



THE WEALTHY NEWS

Creating Wealthy Families

September 2022 Unit Newsletter



Queen of Wholesale
Caroline
Brown



Sharing Queen
Marilyn
Harris



YTD Sharing Queen
Karissa
Gibson



YTD Retail Queen
Caroline
Brown

Congratulations to our Golden Rule Achievers

Caroline Brown



Marilyn Harris



Wanda Gonzalez



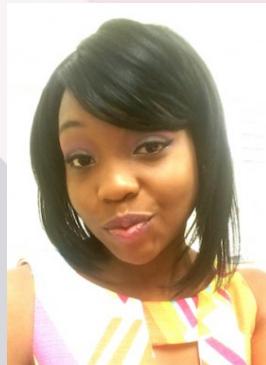
Shelia Lockhart



Yvette Thompson



Karissa Gibson



Kym Walker

Independent Sr. National Sales Director
2582 Green Point Lane— Denver, NC 28037
704-779-1212 kymwmk@gmail.com
www.walkerwealthy.com

Dreams DO COME TRUE IN 2022!



It's Superstar September 2022!

Dear Klassics,

It's our time to shine and live our life by the GOLDEN Rule, as Mary Kay Ash did!

As we celebrate all of the Golden possibilities that we share as Independent Mary Kay business owners, we can select our goals, Dream BIG, and aim high - the same way we instruct our children to aim high and achieve in school and life.

Yes we can and we are willing to do it! What are your Mary Kay Achievement goals? Please share them with me ASAP! Yes - it is possible to make this your best September ever!

- ♦ Which STAR: Pearl, Emerald, Diamond, Ruby, or Sapphire do you plan to earn?
- ♦ What will you do with your profits?
- ♦ How many new customers will you add to the Mary Kay Makeover contest?

Please mark your calendar for our upcoming events:

- **Tuesday, September 13:** Let's come together and celebrate Our MK Company's 59th Anniversary with the largest Facebook Makeover Party ever.
- **Thursday, September 22 @ 7 p.m. EDT:** mark your calendars for our hybrid Star Consultant Chocolate Affair and Makeover Contest. This will include in-person lessons & products promotional discounts.

We have been challenged by Mary Kay corporate to increase our Golden Rule monthly achievers with 33 winners. We have also been challenged to increase our unit size with 33 new consultants this month. Klassic Unit Members, you are the heart of the area! **Can we count on you to be a part of this Increase & Growth?**

Well I'm sure you can tell that with all of this increase and growth in our unit, we are positioning ourselves for 2022 to be our Best GOLDEN year ever!

Please email, text, or call me and let me know where you will show up and show out!

We will be cheering you on all the way to the finish line. Be brave!

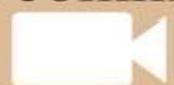
Visit our area website at <http://www.nsdapps.com/KymWalker/web/landing.php> to view the newsletter and other digital tools make sure you save the dates for our Star Consultant Chocolate Affair along with our Pink Possibilities Monday night marketing zoom.

Belief & Love,
National Kym



It's a
CHOCOLATE STAR AFFAIR

Thursday
September 22nd
7:00pm EST

1. Have your makeover along with your guests. 
2. Get mini photo picture, 
3. Entrance for your guest in Mary Kay makeover contest to have the chance to win \$1000 (they win you win). 
4. Be on our mini commercial for our Wealthy Area. 
5. Be our 1st quarter Star Winners 
6. Be able to shop from our Fabulous Star Prize on InTouch 

BE

UNIQUELY HUE

Mary Kay is putting on a Uniquely Hue Makeover Contest and I am looking for women to gift with a Color Experience Package and a chance to win!

What you get:

- A mini glam sesh
- Color matching
- Foundation matching
- A gift and a chance to win!

After your sesh we will take an after picture of your makeover and submit it. If you win, we each will get:

- \$1,000 cash
- A basket of Mary Kay® favorites
- A shared virtual beauty master class with celebrity makeup artist Jaleesa Jaikaran and up to 10 friends!



