



AMAZING GRACE DYNAMITES

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**September 2011
August Results**

This Month's Focus!



Remember this month the **Customer Makeover Contest** starts. For everyone you facial at your parties, take their before and after photo and submit them for the contest. You never know, **THEY** could win and wouldn't that be a great gift for them?



This is the perfect month to plan your Open House. Ask me for tips on having a successful event. Or check out page 3!

You Can Have Sweet Sales!



Between now and the end of the year, there will be many opportunities for you to help customers purchase gifts for everyone on their list. Fragrance items will be very important gift items and you should make sure to have enough on hand to create beautiful, eye catching gift sets. Remember, the department stores will be your biggest competition, so you'll need to make sure customers know **WHY** purchasing from you is a benefit to them!

Make sure your customers know:

1. You can create customized gift sets for their price range.
2. You can deliver their purchase.
3. They can earn products by hosting parties. The department store won't give them that option!
4. You can offer discounts when they purchase multiple gift sets.

September is the beginning of a fabulous 4-month selling opportunity and I want you to be prepared to have the best sales you've ever had.

Proud to be your Director, *Toyin*

Leading by Example



Didi Jones

Queen Of Wholesale

\$1,840



Karen Duncan

Queen Of Sharing

5 New Team Members In August

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

Sponsored By

Esther Y. Adonten (Laurel, MD)	K. Duncan
Esther Ajayi (Roanoke, VA)	T. John
Louisa Asiedu Yirenk (Laurelton, NY)	K. Duncan
Muyiwa A. Elesho (Bladensburg, MD).....	T. Omolola
Grace O. Fagbemi (Glenwood, MD).....	Y. Fadiran
Akou Houinato (Silver Spring, MD)	K. Duncan
Isatu Kamara (Silver Spring, MD).....	R. Smith
Ebony M. Latta (Roanoke, VA)	T. John
Lilian O. Nebo (Bowie, MD).....	K. Duncan
Patrick K. Sam (Laurel, MD)	K. Duncan



Working Women!

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

Welcome
Faith Ojiaka.. [London ON]
sponsored by Teegee Akande

Put the Product On Faces!



There is no other way to increase your business than by putting product on faces! That's the key to success. Those customers who love the product become team members who love the business!

A \$50 party is just as exciting as a \$700 party. I want to know about both so I can share in your excitement.

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 hostesses.



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!**



A HELPFUL TIP FOR YOUR BUSINESS

Have you ever needed a positive answer for an objection?

You are talking with a potential team member and the subject of having parties comes up.

Her objection:

I could never ask my friends or family to have a party!

Your answer:

I felt the same way when I first started and what I found was that after the first couple of parties I have not had another one with a family member. Do you have many mutual friends in common with Mary (our host)?

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



Future Sales Directors

Karen K. Duncan
Esther Y. Adonten
Juliana Akuffo
Itunuoluwa Efunwoye
Jacqueline Jones
Lilian O. Nebo
Labia S. Nongnogo
Patricia Nyako
Richard D. Otoo
Patrick K. Sam
Mercy A. Woadzro
*L. Asiedu Yirenyki
*Akou Houinato
*Charity Mensah

Richard D. Otoo
Patrick K. Sam
Mercy A. Woadzro
*L. Asiedu Yirenyki
*Akou Houinato
*Charity Mensah

Team Leaders
Yasmmina mami Ekue

T. Abalomensahdaku
Valiana Abole
Catherine Dawo
Ayele Eklouyl
Aurelia Missodey
*Semenya A. Abbeh
*Elisabeth de Souza

Julienne Yoboue

C. Loukou d
*Helene Mounquet
Lauren A. Johnston
Sarah M. Saunders
*Stephanie L Carrillo
*Cartesha M. Carson
*W. Katzenberger

Rita O. Smith
Tuwina Page-Johnson
*Omowunmi O. Adeniji
*Counba Dia
*Isatu Kamara
*Brenda Marquez
*Magdalena L. Navarro

Toyin M. Omolola
Muyiwa A. Elesho
Uzoamaka K. Ibekwe
Lynda A. Obamogie
Whitney A. Katzenber
Brandy L. Hollen
Yinka Fadiran
Grace O. Fagbemi

