

# Challenger



*Independent Senior Sales Director  
Allison LaMarr of Allen, Texas*

## Big Dreamer

With a degree in marketing, Independent Senior Sales Director Allison LaMarr of Allen, Texas, felt she had everything necessary to succeed. Growing up, money was tight. Though her parents, Dale, a minister, and Karen, a music teacher, provided the necessities, there was little money left over after the bills were paid. Allison wanted to break that mold, so she chose her college major based on earning potential.

After graduation, she went to work in the marketing department of a bank, but it didn't take long for her to realize she wanted more from life than a small raise and an occasional pat on the back. Allison dreamed of something bigger and better. But she never dreamed of a Mary Kay business.

Though she had heard of Mary Kay, she had never met an Independent Beauty Consultant in the small town of Freeport, Texas, just south of Houston. She thought Mary Kay was something ladies did as a hobby. So when her friend, Senior Sales Director Christy Miller of Plano, Texas, became an Independent Beauty Consultant and a short time later began to talk about quitting her full-time job, Allison thought she was out of her mind. She even made a bet with her husband, James, that there was no way Christy would ever earn enough money from her Mary Kay business to quit her job. Allison lost the bet. And when she saw how much happier Christy was, she began to ask questions about the business. However, knowing Allison as she did, Christy knew it was important to wait until the right time to share the Mary Kay opportunity.

The right time presented itself a short time later. After an extremely stressful day at work, Allison arrived home to find a copy of *The Look* waiting in the mailbox. She saw a color look she just had to have and immediately called Christy to schedule an appointment. It was that appointment, on May 16, 2003, that led to a five-hour conversation about the Mary Kay opportunity and convinced Allison to sign her Independent Beauty Consultant Agreement.

It was a couple of months later, at Seminar 2003, that Allison first saw a ring that was being offered as a prize in the \$500,000 Circle of Achievement category for Seminar 2004. Right then she made it her goal to earn that ring. She carried a picture of the ring with her everywhere and used it to motivate herself, team members and potential team members. "I showed them the picture and told them, 'This is the ring I'm going to get and you can get one, too!'" says Allison. "And though I didn't always believe it, I never stopped saying, 'This is the ring I'm going to get'."

By September, Allison was earning enough money from her Mary Kay business to leave her job with the bank. In November, she submitted her Sales Director-in-Qualification Commitment Form - and immediately lost all motivation. "I used the holidays as an excuse for my lack of motivation," says Allison. "I justified it by telling myself, 'who wants to talk about Mary Kay during the holidays?'" She found herself more and more frustrated with her performance until finally, at the end of December, she issued an ultimatum to herself: there will be no fourth month for you in DIQ.

She refocused on her goals and on Feb. 1, 2004, debuted as an Independent Sales Director. In March, by using the production and car program credit earned for new qualified personal team members while in qualification, she earned the use of a pink Cadillac.

*“Now it's my turn to support his dream. And with my Mary Kay business I can!”*

## April Top 25

Congratulations to the following top 25 Consultant Grand Achievers based on their total team/personal whole-sale production.

April Elaine Brooks <i>L. Duke Unit</i>	\$19,723.25
Erica D. Hunt <i>J. Hunsberger Unit</i>	17,023.50
Janet Elaine Nelson <i>M. Armes Unit</i>	16,176.50
Stephanie Poythress Sullivan <i>D. Younts Unit</i>	14,252.00
Noelle Florek <i>P. Nuzzi Unit</i>	13,854.25
Cheryl Kinney-Arden <i>S. Tocher Unit</i>	12,626.25
Kristen Lee Stone <i>R. Mancini Unit</i>	12,602.75
Valerie Taylor <i>J. Hattabaugh Unit</i>	12,031.75
Tracey Gardner <i>N. Friend Unit</i>	11,462.00
Nan M. Patrick <i>K. Moses Unit</i>	11,340.75
Stacy Lynn Shrock <i>J. Olivier Unit</i>	11,252.25
Adela Olvera <i>R. Zepeda Unit</i>	11,054.25
Carol A. Tracy <i>S. Bush Unit</i>	10,181.25
Sanjuana Vargas <i>E. Hall Unit</i>	9,613.50
Patricia Dohr <i>M. Armes Unit</i>	9,536.00
Sianna McKinley <i>P. Nuzzi Unit</i>	9,508.25
Judith Funk <i>P. Aaron Unit</i>	9,504.00
Maribeth Netishen <i>N. Coleman Unit</i>	9,469.50
Erica J. Hunter <i>V. Rowell Unit</i>	9,398.25
Denise A. Knisley <i>B. Gizzo Unit</i>	9,277.50
Kimberly D. Wade <i>P. Alsip Unit</i>	8,985.50
DeNage Kimberly Bautista <i>K. Lewis Unit</i>	8,836.75
Tracie Lynda Garza <i>J. Epps Breen Unit</i>	8,817.25
Karen Berger <i>B. Piland Unit</i>	8,785.50
Rhoda E. Chang <i>V. Bagnol Unit</i>	8,774.25

