



Future Executive Sr. Sales Director Amy Zietlow

# Amy's Achievers



DECEMBER RESULTS & RECOGNITION « JANUARY, 2023



## Be Someone's Inspiration!

Share a legacy of leading others this month as you earn this beautiful bracelet.



## WHOLESALE COURT

Janette Hendrix  
\$594.50

Janet Cunningham  
\$570.30

Karen DeNoyer  
\$445.60

## SHARING COURT

Positions  
Available!!

*Be Golden!*

## Are you just “*Dating*” your business or “*Married*” to it?

1. **CASUAL DATING:** No strong commitment. If your business calls for a date (meeting, facial..) and you aren't already busy (washing your hair or watching that favorite tv show) okay, if you are, it doesn't bother you.
2. **STEADY EDDIES:** You see each other nearly every week at the meeting with some calls during the week, but you aren't ready to move into something more permanent. You are committed to each other, but you aren't really passionate. If something that looks sparkly or tempting comes along, you and your business could break-up. Sure, you'd be sad, but you'd find another true love.
3. **ENGAGED:** You talk every day and you are in love!!! Maybe your MK business has given you some presents (jewelry, trips, luggage) and you have set a date to really be committed to each other. How long will you be engaged? Six months before you reach your big goal? A year? Two years? Sometimes you get cold feet but you know this is how you want to spend your life so just hurry up...GET MARRIED!!!
4. **MARRIED:** Throw the rice and cut the cake! You can't live without your MK world! You are not just in giddy love with your business, you are truly committed through the highs and through the obstacles. You are entwined with your MK business and you are planning a life together. Looking forward to the new cars you will have together, raising children and putting them through school, and yes RETIREMENT! You are spending your golden years together, taking trips and reminiscing about the good times you have had!

Where are you now? Where do you want to be? Think about your business as a relationship with yourself and decide at what level you want to be, or if you want to move to the next phase!

What does 2023 hold for you?  
You can make it happen!  
Achieve your Seminar goals!!

*Amy*



# Spotlight On Team Builders!

Standings are updated as of December 31st — this will not reflect January orders or new team members.

## Team Leaders

Recruiter: Karen DeNoyer  
Kristen L. Biesterfeld  
Kim Eicher  
Jennifer A. Gawronski  
Larissa C. Wagner  
Karen A. Radue  
\* Debbie Cali

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

Recruiter: Kristen L. Biesterfeld  
Jenny L. Thatcher

Recruiter: Janet M. Cunningham  
Luanne M. Robertson

Recruiter: Sarah Magnuson  
Barbara Vanderbilt

Recruiter: Donna M. Pershall  
Shari R. Kime

Recruiter: Diane S. Satkoski  
Susan C. Wandel  
\* Alison Martin

Recruiter: Stephanie Swanson  
Tamie Gundrum

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

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

Recruiter: Cheryl L. Ryno  
Deborah L. Oleneack  
Linda Adam  
Kimberly Hardt

## Senior Consultants

Recruiter: Debra Archambeau  
Rhonda J. Ritschke  
\* Kelly N. Archambeau

## Star Team Builders

Recruiter: Anne E. DeNoyer  
Karen DeNoyer  
Heidi Goelzer  
Dawn A. Burgstiner  
Janice L. Jensen  
\* Brittni Carran  
\* Beth J. Gabb  
\* Leisa J. Reed

*\* Inactive Member (N1,N2,N3,I1,I2,I3)*

*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!

(5+ actives and \$5,000  
wholesale growing to  
16 actives and \$23,000  
in 4 months or less)

Eligible to earn use of  
Career Car or \$425 cash  
monthly for 2 years PLUS all  
Benefits of previous levels

### 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.



# BECOMING MORE EFFECTIVE AS A RECRUITER

## THE STRATEGIC VALUE OF NETWORK MARKETING WITH POTENTIAL RECRUITS

By NSD JoAnne Barnes with Excerpts by Dr. Tom Barrett

In our Mary Kay business it is important how we relate our business to potential recruits' lives, needs, hopes and wishes. When we do this our business becomes immediately relevant to them. People will tell you **why they need to join you in business** if you listen for three things: their **DREAM**, their **DESIRE** and their **DISCONTENTMENT**. The following are great lead in statements to create interest and start a fire:

- ◆ I know you work hard for your money. Have you ever found a way to have money work for you?
- ◆ After paying the bills, is it difficult to have any money left over to invest? Has anyone ever shown you how to begin to have money work for you **even if you don't have any money to invest at this time?**
- ◆ Have you ever thought seriously about when you want to retire and the income level at which you want to retire? Do you have a specific investment or retirement strategy that is working for you?
- ◆ I am currently working with people with the goal of creating freedom of time and money. I have discovered that it is far less difficult to create financial freedom than I ever knew. **This investment requires an up-front investment: not of money, but of time and**

**effort.**

- ◆ If I could show you a way to have both people and money working for you to relieve your financial pressure, would you be interested in just listening?
- ◆ If there were a way of working hard for a handful of years and then be financially free, would it be worth looking at?
- ◆ I used to dismiss selling/MK/network marketing as a silly attempt to create a little extra income. I thought it was an industry full of hype and lacking in substance and professionalism. Now I can see that it is a real strategy for creating freedom and money. Has anyone ever taken the time to show you how and why this business works?

