

# Honey B Achievers

God first . Family Second . Career Third !

JANUARY NEWSLETTER WITH DECEMBER RESULTS



## Queen of Wholesale



Karin  
Gagner

## Proud Reds



Dawn  
Roth



Terri  
Muskevitsch



## Powered By Pink DECEMBER Winners



Karin  
Gagner



Shirley  
"Honey"



Who will be  
next?



Who will be  
next?



Who will be  
next?

In business we're taught that time is money. But when it comes to being with our families, we can't place a dollar amount on an hour. Just as you make a daily list of your work priorities, make another list of the most important things you want to do with your family. Include things you want to do during the time you spend with them each night and each weekend.  
~ Mary Kay Ash



## Quarter 2 Star Winners



Karin  
Gagner  
Sapphire



Shirley  
"Honey"  
Sapphire



# Shooting for the STARS!

Top in Sales  
Company Court of Sales



**Karin Gagner**



**Dawn Roth**



**Kim Karls**

## Consultant

- 1 Karin Gagner
- 2 Dawn Roth
- 3 Kim Karls
- 4 Katherine Batzler
- 5 Marge Tennie
- 6 Noelle Kachinsky
- 7 Joyce Schroeder
- 8 Alyssa Lemke
- 9 Tracy VanGroll
- 10 Stacy Van Handel

## YTD Retail

- \$9,026
- \$5,444
- \$3,190
- \$3,114
- \$2,574
- \$2,352
- \$2,234
- \$2,204
- \$1,958
- \$1,846

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

Share this Career Opportunity with everyone  
you facial!

## Team Building Consistency Challenge



Power Up Your Team-Building!  
When you achieve the  
*Powered by Pink Power Up Your  
Team-Building* Consistency Challenge  
from January through March 2022, you  
are eligible to earn a gorgeous  
three-strand golden chain and pink  
pearl bracelet specially designed by  
R.J. Graziano!

[Click here for Details](#)

## 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



# February Celebrations



## Happy Birthday!

Joyce Schroeder	1 February
BryAnn Roth	6 February
Karla Hauser	9 February
Lynn Boughton	11 February
Mindy Bell	15 February
Susan Walbrun	18 February
Diane Kohl	25 February

## Happy Anniversary!

Pat Verbrick	41
Jan VanDeKreeke	29
AmyJo Christianson	26
BryAnn Roth	19
Kelly Ufi	18
Lisa Schmitz	17
Mary Pfeiffer	8

## Look Who Invested

🎉 Karin Gagner	\$619.00
Erica Rohrer	\$371.00
Debra Rewalt	\$365.50
Lisa Schmitz	\$336.00
Joyce Schroeder	\$286.50
Shawn Christenson	\$259.50
Shari Mason	\$248.50
Kelly Nicole	\$239.70
Diane Kohl	\$239.50

Fran Seidl	\$238.00
Kathy Toonen	\$238.00
Pat Verbrick	\$232.50
Tricia Lopas	\$231.50
Lisa Norwick	\$230.38
Vicki Boor	\$229.00
Alyssa Lemke	\$227.00
Lori Lynch	\$225.00



## Fall Consistency Challenge Winners

Tracy VanGroll	\$168.50
Terri Muskevitsch	\$128.00
Cheryl Julian	\$ 95.00
Stacy Van Handel	\$ 94.50
Ellen Schabow	\$ 70.50
Nichole Hunter	\$ 70.00
Jeanette Newhouse	\$ 34.50
🎉 Shirley "Honey"	\$619.50

## Start Up Options Extended



Just in time for the new *Power Up Your Team-Building* Consistency Challenge, the popular startup options have been extended through June 30, 2022, to offer the flexibility to choose how to start a Mary Kay business.

[Click here for Details](#)

## Price Changes

The impact caused by the pandemic, including supply shortages, transportation issues, and rising costs of ingredients, has led to many companies adjusting their prices. Beginning Feb. 16, Mary Kay must also change the prices on a number of products, as well as shipping fees.

Remember that you offer more than just amazing products – you provide Golden Rule Service and an unparalleled opportunity that traditional retailers can't compete with.

[FAQ Sheet](#)

[Products w/ price changes](#)





# steppin' up the Ladder



## Senior Consultant

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

*Beth Bender*  
*Phyllis Callaway*  
*Shawn Christenson*  
*Dawn Deltour*  
*Diane Kohl*  
*Kathleen Kothbauer*  
*Lori Lynch*  
*Shari Mason*  
*Ellen Schabow*  
*Pat Verbrick*



## Star Team Builder

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



## 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



**Team Leader**  
*Terri Muskevitch*  
*Dawn Roth*

## 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



*Shirley "Honey"*



## Career Conference Dates

Week 1: March 18-19, 20-21

Week 2: March 25-26, 27-28

Wk 1 Registration - Feb. 2

Wk 2 Registration - Feb. 3

MARY KAY™  
**CAREER  
CONFERENCE**  
2022

Register without canceling and  
receive \$40 Retail towards an order

[Click here for Details](#)



**Courage** is the triumph of heart and **action** over thought. To be **courageous** is to take determined action, not *without fear*, but **despite** it.

