



Future Executive Sr. Sales Director Amy Zietlow

Amy's Achievers



APRIL RESULTS & RECOGNITION « MAY, 2023



Touch the Lives of Others!

Share the Golden Rule in your connections as you earn this travel jewelry pouch.



WHOLESALE COURT

Diane Satkoski

\$1,012.00

Susan Peterson

\$484.50

Vickie Lee

\$469.00

SHARING COURT

Anne DeNoyer

1

Be Golden!

5 Effective Recruiting Questions

- **1 IF YOU DON'T BECOME A CONSULTANT, WHERE DO YOU SEE YOURSELF A YEAR FROM NOW?** This is a powerful question because you are asking them to look at what their life will be like a year from now if they don't say yes to this opportunity.
- 2 IF YOU WERE TO BECOME A CONSULTANT TODAY, WHAT IN YOUR LIFE WOULD BE IMPROVED A YEAR FROM NOW?** Now the wording in that question is very important. Notice that you didn't ask them what would be different; you asked what would be improved. You also used the word "will" instead of "would" which gives a sense of expectation. When you ask closing questions you can, by your choice of question, direct the type of answer they will give you. For this question, they will tell you, in their own voice, what will be better about their life a year from now if they become a consultant today. You're not telling them, they're telling you. And they know the answer. And they'll say it. And they'll hear the answer in their own voice. In the process of that, they will begin to convince themselves that this is what they want.
- 3 WHAT QUALITIES DO YOU HAVE THAT WOULD BENEFIT YOU AS A CONSULTANT?** They've just told you how their life will be improved and now they are going to tell you why they'd be good at it.
- 4 WHAT ARE THE TWO MOST IMPORTANT REASONS FOR YOU TO BECOME A CONSULTANT TODAY?** This is also a very powerful question, especially the use of the word "today" which adds a sense of urgency. Because you are asking them for only two reasons, they will pick out the two most important things. It might be their family, or children, or finances, or because they don't want to work a job anymore. They're going to tell you now the two most important reasons why they need to become a consultant today. You see, you don't have to convince them if you ask them the right questions. They will convince themselves.
- 5 IT DOES SOUND LIKE YOU'D BE AN EXCELLENT CONSULTANT. WHY DON'T YOU GIVE IT A TRY?** The reason that this question is so powerful is because when they think about giving something a try, they believe that they have options, that they're just testing it out. They don't believe they are making a decision. In actuality, they are making a decision but it gives them the feeling of having an "out." That question, in exactly those words, "Why don't you give it a try?" will allow them to give themselves permission to say yes.

You should have written out and committed to memory, the best closing questions that you've ever heard, because when you are closing a new consultant, you do not want to be stuck searching for the right thing to say.

Spotlight On Team Builders!

Standings are updated as of April 30th — this will not reflect May orders or new team members.

Star Team Builders

Recruiter: Anne E. DeNoyer
 Karen DeNoyer
 Heidi Goelzer
 Dawn A. Burgstiner
 Beth J. Gabb
 * Michelle Smith
 * Valerie Fogle

Recruiter: Karen DeNoyer
 Jennifer A. Gawronski
 Kristen L. Biesterfeld
 Beth A. Bruggink
 Karen A. Radue
 * Tammie R. Fischer
 * Rebecca A. Kozak
 * Wendy A. Woodson
 * Kim Eicher
 * Larissa C. Wagner

Senior Consultants

Recruiter: Debra Archambeau
 Rhonda J. Ritschke
 Susan Roe
 * Kelly N. Archambeau

Recruiter: Janet M. Cunningham
 Luanne M. Robertson

Recruiter: Cindy E. Hudson
 Patti Rumfelt
 Donna R. Vargas
 * Kristi Peel
 * Vera L. Rivera

