

YOU ARE INVITED TO BE A PART OF THE DREAM!

We are building the
FREEDOM NATIONAL AREA
AND I HAVE SELECTED YOU
TO BE MY NEXT SALES DIRECTOR!

Coming Soon... *The* **FREEDOM NATIONAL** *Area*

1ST LINE DIRECTORS

Laura Morrow	Sara Starkey	Tammra Lynn	Dana Mills	Stephanie Hugh	Position Open	Position Open	Position Open	Position Open	Position Open

2ND LINE DIRECTORS

Kathy DiGirolamo	Estaleah Stocking	Position Open	Position Open	Position Open	Position Open	Position Open	Position Open	Position Open	Position Open

OPERATION OFFSPRING! 10 DIQS

Position Open	Position Open	Position Open	Position Open	Position Open	Position Open	Position Open	Position Open	Position Open	Position Open

<p>NIQ Begins with the Following 20 Total Directors in 1st & 2nd Line 3 of the 1st line are Senior Directors Combination of 1st/2nd: 12/8, 11/9, 10/10</p>	<p>NIQ Requirements (4 months) \$100,000 Total Wholesale Production by 1st line each month \$50,000 Total Wholesale Production by 2nd line each month 30 Non-terminated Unit Members for each unit at end of NIQ</p>
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Our Faith-filled Journey Together

“Trust in the Lord with all your heart, lean not to your own understanding. In all your ways acknowledge Him and He will direct your path.”

Proverbs 3:5-6

Here are some questions you may have:

What are the benefits to me?

What are the benefits to my family members?

What are the requirements for becoming a Sales Director?

What are the requirements and obligations as a Sales
Director?

How will I learn to be a great Sales Director?

What is the time commitment?

Will I do this alone?

Will I be supported?

Do I have the ability?

Why would I make a great Sales Director?

...and you may have other questions!

The
Benefits of
Directorship

Financial

Basic Commission

- 4-9-13% Commission on Personal Team Orders
- 9-13% Commission on ALL unit orders, for a total of **up to 26%** commission on Personal Team Orders
- 9-13% Commission on YOUR orders

Monthly Bonuses

- \$100 Team Building Bonus for each Qualified Personal Recruit
- \$300 Unit Building Bonus with 3 or 4 Qualified Unit Recruits
- \$500 Unit Building Bonus for 5 or more Qualified Unit Recruits
- 10% Unit Production Bonus, on each increment of \$1000 in Unit Wholesale Production, starting at \$5000 Wholesale Production

New Director Bonuses

- \$1,000 Bonus for achieving On The Move (first 3 months)
- \$1,000 Bonus for achieving Fabulous Fifties (first 6 months)
- \$1,000 Bonus for achieving Honors Society (first 12 months)

Senior Director Bonuses

- \$500 Bonus when an offspring director achieves “On the Move”
- \$500 Bonus when an offspring director achieves “Fabulous Fifties”
- \$500 Bonus when an offspring director achieves “Honors Society”

Additional Bonuses and Compensation

- \$300-\$500 Quarterly Star Consultant Bonus for 5+ Unit Star Consultants
- \$1,000 Bonus upon earning or re-qualifying for a Cadillac
- \$1,000 Bonus upon achieving a higher level Unit Club than the previous year (based on annual Unit Retail Sales of \$300,000+)
- \$750-\$1800 Wellness Award Bonus (based on annual unit production of \$60,000+)
- Life and Disability Insurance

Director's Income Planning Sheet

Beginning with a Unit of 30 Consultants:

	Unit	
Personal		
1/4 of the Unit Orders \$200 each <i>(4 Unit Members, 2 Personal Team Members)</i>	_____	_____
3 or more orders of \$500 each <i>(2 Unit Members, 1 Personal Team Member)</i>	_____	_____
3 New Personal Team Members each at \$800	_____	_____
2 New Unit Members at \$600 each	_____	_____
Your own order of \$600	_____	_____
TOTAL UNIT PRODUCTION	_____	_____

Commissions Earned for the Above Month

Base Unit Commission	_____
Personal Team Commission	_____
Unit Volume Bonus	_____
Personal Team Building Bonus	_____
Monthly Recruiting Bonus	_____

CHECK _____

Value of Car	_____
Value of Car Insurance (& Personal Property Tax)	_____
Gross Profit from Sales	_____

TOTAL VALUE of CHECK, CAR & SALES _____

* This sample commission check does not include the Quarterly Star Consultant Bonuses, Wellness Award Bonus, Cadillac Bonus or Unit Club Bonus as described on the page titled "Financial."

