



# The Soaring Sensations

JANUARY NEWSLETTER WITH DECEMBER RESULTS

## QUEEN OF WHOLESale



Leslie Greene



## POWER UP December Achiever



Leslie Greene



Who will it be?



Who will it be?

## PROUD RED



Leslie Greene  
DIQ

## QUARTER 2 STAR



Leslie Greene  
DIAMOND



## WELCOME NEW CONSULTANTS

**Endres Holt**

Sponsored by Leslie Greene

**Ericka Dennis**

Sponsored by Leslie Greene

## ★ Quarter 3 On-Target Stars ★

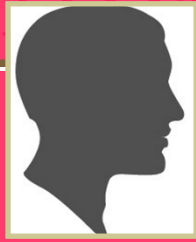
Name	WhSL\$+TB*	Sapphire	Ruby	Diamond	Emerald	Pearl
Sonja Bennett	\$639.00	\$1,161.00	\$1,761.00	\$2,361.00	\$2,961.00	\$4,161.00
Endres Holt	\$624.00	\$1,176.00	\$1,776.00	\$2,376.00	\$2,976.00	\$4,176.00
Ericka Dennis	\$604.00	\$1,196.00	\$1,796.00	\$2,396.00	\$2,996.00	\$4,196.00
Tracy Norfleet	\$573.00	\$1,227.00	\$1,827.00	\$2,427.00	\$3,027.00	\$4,227.00
Cheryl Meade	\$572.00	\$1,228.00	\$1,828.00	\$2,428.00	\$3,028.00	\$4,228.00
Amber Greene	\$507.20	\$1,292.80	\$1,892.80	\$2,492.80	\$3,092.80	\$4,292.80
Amirah Greene	\$398.00	\$1,402.00	\$2,002.00	\$2,602.00	\$3,202.00	\$4,402.00
Leslie Greene	\$370.00	\$1,430.00	\$2,030.00	\$2,630.00	\$3,230.00	\$4,430.00
Cheryl Lyons	\$277.50	\$1,522.50	\$2,122.50	\$2,722.50	\$3,322.50	\$4,522.50
Tracey Hayward-Ferguson	\$233.00	\$1,567.00	\$2,167.00	\$2,767.00	\$3,367.00	\$4,567.00
Leandra Hayes-Burgess	\$230.00	\$1,570.00	\$2,170.00	\$2,770.00	\$3,370.00	\$4,570.00
Marilyn Woody	\$227.50	\$1,572.50	\$2,172.50	\$2,772.50	\$3,372.50	\$4,572.50

# Shooting for the Stars!

TOP IN SALES  
COMPANY COURT OF SALES



Leslie Greene



Greg Greene



Ivy Nance

## CONSULTANT

Leslie Greene

Greg Greene

Ivy Nance

Lawrence Fennell

Amber Greene

Tracy Norfleet

Carolyn Livingston

Lawrence Fennell Jr

Lisa Leach

Amirah Greene

## YTD RETAIL

\$6,749.00

\$2,715.00

\$2,620.00

\$2,496.00

\$1,960.00

\$1,882.00

\$1,826.00

\$1,784.00

\$1,764.00

\$1,700.00

## 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

## WRINKLE CREAM SHOWDOWN

### WHICH WRINKLE REGIMEN IS RIGHT FOR YOU?



Wrinkle Cream Showdown! We have an incredible lineup of products to help smooth, hydrate, and target those fine lines and wrinkles. But which cream is right for your customers?

Use this wrinkle cream comparison chart as your go-to tool to help customers find their perfect match!

Pro Tip: Save this chart on your phone or print a copy for your next skincare appointment. Highlight key benefits and let customers see how Mary Kay has a solution for everyone!

Details



# Celebrating You!

## FEBRUARY BIRTHDAYS

CONSULTANT	DATE
Ericka Dennis	2
Amirah Greene	6
Greg Greene	12
Shamyra Bellamy	19
Lawrence Fennell	24
Tracey Hayward-Ferguson	26

## LOVE CHECKS

Leslie Greene 13% \$428.90



MARY KAY SKIN CARE  
*Selling Challenge*

## LOOK WHO INVESTED

Leslie Greene	\$706.50	Amber Greene	\$507.20	Joslyn DiPasalegne	\$228.00
Endres Holt	\$624.00	Amirah Greene	\$398.00	Marilyn Woody	\$227.50
Ericka Dennis	\$604.00	Cheryl Lyons	\$277.50	Carolyn Livingston	\$226.00
Tracy Norfleet	\$594.00	Tracey Hayward-Ferguson	\$233.00	Sonja Bennett	\$639.00
Cheryl Meade	\$572.00	Leandra Hayes-Burgess	\$230.00		

## KICKSTART YOUR SUCCESS IN JANUARY!



Set Your Goals & Plan  
Your Month



Reconnect & Share  
Excitement



Focus on  
Consistency

It's a brand-new year and a fresh start for your Mary Kay business!

Here are 3 tips to set your January up for success!

