



*Building an Area of women who are independently successful, financially stable, and emotionally healthy in order to wage war on mediocrity in our own circle of influence!!!*

LaMarr Area Strategic Plan  
2009– 2010

# 09-10 All-Star Area Consultant Hall of Fame

LaMarr Area Records—Taken from Company reports and Area tracking sheets

Highest Personal Team Production in one month:

Most classes held in one month:

Most personal recruits in one month:

Highest sales in one week:

Highest sales in one month:

Most faces in one month:

Most basics sold in one month:

Most bookings from appointments in one month:

Most interviews in one month:

The Area  
Scoreboard is  
reset for new  
winners each  
July. Who will  
be first to set  
a record this  
year!?!

# LaMarr Area Consultant Contests

## Fab 5

- Earn recognition in the monthly Area News and an exclusive Fab 5 gift personally chosen by your Director with the following activity in one calendar month:
  - √ 5 classes or 15 faces
  - √ 5 marketing plans
  - √ \$500 wholesale reorders (Supported by \$1000 in retail sales)
- All Fab 5 achievers will receive standing recognition at our Area events.
  - √ Fall Retreat (July—September achievers)
  - √ Movin' On Up (October—December achievers)
  - √ Red Jacket Retreat (January—March achievers)
  - √ Seminar (April—June achievers)

## Perfect 10

- Earn recognition in the Area News, the Fab 5 gift, plus a private half hour coaching call with your NSD Allison LaMarr from the following activity in one calendar month:
  - √ 10 classes or 30 faces
  - √ 10 marketing plans
  - √ \$1000 wholesale reorders (Supported by \$2000 in retail sales)
- All Perfect 10 achievers will receive on stage recognition at our Area events.
  - √ Fall Retreat (July—September achievers)
  - √ Movin' On Up (October—December achievers)
  - √ Red Jacket Retreat (January—March achievers)
  - √ Seminar (April—June achievers)

## Star Consultant Celebrations

- Star Consultants will receive standing recognition and an exclusive invitation to private parties at our quarterly Area events and your local Unit celebrations:
  - √ Fall Retreat (Q1 Stars)
  - √ Movin' On Up (Q2 Stars)
  - √ Local Unit Celebrations (Q3 Stars)
  - √ Seminar (Q4 Stars, Ruby Stars and above will earn their NSD Photo Button at the Star reception)

## Super Star Luncheon

- All Consultants who have achieved 10+ Star Quarters during their Mary Kay career will receive an invitation to a special Super Star Luncheon at Seminar. Check InTouch for your career Star Quarter count!

## LaMarr Area Consultant Contests—Continued

### Customers Count Contest

- Mary Kay company averages show that building to 100 customers will allow you to see high profit levels AND achieve Star Consultant status each quarter based on reorders alone! So, the focus of this contest is to finish the Seminar year with 100 new customers purchasing at least \$25 each.
- Earn on stage recognition at our Area events with the following:
  - √ Fall Retreat (July—September: 25+ new customers purchased \$25)
  - √ Movin' On Up (October—December: 25+ new customers purchased \$25)
  - √ Red Jacket Retreat (January—March: 25+ new customers purchased \$25)
  - √ Seminar (April—June: 25+ new customers purchased \$25)
- When you acquire the milestone of 100 new customers who purchased \$25, July '09– June '10, you will be presented with a special trophy on our Area stage at Seminar.
- A contest tracking sheet is available to print and use on our Area website.

### Spirit Award

- A special Spirit Award trophy will be presented at each Area event to the Unit with the most attendees. The trophy will remain with the winning Unit until the next Area event, where it will be passed on, or remain with the reigning Unit.
  - √ Fall Retreat
  - √ Movin' On Up
  - √ Red Jacket Retreat
  - √ Seminar



# Consultant Contest Tracking

Fab 5 · Perfect 10 · Customers Count

Fab 5 = 5 Classes or 15 faces, \$500 in wholesale reorders\*, & 5 Marketing plans

5 Classes  
Enter hostess name

Or,

15 Faces  
Enter names

\$1000 in Sales  
Shade progress

\$500 wh.  
reorder

5 Marketing Plans  
Enter names



\$200
\$200
\$200
\$200
\$200

\$100
\$100
\$100
\$100
\$100


\*Supported by \$1000 in retail sales

Perfect 10 = 10 Classes or 30 faces, \$1000 in wholesale reorders\*, & 10 Marketing plans

10 Classes  
Enter hostess name

Or,

30 Faces  
Enter names

\$2000 in Sales  
Shade progress

\$1000 wh.  
reorder

10 Marketing Plans  
Enter names



\$200
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\*Supported by \$2000 in retail sales

Customers Count = 25 New Customers purchasing \$25 each quarter

New Customer

Amount purchased


New Customer

Amount purchased


Submit to your Director by the 3rd of the month for recognition and prizes.

