



# Treasures Xpress

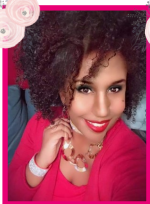
January Newsletter with December Results

A little extra "try" and "oomph" can change your Future.

## Look Who is Wearing Red

BUILDING  
YOUR  
TEAM

Celebrating our Senior Consultants



Lisa Bailey  
TL



Mandy Gossom  
STB



Diane Murphy  
STB



Linda Nichols  
STB



Pam Merrick  
STB

Diana Alderette  
Glenda Douglas  
Kassy Horstman

Joann Johnson  
Kara Milbrath  
Donna Reeves

Cheri Scott  
Jennifer Segner



## Monthly Top 5 Wholesale Orders



Sheila Pillingham

\$1,460.60



Jennifer Segner  
\$1,078.10



Diane Murphy  
\$971.80



Kara Milbrath  
\$623.40



Linda Nichols  
\$602



## National Court of Sales



### National

\$40,000 rs/ \$20,000 whsl  
\$1500 whsl monthly

### Area

\$20,000 rs/ \$10,000 whsl  
\$750 whsl monthly

### Unit

\$10,000 rs/ \$5,000 whsl  
\$400 whsl monthly

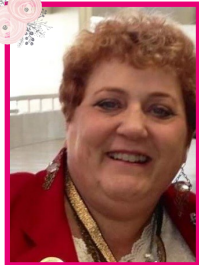
# Year to Date Top 5 Court of Sales



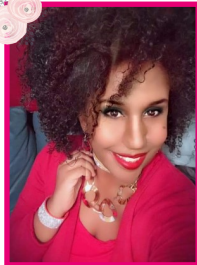
Diane Murphy  
\$16,623



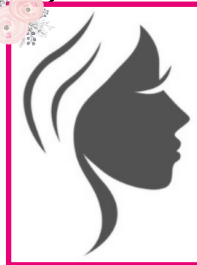
Jennifer Segner  
\$10,549



Nancy Glass  
\$7,836



Lisa Bailey  
\$5,231



Sheila Dillingham  
\$4,911

Queen

Welcome

- LaSasha Robinson is the newest team member of Lisa Bailey.



Queen of Sharing  
Lisa Bailey

National Court of  
sharing



National

24 Team Members  
2 Qualified monthly

Area

12 Team Members  
1 Qualified monthly

Unit

6 Team Members  
6 Interviews monthly

## Quarter 2 Stars Achievers



Diane Murphy  
Emerald



Jennifer Segner  
Ruby



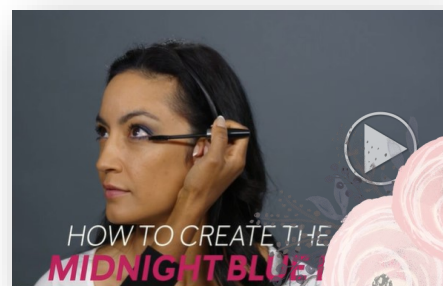
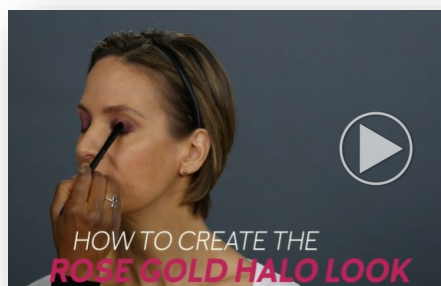
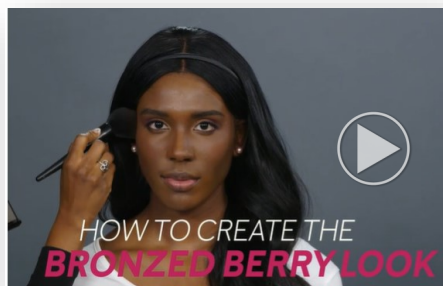
Nancy Glass  
Sapphire