Recruiter: Rebecca A. Ihli
 Yvonne L. Ihli
 * Rachel E. Bolles
 * Gina Ihli

Recruiter: Yvonne L. Ihli
 Chris Fuller
 Valerie C. Dines

Recruiter: Sarah Magnuson
 Sarah M. Engdahl

Recruiter: Donna M. Pershall
 Shari R. Kime

Recruiter: Luanne M. Robertson
 Cindy L. Akers

Recruiter: Cheryl L. Ryno
 Barbara J. Williams
 * Cheryl L. Bishop
 * Deborah L. Oleneack
 * Linda Adam
 * Kimberly Hardt

Recruiter: Diane S. Satkoski
 Susan C. Wandel

Recruiter: Larissa C. Wagner
 Kim Schram

Recruiter: Annette A. Welburn
 Susan M. Faverty
 * Sheila M. Zehr

* To become ACTIVE you must place a \$225 wholesale order.

Follow the Steps to Success!



1 Senior Consultant

(1-2 active team members)

4% Commission

Eligible for \$50 Bonus (new)

2 Star Team Builder RED JACKET (3+ actives)

Sr. Consultant benefits plus
Red Jacket Rebate

4-8% Commission

Eligible for \$50 Bonuses

3 Team Leader

(5+ actives)

All the previous benefits plus
9-13% Commission

Team Leader pin

4 On-Target for Car!

(8+ actives and \$6,000 wholesale growing to 18 actives and \$26,000 in 4 months or less)

Eligible to earn use of
Career Car or monthly cash
compensation.

5 Director in Qualification

(10+ actives growing to 30, \$4,000 unit whls prod/mo growing to 13,500 whls/ DIQ contributes \$3,000.)

Production during DIQ counts towards car! Eligible to become Director and earn Unit Commission and Unit bonuses—Eligible to wear the exclusive Director Suit.

#MaryKay60 Social Media Challenge

May 1 – September 30, 2023

Participate in the #MaryKay60 Social Media Challenge from May through September by sharing your love for all things Mary Kay – one post at a time!

Amplify your voice on social media as we celebrate our 60th anniversary! Share your love of all things Mary Kay on social media from May 1 through Sept. 30 for the chance to win an exciting prize! By seeing your posts and enthusiasm for Mary Kay, more people will hear about all the facets of this amazing Company.

Participating is easy. Just post on your social media accounts about your love for Mary Kay to be eligible to win each month.

- ◆ On Facebook: In the text or caption, type #MaryKay60 and @MaryKay on your public posts.
- ◆ On Instagram: In the text or caption, type #MaryKay60 and @MaryKayUS on your public posts.

Each month, 30 winners will be randomly selected to win a Social Creator Kit – great for content creation, video recording and livestreaming on all social media platforms. It can help you look and feel your best when the camera turns on!

Here are a few resources to consider:

- ◆ **NEW!** The [Social Media Master Classes](#) that offer rich social media tactics, along with practical tips and tricks to help you create your content.
- ◆ The [Social Media Playbooks](#) for concrete post ideas and text prompts to create your own content.
- ◆ The [Where Can I Say That Social Media Content Cheat Sheet](#) to help guide you.

Whether you are new to social media or you're already a social media superstar, you can find the resources, tips and tricks to help you grow your Mary Kay business using social media.



Summer MARY KAY BE BOLD. MAKE AN IMPACT.

Ready to celebrate 60 years of Mary Kay beauty and empowering opportunities?
Treat yourself to these powerful Mary Kay® color products and fan-favorites!

YOUR PERFECT MATTE

New! Special-Edition[†] Mary Kay® Matte Liquid Lipstick, \$20 each

- ◆ Lightweight, velvety finish.
- ◆ Smooth matte wear.
- ◆ Bold color payoff in five shades:
 - Modern Nude
 - Must-Have Mauve
 - Classic Red
 - Spiced Berry
 - Rich Espresso



YOUR BRUSH WITH BOLDNESS

New! Limited-Edition[†] Mary Kay® Heart-Shaped Foundation Brush, \$5 with the purchase of any TimeWise 3D® Matte or Luminous Foundation

Commemorate 60 years of making heart-shaped change with Mary Kay. In the United States, from May 10 through Aug. 15, 2023, Mary Kay Inc. will donate \$1 from each sale of the limited-edition[†] Mary Kay® Heart-Shaped Foundation Brush to the Mary Kay Ash Foundation[®].