Privileges

- Early ordering of new products
- Eligibility to wear the Director's Suit
- Eligibility to attend annual Leadership Conference
- Priority registration for Seminar and Career Conference
- Wholesale jewelry/prizes purchasing ability
- Birthday and Christmas gifts from the company
- Commission check paid twice a month
- Direct deposit is available

Recognition

- Director prizes from the company, including valuable jewelry, office furnishings, cash compensation
- Top Director Trips held worldwide
- \$1,000,000 Director Retreats for you and your top unit members
- Special recognition at company events
- Applause magazine recognition
- Opportunities to be featured as a speaker, presenter, teacher at events, and on training & marketing tapes, and in brochures

Personal Growth

- Development of leadership skills
- Growth in self-confidence
- Development of management skills
- Development of people skills
- Unlocking the hearts & minds of other people & empowering them to be their best

FUN

- Director meetings and chats
- Sister Director get-togethers and parties
- Travel to warm places in the winter month such as Long Beach, CA; New Orleans, LA; Phoenix, AZ; and Puerto Vallarta, Mexico
- Shopping

Requirements to Become a Sales Director:

- *Build your Personal Team to at least 10 team members*
- *Must be a Star Consultant in either the previous quarter or have at least \$1,800 in personal cumulative wholesale production in the current quarter.*
- *Submit your Director-in-Qualification Acceptance Form (online) when you have ten or more active Personal Team Members*
- *Begin your 1, 2, 3, or 4 month qualifying period*
- *Build your team into a unit of 24 active consultants (includes you)*
- *Attain at least 18,000 cumulative wholesale unit production in 1 – 4 months. At least \$14,000 wholesale production toward the total \$18,000 wholesale requirement must come from your DIQ unit members. A DIQ may contribute up to \$4,000 in personal wholesale Section 1 production toward the \$18,000 cumulative unit wholesale production during the qualification period.*
- *Attain a minimum of \$4000 per month in wholesale unit production.*
- *At least 10 of the 24 active unit members must have at least \$600 in cumulative wholesale production (does not include the DIQ herself) during the qualification period. NOTE: Your personal team members' recruits can build teams & their recruiting efforts contribute to your unit once you are a DIQ*

To Maintain Your Status as a Director:

- *Attain at least \$4,000 wholesale production, among all unit members, each month. This can be accomplished with just six \$600 wholesale orders and one \$400 wholesale order!*

Obligations as a Sales Director:

- *Attend New Director Education, "Leadership Essentials," in Dallas. It is usually held within 4 months of your debut as a new Director. Your cost is transportation and a shared room rate.*
- *Attend all company sponsored events: Seminar, Career Conference, and Leadership Conference*

Seminar is held in the summer in Dallas, TX. Approximate costs are \$4-500 plus your transportation costs. You receive free product from the company.

Career Conference is held in March in a city local to you. Costs vary depending upon your proximity to the nearest Career Conference. If you are within driving distance and do not need a hotel room, costs would be a \$75 registration fee plus meals and gas. You receive free product from the company. You can qualify for a company-paid elegant lunch.

Leadership Conference is held in January, in a southern city. This location changes each year. Approximate costs are about \$300 plus your transportation costs. You receive free product from the company. You can qualify for banquets and events.

Although it is not required, you will likely want to purchase a Director Suit. Cost for a jacket, skirt and blouse is approximately \$270. You can get a 20% discount if you order within a date range set by the uniform company. You can earn a jacket and skirt through the company's Star Consultant Program.