Tracy Norris  
Pearl

## 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.



Hello  
January

# A Note from Tracy

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,

Tracy



**Tracy Norris**  
Independent Sales Director  
(502)314-8696  
3001 Velden Dr  
Louisville, Kentucky 40220



Happy Birthday

Happy Anniversary

February

|                       |             |
|-----------------------|-------------|
| Janel Olson           | 7 February  |
| Carrie Downing        | 11 February |
| Annette Hayden        | 12 February |
| Gila Jones            | 15 February |
| Rebecca Meadors       | 15 February |
| Rita Stephenson       | 20 February |
| Peggy Comer           | 24 February |
| Della Hare            | 27 February |
| Kacie Pennington Hood | 27 February |
| Michelle Williams     | 27 February |
| Cindy Fyffe           | 28 February |

|                    |    |
|--------------------|----|
| Sheila Dillingham  | 42 |
| Cindy Fyffe        | 28 |
| Jackie Freels      | 22 |
| Janine Shackelford | 12 |
| Erin Stewart       | 11 |
| Annette Hayden     | 8  |
| Jenna O'Connell    | 5  |
| Susan Rhodes       | 4  |
| Dana Nall-Settles  | 2  |
| Rosita Velez       | 1  |





# Golden Rules Challenge

## December

## Achievers

They ordered \$600+ whsl in DECEMBER & earned this prize from the *GOLDEN RULES COLLECTION*.

Sheila Dillingham  
Jennifer Segner  
Diane Murphy

Kara Milbrath  
Linda Nichols  
Tracy Norris

GOLDEN  
Rules



CELEBRATE BEAUTY.

## Year Long Consistency

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

GOLDEN  
Rules

Golden



## On-Target

Diane Murphy  
Tracy Norris



## 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

## Love Checks

|   |    |          |
|---|----|----------|
| Tracy Norris                                  | 9% | \$113.87 |
| (does not include unit commissions & bonuses) |    |          |
| Pam Smither Merrick                           | 6% | \$ 75.17 |
| Mandy Gossom                                  | 6% | \$ 73.49 |
| Lisa Bailey                                   | 9% | \$ 71.58 |
| Diane Murphy                                  | 8% | \$ 67.40 |
| Jennifer Segner                               | 4% | \$ 24.94 |
| Linda Nichols                                 | 6% | \$ 23.94 |
| Kara Milbrath                                 | 4% | \$ 9.34  |
| Diana Alderette                               | 4% | \$ 0.90  |





# steppin' up the *Ladder*



*Senior*

## Consultant

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

### **Diana S. Alderette**

A2 Lisa C. Bailey  
A2 Melanie Clark  
T6 Rebecca S. Farris

### **Glenda E. Douglas**

A2 Merope Tabermejo  
T1 Lisa R. Clayton

### **Kassy Horstman**

A2 Angela D. Sullivan

### **Joann T. Johnson**

A3 Donna L. Reeves

### **Kara L. Milbrath**

A1 Suzanne Sauer  
I1 Portia Frecker

### **Donna L. Reeves**

A2 Clyda L. Henderson

### **Cheri R. Scott**

A3 Connie Camden  
A3 Cindy P. Fyffe  
I2 Annette Hayden  
T1 Lesa H. Scott

### **Jennifer C. Segner**

A1 Kara L. Milbrath  
A2 Michelle A. Barker



*Star*

## Team Builder

3-4 Active Team Members  
4, 6, or 8% Commissions  
\$50 Red Jacket Rebate  
\$50 Team Building Bonus



### **Mandy B. Gossom**

A1 Diana C. Sharber  
A2 Jen K. Miller-Woods  
A2 Amy Poe  
I2 Marcia C. Newby

### **Diane Murphy**

A1 Debra S. Allen  
A1 Linda D. Naron  
A2 Judy E. Mings  
T1 Lucille Anderson  
T1 Rebecca J. Penrod  
T2 Judi R. Fuhs-Dunn

### **Linda M. Nichols**

A1 Jean C. Edwards  
A2 Valerie H. Coleman  
A3 Jenna L. O'Connell  
I1 Joann T. Johnson  
T3 Lori K. Dye