LISTEN IN 3-D for People's : Dreams, Desires and Discontentment- This is their way of telling you why they need to join you.

**BE AN ACE....SPEAK WITH AUTHORITY, CONVICTION, AND ENTHUSIASM.**

## Thank You from Mary Kay

"Love Check" Commissions for Personal Team Building



### 9% Recruiter Commission Level

*Karen DeNoyer*

*\$99.79*

### 6% Recruiter Commission Level

*Anne DeNoyer*

*\$79.93*

### 4% Recruiter Commission Level

*Cindy Hudson*

*\$29.56*

*Janet Cunningham*

*\$10.83*

*Cheryl Ryno*

*\$9.80*

*Annette Welburn*

*\$9.07*

*Donna Pershall*

*\$6.56*

*Debra Archambeau*

*\$2.12*



This **January collection piece** puts love at the forefront of your leadership style. This golden adjustable bracelet features a soft, sparkly leather wristband and the word "LOVE" in golden letters, plus the collection's signature heart design with tiny sparkling stones. This dazzling accessory is perfect for wearing with other Golden Rules Collection pieces you may have earned.

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.

# Let's Make History!

## SHARE THE MARY KAY DREAM GLOBAL CHALLENGE JAN. 1 – JUNE 30, 2023

Independent Sales Directors and Independent Beauty Consultants who from Jan. 1 to June 30, 2023, add one or more new personal team members during the challenge time frame to help us reach our goal of 600,000 new team members will receive:

- ♦ A special video message from Nathan Moore at the end of the challenge time frame.
- ♦ A Bling Button at Seminar 2023.

The Top 60 independent sales force members in each global region with the highest number of new personal team members during the challenge time frame will be recognized on a special LED billboard placed in front of the Mary Kay world headquarters in Addison, Texas, during our biggest event of the year – Seminar!

You can connect with friends, family and new faces in so many ways. Check out this video to see how you can share this special challenge on your social media channels!



## SHARE THE MARY KAY DREAM

THEN. NOW. ALWAYS.™



## DIAMOND POWER START

## 60 FACES IN 60 DAYS CHALLENGE January 1 – March 1, 2023

In honor of our diamond anniversary, we want to challenge you to book 60 facials in 60 days! It's the perfect way to help achieve the Share the Mary Kay Dream Global Challenge of adding 600,000 new team members worldwide! As our Founder Mary Kay Ash said, "Decide to take leadership over your future and set goals. The difference between top and bottom people is the difference between the goals that they set – so become a goal-setting, goal-inspired, goal-achieving person." Then, now and always, these words remain relevant. Let them spark you to achieve this dazzling goal. You can do it!

What better way to jump-start the year than with a Diamond Power Start – 60 facials in 60 days!



## INDEPENDENT BEAUTY CONSULTANT MOST IMPORTANT THINGS GAME

January 1 – June 30, 2023

As an Independent Beauty Consultant, you can celebrate Mary Kay's 60th anniversary year with a fun game designed to help you grow your Mary Kay business AND reward you at the same time! You can run on one of two tracks for a chance to earn either a commemorative scarf or the scarf AND a red jacket from the 2023–2026 Red Jacket Collection.

### Earn the Scarf:

- ♦ Develop three or more Great Start-qualified new personal team members.
- ♦ Be a Star Consultant in either Quarter 3 or Quarter 4.



### Earn the Scarf, a Mary Kay® Red Jacket and Onstage Recognition:

- ♦ Develop five or more Great Start-qualified new personal team members.
- ♦ Be a Star Consultant in either Quarter 3 or Quarter 4.





# We Invested in Product Last Month!

Janette Hendrix	\$594.50	Andrea Savoie	\$259.50	Kristen Biesterfeld	\$226.80
Janet Cunningham	\$570.30	Annette Welburn	\$259.20	Sheila Zehr	\$226.80
Karen DeNoyer	\$445.60	Mary Slocum	\$254.40	Tammy Feuerstein	\$226.00
Vera Rivera	\$442.50	Deborah Oleneack	\$245.00	Sherri Kenny	\$186.40
Susanne Elder	\$389.20	Gina Ihli	\$240.00	Monica Osinski	\$171.00
Sarah Magnuson	\$375.00	Rachel Bolles	\$239.60	Shari Kime	\$164.00
Jennifer Gawronski	\$351.00	Jalena Peterson	\$239.50	Jule Gast	\$135.00
Christine Redecker	\$334.00	Sue Hardy	\$232.50	Anne DeNoyer	\$86.50
Mary Ellen Howell	\$313.00	Larissa Wagner	\$231.00	Christine Vernon	\$85.00
Jo Bowman	\$306.00	Carole Boughan	\$230.00	Janice Jensen	\$77.00
Donna Vargas	\$296.50	Kim Eicher	\$229.00	Karen Radue	\$71.00
Gina Nagle	\$288.80	Cindy Hudson	\$228.80	Cindy Krause	\$56.00
Marsha Evans	\$284.00	Jennifer Peal	\$228.75	Rhonda Ritschke	\$53.00
Luanne Robertson	\$270.80	Teresa DeBruyn	\$227.50	Beth Jones	\$16.00
Donna Jewell	\$261.50	Pamela Rezler	\$227.50		



