



AMAZING GRACE DYNAMITES

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August 2011
July Results

This Month's Focus!



Available **NOW!** Night Restore & Recover Complex

Whenever MK launches a new product -- it gives you another reason to contact customers. Make an order today and then begin to promote this exciting new product to your customers!



**BRIGHT LIGHTS.
BIG CITY GLAMOUR!**
Customers **LOVE** contests and one of yours could win the ultimate trip and a fabulous makeover. Check out the Did You Know Page for more details!

Your **New Year** Starts NOW!

The summer always flies by and before you know it, the holidays will be upon us! I say all this to remind you of the importance of this month -- the month that your business begins again!

Forget the goals you had for last year and focus **TODAY** on the goals for this new Seminar year. When you have a clear purpose, a definite objective and a **DEADLINE**, you'll find that whatever you want to do can be accomplished.

My message to you has not changed. It's about selling the product. It's about building customer relationships so you'll have another opportunity to sell the product. It's about providing quality service so that more doors open for you to sell the product! And the by-product of having great sales and customer service is that you'll be able to share the opportunity to possibly build your team!

Start this year out right by focusing on what matters for the bottom line -- profit. You're in business to make money to better yourself and your family. But remember that a solid business is not built in a single day. It takes consistent effort, hard work and persistence.

Work this year to do **FIRST** things **FIRST**. Rebuild those past customer relationships and then focus on adding new customers one at a time. To give you a clear vision for increasing your sales, make this your new year's pledge:

- I WILL have more retail sales this year than I did last year.
- I WILL add at least 20 new skin care customers.

To your success, *Toyin*

Leading by Example



Queen of Sharing

You are on your way to the top!

Yasmina Ekue



Interviewed Most in July

You go girl!

Karen Duncan

Unit Goals

- Seminar 2012 Goals By June 30th 2012
- Unit Circle Of Excellence
- 7 Offspring Directors
- 7 Car Drivers
- 100 Star Consultants
- Yes We Can! Through Christ Who Strengthens Us!!!!



WELCOME NEW BEAUTY CONSULTANTS

New Consultant

Valiana Abole (District Height, MD)..... Y. Ekue
 Ayele Eklouyl (District Height, MD) Y. Ekue
 Aurelia Missodey (District Height, MD)..... Y. Ekue
 Elisabeth de Souza (Greenbelt, MD)..... Y. Ekue

Sponsored By



Let's welcome our unit's new Consultants!

I hope information you find in this month's newsletter will help you to get your business started off right!



Working Women!

These consultants know the secret to satisfied customers! Sales and follow-up!

Fabulous Facials

High Reorders

High Weeks

Web Site Sales

Sensational Classes

Basics Sold

Summer Samples



This Summer, put your samples to work for you!

ALWAYS follow up with the customer about the sample provided. Ask if she had a chance to try it and her thoughts about how it felt and looked on her!

Remember, your goal when giving samples is to **SELL PRODUCT** -- otherwise, you are just throwing them away!

New Consultants! Did you want to get off to a GREAT START?



Decide the amount of your initial product investment. You can earn **FREE** product based upon the amount you decide to begin with. Now who doesn't like things for **FREE**??



Begin scheduling parties. You will find your greatest success for selling will come from parties. Prepare for the parties by putting time into preparing your calendar and setting up hostess.



Invest in yourself. When you do, you are investing in your business. Invest financially and with your time. Go to every function, and all the corporate conferences and every opportunity presented you can. And most important: **read every page in the Ready, Set, Sell! Brochure!**



Product Knowledge



Knowing about the products on your shelf can help your sales. When you provide customers with the benefits of a product, it might help them to purchase more!

Night Restore & Recover Complex

This product activates collagen production, targets the skin matrix, helps skin recover from daily damage and restores the skin barrier. It reduces the signs of premature aging and the appearance of environmental damage, among other visible Benefits. It is available in combination/oily and normal/dry.



TEAM BUILDERS

*=inactive



Senior Consultant:
•1-2 active personal team members



Star Team Builder:
•3-4 active
•4% love check



Team Leader
•5+ active
•9% or 13% love check



Future Director:
•8+ active
•9% or 13% love check
DIQ:
•10+ active



1st Time Moves up the Career Ladder!