Jaleesa Jaikaran

Text the word "Makeover" to 704-779-1212 to schedule your sesh! Contest Ends: September 30th 2022



Kym Walker

704-779-1212 | kymwmk@gmail.com
www.marykay.com/kymwalker



Scan to learn more about the contest

MIX GOLD INTO YOUR GOALS!

Our Top 5 Stars and Future Stars This Quarter



Caroline
Brown
Emerald



Marilyn
Harris
Emerald



Karissa
Gibson
Ruby



Shelia
Lockhart
Sapphire



Wanda
Gonzalez
On-Target

Top 30 Consultants Who Invested in Their Businesses in August

Caroline Brown	\$1,934.50
Marilyn Harris	\$1,149.00
Wanda Gonzalez	\$681.00
Shelia Lockhart	\$657.50
Yvette Thompson	\$618.00
Karissa Gibson	\$601.75
Tanya Thompson	\$404.75
Angelik Lancaster	\$403.50
Glissean Crittenden	\$374.50
Venita Pettway	\$352.00
Marilyn Johnson	\$334.00
Lillian Harris	\$330.50
Marly Mitchell	\$300.50
Christine Bennett	\$300.00
Bernadette Bonner	\$277.50
Agatha Brew-Smith	\$274.00
Hilary Kalin	\$252.50
Janett Hunter	\$250.00
Nora Bowman	\$236.00
Ida Bell	\$234.00
Cynthia Payton Carter	\$231.50
Althea Stewart	\$230.50
Windy Moore	\$230.00
Dawn Orange	\$229.00
Cathy Lott	\$166.50
Dorothea Lester	\$134.00
Renee Lee	\$48.00
Deidre Todd	\$37.00
Rhoda Williams	\$14.00
Shelia Little	\$8.00

Congratulations On-Target Stars:

Here's how much you need to finish your next star by 9/15/22

Star Achieved	Name	Current Wholesale	WS Needed for Next Star
Emerald	Caroline Brown	\$4,542	\$259
Emerald	Marilyn Harris	\$4,069	\$731
Ruby	Karissa Gibson	\$2,459	\$541
Sapphire	Shelia Lockhart	\$2,143	\$257
	Wanda Gonzalez	\$1,281	\$519
	Lillian Harris	\$738	\$1,063
	Yvette Thompson	\$722	\$1,079
	Tanya Thompson	\$676	\$1,124
	Janett Hunter	\$667	\$1,134
	Marilyn Johnson	\$634	\$1,166



Year Long
Consistency Club

September
Prize



**You Can Do It! Be in
the Queen's Court
of Sharing this year!**



Annie Sellers
Star Team Builder



Cynthia Payton Carter
Star Team Builder



Dorothea Lester
Senior Consultant



Dorothy Nanga
Senior Consultant



LaToya Bell
Senior Consultant



Marilyn Harris
Senior Consultant



Marilyn Johnson
Senior Consultant



Roberta Sanders-Smiley
Senior Consultant



Shelia Lockhart
Senior Consultant



Tanya Thompson
Senior Consultant

Recruiters & Their Teams

Star Team Builders

Annie Sellers

Windy Moore
Ida Bell
Joseph Boswell^

Cynthia Payton Carter

Glissean Crittenden
Bernadette Bonner
Anthony Carter
Christine Bennett
Paula Hardy*
Linda Calhoun*
Edna Goldsmith^
Annie Sellers^

Senior Consultants

Dorothea Lester

Crystal Gorrell
Guadalupe Campechano
Rhoda Williams
Marsha Gibson*
Keshia Isaac*
Nicholas Kinlaw Jr*
Tiffani Teachey*
Tanya Deloatch*
Angel Morris^
Shanika Williams^

Dorothy Nanga

Agatha Brew-Smith
Alexis Thorne^
Tammie Maycole^
Angela Rosa Martinez^
Doris Koffa^
Michelle Adou^
Divine Jalloh^

