

Russo's Risers

FEBRUARY NEWSLETTER WITH JANUARY RESULTS



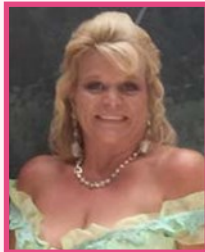
Queen of Wholesale



Carol
Scarbro



Golden Rule January Achievers



Carol
Scarbro



Kelly
Perfect



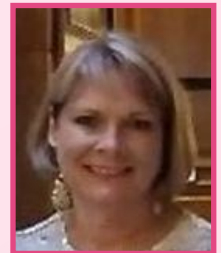
Kathleen
Moran



Juanita
Zeigler



Rhonda
Myers



Connie
Russo

Proud Reds



Luree
Hendrick



Donna
Parker



Genie
Bilko



Kathleen
Moran

Quarter 3 On-Target Stars

Name	Whls \$ + TB	Sapphire	Ruby	Diamond	Emerald	Pearl
Carol Scarbro	\$ 1,289.00	\$ 511.00	\$1,111.00	\$1,711.00	\$2,311.00	\$3,511.00
Kathleen Moran	\$ 871.50	\$ 928.50	\$1,528.50	\$2,128.50	\$2,728.50	\$3,928.50
Kelly Perfect	\$ 777.00	\$1,023.00	\$1,623.00	\$2,223.00	\$2,823.00	\$4,023.00
Juanita Zeigler	\$ 604.00	\$1,196.00	\$1,796.00	\$2,396.00	\$2,996.00	\$4,196.00
Rhonda Myers	\$ 600.50	\$1,199.50	\$1,799.50	\$2,399.50	\$2,999.50	\$4,199.50
Donna Parker	\$ 453.50	\$1,346.50	\$1,946.50	\$2,546.50	\$3,146.50	\$4,346.50
Nancy Glass	\$ 433.00	\$1,367.00	\$1,967.00	\$2,567.00	\$3,167.00	\$4,367.00
Lucinda Updyke	\$ 432.50	\$1,367.50	\$1,967.50	\$2,567.50	\$3,167.50	\$4,367.50
Beth Mitchell	\$ 392.50	\$1,407.50	\$2,007.50	\$2,607.50	\$3,207.50	\$4,407.50
Jessie Collura	\$ 367.00	\$1,433.00	\$2,033.00	\$2,633.00	\$3,233.00	\$4,433.00
Dawn Steinbugl	\$ 331.50	\$1,468.50	\$2,068.50	\$2,668.50	\$3,268.50	\$4,468.50
Ann Bilko	\$ 330.00	\$1,470.00	\$2,070.00	\$2,670.00	\$3,270.00	\$4,470.00
Rosemary Weigman	\$ 329.00	\$1,471.00	\$2,071.00	\$2,671.00	\$3,271.00	\$4,471.00
April Weiss	\$ 323.00	\$1,477.00	\$2,077.00	\$2,677.00	\$3,277.00	\$4,477.00
Wendy Foreman	\$ 311.00	\$1,489.00	\$2,089.00	\$2,689.00	\$3,289.00	\$4,489.00
Bethany Reed	\$ 311.00	\$1,489.00	\$2,089.00	\$2,689.00	\$3,289.00	\$4,489.00
Sharon Albarano	\$ 303.50	\$1,496.50	\$2,096.50	\$2,696.50	\$3,296.50	\$4,496.50
Barbara Uadiski	\$ 300.00	\$1,500.00	\$2,100.00	\$2,700.00	\$3,300.00	\$4,500.00

February Customer Special



Love is in the air - and so is good skin care! Love yourself with some extra pampering this month! Indulge in self-care and try a new look with my special promo this month! When you spend \$50, you get to choose an extra item for HALF OFF!

Some of my February Favorites are:

- The Supreme Hydrating Lipstick - glide into silky smooth kissable color!
- Mary Kay Fragrances - choose your signature scent, and snag one for your special guy!
- TimeWise Repair Lifting Bio-Cellulose Mask - This unsung hero packs serious power to lift and firm and present your most radiant skin!