Suggested Sales Director Responsibilities

Your goals as a Sales Director are to identify women with whom you can work and empower them to be the best they can be. After you have recruited someone, the keys to successfully encouraging her to grow are loving, effective communication and a strong education/training program.

There are many ways to communicate and you will learn how to discern the best ways for your unit, as a whole, and for the individuals within your unit. Most of the following suggested responsibilities center around unit communications:

- Monthly or periodic newsletter or news flyer
- Coaching calls with individual consultants
- Postcards of encouragement
- Birthday cards
- Unit meetings
- Guest/customer events
- Consultant events
- New Consultant Education
- Welcome Packets and Inventory Packets
- Training Opportunities
- Postcards, letters, emails of announcements, events, info
- Motivational/Educational Hotline

None of these are required, they are suggestions. You will have systems, support, and ideas available to you from your Senior Sales Director and other Directors who have established best practices in all of these areas.

Time Commitment

Just as a consultant is self-employed, so is a Sales Director! Just as consultants have varying degrees of skills, commitment and success, so do Sales Directors. Sales Directors can choose how much they want to earn, increase their skill level when needed, and put in enough time to earn that level of compensation.

How much time does it take? It varies with every Sales Director. As a New Sales Director, you are encouraged to focus on your Consultant Business (serving customers) for about 80% of your work week and add the following Director Responsibilities (serving consultants) to the remaining 20%:

- New Consultant Education trainings
- Success/Sales Meetings
- Communication with Unit Members

As your unit grows in selling ability, team building ability, and size, you will decrease the time you spend on your Consultant Business and increase your Director Responsibilities.

Support Systems

- New Independent Sales Director Education Workshop in Dallas, TX
- Special classes at Seminar & Career Conference appropriate for your career level
- *Action Plan* for New Sales Directors
- Sales Director *Quarterly Planner*
- Quarterly Power Hour CD
- *Director's Memo*
- Mary Kay Desk Top Computer Software with Support
- Increased information on Mary Kay InTouch Website
- Annual Leadership Conference
- National Sales Director Area training, support, & newsletter throughout the year
- Exclusive Sales Director phone line to Mary Kay Corporate for support & resources
- Coaching calls & conference calls with me, other Sales Directors, and National Sales Directors
- Periodic Sales Director meetings with National Sales Director who will teach, mentor, & share
- Informal get-togethers with other Sales Directors to share with you & support/help you and your unit
- Senior Sales Director support – we have done it, so we can teach you!

Why I Chose to Offer This to You

Please make notes as I share.

Leadership Profile for Mary Kay Sales Directors in Qualification

	Always	Usually	Some-times	Seldom/ Never
Personal Characteristics				
Enthusiastic, Positive attitude				
Dependable				
Ethical				
Organized				
Persistent				
Sincere				
Honest, Has integrity				
Caring, Empathetic				
Self-confident				
Assertive				
Strong desire to learn				
Mature thinker				
Image				
Appears professional				
Sets the example				
Works well with consultants & directors				
Works well with her customers				
Accepts & uses constructive criticism				
Work habits				
Holds Skin Care Classes				
Works Full-circle				
Holds interviews				
Understands the above will continue throughout directorship				
Will to win				
Burning desire				
Leadership Qualities				
Sets work example for her team				
Attends unit functions				
Supports company programs				
Communicates well				
Good ability to listen				

So...What if You Try and Don't Complete the DIQ Process?

"Success is largely a matter of stumbling forward. We fail forward to success. It's a case of failing forward and getting up whenever you fall down and beginning again. Failure is an inevitable and necessary and useful part of being successful. Actually we learn more from failing than from succeeding, because failing impresses us with what we did not do, and it impresses us more memorably than succeeding." Mary Kay Ash

The DIQ Process is purposefully designed to be a growth period. You will learn so much along the way. You will develop and perfect many skills. You will become a master at booking, selling and sharing the Mary Kay opportunity. DIQ is a time when you grow in many areas such as organization, follow through, goal setting, time management, and how to work with many personalities.

