN  
Rules

MARY KAY  
60  
YEARS  
THEN. NOW. ALWAYS.



GOLDEN  
Rules

# January

See Faces



#Faces  
(virtual or in person)

\$ Product Sold
































































































Sell Product

Share the  
Opportunity



Your Name: \_\_\_\_\_

#Interview/sharing  
appointments

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1   	2   	3   	4   	5   	6   	7   
8   	9   	10   	11   	12   	13   	14   
15   	16   	17   	18   	19   	20   	21   
22   	23   	24   	25   	26   	27   	28   
29   	30   	31   				

# January Unit Challenge!

## Faces

	Date	Name	Basic Sold?
1			Y / N
2			Y / N
3			Y / N
4			Y / N
5			Y / N
6			Y / N
7			Y / N
8			Y / N
9			Y / N
10			Y / N
11			Y / N
12			Y / N
13			Y / N
14			Y / N
15			Y / N
16			Y / N
17			Y / N
18			Y / N
19			Y / N
20			Y / N
21			Y / N
22			Y / N
23			Y / N
24			Y / N
25			Y / N
26			Y / N
27			Y / N
28			Y / N
29			Y / N
30			Y / N

## Sharing

	Date	Name	Phone#	Y / N
1				Y / N
2				Y / N
3				Y / N
4				Y / N
5				Y / N

\$225-\$399 = Pick ONE Prize

\$400-\$599 = Pick TWO Prizes

\$600-\$799 = Pick THREE Prizes

\$800-\$999 = Pick FOUR Prizes

**Prizes you can earn for your wholesale orders:**



Beautiful Add-A-Bead



10 Product Samples

**20 Victory Vouchers**

**TOTALS:**

#Faces=\_\_\_\_\_ x5=\_\_\_\_\_ # Vouchers

\$Amount Sold \_\_\_\_\_ /5=\_\_\_\_\_ #VV

#Shares \_\_\_\_\_ x10=\_\_\_\_\_ #VV

Wholesale Orders Placed: \$ \_\_\_\_\_

#New Team Members x 25=\_\_\_\_\_ #VV

**TOTAL # VOUCHERS**

**Total# Vouchers earned:**

**Turn in challenge for extra vouchers!**

**Check your email for PDF document for tracking!**

SPECIAL DEALS. JANUARY SPECIAL DEALS. JANUARY SPECIAL DEALS.

\*While Supplies Last\*

50% off

One Item of Your Choice for Every \$50 Purchase

(\$200 purchase = 4 1/2 price specials)

### Deep Wrinkle Filler



Targeted formula immediately fills in deep wrinkles and helps improve their appearance over time.

~~\$50~~ \$25

### Liquid Eyeshadow



Choice of 1:

One-and-done eye looks! Creamy yet lightweight & pigment-packed color in a single swipe.

~~\$16~~ \$8

### Intense Moisturizing Cream

Luxurious cream for dry skin leaves skin looking immediately more radiant and feeling unbelievably soft and smooth.



~~\$34~~ \$17

### Oil-Free Hydrating Gel

Non-greasy gel absorbs quickly, leaving skin feeling cool & refreshed while hydrating it for up to 10 hours.



~~\$34~~ \$17

### Perfecting Concealer



Conceals blemishes and imperfections.



~~\$16~~ \$8

### Targeted Action Toning Lotion



Hydrates skin, helps firm, define and tone the body.

~~\$34~~ \$17

### TimeWise Age Minimize 3D Eye Cream

Skin looks firmer as this quick-absorbing cream brightens the eye area & keeps it moisturized for 12 hours.



~~\$38~~ \$19

### Tone Correcting Serum



Dramatically evens the appearance of skin tone & is clinically shown to significantly improve skin brightness.

~~\$48~~ \$24

### unfilled Palette

Organize all your favorite MK eyeshadows, blushes & more all in 1 place that is magnetic & refillable.

Choice of 1:



~~Pro \$25~~ \$12.50

~~Perfect \$18~~ \$9

~~Petite \$10~~ \$5

### Botanical Effects Cleansing Gel

Dragonfruit and aloe are the stars in this effective cleanser.



