



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 Rumpfelt  
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!



### Senior Consultant

(1-2 active team members)

4% Commission

Eligible for \$50 Bonus (new)

### Star Team Builder RED JACKET

(3+ actives)

Sr. Consultant benefits plus  
Red Jacket Rebate

4-8% Commission

Eligible for \$50 Bonuses

### Team Leader

(5+ actives)

All the previous benefits plus  
9-13% Commission

Team Leader pin

### 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.

### 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.



# Here We Grow Again!



## WELCOME NEW BUSINESS OWNERS!

(These new unit members signed Consultant agreements April 1-30.)

New Consultant  
Valerie Fogle

From  
Oviedo, FL

Sponsored By  
Anne DeNoyer

# Welcome!

*“Good things come to people who wait, but better things come to those who go out and get them.”*

*— Walt Disney*

## Thank You from Mary Kay

“Love Check” Commissions for Personal Team Building



### 8% Recruiter Commission Level

Anne DeNoyer

\$141.65

### 4% Recruiter Commission Level

Rebecca Ihli

\$14.59

Yvonne Ihli

\$12.44

Karen DeNoyer

\$10.22

Cheryl Ryno

\$9.36

Donna Pershall

\$7.48

Diane Satkoski

\$1.88



This **MAY** travel jewelry pouch holds your jewelry treasures safe with a vibrant pink drawstring design. Lining features a gold leaf pattern and Mary Kay's iconic signature. It is the perfect way to store any and all Golden Rules Collection pieces you may have earned.

**Opportunities don't happen,  
you create them.” – Chris Grosser**

Each month during the 2022–2023 Seminar year that you have personal retail sales of \$600 or more in wholesale Section 1 products, you can earn a monthly piece from the exclusive Golden Rules Collection.



# #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
  - ◻ Burgundy Orchid
  - ◻ Must-Have Mauve
  - ◻ Rich Espresso
  - ◻ Classic Red



### 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



Palette not included



### 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, \$69

- Takes a multilayer 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.



Massage head sold separately.

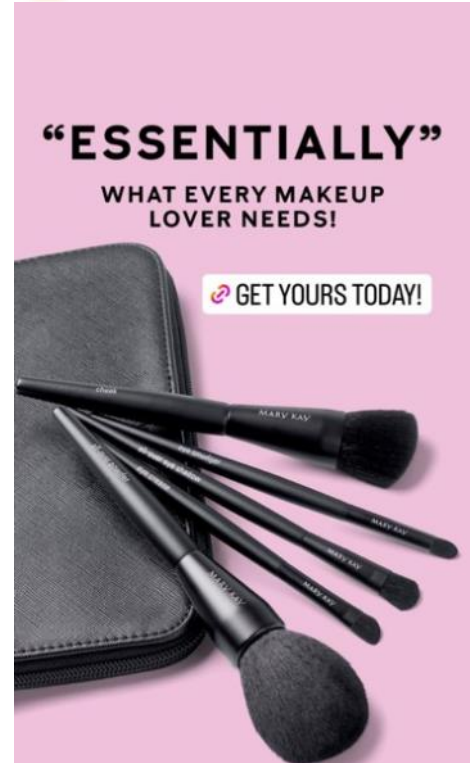


**SkinVigorate Sonic™ Skin Care System, \$60\*\*** (regularly \$75)  
Includes device, one Facial Cleansing Brush Head and USB cord.

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 Rumpfelt	\$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 Rumpfelt	\$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 \$TAR 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 The Look begins. 17

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

Future Executive Sr. Sales Director  
1660 N Prospect Ave. Unit 1710  
Milwaukee, WI 53202

Email: amyzietlow@charter.net  
Phone: 608-779-5866  
Website: www.amyzietlow.com  
(password: achiever)

*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*



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!