Download

Radiate in Red - Coming Soon



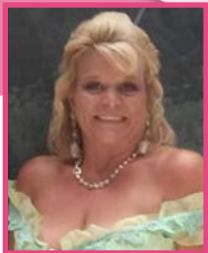
With all of the Team Building challenges and incentives the company is giving us, it's time to check out the brand new collection of Red Jackets! From classic to edgy to current and fun, there's a special red jacket for everyone!

Fall in LOVE with RED!
Are you ready to claim yours?

Details

Shooting for the STARS!

Top in Sales
Company Court of Sales



**Carol
Scarbro**



**Kathleen
Moran**



**Sharon
Albarano**



**Donna
Parker**



**Juanita
Zeigler**

Consultant

Carol Scarbro
Kathleen Moran
Sharon Albarano
Donna Parker
Juanita Zeigler
Jessie Collura
Deborah Hipp
Annie Rupp
Ellen Kelly
Luree Hendrick
Pamela DeVore
Nancy Glass
Sandra Clark
Shelly Vaughan
Jaclyn Madden
Hilary Pogasic
Heather Guisewhite
Barb Feltenberger
Judy Snyder
Linda Walter

YTD Retail

\$ 19,587.00
\$ 18,500.00
\$ 12,881.00
\$ 7,145.00
\$ 4,551.00
\$ 3,875.00
\$ 3,739.00
\$ 3,597.00
\$ 3,552.00
\$ 3,260.00
\$ 3,255.00
\$ 3,124.00
\$ 3,100.00
\$ 2,916.00
\$ 2,750.00
\$ 2,621.00
\$ 2,600.00
\$ 2,480.00
\$ 2,389.00
\$ 2,382.00

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



Star Retail Sales from Nov/Dec

Sharon Albarano \$ 6,475.00
Kathy Moran \$ 6,011.00
Carol Scarbro \$ 5,324.00
Penny Barber* \$ 4,820.00
Kelly Yost* \$ 2,647.00

* Crusciel Unit



March Celebrations



Happy Birthday!

Donna Parker	1 March
Jessie Collura	2 March
Judy Coutts	2 March
Bethany Reed	4 March
Hilary Pogasic	8 March
Barbara Uadiski	8 March
Wendy Foreman	10 March
Angelique Wilt	13 March
Catherine Marshall	15 March
Deborah Hipp	22 March
Letitia Neuder	24 March
Natalya Vartanova	24 March
Lisa Goldman	28 March
Donna Pielmeier-Sipes	30 March
Beth Mitchell	31 March

Happy Anniversary!

Deborah Flanagan	30
Betty Rattray	20
Diane Kos	20
Ellen Kelly	20
Annie Rupp	19
Nancy Glass	14
Lorie MCCuller	10
Stephanie Owens	8
Susan Rohall	4



Look Who Invested



ON-TARGET for Year Long Consistency

Carol Scarbro	\$1,096.00	Alyssa Conrad	\$ 295.50	Dorene Farrell	\$ 228.50
Kelly Perfect	\$ 777.00	Barb Feltenberger	\$ 264.00	Carolyn Rathmann	\$ 228.50
Kathleen Moran	\$ 687.50	Heather Guisewhite	\$ 263.00	Sandra Black	\$ 227.50
Juanita Zeigler	\$ 604.00	Leah Gillespie	\$ 253.00	Ellen Kelly	\$ 225.50
Rhonda Myers	\$ 600.50	April Weiss	\$ 251.00	Diane Smith	\$ 225.50
Nancy Glass	\$ 433.00	Lisa Goldman	\$ 238.50	Luree Hendrick	\$ 225.00
Beth Mitchell	\$ 392.50	Michele Long	\$ 237.00	Debbie Seib	\$ 225.00
Jessie Collura	\$ 367.00	Sandra Clark	\$ 235.00	Hilary Pogasic	\$ 192.00
Dawn Steinbugl	\$ 331.50	Bridget Behe	\$ 234.00	Lisa Dey	\$ 155.50
Rosemary Weigman	\$ 329.00	Patricia Czulewicz	\$ 234.00	Angie Freeman	\$ 123.00
Donna Parker	\$ 324.00	Lorie MCCuller	\$ 232.00	Ann Bilko	\$ 50.00
Wendy Foreman	\$ 311.00	Donna Pielmeier-Sipes	\$ 232.00	Wendy Fay	\$ 35.00
Sharon Albarano	\$ 303.50	Deborah Flanagan	\$ 230.00	Connie Russo	\$1,235.50
Barbara Uadiski	\$ 300.00	Annie Rupp	\$ 229.00		