On Target Grand Achievers

Karen K. Duncan
Esther Y. Adonten
Juliana Akuffo
Itunuoluwa Efunwoye
Jacqueline Jones
Lilian O. Nebo
Labia S. Nongnogo
Patricia Nyako

Senior Consultants
Ademoyeke C. Wood

Leticia Abongo
Itunuoluwa Efunwoye
Florence R. Alade
Olumayowa E. Enoma
*Mercy Michaels
Julianna N. Yates
Jenell S. Turnbull



Karen Duncan
Future Director



Yasmmina Ekue
Team Leader



Teegee Akande
Sr. Consultant



Yinka Fadiran
Sr. Consultant



Toyin Omolola
Sr. Consultant



Your Holiday Open House

Are you planning on having an open house this year? If so, let me give you some ideas that will help it be a success. September is NOT too early to plan your open house.

- Because people are bombarded with so much advertising mail, consider simply getting on the phone and **personally inviting each guest!**
- **THEN** follow up with a post card that includes the date and time for those who indicated they'd be interested in attending.
- Have a **gift for everyone** who attends. You determine what that should be.
- Make sure to follow-up with a **thank you note** for their attendance.



Queen's Court!

Royalty has its rewards!

Top 20 Year-to-Date Retail

Consultant	YTD Retail	YTD PC Premiums	YTD Totals
1. Lilian O. Nebo	\$4,153.50	\$0.00	\$4,153.50
2. DiDi Jones	3,789.00	0.00	3,789.00
3. Julienne Yoboue	3,091.00	0.00	3,091.00
4. Karen K. Duncan	2,519.50	0.00	2,519.50
5. Arleen G. Robinson	1,837.50	0.00	1,837.50
6. Ayele Eklouyl	1,670.50	0.00	1,670.50
7. Valiana Abole	1,475.50	0.00	1,475.50
8. Muyiwa A. Elesho	1,468.50	0.00	1,468.50
9. Grace O. Fagbemi	1,460.50	0.00	1,460.50
10. Patrick K. Sam	1,460.50	0.00	1,460.50
11. Aurelia Missodey	1,459.50	0.00	1,459.50
12. Esther Y. Adonten	1,458.50	0.00	1,458.50
13. Esther Ajayi	1,458.50	0.00	1,458.50
14. Yasmina Ekue	1,294.00	0.00	1,294.00
15. Manani Adjana	1,261.00	0.00	1,261.00
16. Rita O. Smith	1,160.00	0.00	1,160.00
17. Patricia Nyako	1,066.50	0.00	1,066.50
18. Lauren A. Johnston	1,038.00	0.00	1,038.00
19. Akouavi Davi	888.00	0.00	888.00
20. Yinka Fadiran	850.50	0.00	850.50

Top 10 YTD Sharing

Consultant	Qualified Recruits	Commission
1. Karen K. Duncan	3	\$390.52
2. Yasmina mami Ekue	3	171.62
3. Toyin M. Omolola	1	24.04
4. Yinka Fadiran	1	24.04

Tips to Increase

Sales

- **Skin Care Party Marathon:** Maximize your schedule by having more than 1 skin care party . Try having 2 on a Saturday (one at 11:00 a.m. and one at 3:00 p.m.) If you have room, double the fun and have 2 tables full of guests! Or spread the "marathon" over 2 weekends by scheduling 2 on 2 consecutive Saturdays. Or make it a month-long event with classes every weekend.
- **Set Your Own Goal:** Challenge yourself. Set a goal to "outdo" your personal best sales month. Contact your customers by phone or email and tell them about your personal goal. Invite them to be a part of the event.
- **Color Collection Preview:** Host a preview of any new products, such as new Color trends.