You will also develop new Leadership Skills. You will learn more about how to communicate with your team members and sister consultants and directors, how to lead your team members, and how to help them develop gifts they have so they can reach their personal goals. Being a Sales Director means "Being a Leader."

Mary Kay Ash taught us *the best way to lovingly communicate with your team and unit members, is to remember they may be thinking this: "Hear and understand me. Even if you disagree, please don't make me wrong. Acknowledge the greatness within me. Remember to look for my loving intentions. Tell me the truth with compassion."*

DIQ for most of us is a walk of faith. It is learning to believe, even when you do not see. My prayer is that DIQ will strengthen your faith and that you will discover the greatness you were created for!

So, with all that being said, I would ask you, *"What do you have to lose?"*

Questions for You to Consider

- Based on this information, how would Directorship meet your needs and those of your family members?
- What qualities and skills do you have that would contribute to your success?
- What qualities and skills do you feel you might need to develop?
- What value do you see in the DIQ Process for yourself?
- What time do you have available for this journey?
- Would you like to complete the DIQ requirements in 1, 2, 3, or 4 months?
- Why would you want to be a Sales Director?
- Other questions:

What's Next?

Ask yourself the following questions:

- ◆ Do I have all the information I need to make a decision about becoming a Sales Director? Does my husband or significant other have all the information needed? If not make a list of all your questions.
- ◆ Have I shared this information with my family and do I have their support?
- ◆ Have I prayed and thought about my decision?
- ◆ Do I recognize the commitment I must have to this goal? Am I willing to do the work?
- ◆ Am I willing to work with my Sales Director?

If you have answered all these questions and are ready to start qualifying for Directorship, GREAT! You can begin right now!

If the time is not right for you, that's OK. I would ask you to contact me when you feel more committed. Remember, if in your heart you know Directorship is your dream; promise yourself you will not wait for the "perfect" time. You will always have "stuff" going on, other obligations, and you will always be busy. Don't try to orchestrate the perfect time to pursue Directorship. Just make a commitment to weave the DIQ process around all the "stuff" in your life. God will bless your efforts.

Getting Started: “10 and 40”

Sr. Cons.	1	1
4%		2
	2	3
		4
Red Jacket	3	5
		6
	4	7
		8
Team Leader	5	9
9 – 13%		10
	6	11
		12
	7	13
		14
	8	15
		16
	9	17
		18
DIQ	10	19
		20
		21
		22
		23
		24
		25
		26
		27
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		30
		31
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		39
		40

DIRECTIONS FOR 10 and 40 LIST

1. Review the list of 10 slots on the left side of the page. Note that you will build to DIQ by adding 1 personal team member, at a time, and move through the Career Path at your own pace. Think of approaching DIQ as a ladder in which you step up one rung at a time with each new team member. You get to the top of the ladder one rung at a time.
2. Move to the middle column numbered 1-40. Without any prejudging, make a list of all the NICE women you know:
 - Who are your current customers?
 - Who have you not interviewed?
 - Who do you know who are nice neighbors? List 3-5 names and numbers.
 - Who do you know who are nice friends? List 3-5 name and numbers.
 - Who do you know who are nice family members? List 3-5 names and numbers.
 - Who do you know who are nice church friends? List 3-5 names and numbers.
 - Who do you know who are nice co-workers or former co-workers? List 3-5 names and numbers.
 - Who do you know who are nice members of an organization you belong to or belonged to? List 3-5 named and numbers?
 - Who do you know who are nice moms of your children's friends? Preschool moms? Play group moms? PTO members? School volunteers? Teachers? List 3-5 names and number?
 - Who do you know who are nice members of your health club? Sport activity group? Kids' sports activity group(s)? Recreation group? List 3-5 names and numbers.
 - Who do you know who belongs on this list of nice women? Add their names and numbers.
3. After you have listed at least 40 names and numbers, go back and review the list. Without prejudging whether they would consider Mary Kay as a Career, place a Star next to the name of each person who has the financial ability or could get the financing to start their own business with \$3,000.
4. Without prejudging whether they would consider Mary Kay as a Career, place a Heart next to the name of each person who is a Natural Leader: she has friends, attracts women to herself, is charismatic, or is a leader with a sincere heart. Circle the ones who have never been a hostess. Some of these women may qualify in each area with a heart, star and circle.
5. Make a copy of this list and give it to your Director. Depending upon your goal(s) and experience level, she can use this list in various ways to help you start or restart your business.
6. Over the next 30 days we will interview all 40 of these women and/or follow-up with those who have already been interviewed. Also you should book a party ASAP everyone you circled.