Welcome New Consultant

New Consultant
Rosemary Weigman

From
Orefield, PA

Recruiter
Connie Russo

Don't limit yourself. Many people limit themselves to what they think they can do. You can go as far as your mind lets you. What you believe, remember, you can achieve.—Mary Kay Ash



steppin' up the Ladder



Senior

Consultant

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

Sharon Albarano
Mary Jo Fiore
Deborah Hipp
Mary Kirby
Carol Scarbro
Judy Snyder



Star

Team Builder

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



Luree Hendrick
Donna Parker
Genie Bilko
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



This little game can totally generate more BOOKINGS and SALES! Give your customers a certain time frame to pick a heart, send them the image of the number they

picked. It is up to you, but you could do something like "deal or no deal" and let them pick again if they think they can get a better deal.

Download Images

National LASH Day is Feb. 19! Many women will grab their mascara before anything else for their Dash-Out-the-Door makeup look, and we have a variety of options to meet their needs:

- versatile Fanorama
- defining Lash Love
- expansive Lash Intensity
- volumizing Ultimate
- elongating Lash Love Lengthening

And remind them, at the end of the day, they will want to remove their mascara gently & completely with our moisturizing Oil-Free Makeup Remover!



a note from

Connie

Hello February!

What an exciting time of year to be in business! We are in the second half of our Golden Opportunities seminar year and ON OUR WAY to the 60th!

Are you excited about the faces you're seeing and working towards the 60 faces in 60 days company challenge? Whether 60 faces is your norm or a stretch, goals can be achieved with first a dream, then a plan, then taking action. Demonstrating products, booking facials and parties, and sharing the opportunity consistently is the key to working full circle. If you are a new consultant or it's been a while, I encourage you to earn or to "re-learn" your BLING badge by reviewing the training modules that can be found under the Education tab in your InTouch. Understanding our products and systems in depth is a great confidence booster!

By sharing our knowledge and giving our time to others, we get to live Mary Kay Ash's dream that began with believing - ONE WOMAN CAN!

If you act enthusiastic, you will become enthusiastic – and it will spread like wildfire. – Mary Kay Ash.

Love & Belief,

Connie

MARY KAY®
SPRING
INTO THE 60TH

Save the Date...

for the Spring into the 60th virtual event! All Mary Kay independent sales force members are invited to watch the premiere on March 24, 2023 on InTouch. It's absolutely FREE and will include great educational content and motivational moments. You'll hear from top independent sales force leaders, along with important business updates from Mary Kay Team U.S. Leaders. This is the motivational boost you're looking for as we spring toward our big celebration at Seminar! Plus, all consultants and directors who are on-target for Seminar 2023 awards will be invited to an exclusive virtual class on April 24th!

Details

Be **FEARLESS**
in the pursuit
of what
sets your soul
on **FIRE**.

- Jennifer Lee



Spring PCP

Look Who
Participated

Carol Scarbro
Kathleen Moran
Donna Parker
Sharon Albarano
Juanita Zeigler
Deborah Hipp
Luree Hendrick
Shelly Vaughan
Judy Coutts
Debbie Seib
Annie Rupp
Natalya Vartanova
Paula Nedock
Sandra Clark
Lisa Tomiczek
Connie Russo

Spring 2023



\$15

SUN CARE
AFTER-SUN
REPLENISHING
GEL

\$18
EACH



SUPREME
HYDRATING LIPSTICK

\$38



CREAM BRONZER DUO
STICK AND CREAM
HIGHLIGHTER DUO STICK

\$18
EACH



CLINICAL SOLUTIONS® FERULIC +
NIACINAMIDE BRIGHTENER

CLINICAL SOLUTIONS® PHA +
AHA RESURFACER

\$10
EACH



HAND CREAM

MY WEEKLY PLAN/ IPA SHEET

week of: _____

4 Hour IPA (Income Producing Activities= 4 Hours/Day (5 Days/Week)

Schedule 30 minutes to an hour time slots that work for you & fill in what you are willing to do for your business. What can you commit to for the week?