**#1
IN YTD
SALES**

Lilian O. Nebo



**#1
IN YTD
SHARING**

Karen K. Duncan

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

be a  consultant

star



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

	NAME	For Star	Sapphire	Ruby	Diamond	Emerald	Pearl
★ <u>Pearl</u> Naomi C. Ihome Toyin M. John Ijeoma E. Van-Lare	Adenike Fabunmi	\$2,053.75	Star	\$346.25	\$946.25	\$1,546.25	\$2,746.25
	Didi Jones	1,840.50	Star	559.50	1,159.50	1,759.50	2,959.50
	Lilian Nebo	1,803.00	Star	597.00	1,197.00	1,797.00	2,997.00
	Toyin John	1,550.00	250.00	850.00	1,450.00	2,050.00	3,250.00
	Julienne Yoboue	1,509.50	290.50	890.50	1,490.50	2,090.50	3,290.50
	Karen Duncan	1,228.75	571.25	1,171.25	1,771.25	2,371.25	3,571.25
	Manani Adjana	1,218.00	582.00	1,182.00	1,782.00	2,382.00	3,582.00
	Rita Smith	988.75	811.25	1,411.25	2,011.25	2,611.25	3,811.25
	Catherine Dawo	868.50	931.50	1,531.50	2,131.50	2,731.50	3,931.50
	Arleen Robinson	804.50	995.50	1,595.50	2,195.50	2,795.50	3,995.50
★ <u>Emerald</u> Ayaba Aviah Yasmina mami Ekue	Lauren Johnston	769.50	1,030.50	1,630.50	2,230.50	2,830.50	4,030.50
	Ayele Eklouyl	702.00	1,098.00	1,698.00	2,298.00	2,898.00	4,098.00
	Yasmina Mami Ekue	628.00	1,172.00	1,772.00	2,372.00	2,972.00	4,172.00
	Valiana Abole	604.50	1,195.50	1,795.50	2,395.50	2,995.50	4,195.50
	Patrick Sam	601.00	1,199.00	1,799.00	2,399.00	2,999.00	4,199.00
	Grace Fagbemi	601.00	1,199.00	1,799.00	2,399.00	2,999.00	4,199.00
	Muyiwa Elesho	601.00	1,199.00	1,799.00	2,399.00	2,999.00	4,199.00
	Aurelia Missodey	600.50	1,199.50	1,799.50	2,399.50	2,999.50	4,199.50
	Esther Adonten	600.00	1,200.00	1,800.00	2,400.00	3,000.00	4,200.00
	Esther Ajayi	600.00	1,200.00	1,800.00	2,400.00	3,000.00	4,200.00
★ <u>Diamond</u> Karen K. Duncan	Omolola Sunmonu	586.50	1,213.50	1,813.50	2,413.50	3,013.50	4,213.50
	Tinesi Edwards	567.00	1,233.00	1,833.00	2,433.00	3,033.00	4,233.00
	Patricia Nyako	523.25	1,276.75	1,876.75	2,476.75	3,076.75	4,276.75
	Akouavi Davi	444.00	1,356.00	1,956.00	2,556.00	3,156.00	4,356.00
	Richard Otoo	408.75	1,391.25	1,991.25	2,591.25	3,191.25	4,391.25
	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
	Cynthia Juliana	401.50	1,398.50	1,998.50	2,598.50	3,198.50	4,398.50
	Loukou D						
	★ <u>Ruby</u> Akouavi Davi Uzoamaka K. Ibekwe						
★ <u>Sapphire</u> Yinka Fadiran Chinyere Ikemba Lauren A. Johnston DiDi Jones Rita O. Smith Mercy A. Woadzro							

Wholesale Orders

Thanks for your August Order!

DiDi Jones
Lilian O. Nebo
Julienne Yoboue
Karen K. Duncan
Ayele Eklouyl
Manani Adjana
Valiana Abole
Toyin M. John
Grace O. Fagbemi
Patrick K. Sam
Muyiwa A. Elesho
Aurelia Missodey
Esther Y. Adonten
Esther Ajayi
Patricia Nyako
Mercy A. Woadzro
Rita O. Smith
Adenike Fabunmi

Leticia Abongo
Tuwina Page-Johnson
Akouavi Davi
Toyin M. Omolola
Tinesi B. Edwards
Sarah M. Saunders
Yasmina mami Ekue
Arleen G. Robinson
Ademoyeke C. Wood
Uzoamaka K. Ibekwe
C. Loukou d
T. Abalomensahdaku
Jacqueline Jones
Richard D. Otoo
Lauren A. Johnston
Julianna N. Yates
Nicole McPayten

BE CREATIVE WITH YOUR PRODUCT PREVIEWS

Product previews are designed as an opportunity to showcase your products without having a party or facial. When having a preview, have plenty of samples on hand. Let guests try the product and offer an incentive if they purchase the full size item that day. If a guest doesn't want to buy then, give a lesser incentive if they purchase within a week.