Remember: What you do in January sets the tone for your 2025 success. What's one goal you're focusing on this month?



# Steppin' Up The Ladder



## SENIOR CONSULTANT

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



## 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  
5% Second -Tier Team Commission (Elite/DIQ)

Leslie Greene-DIQ

## DIRECTOR

4, 9, or 13% Personal Commissions  
9, 13 or 23% Unit Commissions  
\$100 Team Building Bonuses  
Unit Bonuses  
Earn use of Career Car/  
Cash Compensation



Sonja Bennett

Give your skin the attention it deserves. Add more color to your look.  
I can help you achieve all of your skin care resolutions in 2025!



## NEW YEAR, NEW YOU PARTY

Hosting a New Year, New You Party is a great way to reconnect with your customers, celebrate the start of 2025, and help them feel beautiful and confident!

### Script Idea to Reach Out to Customers:

"Hi [Name]! I'm so excited about starting 2025 with YOU! I'm offering New Year, New You parties this month, where we'll focus on fresh skincare, gorgeous makeup updates, and fun self-care tips to start the year glowing and confident. Would you like to grab a few friends and join the fun? I'd love to set up a time that works for you!"



# A BEAUTY BRIEFING WITH Sonja



Enroll

## Spring PCP closes January 17th!

Enroll your customers to receive the stunning spring Look Book with a sample—keeping you top of mind while they enjoy a sneak peek!

**BONUS:** Early enrollment unlocks first access to new spring products. Share the beauty first!

The secret of  
getting  
ahead  
is getting  
**STARTED.**  
~ Mark Twain

Happy New Year!!

Welcome to the second half of the Mary Kay Year. This is a wonderful time to reflect on your personal growth, as well as your business goals. Consider what has been working well and what areas you would like to improve.

Here are a few things to ponder as we kick start the new year.

- Where do I see myself at the end of the month/quarter/year?
- How do my goals match my vision?
- Do my actions align with my goals?
- What actions can I take to renew my commitment to my customers?
- What steps do I need to take for my business to thrive?

Take time for yourself to renew and rejuvenate. You are the curator of your business. Dare to dream and believe that through hard work and dedication, you CAN achieve!

Reminder, I am here for you to help put your plans into action. I am looking forward to connecting with you in the new year!

Love and Belief,

Sonja

## JAN. CHALLENGE

Start the new year strong with the Power UP & Party Challenge!



Place a \$1,000 wholesale Section 1 order and earn a beautiful Mary Kay-branded vanity mirror with tray. This reward is perfect for adding a touch of elegance to your space or gifting to hostesses to elevate their party experience.

Remember, the reward is first-come, first-served, so act fast to secure yours before supplies run out.

Start planning now to Power UP your parties and start 2025 with style!

# Daily Action Sheet

Weekly Goal:

Date: \_\_\_\_\_

## 6 Most Important Things:

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_
- 4 \_\_\_\_\_
- 5 \_\_\_\_\_
- 6 \_\_\_\_\_



## Call 5 Customers for reorders & referrals

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_
- 4 \_\_\_\_\_
- 5 \_\_\_\_\_

## Call 5 Potential Hostesses

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_
- 4 \_\_\_\_\_
- 5 \_\_\_\_\_



## Call 5 Team Members

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_
- 4 \_\_\_\_\_
- 5 \_\_\_\_\_

## Write 3 Thank-You Notes

Hostess, Team Member, Sharing Apts

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_

## Call 5 Potential Team Members

Book Sharing Appointments

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_
- 4 \_\_\_\_\_
- 5 \_\_\_\_\_

## Errands for the Day (non-MK)

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_
- 4 \_\_\_\_\_
- 5 \_\_\_\_\_

# 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?"

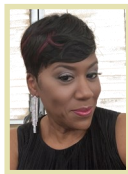
Schwab agreed, so Lee spent 15 minutes with executives from the struggling young steel company and asked them to complete a single task. Every evening for the next three months, each executive was to make a list of the six most important things he had to do the next day. Finally, the executive was to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

## The Soaring Sensations



## Sonja Bennett

4508 Kenning Park Drive

Raleigh, NC 27616

803-347-1922

[www.sonjabennettbellamy.com](http://www.sonjabennettbellamy.com)

## important dates

**Jan 1** - New Year's Day

**Jan 6** - Leadership Conference

**Jan 17** - Spring PCP enrollment ends

**Jan 20** - Martin Luther King Jr. Day

**Jan 30** - Last day to place telephone orders

**Jan 31** - Last day to place on-line orders

**Feb 7** - Spring Look Book begins mailing

**Feb 14** - Valentine's Day

**Feb 27** - Last day to place telephone orders

**Feb 28** - Last day to place on-line orders



When you order \$700+ whsl in  
JANUARY, you will receive this  
**MK BRANDED GARDENING SET**  
from the *Power Your Sales* Collection.



Earn the Year Long Consistency Challenge  
**MK CALENDAR WITH QUOTES**  
when you achieve the *Power Your Sales*  
Challenges each month,  
July 2024 through June 2025.