Congratulations on your new level! I'm so proud of you!

Star Team Builders

Karen K. Duncan

- Juliana Akuffo
- Itunuoluwa Efunwoye
- Labia S. Nongnogo
- Richard D. Otoo
- *Delight Eliason
- *Jacqueline Jones
- *Charity Mensah
- *Kelechi Robinson
- *Mercy A. Woadzro

Senior Consultants

Akouavi Davi

- Kafui Dagan
- *Akossiwa D. Avudufu
- *K. Setodji

DiDi Jones

- Akouvi A. Amedome
- Itunuoluwa Efunwoye
- Florence R. Alade
- Olumayowa E. Enoma
- *Maria F. Guzman
- *Mercy Michaels
- Julianna N. Yates

Jenielle Yoboue

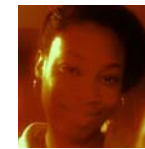
- Jenell S. Turnbull
- *Ashley D. Garrett
- Julienne Yoboue
- C. Loukou d
- Helene Mounquet

Rita O. Smith

- Coumba Dia
- *Omowunmi O. Adeniji
- *Francine P. Johnson
- *Brenda Marquez
- *Magdalena L. Navarro
- *Catherine Odubanjo

*Tuwina Page-Johnson

- *Terrell Warren
- Uzoamaka K. Ibekwe
- Lynda A. Obamogie
- Whitney A. Katzenber
- Brandy L. Hollen
- Yasmina mami Ekue
- T. Abalomensahdaku
- Catherine Dawo
- *Semenya A. Abbeh
- *Valiana Abole
- *Ayele Eklouyl
- *Aurelia Missodey
- *Elisabeth de Souza




Julianna Yates
Sr. Consultant



Amaka Ibekwe
Sr. Consultant



These consultants have said "Yes" to team building. Keep working to move up the career ladder!



You CAN be a DIRECTOR!

Directorship **IS** within your reach. Are you seriously thinking about reaching for that goal? No one can do it for you -- it has to be **YOUR** dream, your desire and your dedication to the journey.

- The 1st step is to become a Sr. Consultant. If you have not yet shared the opportunity, let's discuss ways you can reach that first goal.
- If you have begun building your team, you need to add more. The best place to find team members is at parties. They have tried the product (and hopefully love it) and will see the business at work!
- The 2nd step is to let me know this is your goal. We can then begin to put in place the mini-goals you need to reach to achieve that **ULTIMATE GOAL!**
- The 3rd step is to increase your retail sales. To be eligible for the Director-in-Qualification program, you must be a Star Consultant the quarter before you apply and high, quarterly retail sales help to reach that goal.



Queen's Court!

Royalty has its rewards!

Top 20 Year-to-Date Retail

Consultant	YTD Retail	YTD PC Premiums	YTD Totals
1. Arleen Robinson	\$1,429.50	\$0.00	\$1,429.50
2. Karen K. Duncan	928.00	0.00	928.00
3. Yasmina mami Ekue	883.00	0.00	883.00
4. Yinka Fadiran	850.50	0.00	850.50
5. Lauren A. Johnston	804.50	0.00	804.50
6. Catherine Dawo	697.00	0.00	697.00
7. Rita O. Smith	636.00	0.00	636.00
8. Jenell S. Turnbull	572.00	0.00	572.00
9. Hawa Koker	481.00	0.00	481.00
10. Akouavi Davi	430.00	0.00	430.00
11. Juliana Akuffo	423.00	0.00	423.00
12. Julienne Yoboue	416.00	0.00	416.00
13. Brandy L. Hollen	414.00	0.00	414.00
14. Labia S. Nongnogo	412.00	0.00	412.00
15. Olumayowa Enoma	407.00	0.00	407.00
16. Madeleine Meno	406.00	0.00	406.00
17. Nicole McPayten	406.00	0.00	406.00
18. Florence R. Alade	406.00	0.00	406.00
19. Julianna N. Yates	404.50	0.00	404.50
20. Itunuoluwa Efunwoye	402.00	0.00	402.00

Top 10 YTD Sharing

Consultant	Qualified Recruits	Commission
<p>Use the 4-Point Recruiting Plan and you'll soon find your name on our top 10 sharing list!</p> 		

Try This Great BOOKING IDEA



- Carry with you in a zipper bag samples of a dark eye color, Oil Free Eye Make-Up remover, eye primer, cotton balls and a Q-tip.
- Have women apply the primer above the right hand thumb. Using the Q-tip, apply the eye color above the left hand thumb and also on the eye primer on the right hand.
- They will see how easy it applies and how the intensity of the color differs.
- Now remove both using the cotton ball and the make-up remover.



