

EVANS EAGLES

POWER YOUR SALES

July 1, 2024-June 30, 2025
December Results

Gloria Evans, Senior Sales Director

December Achievers

$700+w/s

Gail Esfahaniha	Vickie Spurling	JoAnn Moore	
			

DECEMBER UNIT CHALLENGE WINNERS—

Place $350 w.s. 1st thru 15th
Place $350 w.s. 16th thru 31st








Kay Provonsha	Brenda Moore	Katherine Bowker	Gail Esfahaniha	Kathy Bishop	Vickie Spurling








Wendy Lewis	Bobbie Adams	Pat Peppers	JoAnn Moore



December Unit Challenge

Place $350 w.s. or more 1st thru 15th
Place $350 w.s. or more 16th thru 31st!



Gratitude Attitude in December!

Earn a Satin Silk square scarf in December and Add a stylish touch—around your neck, your wrist ... or your bag! Have an amazing month powering up your sales for CHRISTMAS! Thank you MARY KAY for this amazing and lucrative home business! Orders can be cumulative for each 1/2 month period. Do it again and earn Mary Kay's prize of the month below for $700w.s.!



EVANS EAGLES

POWER YOUR SALES

Gloria Evans, Senior Sales Director

July 1, 2024-June 30, 2025
December Results

HELLO 2025 AND WELCOME TO THE BEGINNING OF THIS BRIGHT NEW YEAR....one that is sure to be filled with many adventures and successes!

Are you creative, sensitive, shy, a go-getter? The way you choose to take on this new year will determine your success and ultimately how great 2025 will be for you. Start by believing in yourself and your abilities, because I know that in this business you can achieve anything that you sincerely set out to do.

What do you want to achieve by Seminar? Begin today to set your goals, each with a time limit. Today, write out your wildest dreams for 2025. Remember to DREAM BIG! Then figure out your 'why' for wanting to make it happen. What will the end result look like? What is your purpose?

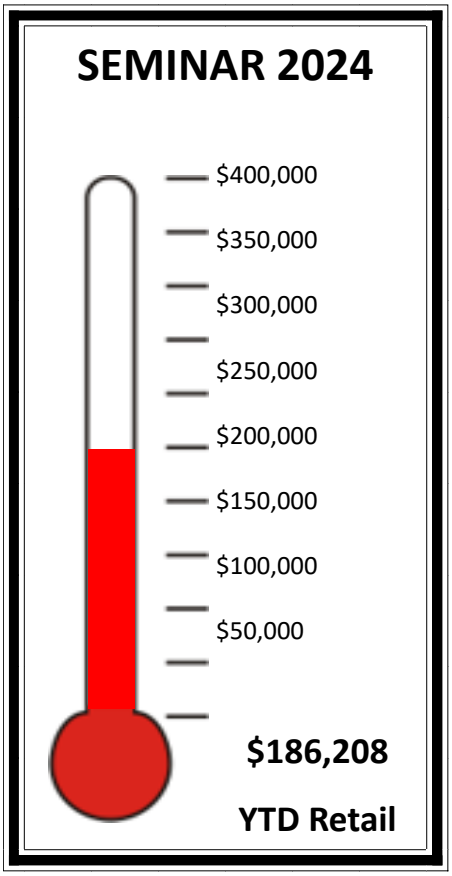
Take it one day at a time after breaking your goals down into monthly, weekly, and daily goals. Make positive thinking and action a part of your carefully laid plan. Don't go to bed until your non-negotiable goal for the day is met!

Make this the year YOU rise to the TOP! Here's to making ALL your dreams a reality! Your strength to succeed and your persistence will drive your success and allow you to remain focused on the goals you set. Maybe a STAR TEAM BUILDER? Or TEAM LEADER? STAR CONSULTANT CONSISTENCY? Or, maybe you have your eyes on *DIRECTORSHIP AND DRIVING FREE?* Make your goals nonnegotiable.