Booking Coaching Cust. Serv. Sharing the Opportunity

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
5AM	5AM	5AM	5AM	5AM	5AM	5AM
6AM	6AM	6AM	6AM	6AM	6AM	6AM
7AM	7AM	7AM	7AM	7AM	7AM	7AM
8AM	8AM	8AM	8AM	8AM	8AM	8AM
9AM	9AM	9AM	9AM	9AM	9AM	9AM
10AM	10AM	10AM	10AM	10AM	10AM	10AM
11AM	11AM	11AM	11AM	11AM	11AM	11AM
12PM	12PM	12PM	12PM	12PM	12PM	12PM
1PM	1PM	1PM	1PM	1PM	1PM	1PM
2PM	2PM	2PM	2PM	2PM	2PM	2PM
3PM	3PM	3PM	3PM	3PM	3PM	3PM
4PM	4PM	4PM	4PM	4PM	4PM	4PM
5PM	5PM	5PM	5PM	5PM	5PM	5PM
6PM	6PM	6PM	6PM	6PM	6PM	6PM
7PM	7PM	7PM	7PM	7PM	7PM	7PM
8PM	8PM	8PM	8PM	8PM	8PM	8PM
Bookings Coached Appts. Sales (NEW AND REORDER) \$ Sharing Appts	Bookings Coached Appts. Sales (NEW AND REORDER) \$ Sharing Appts	Bookings Coached Appts. Sales (NEW AND REORDER) \$ Sharing Appts	Bookings Coached Appts. Sales (NEW AND REORDER) \$ Sharing Appts	Bookings Coached Appts. Sales (NEW AND REORDER) \$ Sharing Appts	Bookings Coached Appts. Sales (NEW AND REORDER) \$ Sharing Appts	Bookings Coached Appts. Sales (NEW AND REORDER) \$ Sharing Appts

My Week Includes:

Quiet/Faith/Exercise Time
Family Time
Date Night
Other Job

Booking Appts Calls
Facial(s)/Party/Shows
Coaching (HOSTESS, GUEST, UPCOMING APPTS)
Sharing Appts (BOOKING & SHARING TIME)
Success Meeting (LOCAL MEETING OR VIA GOVOD)

My Star:

Orders Placed This Week:

\$ Wholesale Order
Date Placed:
\$ Wholesale Order
Date Placed:
Star Total to Date: \$

Weekly Sales:
Sales Goal: \$
Total Sales: \$

Team Building:
Sharing Appts Held:
New Team Members:

of bookings scheduled for next week:
Pink SUCCESS

Color in your weekly plan sheet with the coordinating colors to plan your week!



Golden Rules Challenge



WALK A MILE

IN HER SHOES!

MARY KAY
60 YEARS
THEN. NOW. ALWAYS.

GOLDEN
Rules



See Faces



#Faces
(virtual or in person)

\$ Product Sold



Sell Product





















































































Share the
Opportunity



Your Name: _____

#Interview/sharing
appointments

February

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   				



February 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!

FEBRUARY SPECIAL DEALS. FEBRUARY SPECIAL DEALS. FEBRUARY SPECIAL DEALS. FEBRUARY SPECIAL DEALS.

While Supplies Last

50% off

One Item of Your Choice for Every \$50 Purchase

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

Fanorama Lash Love Mascara

Catch everyone's eye with a pair of ultrafluttery and fully fanned-out lashes.



~~\$16~~ \$8

Hydrogel Eye Patches

Hydrate, cool, soothe & depuff your eyes in just 20 minutes. (30 pairs)

~~\$40~~ \$20



Lip Gloss

Nontacky, Nonsticky layer of shine. Perfect for whatever your lips face next.



~~\$16~~ \$8

TimeWise Age-Fighting Moisturizer

Reduces the appearance of fine lines and wrinkles. Hydrates skin for up to 10 hours. Comes in Normal/Dry or Combo/Oily formula.



~~\$28~~ \$14



Extra Emollient Night Cream

Helps maintain the natural moisture of the skin and replenishes hydration in very dry areas. Excellent for dry patches, especially on hands, elbows and feet.

~~\$16~~ \$8

Hello Clean!

Say goodbye to dry skin and hello to a fresh, clean way to start the day. Includes 2 in 1 Body Wash & Shave and Hydrating Lotion.



~~\$32~~ \$16

Lip Primer

Fights the look of fine lines & wrinkles around & on the lips.