- Tal Cur -



Direct Mail  
could mean  
Direct Sales for  
YOU!



*Spring*  
PREFERRED CUSTOMER PROGRAM

- Enrollment Deadline - Jan 17
- Mails Feb 9 – Arrives in 7 to 10 business days
- Only \$.70 per name

Enroll Now

# a note from *Shirley "Honey"*

Happy New Year to my AMAZING unit. I am so proud of each of you. Thank you for helping our unit grow. We have so much to be grateful for and the blessings in our lives. Thanking God for you!

The New Year is a new beginning as we move forward with purpose and passion, I want you to be thinking of a word. Have you ever chosen a WORD for the year? I did as I prayed (well with God's guidance). It helps me stay focused on improving myself instead of just making resolutions I won't keep. This is my word for 2022. Joy. I am reading a book called the 4:8 principle along with the Bible and other books. The 4:8 principle (The secret to a joy filled life) In Philippians 4:8 the apostle Paul challenges us to seek out and dwell on the positives in our lives. When used as a filter, This New Testament verse is the true secret to vibrant health, satisfying relationships, and lasting fulfillment. This is a great reminder for me.

Philippians 4:8 finally, brothers and sisters, whatever is true, whatever is noble, whatever is right, whatever is pure, whatever is lovely, whatever is admirable if anything is excellent or praiseworthy - think about such things.

Being joyful does not mean my life is perfect. Doesn't mean it is great. What it does mean is that I trust and believe God has great plans for my life regardless what's happening in my life right now. Joy is deeply entrenched, unshakable belief, the result of sustained right thinking and dwelling on the nature and character of God.

We are now 6 months into the Seminar year and with 6 Power Packed months left to finish, now is the perfect time to reflect on both your personal and your business goals.

Here's a quick customer service idea: Reach out with a New Year's greeting and a "Skincare Check-In". Let them know you're booking "Sweet Treat Pampering" sessions for Valentine's and you would love to send them a sample pack. Timewise 3D samples in Normal/Dry or Combination/Oily plus the Hydrating Gel Mask or Charcoal mask make quick and easy gift samples.

As you spend time reflecting, remember each new day is an opportunity for a new beginning. Each new day is a gift from God. You are a blessing in my life. Proud to be your friend. Live a best life ever. Who you are makes a difference. I believe in you. I'm looking forward to connecting with you all in the New Year! Do you want more in your business?

God's riches blessings for a lifetime. May love peace and joy be your gift and blessing all year and beyond. I can do all things through Christ who strengthens me. Philippians 4:13

Let me know your word for the year !!! ❤️

Love, heart ❤️ and prayers  
Shirley Honey  
Ind Mary Kay Sr Sales Director

*Shirley "Honey"*





# Goal Setting



"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.

## Why Set Goals?

- When goals are set, things happen!
- Goals make you feel good about yourself and provide attitude adjustments.
- Goals establish self-discipline, motivation, good habits and patterns to follow.
- Goals give you direction and purpose, and take you where you want to go.
- A goal will stop others from controlling your life.

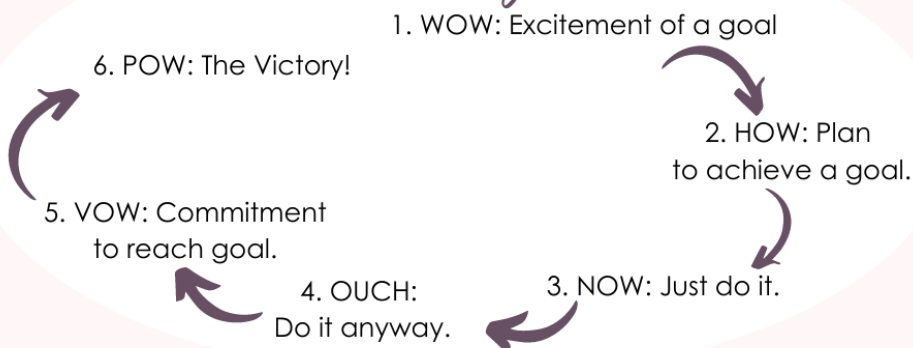
## Setting a goal:

1. Decide exactly what you want - be very specific.
2. Aim high - you should have "butterflies." Stretch your limits.
3. Create visuals. The subconscious mind accepts all information as fact & cannot distinguish between what is real and what is imagined & believed.
4. Involve family members. Find out what's in it for them.
5. Pick someone to emulate.
6. Define where you are and where you need to be.
7. Determine what you are capable of in a day, a week, a month & year.
8. Write your goals in detail & talk about them with appropriate people.
9. Focus on your goal daily. If a goal is not focused on for three days, it's as if it never existed.
10. See goals as if they had already happened.
11. Keep your FOCUS. (Follow One Course Until Successful.)
12. Quitting is not an option.
13. Set another goal immediately upon reaching a goal.