Arleen Robinson



YOUR NAME HERE

Seminar Courts

Court of Sales

Mary Kay.....	\$36,000
Garret-Roe Area.....	18,000
John Court	12,000

Court of Sharing

Mary Kay.....	24 Qualified
Garret-Roe Area.....	12 Qualified
John Court	10 Qualified



Anita Garrett-Roe
National Sales Director

Before You End The Conversation:

Ask if she has ever had a makeover and book her to try one of the 4 new "Looks". Carry the current "Looks" with you so she can pick which one you will have ready for her at her appointment.



be a star consultant



Pearl



4,800 points

Emerald



3,600 points

Diamond



3,000 points

Ruby



2,400 points

Sapphire



\$1,800

4th Quarter Stars Mar 16 - Jun 15

On Target Star Consultants Jun 16 - Sep 15

★ Pearl

Naomi C. Iheme
Toyin M. John
Ijeoma E. Van-Lare

★ Emerald

Ayaba Aviah
Yasmina mami Ekue

★ Diamond

Karen K. Duncan

★ Ruby

Akouavi Davi
Uzoamaka K. Ibekwe

★ Sapphire

Yinka Fadiran
Chinyere Ikemba
Lauren A. Johnston
DiDi Jones
Rita O. Smith
Mercy A. Woadzro

NAME	For Star	Sapphire	Ruby	Diamond	Emerald	Pearl
Adenike Fabunmi	\$1,800.75	Star	\$599.25	\$1,199.25	\$1,799.25	\$2,999.25
Toyin John	998.00	802.00	1,402.00	2,002.00	2,602.00	3,802.00
Karen Duncan	724.00	1,076.00	1,676.00	2,276.00	2,876.00	4,076.00
Lauren Johnston	708.50	1,091.50	1,691.50	2,291.50	2,891.50	4,091.50
Julienne Yoboue	708.50	1,091.50	1,691.50	2,291.50	2,891.50	4,091.50
Rita Smith	705.00	1,095.00	1,695.00	2,295.00	2,895.00	4,095.00
Ayele Eklouyl	702.00	1,098.00	1,698.00	2,298.00	2,898.00	4,098.00
Valiana Abole	604.50	1,195.50	1,795.50	2,395.50	2,995.50	4,195.50
Manani Adjana	604.50	1,195.50	1,795.50	2,395.50	2,995.50	4,195.50
Aurelia Missodey	600.50	1,199.50	1,799.50	2,399.50	2,999.50	4,199.50
Arleen Robinson	600.50	1,199.50	1,799.50	2,399.50	2,999.50	4,199.50
Omolola Sunmonu	586.50	1,213.50	1,813.50	2,413.50	3,013.50	4,213.50
Tinesi Edwards	528.00	1,272.00	1,872.00	2,472.00	3,072.00	4,272.00
Yasmina Mami Ekue	422.50	1,377.50	1,977.50	2,577.50	3,177.50	4,377.50
Yinka Fadiran	406.25	1,393.75	1,993.75	2,593.75	3,193.75	4,393.75
Tigist Zenebe	403.50	1,396.50	1,996.50	2,596.50	3,196.50	4,396.50



If you want to be a 4-Quarter Star and be recognized at Seminar in 2012, you

**MUST BE A STAR
THIS QUARTER!**

These are some of the prizes you can win. From the Sapphire star level to the highest -- a Pearl star . . . the prizes are fantastic. Pick the prize you want and then go for it!



Wholesale Orders

Thanks for your July 2011 Order!