## 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	\$4,065.00	\$1,200.00	\$5,265.00
2	Sonia Pineda	\$4,069.00	\$822.00	\$4,891.00
3	Mary Ellen Howell	\$3,592.00	\$1,066.00	\$4,658.00
4	Sarah Magnuson	\$3,557.00	\$517.00	\$4,074.00
5	Karen DeNoyer	\$3,274.00	\$531.00	\$3,805.00
6	Julie Waldock	\$1,684.00	\$1,684.00	\$3,368.00
7	Sherri Kenny	\$1,802.00	\$1,336.00	\$3,138.00
8	Karen Radue	\$2,731.00	\$387.00	\$3,118.00
9	Gina Nagle	\$2,553.00	\$537.00	\$3,090.00
10	Patti Rumpfelt	\$2,123.00	\$793.00	\$2,916.00



*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!

December 16, 2022 - March 15, 2023

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
Michelle Baumgartner	\$ 656.00	\$1,144.00	\$1,744.00	\$2,344.00	\$2,944.00	\$4,144.00



*Shoot for  
Star!!*

*Achieve  
out of this  
world  
rewards!*



*Stars Drive Cars!!*

**COME ALONG FOR THE RIDE OF YOUR LIFE!**

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.*

## We're On Our Way to the 60th!

Jump-start your momentum  
with team-building initiatives  
and more!



# February 2023



Sun Mon Tue Wed Thu Fri Sat

1 2 3 4

5 6 7 8 9 10 11

Spring Look Book  
begins to mail for those  
who enrolled in PCP

Early ordering of  
Spring 2023 promo  
items for 2nd quarter  
stars & enrollees in  
*The Look* for Spring  
2023 PCP.

12 13 14 15 16 17 18

Ordering of Spring  
2023 promo items  
open for all Cons.

*Happy  
Valentine's  
Day*

19 20 21 22 23 24 25

President's Day.  
Postal Holiday.

26 27 28

Midnight CST cutoff for Cons to  
place phone orders.

Last working day of the month.  
Cons submit online orders until  
9 pm CST. Online Agreements  
accepted until midnight.



*"Have enough courage to trust  
love one more time and always  
one more time."*

*—Maya Angelou*

## Birthdays

Kim Schram  
Jo Bowman  
Katrina Johnson  
Patricia Lang  
Shari Kime  
Beth Bruggink  
Yolanda Cordero  
Charlotte Martin  
Teresa Bush  
Tammy Feuerstein  
Donna Johnson

## Day

8  
10  
11  
13  
14  
17  
17  
17  
18  
18  
19

Linda Nilsen

Mary Gail Kell  
Susan Wandel  
Mary Stone

## Anniversaries

Sarah Magnuson  
Beth Lewis  
Linda Adam  
Carole Boughan  
Lori Seymour  
Jennifer Nystrand

19

21  
25  
28

## Years

29  
29  
29  
25  
24  
24

Mary Slocum

Teresa Bush  
Sarah Stanton  
Jennifer Oster

Kristen Biesterfeld

Gloria Neperud  
Rebecca Bonadonna  
Alison Martin

Stacy Roberts  
Donna Johnson  
Kim Eicher

23

19  
18  
18

16

15

10

4

3

2

2



## Amy's Achievers

### Amy Zietlow

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## To the Awesome...

## Highlights this Month:

### DECEMBER RESULTS, JANUARY, 2023

- ◆ Quarter 3 Star Consultant Quarterly Contest (December 16, 2022 - March 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)
- ◆ Diamond Power Start 60 Faces in 60 Days Challenge (January 1 – March 1, 2023)
- ◆ Sell to Play App Challenge (January 1 - March 31, 2023)

## Words of Wisdom

“What you can do - or dream  
you can do - begin it.  
Courage has genius, power  
and magic in it. Only engage  
your goals and the mind  
begins to grow. Begin it and  
the work will be completed.”



## A Recipe for Goal Setting

Achieving your goals can be as easy as reading a recipe. Independent Senior Sales Director Peg Percival of Saint Johns, Michigan, created a formula for goal setting.

Her plan is simple. She gathered 12 plastic storage bags, one for each month, and filled each with the following:

- ◆ 25 Beauty Books (Pass these out to find new prospects for facials.)
- ◆ 8 Class Envelopes (This will remind you to hold a minimum of eight classes a month.)
- ◆ 40 Sales Tickets (Have this be your minimum sales activity.)
- ◆ 15 Independent Beauty Consultant Agreements (Challenge yourself to share the marketing plan fifteen times.)

Only put one bag on your desk per month and challenge yourself to empty that bag during the month. If you empty the bag that month, then your work is finished. However, if you should fall short and not be able to empty the bag, simply put the unused contents in a 13th bag. This way you may begin each month fresh. Should you finish a bag early, go back to the 13th bag and begin to work on it.