The brush features Mary Kay-branded hearts and synthetic pink bristles.

YOUR SUMMER TIME-SAVER

New! Limited-Edition[†] Mary Kay® Lip & Cheek Cream Blush, \$14 each

- ◆ Blendable, buildable color that's infused with vitamin E.
- ◆ Great for summer travels and easy, breezy dash-out-the-door days.
- ◆ Apply easy-to-wear shades (sold separately) to both lips and cheeks using your fingers, the Mary Kay® Cream Color Brush (for lips) or the Mary Kay® Cheek Brush (for cheeks).

- Peach Shimmer
- Luxe Lilac
- Spiced Berry
- Mauve Sunset



YOUR MUST-HAVE MINIS

FREE* limited-edition[†] Mary Kay® Masking Minis with the purchase of retail-sized Clear Proof® Deep-Cleansing Charcoal Mask and retail-sized TimeWise® Moisture Renewing Gel Mask

- ◆ Pack this travel-friendly set to enjoy masking on the go.
- ◆ Show you care with this giftable self-care set.
- ◆ Turn your girls night in into a masking party.



YOUR SPOTLIGHT ON RADIANT SKIN

TimeWise Repair® Revealing Radiance[®] Facial Peel, \$68

- ◆ Takes a multi-layer approach to surface exfoliation.
- ◆ Formulated with glycolic acid to enhance skin's own renewal process for a rejuvenated look.
- ◆ At-home peel that helps reveal your most radiant skin.



YOUR ON-THE-GO SUMMER VIBE

New! Limited-Edition[†] Mary Kay® Lip Balm Set, \$16

- ◆ A sweet moisturizing experience in two fresh new flavors: Sweet Berry and Tropical Guava.
- ◆ Amazing for hydrating lips.
- ◆ Perfectly giftable.

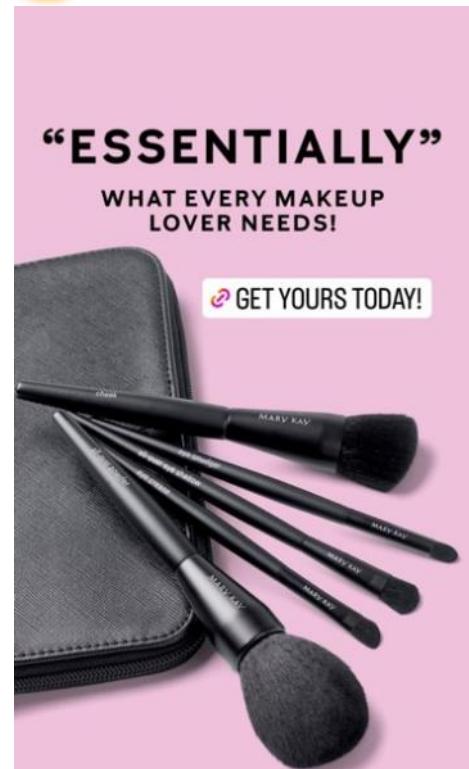


Skinvigorate Sonic[®]
ANNIVERSARY SPECIAL
\$60[†] (regularly \$75)
Includes device, one Facial Cleansing Brush Head and USB cord.

CONTACT ME, your Independent Beauty Consultant, to MAKE AN IMPACT this summer!

We Invested in Product Last Month!