Here's how to get started:

- Contact your most recent hostesses and ask if they would be willing to hold a product preview and invite 15-20 guests.
- Make sure to present her with a special gift for opening her home for the occasion. Offer her a choice of a complete Satin Hands Set or



a complete body care set. Make it worth her while to help you with this project.

- Remember previews are great as incentives for booking parties or facials. Put together a table of just hostess gifts and make sure that table is the most exciting. Then mention to guests that if they book a party that day, you will include an additional mystery gift when the party holds.

I bet you'll find a preview fun and a source of great sales!



It's a special CELEBRATION

Birthday

Olumayowa E. Enoma 4
Adjaratou L. Thioune 5
Ayele Eklouyl 8

In October

Anniversary (years)

Cathy T. Katuala 3
Lauren A. Johnston 2
Christiana Williams 1
Abibatou S. Faye 1

Offer your customers a

Glamour Makeover.

This is more than a facial; this is a one-on-one appointment with her to actually pick colors for her glamour look.



Really make this a special time of personal attention so she'll feel like you are her . . .

BEAUTY Consultant!



The Check's in the Mail

13%

Karen K. Duncan

9%

Yasmina mami Ekue

4% (top 5 listed)

Toyin M. Omolola
Yinka Fadiran
Ademoyeke C. Wood
Rita O. Smith
Lauren A. Johnston

Did You Know?????



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

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

Company Advertising Can Help You Sell!

Did you know Mary Kay products are regularly featured in advertisements of top magazines which can help build your business!

August 2011 issue of Marie Claire.

In an advertisement for the **Best Makeup for Your Hair Color**, the **Apricot Twist crème eye color** is featured.



way to GROW Unit Challenge

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!

FILLED COMPACTS

can help you sell more at one time! Why? Because if the customer can **SEE** it, they might want to **BUY** it!

Take advantage of the fact that the "eye buys." At your parties and facials, put together 2 or 3 compacts and prominently display them. Offer the collection at a special price **IF** they purchase it then. If they wait until another day, the collection will be full price!



Remember, the goal is to sell more product at one time. Ask me for more ideas!

August 2011 issue of Glamour

features a special advertising section for MK Products entitled **Everything's Coming Up ... Beautiful.**

Coming Up ... Beautiful.



FALL TREND REPORT

Available Online!

Take advantage of yet **ANOTHER** tool to help you sell more this fall.

You can e-mail the report or post it to your **Facebook** page. Your customers can print it, forward it to friends. This is great exposure for you, the products you offer, and your parties!

Share these media mentions with your customers to:

- Generate excitement for your business
- Strengthen customer relationships
- Build your credibility through third party endorsements from top beauty editors
- Use as a recruiting tool





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

Toyin John
Senior Cadillac Sales Director
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The Future Director challenge STARTS October 1 giving you plenty of time to begin building your team so you can be a Future Director by Leadership!

YOUR FUTURE IS BRIGHT . . .



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 8th Of September 2011, Million Dollar Conference Call At 9pm [Eastern]**
Call Details: 605-477-3000 Access Code: 972999#, *6 To Mute Yourself In A Noisy Area.
- **Thursday 22nd Of September 2011, Million Dollar Conference Call At 9pm [Eastern]**
Call Details As Above.
- **Every Sunday Night At 7pm Eastern Time, National Area Conference Call**
Call Details: 605-562-3000 Access Code 821669#, *6 To Mute Yourself In A Noisy Area.
- **September 18th, 2011, National Area Event In New York City...Please Check Details On Our Unit Website Under Event Calendar And Print The Flyer As Well. www.Toyinjohn.Com.**

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

