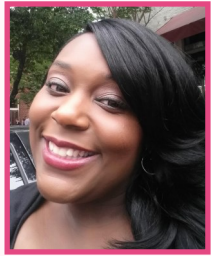


# The Soaring Sensations

FEBRUARY NEWSLETTER WITH JANUARY RESULTS



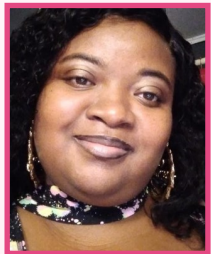
## Proud Reds



Shelita Carter  
STB



Darrow Riley  
STB



Julia Rickenbacker  
STB



## Powered By Pink JANUARY Winners



Julia Rickenbacker



Sonja Bennett-Bellamy



Powered by Pink

## Queen of Wholesale



Julia Rickenbacker

## Silver Medal



Emily Poole



## Quarter 3 On-Target Stars



Name	Contest Credit	Sapphire	Ruby	Diamond	Emerald	Pearl
Sonja Bennett-Bellamy	\$ 600.00	\$1,200.00	\$1,800.00	\$2,400.00	\$3,000.00	\$4,200.00
Julia Rickenbacker	\$ 600.00	\$1,200.00	\$1,800.00	\$2,400.00	\$3,000.00	\$4,200.00
Emily Poole	\$ 306.00	\$1,494.00	\$2,094.00	\$2,694.00	\$3,294.00	\$4,494.00

Surround yourself with people who are achieving success and emulate them. Analyze and seek their counsel. Standards of excellence should affect every area of our lives.

~ Mary Kay Ash

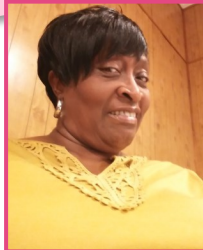
# Shooting for the STARS!

Top in Sales

Company Court of Sales



Julia Rickenbacker



Darrow Riley



Benjamin Abraham

Consultant

YTD Retail

Julia Rickenbacker	\$ 9,408.00
Darrow Riley	\$ 3,631.00
Benjamin Abraham	\$ 3,045.00
Sharon Robinson	\$ 2,451.00
Terri Abraham	\$ 2,291.50
Joslyn DiPasalegne	\$ 1,997.00
Ivy Nance	\$ 1,939.00
Erica Simmons	\$ 1,933.00
Shondra Abraham	\$ 1,910.00
Miranda Benjamin	\$ 1,907.00

Top in Sharing

Company Court of Sharing



Darrow Riley

Build deep and wide  
for long term  
*success*

Recruiter

New Team Members

YTD Comm

Darrow Riley	1	\$54.23
Sonja Bennett-Bellamy	4	\$237.78

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

# March Celebrations

## Happy Birthday!

Name	Birth Date
Itiya Latine	4 March
Benjamin Wilson	4 March
Dominique Walker	7 March
Breanna Johnson	16 March
Omora Parker	24 March
Reuby Benson	25 March
Tatiana Shuler	26 March
Tina Tyus-Shaw	27 March
Veretta Abraham	28 March
Phyllis Nance-Webb	28 March
Shelita Carter	30 March

## Happy Anniversary!

Name	Years
Joslyn DiPasalegne	4
Vanessa Hickmon	3
Mena Lewis	1

## Look Who Invested

 ON-TARGET for Spring Consistency

 Julia Rickenbacker	\$600.00
Emily Poole	\$306.00
Miranda Benjamin	\$284.00
Ivy Nance	\$253.00
Darrow Riley	\$243.00
Yvette Jones	\$233.00
Shelita Carter	\$231.00
Erica Rousseau	\$226.00
Joslyn DiPasalegne	\$225.50
Lula Gidron	\$225.50
Elissa Latham	\$225.50
Reuby Benson	\$225.00
Kiresten Branch	\$225.00
Ernestine Haigler	\$225.00
Shaquetta Pelzer	\$225.00
 Sonja Bennett-Bellamy	\$600.00

## Love Checks

Sonja Bennett-Bellamy	13%	\$ 190.91
<b>(does not include unit commissions &amp; bonuses)</b>		
Darrow Riley	6%	\$ 66.57
Julia Rickenbacker	6%	\$ 40.53
Kiresten Branch	4%	\$ 9.24
Shelita Carter	4%	\$ 9.00

## Sample Pack Promo: Feb 1-28






Mary Kay is more fun with friends!! Now, when you grab your gal pals and build your team, they have an even BETTER deal when starting their new business! The Sample Pack Add-on has been discounted this month so they can get all of those goodies for an even lower cost! Check out the details on InTouch and share the news with your potential team members!

[Click here for Details](#)

**FEBRUARY SPECIAL DEALS**

**Buy \$50. Get 1 item 50% OFF**

<b>\$32-70</b>	<b>\$16-18</b>	<b>\$13</b>
		
FRAGRANCE!	LIP COLORS!	PINK CLAY MASK!