Toyin M. John	Julienne Yoboue
Arleen G. Robinson	Labia S. Nongnogo
Karen K. Duncan	Brandy L. Hollen
Yasmina mami Ekue	Olumayowa E. Enoma
Yinka Fadiran	Madeleine Meno
Lauren A. Johnston	Nicole McPayten
Catherine Dawo	Florence R. Alade
Rita O. Smith	Julianna N. Yates
Jenell S. Turnbull	Itunuoluwa Efunwoye
Hawa Koker	Tinesi B. Edwards
Akouavi Davi	Patricia K. Tuopaeh
Juliana Akuffo	Akouvi A. Amedome



Thanks for your order last month.

You put yourself in a position to gain rewards, bonus gifts and recognition when you make a wholesale order. It also helps us to reach our unit goals! **Thank You!**



In September

It's a special CELEBRATION

Birthday

Kelechi Robinson.....	17
Aurelia Missodey	19
Francine P. Johnson.....	21
Betty I. Mputu	21
Ejiro Olatunji	22
Stephanie L Carrillo	29

Anniversary (years)

Karen K. Duncan	1
M. Danna-Appiah	1

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.

(Workshop

'73 Speech)

Build Your Customer Base With... **Referrals**

Are you looking for a great way to grow your business? You may be overlooking a very smart way to increase customers **AND** sales!

Referrals! When your customers trust you, they are happy to refer family and friends who would enjoy the great products and services you offer.



You should consider a referral a great complement. Here are some tips on how to encourage them from your customers!

- Look for opportunities to **ASK** for referrals anytime a customer comments on how great a product is. That's when you should ask if she knows someone who would also like the product.
- **Customize referral questions, (for example):**
 - In the winter, ask customers if they know anyone with dry skin who would like to experience some great moisturizers.
 - At the new year, ask if they know someone who would like a new glamour look.
 - In the spring and early summer, ask if they know anyone who is planning a wedding and wants a makeover.

Being specific about the great products and services you offer can really help you build your skills in getting referrals.



The Check's in the Mail

13%

9%

4% (top 5 listed)

Karen K. Duncan
Itunuoluwa Efunwoye
Yasmina mami Ekue
Julianna N. Yates
DiDi Jones



Did You Know????

To be successful, you need to know how to help your business grow!



When WE (as a unit) share the opportunity and grow our unit by adding new team members, we'll receive rewards as a unit and each Consultant who adds an Active new team member will earn a stunning bracelet!

BizBuilders Program

- Place a **\$400-\$599** Section 1 wholesale order this month and receive \$10 in Bizbuilder Bucks (a credit) to use on your next minimum **\$400** order.
- \$600-\$799 \$15
- \$800-\$1,199 \$25
- \$1,200-\$1,799 \$35
- \$1,800-\$2,399 \$50
- \$2,400-2,999 \$80
- \$3,000-\$3,599 \$100
- \$3,600+ \$125



BizBuilder Bucks must be used before the end of your A3 month. You must be Active to use the credits.

Visit www.MaryKayIntouch.com for more details



The perfect reason to call customers to schedule a facial. **WHY?** Because she could win the fabulous makeover, and **YOU** can put yourself in a position to **increase sales!**

Here's how it works

- Customers let you know they want to enter the contest. You submit their name and address with Mary Kay.
- They receive a confirmation email to complete, approve and formally submit the entry.
- Get together for a makeover (try to turn it into a party). Take before and after photos.
- Submit those photos for the contest!

Top things to do to get organized for the



A new Seminar year, means new goals and challenges. To prepare for a great year, mark these tasks off as **DONE!**

- Count your inventory.** Do it as if you were placing an order online. Then it will total it out for you and you can print it out for your records.
- Clean out your starter kit.** Take everything out and clean it up.
- Separate your limited and discontinued items in your inventory.** Use them as hostess gifts, door prizes, etc. These items take up valuable space on your shelf.
- Place an order** to fill in any gaps in your inventory. Also check and restock party supplies.
- Purge your customer file.** Call each customer to make sure they are happy with their products, fill any needs they have, and check for phone numbers, email and address changes.
- Go over your calendar for August.** Highlight when you want to hold parties and decide on a hostess contest for each month of the year.
- Add up all your receipts for tax info.** To keep up with personal use, type a list of those items you use most and their retail price. Tape the list to the door of your inventory closet and keep a pen close by. Then as you take items off your shelf to use, you can keep a running tally.
- Add up your sales for the year.** If you have been doing your weekly accomplishment sheets you have this number already. Plan to start keeping up with it during the year.
- Do all of the above after 9 p.m.** and before 9 a.m. (except for calling your customers!) since you only want to contact them between normal business hours.