Together, we have the potential of reaching our unit goals…. the only thing we need to do is begin the year strong with sales and recruiting by focusing on faces, faces, and more faces….it all begins with FACES! Challenge yourself to 90 FACES in 90 DAYS! YOU CAN DO IT! We are building leaders who will continue Mary Kay's legacy into the coming years. Will you grab on and take that leap?
Will you join this movement and take your place in Mary Kay history?

THE BEST IIS YET TO COME - AND I WANT YOU TO BE PART OF IIT!!
Love and Bee-lief in YOU,

Gloria



"So whatever your dream might be - you too, can have it! We are an experiment in principles, proof that faith, honesty, selflessness and love are not just ideals but powerful realities - and they work!"

Mary Kay Ash



SENIOR SALES DIRECTOR
Gloria Evans
1st Line: Anne Louise Goodman
1st Line: Lisa Monforte

2nd Line: Nancy DeFina
2nd Line: Dana Cornalino



Spotlight on Team Builders!

Team Leaders

Vickie L. Spurling
A1 Kathy R. Bishop
A2 Yonnia Martin
A2 Denise G. Pugsley
A3 Susan A. Burgess
A3 Cathy L. Carter
A3 Amy L. Winkles
I2 Fern E. Scott
I3 Leslie D. Erdman
T7 Amy L. Ellis

Star Recruiter

Bobbie Adams
A1 JoAnn Moore
A2 Julie P. Grover
A3 Doris A. Bartelli
I1 Patricia Beecham
I1 Colleen Nelson
T1 JULIE HA
T5 Kym Adams
T6 Alma Marie M. Hutson

Wanda J. Orr
A1 Dianna L. Blackburn
A1 Wendy Lewis
A3 Kay Provonsha
I2 Sonia D. Moss
T5 Scarlet M. Wyatt

Judy A. Ponzio
A1 Christine M. Buege
A2 Sara M. Torres
A3 Stephanie Delgadillo
A3 Lisa M. Grier
T2 Lisa A. Ariaz
T4 Lita Abella
T4 Linda A. Consolo
T5 Carrie E. Stearns
T6 Laura S. Lemke
T7 Pamela A. Johnson

Sr. Consultant

Linda W. Bennett
A1 Nancy Neal
A2 Jeanine M. Redman

Phyllis H. Cole
A2 Aimee Miramontes

Karen L. Hein
A1 Rita Stegmaier
I1 Tonya Culpepper
I1 Bryn R. Dean
T4 Laurel Aaker

Brenda E. Moore
A1 Paige M. Fuller
A2 Vickie L. Spurling
I1 Karen Brown
I2 Delores James
T3 Pam Maples
T4 Darlene Watkins



Sr. Consultant

Ellen A. Nielsen
A1 Katherine M. Bowker
A2 Michelle Ribeiro
I1 Jolie A. Nielsen
I2 Judith A. Mangrum
I3 Tommie S. Nunes
T4 Megan S. Mori
T5 Janet K. Stephens

Jeanine M. Redman
A1 Marilyn M. Grissom
A1 Wanda J. Orr
T1 Elizabeth W. Goodwin

Updated thru November 30, 2024





RED JACKETS: *RADIATE IN RED*

INDEPENDENT SENIOR BEAUTY CONSULTANT
(1 OR 2 ACTIVE† PERSONAL TEAM MEMBERS) CAN EARN:
- 50% profit potential on personal retail product sales.
- Earned Discount Privilege.
- 4% personal team commission.

STAR TEAM BUILDER
(3 OR 4 ACTIVE† PERSONAL TEAM MEMBERS) CAN EARN:
- 50% profit potential on personal retail product sales.
- Earned Discount Privilege.
- 4%, 6% or 8% personal team commission.
- Eligibility to purchase and wear a red jacket – 50% off first-time purchase.

TEAM LEADER
(5–7 ACTIVE† PERSONAL TEAM MEMBERS) CAN EARN:
- 50% profit potential on personal retail product sales.
- Earned Discount Privilege.
- 9% or 13% personal team commission.