~~\$20~~ \$10

JANUARY SPECIAL DEALS. JANUARY SPECIAL DEALS. JANUARY SPECIAL DEALS.



Russo's  
Risers

# CHEERS TO THE New Year

Count your products sold in January & win Pink Vouchers or a Special Gift!

1.	26.	51.	76.
2.	27.	52.	77.
3.	28.	53.	78.
4.	29.	54.	79.
5.	30.	55.	80.
6.	31.	56.	81.
7.	32.	57.	82.
8.	33.	58.	83.
9.	34.	59.	84.
10.	35.	60.	85.
11.	36.	61.	86.
12.	37.	62.	87.
13.	38.	63.	88.
14.	39.	64.	89.
15.	40.	65.	90.
16.	41.	66.	91.
17.	42.	67.	92.
18.	43.	68.	93.
19.	44.	69.	94.
20.	45.	70.	95.
21.	46.	71.	96.
22.	47.	72.	97.
23.	48.	73.	98.
24.	49.	74.	99.
25.	50.	75.	100.

YOU WIN (check one)

- ☐ 25 Vouchers  
☐ A Special Prize

YOU WIN (check one)

- ☐ 25 More Vouchers  
☐ A Special Prize

YOU WIN (check one)

- ☐ 25 More Vouchers  
☐ A Special Prize

YOU WIN (check one)

- ☐ 25 More Vouchers  
☐ A Special Prize



# Russo's Riser's Unit calendar

<b>Jan 14</b>	Star Consultant Luncheon at Bedform Springs Omni...see flyer for details.
<b>Jan 16</b>	New Year/New Your Makeovers at Connie's 6:30 ... Invite Guests/ Bring Supplies. Zoom Call with Julie at 8:30 Zoom ID: 83235281511
<b>Jan 17—23</b>	Directors in Nashville for Leadership Conference!
<b>Jan 23</b>	Zoom Call with Julie at 8:30. This will be a Leadership re-cap. This is great for out-of-town AND local consultants. Zoom ID:83235281511
<b>Jan 30</b>	Success Event at Connie's 107 Quince Court, Hollidaysburg— Makeovers for guests—6:30pm
<b>Feb</b>	Local Events TBD
<b>Mar 17– 18</b>	Career Conference with Dawn Dunn in Lynchburg, VA
<b>Mar 24</b>	MK Virtual Career Conference-from Dallas
<b>July 1 – Aug 2</b>	Diamond Seminar—Dallas, TX



## January Customer Special



I love new beginnings! Are you starting a new beauty routine this month? It's time to take care of your skin and love the way you look! Take advantage of my special promo this month and get everything you're looking for! When you spend \$50, you get to choose an extra item for HALF OFF! Some of my favorites this month are:

- Microdermabrasion Set - revive dull skin first, then finish with the Pore Minimizer!
- VoluFirm Lifting Serum - get WOW results and regain your triangle of youth!
- Pink Clay Mask - take ten minutes of ME time and restore stressed skin!

Download

Russo's Risers



Connie Russo

107 Quince Court  
Hollidaysburg, PA 16648  
814.312.2106

## important dates

**Jan 1** - New Year's Day - Postal Holiday

**Jan 16** - Martin Luther King Jr. Day - Postal Holiday

**Jan 17** - Spring PCP Enrollment Deadline

**Jan 29** - Last day to place telephone orders for January

**Jan 31** - Last day to place on-line orders

**Feb 9** - Spring Look Book begins mailing

**Feb 14** - Valentine's Day

**Feb 26** - Last day to place telephone orders

**Feb 28** - Last day to place on-line orders

GOLDEN  
Rules

LEAD  
WITH LOVE.



When you order \$600+ whsl in January, you will receive this beautiful  
**BRACELET**  
from the *Golden Rules* Collection.

GOLDEN  
Rules  
Golden



Earn the Year Long Consistency Challenge  
**EARRINGS and BRACELET**  
when you achieve the Golden Rules Challenge  
each month, July 2022 through June 2023.