Leadership Conference 2012 Future Director Challenge

Oct. 1 through Dec. 31, 2011

This challenge **STARTS** October 1 which gives you plenty of time to begin building your team so you can be a Future Director by that time!

If you meet this challenge, you are eligible to attend Leadership Conference!

Take the challenge and join us!



Make Your Move!

Let me help you move up the career ladder. With commitment to retail sales and providing outstanding customer service, you could earn a Red Jacket, move to Team Leader or be in a new car!

**Do you want it?
If you're ready, I can show you how!**

There is no magic formula for success. The **ONLY** way to move up in your career is to put yourself in the position to sell more product. When you do that, you open the door to sharing the opportunity. Your future team will come from customer contacts and referrals.



Driving in Style!



New Car Driver . . .

Naomi Theme



Congratulations to you and your team for reaching this wonderful goal! As a new car driver, the door is now open for your rise to the top. I'm very proud of you and your commitment to providing a quality product to your customers and leadership to your team!

GOOD JOB! YOU'RE AWESOME!

Start Working To Earn



THE CHEVY MALIBU!

Start this month with the momentum that will propel you into a new car!



Go On-Target for the Chevy Malibu:

- Be a Team Leader with 5 or more active personal team members
- You must be active
- When you and the Consultants on your team have at least \$5,000 wholesale in a calendar month, you are on-target!



Qualification:

Earn your car in 1, 2, 3, or 4 months, on you and your team member achieve the following:

- \$20,000 wholesale
- YOU end the qualification period with 14 active personal team members (new Consultant that your team members recruit during this time do not count toward your 14 required)
- You may contribute no more than \$5,000 in personal wholesale toward the total \$20,000 requirement.
- The rest of your team members **must** contribute a minimum of \$15,000 wholesale toward the total \$20,000 requirement.
- In each month, you must maintain at least 5 personal team members (*basically stay a Team Leader*) and you and your team members must have at least \$5,000 combined wholesale to remain in qualification for the car!

Here's How To Do It!

- Contact me to let me know you want to work to earn a car.
- If you are not already a **Team Leader**, you must reach that goal before you can go on-target for the car.
- Make a decision that you will hold at least **2 parties a week**. Hold more to reach the goal faster!
- Learn the skills it takes to **sell at least \$250** at each party. Your ultimate goal is always to sell as much as you can. \$250 is a minimal starting point.
- Master the steps of the **4-Point Recruiting Plan** so you can lay the foundation for building a team. If you're not sure of the steps in the recruiting plan, ask me!
- Become an expert at the **individual close** where you ask each guest for an opportunity to share the career with them.



Amazing Grace Dynamites

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YOUR NEW YEAR STARTS NOW!



THIS CHALLENGE IS ONE THAT EACH OF YOU CAN WIN! FOCUS ON HOW THE BUSINESS CAN HELP HER AND LET'S START SHARING!



UPCOMING EVENTS

Take time to learn more about what can help make your business better by attending meetings, guest events and special functions. They are all designed to help your business grow. From recognition to training -- you'll find all you need to sell more product and be a better recruiter!

- Thursday August 11th 2011, Bi-weekly Million Dollar Conference Call @ 8pm - 9pm Eastern
Call details: 605-477-3000; access code: 972999#
- Thursday, August 25th 2011, Bi-weekly Million Dollar Conference Call @ 8pm Eastern
Call details as above.
- Thursday, September 8th 2011, Bi-weekly Million Dollar Conference Call @8pm Eastern
Call details as above.
- Every other thursday is the success meeting for Marylanders @ Holiday Inn, 15101 Sweitzer Lane, Laurel, MD
- And Success Meeting @ Naomi's Marykay Studio for those living in Gaithersburg and Germantown in Maryland.

Success comes from BEING INFORMED! So make sure to attend every MK event you can, with a guest to help your business grow!