ELITE TEAM LEADER
(5 OR MORE ACTIVE† PERSONAL TEAM MEMBERS, 1 OR MORE OF THEM IS AN ACTIVE† PERSONAL RED) CAN EARN:
- 50% profit potential on personal retail product sales.
- Earned Discount Privilege.
- 9% or 13% personal team commission.
- 5% second-tier team commission.

OR

(8 OR MORE ACTIVE† PERSONAL TEAM MEMBERS) CAN EARN:
- 50% profit potential on personal retail product sales.
- Earned Discount Privilege.
- 9% or 13% personal team commission.

INDEPENDENT SALES DIRECTOR CAN EARN:
- 50% profit potential on personal retail product sales.
- Earned Discount Privilege.
- 4%, 9% or 13% personal team commission.
- Unit commission of 9%, 13% or 23%.

Thanks to the following consultants for working their business and placing an order in DECEMBER

Name	12/2024
Gail Esfahaniha	$1,532.80
JoAnn Moore	$709.50
Vickie Spurling	$707.50
Wendy Lewis	$493.50
Kay Provonsha	$474.90
Kathy Bishop	$466.00
Patricia Peppers	$420.00
Bobbie Adams	$416.00
Katherine Bowker	$396.00
Brenda Moore	$362.00
Ellen Nielsen	$334.00
Miriam Magalee-Hutter	$317.00
Karen Hein	$311.00
Linda Hodge	$296.00
Tommie Nunes	$286.00
Laura Lemke	$258.00
Deborah Johnson	$239.50
Laura Montes	$237.00
Denise Pugsley	$232.00
Lita Abella	$229.30
Tonya Culpepper	$228.00
Elizabeth Goodwin	$227.00
Yonnia Martin	$227.00
Daphne Campbell	$226.00
Doris Bartelli	$225.50
Darlene Watkins	$225.50
Kym Adams	$225.00
Linda Bennett	$188.30
Diana Esparza	$110.00
Jena Boyd Colvin	$83.00
Rita Stegmaier	$69.00
Christine Buege	$54.00
Yolanda Hall	$47.00

DECEMBER QUEENS

Queen of Wholesale

Gail Esfahaniha



Queen of Recruiting

Position Open

WELCOME BACK CONSULTANTS

Lita Abella
Elizabeth Goodwin
Tommie Nunes
Kym Adams
Tonya Culpepper
Laura Lemke
Patricia Peppers
Gail Esfahaniha
Laura Montes
Darlene Watkins



RECRUITER COMMISSIONS

Name	%	Team Commission	Team Building Bonus	Red Jacket Team-Building Bonus
Gloria Evans	9%	$178.29		
Vickie Spurling	9%	$104.78		
Wanda Orr	8%	$77.52		
Bobbie Adams	6%	$47.22		
Linda Bennett	4%	$9.42		
Karen Hein	4%	$19.73		
Brenda Moore	4%	$129.76		
Ellen Nielsen	4%	$10.72		
Judy Ponzio	4%	$16.52		
Jeanine Redman	4%	$110.80		

END OF THE YEAR

TAX CHECKLIST

FOR YOUR MARY KAY BUSINESS!

- **DOCUMENT YOUR ENDING MILEAGE:** Your ending mileage for this year will be your beginning mileage for next year. Record both in your planner.

- **MEASURE AND RECORD THE SQUARE FOOTAGE OF YOUR "MK" SPACE:** Only for areas that are "exclusively" for your Mary Kay Products and workspace. This includes the closet where you keep your products stored and your office space. Do not include any personal items in the pictures. Take pictures and either have them printed or saved online with dates. File with your other tax info.

- **PRINT A RECORD OF YOUR DECEMBER MK ORDERS:** All section 1 and section 2 products. MK will post a report of the orders you placed for the other 11 months in mid-January.