HOW TO BE ON TARGET FOR YOUR CAR AND DIQ WITHIN 1 MONTH!

1. You start today with a decision to work!
2. Over the next 30 days, hold 8 Skin Care Classes with a minimum of 5 women over the age of 18 at each class! *(That is an average of 2 classes per week. Remember you must book 4 a week to hold 2 a week.)*
3. With your Sales Director, interview EVERY WOMAN YOU SHARE THIS PRODUCT WITH! That is a minimum of 40 interviews. This will give you 8-10 New Team Members.

WHAT IT CAN MEAN FOR YOUR FAMILY WHEN YOU DO THIS!

40 faces averaging \$100 per face is \$4000.00 in sales. Taking a profit using the 60/40 split is \$1600.00 PROFIT!

Plus,

10 New Team Members with an average new consultant order of \$1,000.00 = \$10,000.00 in Personal Team Production.
\$10,000.00 X 13% = \$1300.00 PROFIT!

(Plus an additional \$50.00 bonus for each new team member who begins with at least a \$600.00 wholesale order.)

MINIMUM CASH IN POCKET FOR YOUR FAMILY IS \$2,900.00

WHAT ARE YOU WAITING FOR?

Grand Achiever Program Details

Beauty Consultant Grand Achiever Program

Rewards

- Grand Achiever Career Car or Cash Compensation*
- Grand Achiever key chain presented at Seminar

On-Target

- Five or more active personal team members
- \$5,000 combined personal/team wholesale Section 1 production in a calendar month.
- You must be active.
- These requirements must be met each month to be considered on-target.

(A team member who is the spouse of an Independent Beauty Consultant/Independent Sales Director or a team member of one of your personal team members will not count toward Grand Achiever Program on-target qualification requirements, requalification requirements or maintenance requirements.)

Qualification

- You may qualify as a Grand Achiever in one, two, three or four months, based on when you achieve the following:
 - \$20,000 combined personal/team wholesale Section 1 production
 - 14 active personal team members
- You may contribute up to \$5,000 in personal wholesale Section 1 production toward the total \$20,000 requirement.
- Your team must contribute a minimum of \$15,000 wholesale Section 1 production toward the total \$20,000 requirement.
- You must have a minimum of \$5,000 combined personal/team wholesale Section 1 production each month of the qualification period while maintaining five or more active personal team members.
- You must be active.

NEW INDEPENDENT SALES DIRECTOR OATH

**BELIEVING THAT THE COMPANY IS BUILT ON THE CONCEPT OF THE
GOLDEN RULE,**

I SOLEMNLY PLEDGE TO UPHOLD AND PROJECT THE MARY KAY IMAGE.

I WILL ALWAYS CONDUCT MYSELF WITH DIGNITY.

I WILL BE THE ESSENCE OF DEPENDABILITY,

HONORING ALL THE COMMITMENTS THAT I MAKE.

I WILL UPHOLD AND SUPPORT MY SISTER SALES DIRECTORS

IN THE DAILY PRACTICE OF THE GOLDEN RULE,

TO DO UNTO OTHERS AS I WOULD HAVE THEM DO UNTO ME.