With Seminar 2004 year end just around the corner, Allison knew she had her work cut out for her if she was going to earn the ring she wanted. In May, the unit reached \$106,023 in unit estimated retail production and added 32 unit members. But to reach her goal, she would have to double that figure in June. With a lot of determination, a supportive unit and a can-do spirit, she did it! Allison's unit production for June was \$206,945 estimated retail, plus, she added 61 new unit members! It was a dream-come-true when Allison walked across the stage as a member of the \$500,000 Circle of Achievement at *Celebrating Women Seminar 2004* to receive the ring — the shining symbol of her success.

Allison has always been a dreamer. As a child, she would often share her dreams with her dad who always said, "If you're going to dream, you may as well dream big." Allison believes there is only one thing that separates the women from the girls and that is the size of their dreams. So she continues to dream — BIG!

Allison and James may soon leave the plains of Texas for the sidewalks of Los Angeles so James can pursue his dream of being an actor. "James has always believed in me and this business," says Allison. "Now it's my turn to support his dream. And with my Mary Kay business I can!"

### Allison's Keys for Success

- Evaluate business-related activities. Always ask, "will this help me achieve my goal?" If it won't, then don't do it.
- Help team members build a solid foundation by:
  - Encouraging them to hold their Business Debut right way
  - Making sure they know about the online business tools
  - Letting them know how enrolling in the Preferred Customer Program can keep them at the top of their customers' minds and give them a good reason to call their customers
- Attend unit meetings, which can be a great way to learn while you earn when you bring guests.

## Wisdom From Mary Kay



### Reach for Your Goals

Decide today to build your dream in your mind. Write your goal down on paper and make your goals realistic but high enough so that you will have to stretch to reach them. Then break your long-range goal down into short-range goals to work as confidence builders. Every week strive to top your last week's total classes, bookings, sales and team members. Do everything that will keep you working towards your main goal. Be determined. This means total commitment to your goal. Learn to see problems that will arise as opportunities. Problems are guidelines, not stop signs.

## Team Building Tips to Get You Buzzing

The exciting new *Bee Focused!* Challenge is a great way to get your Seminar year buzzing. As you saw in your September *Applause*® magazine, it's all about how you can earn your way to the Seminar 2005 Queen's Court of Recruiting one step at a time. Why not consider the following suggestions to help get you buzzing?

1. Be team member-minded all the time.
2. Be aware of your appearance. First impressions are important!



3. Be thoroughly sold on the product, the Company and the business opportunity. Enthusiasm is contagious.
4. Develop a "success attitude!"
  - a. Be 100 percent positive all the time.
  - b. Be sure your intent is serious.
  - c. Develop a willingness to share.
  - d. Constantly work to improve your ability to inspire others.
5. Look for potential team members in key places:
  - a. Skin care classes
  - b. Customer referrals
  - c. Civic organizations
  - d. At church activities
  - e. Businesses such as department stores, grocery stores, dry cleaners, restaurants, etc.
6. When you talk to potential team members, it's important to point out the many advantages of a Mary Kay business, such as a flexible schedule, prizes, recognition, new friends, self improvement, self-satisfaction, being your own boss, unlimited income potential, etc.
7. Finally, just ask! You never know where you might find the next queen bee!

## Making Your Goals Believable and Achievable

Well-planned goals can keep your life in harmony while a positive attitude can carry you to the heights you deserve. Consider these suggestions to help you set your goals and make them believable AND achievable!