Diane Satkoski	\$1,012.00	Jennifer Gawronski	\$243.00
Susan Peterson	\$484.50	Patti Rumfelt	\$235.50
Vickie Lee	\$469.00	Cathryn Kober	\$235.00
Karen DeNoyer	\$443.00	Barbara Williams	\$234.00
Monica Osinski	\$374.60	Anne DeNoyer	\$233.00
Cheryl Ryno	\$374.50	Christine Redecker	\$230.60
Yvonne Ihli	\$364.75	Cindy Mengel	\$230.00
Sarah Magnuson	\$351.50	Holly Russell	\$225.00
Mary Ellen Howell	\$349.35	Shari Kime	\$187.00
Stephanie Swanson	\$314.00	Teresa Bush	\$134.00
Cindy Krause	\$309.50	Kathy Clancy	\$114.00
Laura Bliss	\$277.00	Christine Vernon	\$114.00
Wendy Whitehead	\$272.00	Vicki Graff	\$81.00
Chris Fuller	\$264.00	Valerie Dines	\$47.00
Nicole Van Sandt	\$247.00	Jenny Thatcher	\$32.00
Linda Hepp	\$246.50	Kristen Biesterfeld	\$12.50



Shooting for the Courts!

TOP 10 IN RETAIL SALES

(Based on verified wholesale orders placed to the company as of prior month-end)

Consultant	YTD Retail	YTD Add'l Credit	YTD Total
1 Diane Satkoski	\$9,699.00	\$1,200.00	\$10,899.00
2 Mary Ellen Howell	\$5,973.00	\$1,066.00	\$7,039.00
3 Sarah Magnuson	\$6,038.00	\$517.00	\$6,555.00
4 Sonia Pineda	\$5,289.00	\$822.00	\$6,111.00
5 Karen DeNoyer	\$5,451.00	\$531.00	\$5,982.00
6 Vickie Lee	\$3,836.00	\$1,448.00	\$5,284.00
7 Patti Rumfelt	\$3,869.00	\$793.00	\$4,662.00
8 Gina Nagle	\$3,718.00	\$537.00	\$4,255.00
9 Karen Radue	\$3,663.00	\$387.00	\$4,050.00
10 Patricia Lefebvre	\$2,826.00	\$1,208.00	\$4,034.00



Queen's Court of Sales!

\$40,000 retail

July 1, 2022—June 30, 2023



Queen's Court of Sharing!

24 New Team Members

July 1, 2022—June 30, 2023

Tops in Team Building



Who will be in the
Court of Sharing
next year?!





Aim for the Stars!



ON-TARGET \$STAR CONSULTANTS!

March 16 - June 15, 2023



*Congrats
3rd Quarter
Stars!*

SAPPHIRE

Diane
Satkoski



Consultant Name	Current Wholesale Production	Wholesale Production Needed for Star—				
		Sapphire \$1,800	Ruby \$2,400	Diamond \$3,000	Emerald \$3,600	Pearl \$4,800
Diane Satkoski	\$ 1,012.00	\$ 788.00	\$1,388.00	\$1,988.00	\$2,588.00	\$3,788.00
Karen DeNoyer	\$ 635.50	\$1,164.50	\$1,764.50	\$2,364.50	\$2,964.50	\$4,164.50
Mary Ellen Howell	\$ 574.35	\$1,225.65	\$1,825.65	\$2,425.65	\$3,025.65	\$4,225.65
Jennifer Nystrand	\$ 548.50	\$1,251.50	\$1,851.50	\$2,451.50	\$3,051.50	\$4,251.50
Sherri Kenny	\$ 524.00	\$1,276.00	\$1,876.00	\$2,476.00	\$3,076.00	\$4,276.00
Susan Peterson	\$ 484.50	\$1,315.50	\$1,915.50	\$2,515.50	\$3,115.50	\$4,315.50
Sarah Magnuson	\$ 479.50	\$1,320.50	\$1,920.50	\$2,520.50	\$3,120.50	\$4,320.50
Vickie Lee	\$ 469.00	\$1,331.00	\$1,931.00	\$2,531.00	\$3,131.00	\$4,331.00
Carolyn Olson	\$ 422.25	\$1,377.75	\$1,977.75	\$2,577.75	\$3,177.75	\$4,377.75

A simple way to stay on track for Star Consultant:

- Sapphire** = Sell \$300 Retail per week
- Ruby** = Sell \$400 Retail per week
- Diamond** = Sell \$500 Retail per week
- Emerald** = Sell \$600 Retail per week
- Pearl** = Sell \$800 Retail per week
- Pearl** = Sell \$1,000 Retail per week
- Pearl** = Sell \$1,300 Retail per week
- Pearl** = Sell \$1,600 Retail per week

*Also remember
that you earn 600
extra “star” points for
each qualified team
member you add
during the quarter.*

Share the Heart of Mary Kay Team-Building Challenge

MAY 1-31, 2023

It's our diamond anniversary year! So this May, we're honoring our beloved Founder, Mary Kay Ash, with a special challenge during her birthday month. Reaching out to others with a Go-Give heart and sharing the Mary Kay opportunity is a meaningful and fun way to honor Mary Kay Ash.

The *Share the Heart of Mary Kay Team-Building Challenge* gives every Independent Beauty Consultant an opportunity to earn a set of three charming gold-stretch beaded bracelets, each featuring a signature pink heart. These three bracelets

complement the Golden Rules Collection and can make a perfect gift for two new team members. That's one to wear and two to share!

Two qualifications to achieve in May:

- ◆ Achieve the May 2023 Golden Rules Challenge.
- ◆ Develop two or more Great Start-qualified new personal team members.



June 2023



Sun

Mon

Tue

Wed

Thu

Fri

Sat



Seminar 2023

Registration open NOW!

Sapphire: July 22–25

Emerald: July 26–29

Diamond: July 30 – Aug. 2

Ruby: Aug. 3–6

1

2

3

4 5 6 7 8 9 10

11 12 13 14 15 **Star Consultant Deadline!!** 16 Fall 2023 PCP online enrollment for **17**
The Look begins.

18 **Father's Day** 19 20 21 22 23 24

25 26 27 28 29 Midnight CST cutoff for Cons to place phone orders. 30 Last working day of the month. Cons online orders until 9 pm CST. Online Agreements accepted until midnight.



Birthdays

Gina Ihli
Jennifer Nystrand
Karen Radue
Cathryn Kober
Amy Zietlow
Deanna Bell
Rebecca Kozak
Cheryl Ryno
Cindy Krause

Day

1
1
3
4
8
11
14
23
30

Anniversaries

Deborah Oleneack
Cindy Hudson
Linda Hepp
Sue Hardy
Tammy Feuerstein
Charlotte Martin
Mary Stone
Amy Franklin

Years

30
28
22
20
19
10
8
3



Amy's Achievers

Amy Zietlow

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To the Amazing...

Highlights this Month:

APRIL RESULTS, MAY, 2023

- ◆ Quarter 4 Star Consultant Quarterly Contest (March 16 - June 15, 2023)
- ◆ Golden Rules Challenge (July 1, 2022 – June 30, 2023)
- ◆ Share the Mary Kay Dream Global Challenge (January 1 – June 30, 2023)
- ◆ Most Important Things Game (January 1 – June 30, 2023)
- ◆ 8 out of the Gate (January 1 – June 30, 2023)
- ◆ #MaryKay60 Social Media Challenge (May 1 – Sept. 30, 2023)
- ◆ Share the Heart of Mary Kay Team-Building Challenge (May 1-31, 2023)

Words of Wisdom

Today is the first day of the rest of your lives. Use it to climb up to heights not climbed by others. The rungs of the ladder upward are unselfishness, love, sincerity and faith. Resolve today to become the person you have always wanted to be.



mary Kay

SUPERCHARGE
TO SEMINAR

Now is the time to maximize your momentum and power through to the finish line! The energy at our BIG diamond anniversary Seminar celebration will be electric.

Will you be strutting across the stage? Giving high fives and hugs to your friends? There's still time to supercharge your strategies to reach your goals, and then some!

This May and June, you can unleash your limitless potential with selling and team-building initiatives created with YOUR success in mind. Product sales can surge to new personal bests! Build your own can-do crew by sharing your pink-powered energy with others. It's YOUR time to shine as we near our diamond anniversary celebration.

Let's make history for our big 60!