Esther Amalemba^

Matha Nyanti^
Myriam Rodriguez^
Hermine Kinyock^
Calvina Tucker^
Gaone Segatsho^
Josephine Saryee^
Quantria Ross^
Luz Karime Gamez Romero^
Tiffany Jefferson Rahman^

LaToya Bell

Larry Pollard
Theresa Collins^

Marilyn Harris

Agnes Weathers
Ryan Seepersad
Grace Ogbo

Marilyn Ledbetter Johnson

Marly Mitchell
Lynette Jones-Carradine*
Roberta Sanders-Smiley
Marilyn Johnson
Mozil Kyle*
Andrea Swain*
Irma Jordan*
Arnitha McGee*
Barbara Tisdale^
Semyra Stepney^

Penelope Flagg^

Tanya Thompson

Yvette Thompson
Nora Bowman
Terrel Thompson*
Trinity Thompson*

Shelia Lockhart

Dawn Orange
Althea Stewart
Bonita Smith*
Fabayo Watkins^
Florence Flores^

Welcome New Consultants

Name:

Ryan Seepersad

Sponsored By:

Marilyn Harris

Agnes Weathers

Marilyn Harris

Melissa Thompson

Yvette Thompson

Team Commissions

6% Commission Level

Cynthia Payton Carter	\$57.12
Tanya Thompson	\$51.24
Shelia Lockhart	\$27.57

Look Who Shared in August

Marilyn Harris	2
Yvette Thompson	1

Holiday 2022 Program PCP Participants

Karissa Gibson
 Sojourner Killingsworth
 Dorothea Lester
 Shelia Little
 Tanya Thompson
 Kym Walker
 Latitia Powers-Fizer
 Nicholas Kinlaw Jr
 Tiffani Teachey
 Rhoda Williams
 Christine Bennett
 Marilyn Johnson
 Yvette Thompson
 Venita Pettway

October Birthdays

Yvette Thompson	2
Hilary Kalin	3
Wanda Gonzalez	3
Mary Wells	8
NeShawnda Walker	9
Gaone Segatsho	13
Joseph Boswell	15
Larry Pollard	18
Divine Jalloh	20
Roberta Sanders-Smiley	26
Maria Bravo	28

October Anniversaries

Cathy Lott	27
Hilary Kalin	20
Yolanda Gamboa	13
Bonita Smith	13
Felicia White	11
Shelia Little	10
Renee Lee	5
LaToria Wright	2
Karlowba Powell	2
Hermine Kinyock	1
Doris Koffa	1
Luz Karime Gamez Romero	1
Gaone Segatsho	1

Happy Anniversary, Mary Kay!

September 13 is a day to celebrate! Fifty-nine years ago, Mary Kay Ash started with a vision of her dream company, empowering women to feel confident in their business goals despite all challenges. Thanks to YOU, Mary Kay continues to enrich women's lives around the world for generations through simple but timeless values of balanced priorities, living by the Golden Rule and an emphasis on giving and making others feel important. Mary Kay Ash created this Company based on the Golden Rule principle, "Do unto others as you would have them do unto you." Thanks to her vision and your commitment toward that vision, at Mary Kay, Golden Rules! Celebrate our anniversary with the Go-Give spirit and your Mary Kay business with others.

HOLIDAY/
SEPTEMBER 2022 LAUNCH

give joy fully!

Make merry moments this **holiday season** with a cheerful collection of limited-edition **wonders** and **magical must-haves**.



NOURISH & SOOTHE.

Wrap skin in creamy hydration bliss with nourishing shea butter.

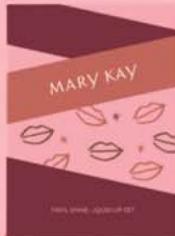
Limited-Edition† Blissful Pomegranate Satin Hands® Nourishing Shea Cream, \$12



SHINE & SLAY.

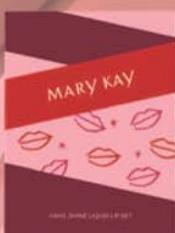
Layer lips in high-impact liquid color for anytime shine and ultimate comfort. Each showstopping set comes with two smooth, smile-inducing shades.