*Love is in the Air!*

LOVE on your customers! This is a simple way to boost sales and encourage your customers to try something new? They might LOVE the Pink Clay Mask, or a little something special to use on Valentine's Day!

[Download](#)

New Independent Sales Directors who debut August 2021 through July 2022, along with their Senior Sales Directors, will be invited to an exclusive mingle at Seminar 2022.

[Details](#)





# steppin' up the Ladder



## Senior Consultant

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

Kiresten Branch  
Elissa Latham



## Star Team Builder

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

Shelita Carter  
Julia Rickenbacker  
Darrow Riley



## 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



Sonja Bennett-Bellamy

WATCH CAREER CONFERENCE VIDEO



25 CITIES



Week 1: March 18  
Week 2: March 25

Register Now

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

# a note from

Sonja

If you want to  
**SOAR** in LIFE,  
you must first

learn to

**F.L.Y.**

*(First Love Yourself)*

- Mark Sterling -

February is the month of LOVE! What better time to think about why you love your MK business and some of the ways to continue to feed that love.

If you've ever planted a garden or known someone who has, you know this is the time of year for daydreaming of spring blooms and putting planting plans into action. 6 weeks before the last frost, after months of planning, it's time to take action. If you want a full garden with many plants to harvest, that means taking the time to plan and tend to your garden.

Here are some tips for planning your Mary Kay garden:

**NUTRIENTS** - Grow a solid foundation by attending Career Conference or taking advantage of online training and tutorials offered through Mary Kay.

**LIGHT** - Keeping STAR Consultant status as one of your first goals is going to help you reach all your other goals.

**WATER** - Be sure to continually water the seeds you plant by taking advantage of online training and conferences offered by Mary Kay.

**AIR** - Share the career opportunity with others so they can make a difference in their family's lives.

**SPACE TO GROW** - In Mary Kay there are no territories and no quotas giving you the space to grow your business.

Career Conference is a great way to invest in your garden. The return on your investment can be HUGE! The registration fee is \$110, and you will receive an exclusive Career Conference product collection valued at over \$40 retail in your wholesale order. Learn from the top in the company and go home filled with excitement and enthusiasm.

**FOCUSED** planting and **CONSISTENT** nurturing will help you reach your goals this Seminar year. I cannot wait to see you cross the Seminar Stage celebrating your achievements!

With Love and Excitement,

Sonja

Go check out our website and see all that is there for you!



Listen to Dentra Henry, a sales director who earned her PINK CADILLAC within 6 months of starting her business. Learn how to start developing your own teams and move along the career path to Red and beyond.



Click here to  
**WATCH**



Welcome

New  
Consultants

Name	Recruiter Name
Omora Parker	Emily T. Poole
Raheem Poole	Emily T. Poole
Tarra Rogers	Emily T. Poole
Exeria Tharrington	Emily T. Poole
Pamela Stevenson	Sonja A. Bennett-Bellamy



**\$18**

NEW! Mary Kay®  
Supreme Hydrating Lipstick



**\$18**

NEW! Limited-Edition†  
Mary Kay® Masking Minis



**\$4**

NEW! Special-Edition† Mary  
Kay® Skin Care Sidekick Set

# SPRING 2022 • NEW PRODUCTS



**\$38**  
EACH

NEW! Mary Kay Clinical Solutions®  
HA + Ceramide Hydrator and  
C + Resveratrol Line-Reducer



**\$14**  
SET OF 3

NEW! Limited-Edition†  
Mary Kay® Hand Cream Minis



NEW! Limited-Edition\*  
Gift With Purchase

*Pink*  
SUCCESS



# 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.

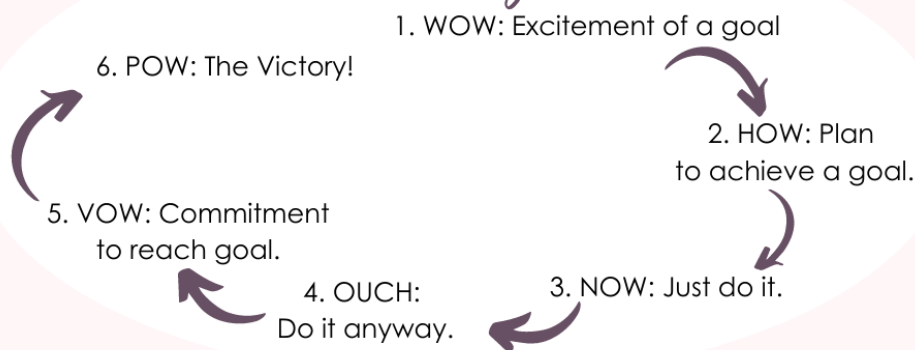
## Setting a goal:

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!

## 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

## The Soaring Sensations Unit



**Sonja Bennett-Bellamy**

4508 Kenning Park Drive  
Raleigh, NC 27616  
803-347-1922  
[www.sonjabennettbellamy.com](http://www.sonjabennettbellamy.com)



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



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