# LaMarr Area Training Calls

## Weekly Area Marketing Call

- Allison will host a weekly marketing call for all Area prospects.
- The calls will be held at 9:00 PM Central on Mondays.

## Weekly DIO Call

- This is a 12-week series for all LaMarr Area DIOs. All new DIOs are expected to join in their first month of qualification and participate each week through their unit debut.
- The calls will be held at Noon Central each Monday.
- The training will be hosted by Allison, and the topic rotation will be as follows:

Week	Training Topic
1	Time Management & The Power of Proactive Planning
2	Monthly Updates, Recognition, & Various Topics
3	The Key is Follow-Up
4	Planning for Expenses as a New Director
5	Strategizing for a Powerful Month
6	Monthly Updates, Recognition, & Various Topics
7	Why Personal Business is So Important
8	How to Find Victory in Crunch time
9	Communicating with Your Team
10	Monthly Updates, Recognition, & Various Topics
11	Abundance Mentality & Emotional Management
12	Strong Interview Skills

## Monthly Area Call

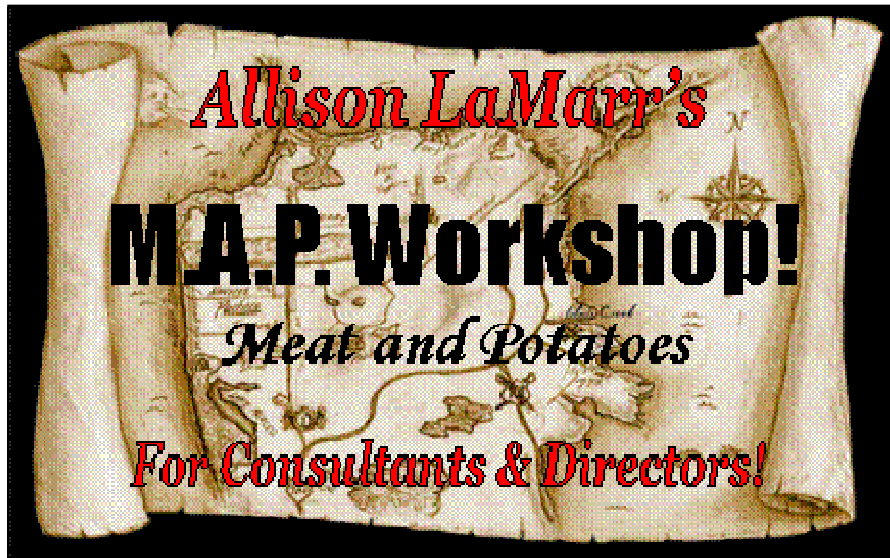
- Allison will host an Area-wide monthly training and recognition call.
- The calls will be held on the second Monday of each month at 9:30 PM Central.
- We will recognize the previous month's achievers in each of the following categories: Fab 5, Perfect 10, & on-target Customers Count Achievers.

## Special Events—Fall Retreat & M.A.P Workshop

Dates: October 16—18

Location: Houston, Texas

Theme: Our Mission Comes Alive!



*Building an Area of women who are independently successful, financially stable, and emotionally healthy in order to wage war on mediocrity in our own circle of influence!!!*

### Schedule At-A-Glance

Friday, October 16: Director Day

Friday Evening, October 16— Sunday, October 18: Consultant Program & M.A.P workshop

### The following contest prizes and recognition will take place at the Fall Retreat:

- Q1 Star Consultant Party
- Perfect 10 & Fab 5 Achievers (July—September)
- Customers Count Contest: July—September: 25+ new customers purchased \$25
- Unit Spirit Award
- FOR SALES DIRECTORS ONLY: Quarterly Director Recognition

Complete price and registration details will be provided at Seminar.

All Consultants will receive a Fall Retreat information flyer at our Area Night.

## Special Events—Movin' On Up New Year Workshop

Locations: Dallas, Houston, Beaumont

Dates: TBA

Theme: Our Mission: Your Success!

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- Each location will host a Guest event, Consultant workshop, and Q2 Star Consultant celebration!