NEW! Limited-Edition† Mary Kay® Vinyl Shine Liquid Lip Set, \$20 each



Brilliant Brown

Glowing Neutral



Vivid Berry



Luminous Red

Mary Kay® Pink Clay Mask



TimeWise® Moisture Renewing Gel Mask

PORTABLE & ADORABLE

Share a petite pampering session with a special set of two mini masking faves.

NEW! Limited-Edition† Mary Kay® Masking Minis, \$18 (Set of 2)



HIGHLIGHT
BRUSH
Use brush to highlight and set with perfect precision.

CONTOUR
SPONGE
Use sponge wet or dry to contour and conceal.



DEFINE & DELIGHT.

Take touch-ups to the next level with tiny but mighty makeup tools that help sculpt, highlight and set with perfect precision.

NEW! Limited-Edition† Mary Kay® Highlight Brush & Contour Sponge Set, \$15

All prices are suggested retail. †Available while supplies last.

MARY KAY

PAMPER & PLEASE.

Inspire moments of pure bliss with an indulge-worthy scent.

Limited-Edition† Blissful Pomegranate Satin Hands® Pampering Set, \$36

Set includes Satin Hands® Protecting Softener, Satin Hands® Satin Smoothie® Refining Shea Scrub and Satin Hands® Nourishing Shea Cream in a giftable bag.



give joy fully!

September

- Consider personal calendar commitments for the next four months. This will help you prioritize the things that are important to you, while still making time for your Mary Kay business.
- Set a specific holiday season goal and timeline. For example: What would you like to accomplish? By when do you want to accomplish it? How are you going to make it a reality?
- Schedule your virtual or in-person holiday open houses, and send save-the-dates.



Download and share the **open house invitation** with your customers!

- Hold beauty experiences, skin care parties and second appointments throughout the holiday season to see as many faces as possible. The *Uniquely Hue* Makeover Contest is also running through the end of September and is another great way to encourage your customers to book color appointments.
- Keep your *myCustomers+*™ App up to date to alleviate stress and allow you to be more strategic with your communications in the coming months.
- Share the Mary Kay opportunity! Who wouldn't want to get in on the FUN this holiday season and potentially earn extra income in the process?



SELLING TO BUSINESSES: THINK LIKE A RETAILER!

NOW'S THE TIME TO GET STARTED ON YOUR CHRISTMAS BUSINESS!

This market spends billions.

The corporate gift businesses want fresh, hip ideas that have a sense of "It's not just the money, I really care about you." They want to personalize and acknowledge hard work.

Executives report no one ever contacted them about their holiday gift-giving needs. Most order their company's holiday gifts themselves, while some delegate the responsibility! Corporate buyers are sophisticated. They appreciate and are willing to pay for the extra touch.

'Tis the season to take the time to contact people who can help you maximize your holiday sales! You'll increase your holiday profits by contacting people in charge of gift buying for small to medium-sized companies. Suggest our gifts for both employees & clients!

Some Advantages to Business Sales:

- **Larger Sales!** Businesses will place larger orders- either in bulk and/or in price!
- **More New Prospective Clients!** By reminding each customer of our 100% satisfaction guarantee, you open the door to contact them and meet other needs they might have!
- **Repeat Business!** By making great quality gifts each person is happy with, you open the door to repeat business year after year!
- **Good Time Management!** You deliver multiple gifts to just one location! Most businesses will also want to give their gifts early so everyone gets them before the holidays!

The annual corporate gift-giving report released by the ASI found companies are spending an average of \$79 to thank each employee this holiday season, with 23% reporting they will spend over \$100 on each. They also found that, on average, employers thanking customers or prospects for their business will spend an average of \$46 on each. The IRS even allows a deduction of \$25 per gift!

