



The Soaring Sensations

MARCH NEWSLETTER WITH FEBRUARY RESULTS

QUEEN OF WHOLESALE



Amaria Thomas



POWER UP February Achievers



Amaria Thomas



This could be YOU



This could be YOU

APRIL BIRTHDAYS

CONSULTANT	DATE
Joslyn DiPasalegne	2
Ivy Nance	30

LOOK WHO INVESTED

Amaria Thomas	\$700.00	Desirae Gause	\$232.00
Darrow Riley	\$268.00	Miranda Benjamin	\$229.00
Holly Hamlin	\$266.50	Carolyn Livingston	\$226.00
Cheryl Lyons	\$243.50	Sonja Bennett	\$281.00
Wanda Pettiford	\$236.50		

★ Quarter 3 On-Target Stars ★

Name	Whsl\$+TB*	Sapphire	Ruby	Diamond	Emerald	Pearl
Sonja Bennett	\$1,148.00	\$652.00	\$1,252.00	\$1,852.00	\$2,452.00	\$3,652.00
Amaria Thomas	\$700.00	\$1,100.00	\$1,700.00	\$2,300.00	\$2,900.00	\$4,100.00



Shooting for the Stars!

TOP IN SALES COMPANY COURT OF SALES



Carolyn Livingston



Ivy Nance



Joslyn DiPasalegne

CONSULTANT

Carolyn Livingston

Ivy Nance

Joslyn DiPasalegne

Cheryl Lyons

Wanda Pettiford

Amaria Thomas

Darrow Riley

Sharon Robinson

Shamyra Bellamy

Janet Knox

YTD RETAIL

\$2,734.00

\$2,620.00

\$2,055.00

\$1,817.00

\$1,797.00

\$1,594.00

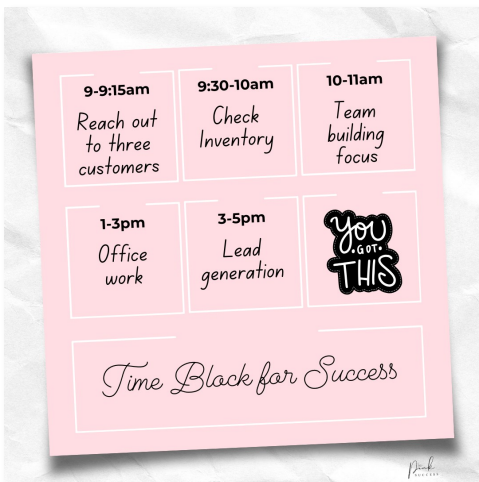
\$995.00

\$902.00

\$616.00

\$576.00

CUSTOMER CONNECTION TIME BLOCKING



Want to grow your business without feeling overwhelmed? Try time-blocking your day for customer connection!

For example, set aside just 10-15 minutes each day to reach out to 3 customers. Whether it's checking in, offering product recommendations, or simply saying thank you; small, consistent connections can lead to BIG results.

Make it a daily habit, and see how it changes your business!

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

Details



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)

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

"A woman can do
anything
she decides to do."

- MARY KAY ASH



Celebrating Women's History Month



WOMEN'S HISTORY MONTH

March is a time to celebrate the fearless women who changed the world—and there's no better time to honor our very own trailblazer, Mary Kay Ash! She didn't just create a beauty brand; she built a movement of enriching women's lives.

Mary Kay Ash's vision lives on in YOU. As a Mary Kay consultant, you're continuing the legacy of empowerment, entrepreneurship, and excellence that Mary Kay Ash herself championed.

A BEAUTY BRIEFING WITH Sonja



Summer is coming, and so is the next Look Book! Make sure your customers are enrolled in the Preferred Customer Program (PCP) so they receive their Summer Look Book + a surprise sample—delivered straight to their mailbox!

ENROLLMENT DATES

March 16 - April 17th

Some **WANT** it to happen, some **WISH** it would happen, others **MAKE** it happen.

~ Michael Jordan

Hello March Madness! We are **POWERING** into the 4th quarter and the **FINAL FOUR** months of Seminar 2025! Spring is in the air and the opportunity to Power UP is here! Consider these power plays as you hit the court running this month.

What is your **field of play** right now? Defining your field of play, or specific areas to market your business, will help to fine tune your focus. Will you focus on web sales, parties, facials or stop and shop demos? And course, don't forget about Career Chats!

Are you ready to **pivot**? Keep focusing on what works but be willing to change directions to grab new opportunities. This is a game changer!

Adapt your action plan for the new quarter. Develop your action plan with specific goals in mind. What tasks will you accomplish daily, weekly, monthly, quarterly and annually?