The following contest prizes and recognition will take place at the MOU:

- Q2 Star Consultant Party
- Perfect 10 & 5 Fab 5 Achievers (October—December)
- Customers Count Contest: October—December: 25+ new customers purchased \$25
- Unit Spirit Award
- FOR SALES DIRECTORS ONLY: Quarterly Director Recognition

Complete price and registration details will be provided at Fall Retreat.



## Special Events—Red Jacket Retreat & Consultant SYE

Dates: April 16—18  
Location: Houston, Texas



“A knife is a knife, right? Well, have you ever tried cutting steak with a dull knife? With enough repeated effort, you would probably get through the meat eventually. But if you can sharpen the edge, you’ll have much more success!”

### Schedule At-A-Glance

Friday: LaMarr Area Director Meeting, 5—7 PM

Friday: LaMarr Area Red Jacket Workshop, 7—10 PM

Saturday— Sunday: Consultant Program & SYE workshop

### Topics Covered Will Include:

- Allison’s personal path to success—If She can, You can!
- How to treat your business like a business
- Emotional Management
- Time Management
- Money Management
- Professional Image
- Public Speaking
- Presentation Skills
- Strategic Planning
- People Skills
- How to strategically take advantage of the tools that are already available
- Traveling the road from knowing to doing: how to apply all of the “head knowledge” and use it to get out of the rut that is keeping you from the success you deserve!

Complete price and registration details will be provided at the Movin’ On Up Event.

# Special Events—Seminar 2010

Project Superstar! Pearl Seminar 2010

Dates: July 28—July 31

Location: Dallas, Texas

## Seminar Schedule At-A-Glance

Wednesday, July 28—Day 0:

- New Director Brunch for everyone who has debuted since August 1, 09
- Director Day
- Q4 Star Consultant Reception in Allison's NSD Suite

Thursday, July 29—Day 1:

- Conference Opening Session
- LaMarr Area Night

Friday, July 30—Day 2:

- Training Classes
- Awards Night

Saturday, July 31—Day 3:

- Closing Session
- Goodbye!

Our Area recognition and events at Seminar next year will be very similar to this year.

## Director Contests & Recognition:

- New Director Breakfast on Day 0: Allison pays for everyone who adds 6 Q personals from Jan.—June
- Unit Clubs
- National Courts
- LaMarr Area Princess Courts
- Top 5 Unit Sales

## Consultant Contests & Recognition:

- New Director Breakfast on Day 0
- Q4 Star Reception & Ruby Star Photo Buttons
- National Courts
- LaMarr Area Princess Court
- LaMarr Area Top 5 of Sales & Sharing
- Perfect 10 & Fab 5 Achievers (April—June achievers)
- Customers Count Contest Achievers (April—June 50+ New Customers)

See the MK Corporate Promotions & Events section of this Playbook for the company Seminar contest details. Additional details will be provided as released by the company.

# MK Corporate Promotions

## Star Consultant Program: June 16, 2009 – June 15, 2010

The Star Consultant contest structure remains unchanged. As a reminder, to help encourage a balance in a Consultant's business, once the Sapphire category of \$1800 in wholesale Section 1 orders postmarked during a contest quarter is achieved, team-building credits received for qualified\* new team members can help them achieve higher Star Consultant recognition in addition to earning higher category prizes in the quarterly contests.

### Quarterly Contest

NEW! MK Connections Voucher will be offered all year long in the 1800, 2400, & 3600 categories. Tiffany & Co. items will also be offered each quarter.

#### Quarter 1

- 1800—Custom Scrapbook Set, Pasta Bowl Set, Cold Weather Fashion Set, \$25 MK Connection Voucher
- 2400— Mother-of-Pearl Jewelry Set, Pink Doing Green Bag Collection, Cupcake Set, \$40 MK Connections Voucher
- 3000—Hand-painted Metallic Glass Charger with Iron Stand, Bowflex heart rate monitor
- 3600—Purse and Wallet Set, Motorola Bluetooth Speaker, \$75 MK Connections Voucher
- 4800—Tiffany & Co. Sterling Silver Pendant and Chain, Angelico Flatware Set
- 6000—Automatic 2010 Leadership Conference Registration & Tote, Resort Vacation Certificate, Samsonite Biscayne Bay Five-Piece Luggage Set
- 7800—Fuji FinePix Digital Camera, Leopard Print Ottoman
- 9600—Tiffany & Co. Sunglasses, \$350 MasterCard Gift Card

- A qualified new personal team member is one whose Independent Beauty Consultant Agreement and minimum of \$600 in wholesale section 1 orders are received and accepted within the same contest quarter.