Tips on Corporate Gifts

1. **Put together gifts that you can get 100+ of the exact same thing.** (Think BIG!) Don't use limited-edition items or packaging and risk running out!
2. **Have a sample of a few of the different types of gifts for them to view!** You never know when you might walk in at just the right time, or schedule a virtual showing! If you can't bring product, bring pictures!
3. **Have a large price range from \$25.00 up to \$100.00.** This may be your only chance to talk to this person! Present lots of options, and they might start thinking of personal gifts too.
4. **Make sure they order & pay half in advance for supplies.** This way you won't have 100 satin hands just sitting there!

Overcoming Objections

National Sharon Stempson suggests the following scripts for overcoming the most common objections when making the follow-up call to businesses after sending the letter.

- **We only give a bonus.** "Great! I know your employees truly appreciate that. You know, ___, I believe that when you give a small personal gift along with a bonus, that person thinks of you every time she uses it. You can get so much more goodwill out of your bonus! Is there any reason why we couldn't get together this week or next and spend 10 minutes looking at our gift ideas? It won't cost you a cent to look, and I guarantee you'll be glad you did!"
- **Gifts are too personal.** "I know exactly how you feel. I've felt like that myself, but I found that people love a personal item. By the way, do your employees work with your clients? We also provide free classes on professional makeup and dress so that you can help them represent your business the way you want them to. Would you be interested in that service as well? Why don't we schedule a 10-minute appointment for this week or next and let me explain my gift-buying ideas and the other services I can offer? Those 10 minutes may solve more than one problem for you!"

10 Reasons to begin your Mary Kay Career during the Holiday Season



MARY KAY

You get to take the tax benefits at the end of the year! It's just like having a baby in December.

You'll be ready for the new year, when women are looking for new looks, new opportunities, and time-saving services.

They also have gift money to spend. Everyone is looking for the post-holiday fun thing to do. January is one of our best sales months. If you wait until then to start, you will miss the opportunity.

You'll be ready to start your new year with a bang! You'll have a career that allows you to shoot for the stars without hitting a glass ceiling.

You will be able to take advantage of a fantastic discount (50%) on all of your Christmas presents for your friends & family. You'll also be able to help friends & family spend money they received as gifts.

Are your friends and acquaintances going to holiday parties? Help them with a great holiday look! Over the holidays, you will see lots of people that you won't see otherwise. What a wonderful time to be able to tell them about your new Mary Kay career and arrange for post-holiday bookings!

Make immediate sales by letting your friends and family know that your store is open for 12 Days of Christmas gifts, fragrances, last-minute stocking stuffers, and wrapping services.

Since Mary Kay has no territories, when you are making all of your holiday telephone calls to friends, keep good records, because you can tell them about your new Mary Kay career and write off the calls!

You will look fabulous this holiday season! You will receive great training and ideas on Christmas glamour techniques to look your best from Mary Kay and our unit.

Are you going to travel to see friends and family over the holidays? When you travel to visit long-distance friends and family, you can take your showcase and practice your skin care class skills. You can also write off part of the trip! Are your relatives visiting over the holidays? Practice on them over the holidays and get part of your Perfect Start done.

A camera (for before and after photos), an answering machine, voice mail service, or a computer are just a few of the tax-deductible business presents you might buy yourself in December.