1. **Identify your goals specifically.** Visualize and imagine yourself having already achieved your goal.
2. **Put a date on it.** Without a deadline you really don't have a goal.
3. **Make a list of obstacles** you may have to overcome in order to achieve your goal.
4. **Identify the people** who can help you get to your goal.
5. **Find out** from those who are already where you want to be what you will need to know or learn to get there.
6. **Develop an action plan.** You need a track to run on.
7. **Decide "What's in it for me?"** You need to know why you want to accomplish your goal. Decide how you will benefit from achieving each goal and write it down. Without knowing this, you can't truly be sold on your goal.
8. **Maintain a positive attitude.** Remember, much of the way you feel is determined by the way you decide to feel. Accept responsibility for your own actions. Build a winning attitude by.
  - a. **Changing the way you say "hello."** Put pep in your "hello" and a peppier you will follow.
  - b. **Taking care of your body.** Achieving goals requires vitality.
  - c. **Feeding your mind every day.** Self-image is a determining factor in every person's success. Override negative input you might receive.
  - d. **Taking time to love.** Remember, God first, family second, career third.

## Product Bonuses: A Tried-and-True

As you're diving into team-building, you'll want to keep in mind a tried-and-true motivator - product bonuses for those who qualify! When you talk to potential new team members in the weeks and months ahead, they'll be interested to learn that, as a new Independent Beauty Consultant, they may be eligible to qualify for a product bonus based on their initial wholesale Section 1 order.

If a new Consultant's initial order with the Company is \$600 or more wholesale in Section 1 products and is received by the Company in the same or following calendar month that her

## May Top 25

Congratulations to the following top 25 Consultant Grand Achievers based on their total team/personal wholesale production.

Alison A Buescher <i>A. Krafka Unit</i>	\$17,910.50
Denise A. Knisley <i>B. Gizzo Unit</i>	16,624.25
Jessica Bressner <i>C. Miller Unit</i>	13,886.75
Heidi Leone Clark-Smitley <i>T. Foltz Unit</i>	13,858.25
Tamara Andrews <i>T. Engelhardt Unit</i>	13,823.00
Kimberlee S. Kenjic <i>B. Jacobus Unit</i>	13,698.25
Louann Hillebrand <i>T. Collins Unit</i>	12,186.00
Shiva A Landry <i>C. Serdar Unit</i>	11,188.25
Patricia James <i>L. Madson Unit</i>	11,170.25
Gina T. Rizzo M.D. <i>L. Ruff Unit</i>	11,064.50
Sara Mangiaracina <i>K. Chiappetta Unit</i>	10,688.75
Jodi Cable <i>R. Hirneisen Unit</i>	10,474.50
Sianna McKinley <i>P. Nuzzi Unit</i>	10,370.25
Gail C. Haller <i>J. Degnan Unit</i>	10,356.25
Michelle Burford <i>L. Nelson Unit</i>	10,007.00
Tracy Ann Maurer <i>L. Hallock Unit</i>	9,770.50
Kimberly D. Wade <i>P. Alsip Unit</i>	9,736.50
Zulma Veliz <i>M. Ramales Unit</i>	9,500.00
Ann Spicer <i>M. Pierre Unit</i>	9,197.00
Vanessa Ann Henry <i>R. Benevente Unit</i>	9,170.00
Renee D. Morgan <i>R. Hafiz Unit</i>	9,135.75
Sandra S. Moore <i>M. Reed Unit</i>	9,078.00
Debbie A. Richardson <i>V. Schaefer Unit</i>	8,985.00
Linda G. Livingston <i>T. Bradford Unit</i>	8,971.00
Shirley Billman <i>E. Stone Unit</i>	8,795.50

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Accept the Challenge

## We Appreciate You

To show our appreciation, an MK Signature™ beaded coin purse made of satin and featuring a beaded lipstick design on one side, plus an embroidered and beaded MK Signature™ logo on the other can be yours when you place a \$200 or more wholesale Section 1 order received Aug. 1 through Aug. 31, 2004. (Limit one coin purse per sales force member.)



Independent Beauty Consultant Agreement is received and accepted by the Company, she'll receive a product bonus. And, the bonus can grow with the amount of the order! *Ready? Set? Get the buzz going!*

## It's a Star Celebration!

Get set to glow like the star you are at Seminar 2005! Reach for the new *Star Celebration* Star Consultant Consistency Challenge by achieving four quarters of Star Consultant status during the contest year, June 16, 2004, through June 15, 2005. Your total year-end wholesale Section 1 orders determine your level of recognition.

You can earn stellar rewards such as a *Star Celebration* seat cover,\* *Star Celebration* Wall of Fame name recognition\*\* at Seminar 2005, a fabulous *Star Celebration* Luncheon and even onstage recognition! For more details, see the Quarter 1 Star Consultant Planner. And let your light shine!

\*Must attend Seminar 2005 to receive seat cover.  
\*\*The Wall of Fame will feature the winners' names at Seminar 2005.