### Star Consultant Consistency

The All-Star Consistent Star Consultants Consistency Challenge to achieve four-quarter consistent Star Consultant performance will again be celebrated during the coming year. The Challenge structure remains unchanged from last year, encouraging consistent Star consultant performance while allowing higher year-end recognition goals to be met.

Four-quarter Consistent Star Consultants – Recognition awaits those who achieve four quarters of Star Consultants status and meet the total year-end minimum wholesale production.

- \$7,200 year-end wholesale production, Sapphire Charm
- 9,600 total year-end contest credits, Ruby Charm
- 12,000 total year-end contest credits, Diamond Charm
- 14,400 total year-end contest credits, Emerald Charm & Seminar 2010 Luncheon
- 19,200 total year-end contest credits, Pearl Charm & Seminar 2010 Luncheon

# MK Corporate Promotions

## 2009-2010 Customers Count Building Consistent Customers Challenge

Beginning July 1, 2009, Independent Beauty Consultants and Independent Sales Directors can earn recognition each contest quarter when they have at least 36 new or existing customers with at least \$100 each in retail sales. When they achieve this, they will receive a name badge ribbon and standing recognition at Company events plus an accessory from the Party Girl Essentials collection. There will be a new accessory each quarter.

## New Sales Director Programs

Class of 2010 Offspring Challenge: Aug. 1, 2009 – July 1, 2010

New Independent Sales Directors who debut Aug. 1, 2009 through July 1, 2010, and their Independent Senior Sales Directors will receive a class of 2010 ring that compliments the new sapphire blue sales director suit. Debuts also will receive a name badge ribbon for themselves and their unit members at Career Conference or Seminar 2010. Those who debut Aug. 1, 2009 through March 1, 2010, will participate in a debut ceremony onstage at Career Conference 2010. Those who debut April 1 through July 1, 2010, will participate in a debut ceremony onstage at Seminar 2010.

The class of 2010 ring will be extended for an additional year to coincide with the extension of the Navy Sales Directors Suit Program.

## On the Move

Qualifiers will receive a \$1,000 check, On the Move unit banner, pin enhanced and charm, name recognition in Applause® magazine, and name badge ribbon at Leadership Conference along with standing recognition.

## Fabulous 50's Club

Qualifiers will receive a \$1,000 check, Fabulous 50s Club unit banner, pin enhanced and charm, photo recognition in Applause®, name badge ribbon at Leadership Conference registration, and onstage recognition at Leadership Conference.

## Honor Society

Qualifiers will receive a \$1,000 check, free seminar registration, Honors Society unit banner, pin enhanced and charm, photo recognition in Applause®, name badge ribbon, an invitation to the Power Players luncheon and onstage recognition at Leadership Conference.

## Dean's list

Qualifiers will receive the above rewards plus Dean's List unit banner, pin enhanced and charm, photo recognition in Applause®, elegant topaz and white-gold ring, name badge ribbon and onstage recognition at Leadership Conference.

## Triple Crown

Qualifiers who achieve On the Move, Fabulous 50s Club and Honors Society will receive all of the above awards, plus a beautiful colorless and black diamond ring, a Triple Crown unit banner, a name badge ribbon and onstage recognition at Leadership Conference.

# MK Corporate Promotions

## Bee Focused Team-Building Challenge: July 1, 2009 – June 30, 2010

We continue to see great results by breaking the Queen's Court of Sharing into bite-sized pieces; therefore, we are launching it once again with beautiful new jewelry.

Part 1: 7/1/09 – 11/30/09 add at least 10 qualified new personal team members - Yellow-gold drop earrings featured a crystal Bee Focused inscribed disc

Part 2: 7/1/09 – 2/28/10 add at least 16 qualified new personal team members - Yellow-gold necklace featuring a layered crystal bee charm and Bee Focused inscribed disc

## Seminar 2010 Awards

Queen's Court of Personal Sales, Qualifications will remain the same.

Queen's Court of Sharing, Qualifications will remain the same.

Unit Circles, Qualifications will remain the same.

Double Star Achievement, Qualifications will remain the same. Independent Beauty Consultants and Independent Sales Directors who earn the prestigious Double Star Achievement will receive a special gift onstage at Seminar 2010 as a keepsake for their accomplishment.

Triple Star Achievement, The rewards continue for achieving Triple Star Achievement. At Seminar 2010, Independents Sales Directors who achieve Triple Star Achievement will receive a beautiful diamond necklace. Sales Directors who previously earned the necklace will receive an additional diamond for their necklace. Additionally, Triple Star achievers will receive a special gift onstage as a keepsake for their accomplishments.