## Goals Can Be Negative if:

1. They are too big.
2. They are out of your sphere of interest.
3. You believe luck is necessary to achieve it.
4. You set your goal by comparing yourself with others' accomplishments.
5. You are doing it for someone else.

## The Goal Cycle:



## Reasons Most People Do Not Set Goals:

1. They are not sold on the benefits.
2. They feel it's safer not to.
3. They fear commitment, failure or success.
4. They have a poor attitude or focus.
5. They don't want to work.



# Results You Can Expect

This is a guideline based on **averages**, and individual results will of vary based on your individual time and effort. Nothing is guaranteed, but if you put in the **Activity** outlined below, it is reasonable to expect the **Results** shown below.

- The number of Guests at your Parties will range from 3-6, with the average being 4 guests
- Average Sales are \$175 per class
- Average reorder per customer is \$157 per year
- We retain 85% of our customers
- Interview 2 people from each class
- 1 out of every 4 interviewed will join your team

	5 classes/week or 20/month	4 classes/week or 16/month	3 classes/week or 12/month	2 classes/week or 8/month	1 classes/week or 4/month
<b>Time Involved</b>	15-20 hrs/week	10-15 hrs/week	6-8 hrs/week	4-6 hrs/week	2-3 hrs/week
<b>Weekly Sales</b>	$\$175 \times 5 = \$875$	$\$175 \times 4 = \$700$	$\$175 \times 3 = \$525$	$\$175 \times 2 = \$350$	$\$175 \times 1 = \$175$
<b>Annual New Sales</b>	$\$875 \times 50 = \$43,750$	$\$700 \times 50 = \$35,000$	$\$525 \times 50 = \$26,250$	$\$350 \times 50 = \$14,500$	$\$175 \times 50 = \$8,750$
<b>Total Weekly Customers</b>	5 classes x 4 guests = 20 customers/ week	4 classes x 4 guests = 16 customers/ week	3 classes x 4 guests = 12 customers/ week	2 classes x 4 guests = 8 customers/ week	1 classes x 4 guests = 4 customers/ week
<b>Annual Reorder Amount</b>	425 customers x \$157 reorder = \$66,725 annually	340 customers x \$157 reorder = \$53,380 annually	255 customers x \$157 reorder = \$40,035 annually	170 customers x \$157 reorder = \$26,690 annually	85 customers x \$157 reorder = \$13,345 annually
<b>Total Annual Retail Sales</b>	\$110,475/year	\$88,380/year	annually \$66,285/year	\$44,190/year	\$22,095/year
<b>Your Total Annual Profit</b>	\$55,237 & Queen's Court of Sales	\$44,190 & Queen's Court of Sales	\$33,142 & Princess Court of Sales	\$22,095 & Princess Court of Sales	\$11,047 profit for 2 hours/week
<b>Interview 2 at each class =</b>	10 interviews/week= 2.5 team members/week <b>10 team members/month</b>	8 interviews/week= 2 team members/week <b>8 team members/month</b>	6 interviews/week= 1.5 team members/week <b>6 team members/month</b>	4 interviews/week= 1 team members/week <b>4 team members/month</b>	2 interviews/week= .5 team members/week <b>2 team members/month</b>
<b>After 1 month you will...</b>	Be a DIQ & earn a Car!	Be an ETL & earn a Car!	Be a Team Leader!	Be a Star Team Builder!	Be a Senior Consultant!

# Honey B Achievers

## God first , Family Second , Career Third !



Shirley "Honey"

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920.540.2794

## ♥ important dates

- Jan 1** - New Year's Day - Postal Holiday
- Jan 16-19** - Leadership Conference
- Jan 17** - 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 2** - Reg opens for 1st week of CC
- Feb 3** - Reg opens for 2nd week of CC
- 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



POWER UP YOUR

*knowledge!*



When you order \$600+ whsl in January, you will receive this beautiful  
**NECKLACE**  
from the *Powered by Pink* Collection.

POWER UP YOUR

*enthusiasm!*



Earn the Spring Consistency Challenge  
**BRACELET**  
when you achieve the *Powered by Pink* Challenge each month, January through June 2022.