SEPTEMBER 2022 DATES TO REMEMBER

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1 Online DIQ form available beginning 12:01 am CST until midnight on the 3rd. 7:00 p.m. ET Party in Your PJs 8:00 p.m. ET Facebook Live Event	2	3 8:00 a.m. ET Area Meeting 10:00—12:00 ET PaceSetters Zoom Classes 10:30 a.m. ET Power of Pink
4	5 Labor Day. All Company and Branch offices closed. Postal holiday. 6:00 p.m. ET Customer Event—YouTube 8:00 p.m. ET—Marketing Event Zoom: 390 513 2394 PW: Making\$	6 7:00 p.m. ET/6:00 p.m. CT New Consultant Training	7 7:00 p.m. ET Facebook Live Event	8 7:00 p.m. ET Party in Your PJs 8:00 p.m. ET Facebook Live Event	9 Holiday PCP mailing of The Look begins. (Allow 7-10 business days for delivery.)	10 PCP early ordering of the new holiday promotional items begins for all consultants enrolled in PCP or who qualified for their Star. 8:00 a.m. ET Area Meeting 10:30 a.m. ET Powered by Pink
11 Happy Grandparents' Day.	12 6:00 p.m. ET Customer Event— YouTube 8:00 p.m. ET—Marketing Event Zoom: 390 513 2394 PW: Making\$	13 Mary Kay Inc.'s 59th Anniversary! 7:00 p.m. ET/6:00 p.m. CT New Consultant Training	14 7:00 p.m. ET Facebook Live Event	15 Postmark deadline for Quarter 1 Star Consultant quarterly contest. Holiday promotion early ordering for all consultants begins. 7:00 p.m. ET Party in Your PJs 8:00 p.m. ET Facebook Live	16 Holiday promotion begins: official on-sale date. Quarter 2 Star Consultant quarterly contest begins. PCP online enrollment begins for the winter version of The Look.	17 8:00 a.m. ET/7:00 a.m. CT Area Meeting
18	19 6:00 p.m. ET Customer Event— YouTube 8:00 p.m. ET—Marketing Event Zoom: 390 513 2394 PW: Making\$	20 7:00 p.m. ET/6:00 p.m. CT New Consultant Training	21 7:00 p.m. ET Facebook Live Event	22 First day of fall! 7:00 p.m. ET Chocolate Star Affair 8:00 p.m. ET Facebook Live Event	23	24 8:00 a.m. ET/7:00 a.m. CT Area Meeting
25	26 6:00 p.m. ET Customer Event— YouTube 8:00 p.m. ET—Marketing Event Zoom: 390 513 2394 PW: Making\$	27 7:00 p.m. ET/6:00 p.m. CT New Consultant Training	28 7:00 p.m. ET Facebook Live Event	29 Last day of the month for consultants to place telephone orders to count towards this month's production. 7:00 p.m. ET Party in Your PJs 8:00 p.m. ET Facebook Live Event	30 Last day of the month for consultants to place online orders. Online agreements accepted until midnight CST. Last business day of the month.	

GOLDEN
Rules

Annual Dates to Remember:

January 14-17, 2023: Emerald Leadership Conference (Nashville, TN)

March 2023: Career Conference (*details to be announced*)

July 26-29, 2023: Emerald MK Seminar (Dallas, TX)



KYM WALKER SR. NATIONAL SALES DIRECTOR OF KLASSICS UNIT & WEALTHY AREA

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www.marykay.com/kymwalker

Return Service Requested

Words of Wisdom by Mary Kay Ash

A possibility thinker is one who looks at obstacles and sees opportunities. Aim at something bigger than you are sure you can achieve, then plan your work and work your plan.



Initial Order Product Bonus Promotion Sept. 2022 Agreements

September New Consultants can take advantage of the Initial Order Product Bonus Promotion on their single initial \$225 or more wholesale Section 1 order in September or October 2022 and receive a FREE Skinvigorate Sonic Skin Care System with the order.



New Updated Looks Launching September 16th

Introduce your customers to this updated collection, which includes 10 new color looks as well as techniques that reflect current trends and appeal to all women. From smoldering and sultry to clean and classic, your customers can uncover dreamy combinations sure to flatter, flaunt, and redefine.



When you help your customers find and share their customized look with the Uniquely Hue Makeover Contest, you BOTH could earn a cash prize, baskets of MK favorites, and an exclusive master class that'll up your beauty IQ in no time! Encourage your customers to complete the entry form on the site and submit a photo of their new look along with a caption including why the look is uniquely "hue" by September 30th.



MK5K Early Registration Is Now Open! Attend Virtually!

October 1–13, 2022. In honor of Mary Kay Ash's love for the number 13, we are challenging you to complete 13 miles in 13 days. You can walk, run, bike, swim, or even maintain your daily step count. Track your distance using the RaceJoy app and complete the challenge in 1 day or 13 days – it's up to you!



*Be a
Possibility
Thinker!*