~~\$25~~ \$12.50

Foundation Primer

Enhances foundation benefits & extends wear.



~~\$20~~ \$10

Volu-Firm Foaming Cleanser

Moisture-rich foam thoroughly cleanses and renews skin texture, leaving pores looking less noticeable.



~~\$30~~ \$15

Brush Cleaner

Removes makeup buildup.



~~\$12~~ \$6

FEBRUARY SPECIAL DEALS. FEBRUARY SPECIAL DEALS. FEBRUARY SPECIAL DEALS. FEBRUARY SPECIAL DEALS.

Russo's Riser's Unit calendar

Feb

Local Events TBD

Mar 10– 11

Career Conference—Pittsburgh

Mar 24

MK Virtual Career Conference-from Dallas

July 1 – Aug 2

Diamond Seminar—Dallas, TX



WEEKLY IPAS

(INCOME PRODUCING ACTIVITIES)

IPAs are important because you want to make sure you are spending your time wisely, on activities that are actually earning you money, instead of just keeping you busy! Each week, track your IPAs so you can see where you are spending your time and where you need to make adjustments!

IPA	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Get 7 new names & numbers							
Get 2 new bookings							
Hold an On-the-Go Appointment							
Hold a Facial							
Hold a Party							
Have a guest to an event							
Sell \$100							
Call 5 customers for reorders							
Share a Marketing video w/ survey							
Hold a Career Chat/Interview							
Add a new Team Member							

How many should I do?? That depends on your goals:

PART-TIME
CONSULTANT

5

IPAs/week

FULL-TIME
CONSULTANT

10

IPAs/week

ON-TARGET
CAR/DIQ

15

IPAs/week

SIX MOST IMPORTANT THINGS LIST

From *Miracles Happen* by Mary Kay Ash



Early in my sales career, I heard a story that was to have a lasting effect upon me and the way I work. The subject was time management, and the story concerned Ivy Lee, a leading efficiency expert, and Charles Schwab, president of a then-small company called Bethlehem Steel.

Ivy Lee called on Charles Schwab and said to him, "I can increase your efficiency and your sales if you will allow me to spend 15 minutes with each of your executives."

Naturally, Schwab asked, "What will it cost me?"

"Nothing," Lee said, "unless it works. In three months, you can send me a check for whatever you think it's worth to you. Fair enough?"

Schwab agreed, so Lee spent 15 minutes with executives from the struggling young steel company and asked them to complete a single task. Every evening for the next three months, each executive was to make a list of the six most important things he had to do the next day. Finally, the executive was to rank the items in the order of importance.

"Each morning, begin with the first item on the list," she told them, and scratch it when it's finished. Just work your way right down those six items. If you don't get something finished, it goes to the next day's list."

At the end of the three-month trial, efficiency and sales had increased to such an extent that Schwab sent Lee a check for \$35,000. Now, that's still a lot of cash for such a small amount of work, but in today's money, \$35,000 would probably be the equivalent of \$350,000.

I was very impressed with the story. I thought that if such a list was worth \$35,000 to Charles Schwab, it was worth \$35 to me. So I pondered the moral. I took an old envelope out of my purse and wrote down the six most important things I had to do the next day. And I have continued making that "\$35,000 list" every single day of my life.

Business Savvy Tips to Stay on Track

Keep your goals on track by focusing your attention on the most important things to achieve your goals. Use the IPA sheet to stay focused on Income Producing Activities each week, and break down your daily activities into your 6 Most Important list every day. **Click each image to PRINT!**



important dates

- Feb 8** - Spring Look Book begins mailing
- Feb 10** - Early Spring ordering begins
- Feb 14** - Valentine's Day
- Feb 15** - Spring Ordering open for everyone
- Feb 27** - Last day to place telephone orders
- Feb 28** - Last day to place on-line orders
- Mar 15** - Quarter 3 Star Contest Ends
- Mar 16** - Quarter 4 Star Contest Begins
- Mar 24** - Spring 60th Virtual Event
- Mar 30** - Last day to place telephone orders
- Mar 31** - Last day to place on-line orders

GOLDEN
Rules

WALK A MILE

IN HER SHOES!



When you order \$600+ whsl in
February, you will receive these beautiful
EARRINGS
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.