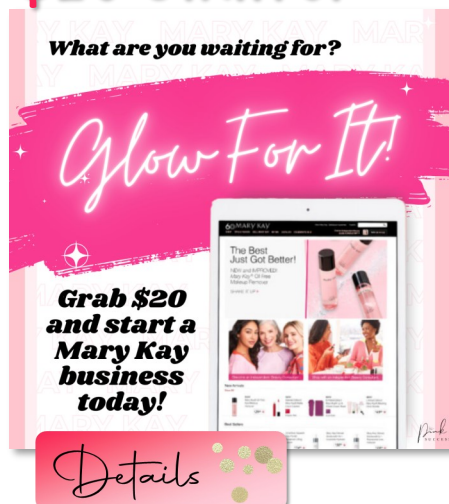
Take a chance on enrichment opportunities. What are you doing to enhance your MK knowledge? Take advantage of online and local training opportunities. Remember, sharing the MK opportunity is a great way to reinforce your skills while enriching the lives of others.

As always, I am here to guide, support and coach as you work your action plan to create the business of your dreams!

Love and Belief,

Sonja

\$20 STARTUP



NEW! March Mary Kay Startup Promotion!

This month, it's time to **GLOW FOR IT!** For the month of March, new team members can start their Mary Kay business for just \$20 with eStart! Want more? They can customize it with Pro Start for \$80 and level up their beauty biz from day one!

Help women take center stage and build the business of their dreams—because success starts with saying **YES!**

Host a party PICK A PRIZE

1 2 3
4 5 6

There are 6 virtual 4-Leaf Clovers, each containing a FREE gift! Comment below with your clover number and preferred party date. I will private message you to reveal your special gift!

See what else you can earn at your party below:

Adults ages 18+ who do not currently have an Independent Beauty Consultant. Prizes will be awarded at your party.

WANT TO GET LUCKY WITH *Mary Kay Madness* IN MARCH?

L
U
C
K
Y

LISTEN TO THE MK BUSINESS INFO
ON VIDEO, LIVE, OR
RECORDED CALL

\$10 MARY KAY

AT LEAST 2 GUESTS SCHEDULED
THEIR OWN MAKEOVER OR PARTY

\$10 MARY KAY

PARTY SALES OF \$200+

\$10 MARY KAY

KEEP ORIGINAL APPT TIME AND
GIVE ME YOUR GUEST LIST

\$10 MARY KAY

YOU +3 FRIENDS OVER 18 YEARS
OLD AT YOUR APPT

\$10 MARY KAY

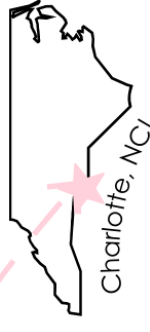
Prize

Ready for Seminar!




Prepare ahead of time for Seminar costs-

Saving a bit each month by holding extra parties can make covering costs easy!




Charlotte, NC!

COSTS:

 \$250 - Registration

 ~\$650 - Flight
(depending on where in the country you are)

 ~\$250 - Hotel
(When splitting the room)

 ~\$300 - Food + Spending Money

= ~\$1450

PAYING FOR IT:

April + May + June = 13 weeks

$\$1450 \div 13 = \sim\112 per week

That's totally doable!

Hold 1 extra skincare class per week
at \$280 in sales
That's an extra \$112 per week
(based on 60/40 split)



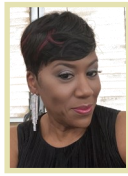
A personal invitation from Mary Kay Ash -

Some Beauty Consultants rationalize that they're not doing "well enough" to afford to come to Seminar. I believe you can't afford not to come! I encourage you to consider the benefits and begin making plans to attend Seminar this year. Here's why: If you're a stock broker, manager, doctor or teacher, you've invested time and money on your education. If you are a trained hair stylist, technician, or legal assistant you have paid in time and money to learn your skills. Whatever vocation happens to be or has been, you first had to invest time and money to learn it. You didn't say, "I'll see how I do without it first, and if I do ok, I'll spend the money and go to school and learn how." We invest first in our education, don't we? Please consider the trip to Dallas a necessary business expense. You can earn enough money to pay for it, in the upcoming weeks before Seminar, you will profit from the education you'll take home after Seminar this year and the years to follow. As a matter of fact, if I had not borrowed the money to go to my first Seminar, You would not be attending THIS ONE! Please consider this a personal invitation from me to you!" - Mary Kay Ash

Extra Ideas:

- Easter baskets
- Mother's Day Baskets - fragrance!
- Spring Makeovers
- Mother/ Daughter classes
- Father's Day Gifts - Fragrance!
- Graduation Travel Roll Up Bags
- Summer Makeovers
- Bridal Parties
- Leave samples with neighbors
- Virtual parties w/ out-of-towners

The Soaring Sensations



Sonja Bennett

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important dates

Mar 15 - Quarter 3 Ends

Mar 16 - Quarter 4 Begins

Mar 21-22 - Career Conference

Mar 28-29 - Career Conference

Mar 28 - Last day to place telephone orders

Mar 31 - Last day to place on-line orders

Apr 17 - Last day to enroll Summer PCP

Apr 29 - Last day to place telephone orders

Apr 30 - Last day to place on-line orders



When you order \$700+ whsl in
MARCH, you will receive this
MK BRANDED TOWEL 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.