I SHALL ALWAYS STRIVE FOR A POSITIVE ATTITUDE,

A CLEAN SPIRIT AND A WARM HEART,

SETTING THE EXAMPLE FOR OTHERS TO FOLLOW,

**AND DEDICATING MYSELF TO PERPETUATING THE TRUE MARY KAY GO-
GIVE SPIRIT AND ENRICHING WOMEN'S LIVES.**

THIS I PLEDGE AS A MARY KAY INDEPENDENT SALES DIRECTOR.

Those of us at the Pearl Seminar had the pleasure of seeing this godly woman debut on-stage as an NSD! We are truly blessed to have Mary Pat Raynor in a top leadership position in our company, passing on her wisdom, so that those of us following her can "step from her shoulders." I promise you will find something for yourself in this message.

Original Message From: Mary Pat Raynor
Wednesday, August 06, 2003

Ohhhh, This IS the day the Lord has made, We will rejoice and be glad in it!! A little paraphrasing, here, but the energy transmitted in our area through phone calls, emails, and victory shouts is outrageously wonderful! I am one blessed woman! Am I excited or what?! This is Result Month. This is the month where you will see the fruits of your labor. Your fields are full to overflowing and God is ready and willing to dispense His very best blessings reserved in YOUR name.

I recently hired a personal trainer and working with him has been encouraging and motivating. Two weeks ago when I received my program, I asked him how quickly I would see REAL results. He didn't hesitate and, with a matter of fact tone, stated that I would really like what I see by Christmas. CHRISTMAS!!!??@#\$\$?!?!

Knowing my personality, you understand that I want results and I want them yesterday. As I attempted to bring my eyes back to normal size, I realized that the same holds true with every facet of life. Sowing, reaping, and more sowing and reaping.

We cannot expect to be On-target for a Mary Kay Career Car bringing 2 guests to a meeting or booking 1 class. We have to sow with a HUGE harvest in mind. The farmer plants millions of seeds expecting a full harvest. It would be comical to stand in the middle of a field after sprinkling a handful of seeds and question the fullness of a harvest. Just as I am committed to my program 4-5 times each and every week, rain, snow, sleet, sun, regardless of my emotional state, so you must be committed to your business.

I was talking with another National Sales Director, last night, and we were reminiscing about our earlier building years. A theme of our attitude was, "Whatever it Takes." We were willing to walk up the stairs one hundred and a jillion times, toting our bags, with a smile on our face, never knowing if the prospect would even answer her door. We were willing to ask 10 people to come as guests realizing that "life happens" and we could not control the number showing up, but we could control the number we asked.

Want overflow? Over ask, over book, coach like a champion. Take every aspect seriously. Become a master at the basics of the business. This business is so simple but it is not always easy. Be willing to inconvenience yourself for the sake of growth. IT IS SO WORTH IT! The world is run by people who don't "feel like it." No other area in your life will reveal your discipline more than your ability to conquer your mood swings and to rely heavily upon your expectations.

Line your expectations up with what you hope to become. This is the key that will unlock your miracles. We are taught in the Word that "you do not have, because you do not ask." (James 4:2) Most of the time you ask not because you expect not. Increase your expectations and your asking will increase with boldness.

Whatever it Takes, Ask with Boldness, Increase your expectations, Become a master of the basics, Sow with a huge harvest in mind. Don't wait for everything to be "OK" in your personal life ... it won't ever be. If you are pointing to "circumstances" as the reason why you are NOT moving ahead, or haven't moved ahead, you are only deceiving yourself. A perfect scripture for our business is from Colossians. We studied "passion" yesterday in Drs' bible. "And whatever you do, do it heartily, as to the Lord and not to men, knowing that from the Lord you will receive the reward of the inheritance; for you serve the Lord Christ."

You have probably heard the popular slogan, Carpe Diem. It is the Latin phrase, "Seize the day". It is not bad advice at all, but seizing the day without seizing the Source of the day is like grabbing for air. Instead of Carpe Diem, try Carpe Deum, "Seize God," and don't let go! He alone is the source of true passion for all you do in life.

Know that I am praying your victory in!

Mary Pat Raynor, National Sales Director