### **Pam Smither Merrick**

A1 Nancy R. Butler  
A1 Cheri R. Scott  
A2 Peggy L. Comer  
A3 Erica N. Galyon



## Team Leader/ Elite Team Leader/ DIQ

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



### TEAM LEADERS

#### **Lisa C. Bailey**

A1 Kimberly K. Clements  
A1 Margaret Ellis  
A1 Gila Jones  
A2 Carol R. Penick  
A3 Debra S. Fernandes  
A3 Kellye Singletary-Cunningham  
I1 Torie Sanners  
I3 Bertha Johnson  
N1 LaSasha Robinson  
T4 Carla D. Reed  
T5 Rosita Velez

## 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



### **Tracy Norris**



# Happy New Year

And a HUGE Thank You for being part of my MARY KAY family!

Schedule your 30 minute Strategy Call  
between now and January 15 with me... your Mary Kay coach!

A perfect way to kick off the  
New Year!



discover what you **LOVE**™

You pick our conversation!

Be ready to share your dreams  
with me!

DREAM



PLAN



VISUALIZE



WORK

- How can I increase activity/ productivity/ belief/ income in this new year?
- I have never gotten my business started, but I need MONEY! Help me!
- I am a leader and want more information about leadership in Mary Kay!
- My 3 biggest questions about my Mary Kay business are...?



All you have to do is call/text/email me to schedule your call and  
tell me what conversation you want to have!

Check this out: Everyone who schedules and has a call with me by  
January 15<sup>th</sup> will go into a drawing on January 16<sup>th</sup> for a \$15 Visa Gift Card!



I can't wait to talk!

## Treasures Xpress



Tracy Norris (502)314-8696 [Mktracynorris@gmail.com](mailto:Mktracynorris@gmail.com)



# Ring in the New Year

When you complete 10 Sharing Appointments in January you will earn this beautiful Pearl Inlaid Fashion Ring. We can do your appointments face to face or over the phone with your customers. If you do them yourself, I must follow-up for it to count towards the ring. You must fill in their names and numbers below to win this RING!

| Name      | Phone | Follow Up |
|-----------|-------|-----------|
| 1. _____  | _____ | _____     |
| 2. _____  | _____ | _____     |
| 3. _____  | _____ | _____     |
| 4. _____  | _____ | _____     |
| 5. _____  | _____ | _____     |
| 6. _____  | _____ | _____     |
| 7. _____  | _____ | _____     |
| 8. _____  | _____ | _____     |
| 9. _____  | _____ | _____     |
| 10. _____ | _____ | _____     |

*Treasures Xpress*

Tracy Norris

(502)314-8696 Mktracynorris@gmail.com



May be substituted based on availability

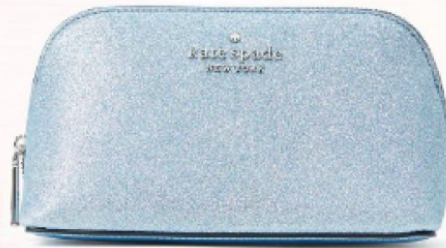
# Fresh 15 Booking Challenge

When our unit has **15 NEW** hostesses

(Qualified Booking: hostess + 2 guests minimum, with \$200 min. party sales)

this month we will do a drawing for a **Kate Spade Makeup Bag!**

**1 Hostess and 1 Consultant will Win!**



## Fresh Faces!

One entry for each hostess, person with the most hostesses receives 3 extra entries!

| Date of Party | Hostess Name | # of Guests | Party Sales | # Bookings<br>(including interviews) |
|---------------|--------------|-------------|-------------|--------------------------------------|
|               |              |             |             |                                      |
|               |              |             |             |                                      |
|               |              |             |             |                                      |
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## Treasures Xpress

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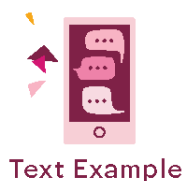


## SAMPLE BOOKING DIALOGUES

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





Tracy Norris

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## 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

To the Amazing

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.