- **RESTOCK DEMO ITEMS:** Go through your Starter Kit and refresh and restock items that you are running low on or wish to start demonstrating at your events/parties. Write a list of these items on a sales ticket and label it "Demo Items".

- **RESTOCK PERSONAL ITEMS:** Go through your personal Travel Roll Up Bag and Makeup Bag, and refresh/restock items that you are running low on or wish to try. Write a list of these items on a sales ticket and label it "Personal Use Items".

- **TAKE INVENTORY:** Write down the amount of each Section 1 item currently on your shelf. (You do not need to count Section 2). Record any items no longer available from the Company on a separate list and label as "Discontinued Items". Take your paper copy and enter into InTouch like you're going to place an order. Your Wholesale value will automatically be calculated and printed at the top. Then instead of placing an order, simply print it. Write "Ending Inventory (Year)" on the top. Record the Wholesale amount in your new planner as this will be your "Beginning Year Inventory" for next year.

- **GET A NEW DATEBOOK:** File your old datebook with your tax records. Copy over your End of Year mileage and your Year End Inventory amounts to your New Planner.

- **BE PREPARED:** Download the Tax Essentials Guide on MarykayIntouch to take to your accountant (if applicable). Find it under Resources/Tax/Income Tax Information.

Creating 2025

Created by NSD Kristin Sharpe

NEW YEAR PLEDGE...

"I am RELEASING things from the past that have caused discouragement and disappointment. I am OPEN to new ideas, activities, and relationships! Each day I will work with a LASER FOCUS on income producing activities! This New Year will be filled with optimism, joy, and enthusiasm! This will be my BEST YEAR EVER!"

What would you like to be your biggest triumph in 2025?

What advice would you like to give yourself in 2025?

What is the major change you are willing to make to improve your financial results in 2025?

What would you be most happy about completing in 2025?

What major indulgence are you willing to experience in 2025?

What would you most like to change about yourself in 2025?

What are you looking forward to learning in 2025?

What is the biggest risk you are willing to take in 2025?

What about your work are you most committed to changing and improving in 2025?

What is an undeveloped talent you are willing to explore in 2025?

What brings you the most joy? How are you going to have more of that in 2025?

Who or what, other than yourself, are you most committed to loving and serving in 2025?

What one word would you like to have as your theme in 2025?

I'm going to use my profit for:

Picture of your goal

Track your goal

$

$

$

$

$

$

$

$

$

$

Make a plan

I will profit

Divide profit amount by 0.40 =

The retail amount to sell

Projected breakdown

50% wholesale:

5% section 2/supplies

5% MK events/PCP:

40% profit:

Monthly Tracking Sheet

GOAL #1 Determine how much you want to profit

I will profit **$**_____ per month.

GOAL #2 Set your retail sales goal

Considering the 40/60 split, I need to sell **$**_____ retail per month to hit my monthly profit goal (take desired profit per month and divide by 040).

GOAL #3 Calculate your per face average

I saw ____ new faces last month. These faces generated **$**_____ retail (before tax).
Sales generated by those faces divided by the total number of NEW faces is

Per Face Average of $_____

GOAL #4 Set a faces goal

To determine your face goal, take your retail sales goal in Step 2 and divide by your per face average in Step 3.

My faces goal is ____ per month.

GOAL #5 Commit to a party goal

A party = 3+ guests in attendance (plus your hostess).
Take your goal in Step 4 and divide by 3.

My party goal is _____ parties per month.

GOAL #6 Over book

If 50% of the parties I book hold, this means I need to book _____ parties.
(Take party goal in Step 5 and multiply by 2).

GOAL #7 Figure out how many leads you'll need

If 1 out of 5 contacts book a party, I need to generate _____ leads. (Multiply 5 by the number of parties you need to book in step 6).

Setting a Retail Goal

Career Path Goal	My Deadline	# of months I have

Formula to figure out your activity

Average #1
1 in 10 "faces" you are in front of working full circle (sharing the products, playing referral/ booking game, selling, and sharing your I-story and marketing) will join your team.

I need _____ team members to hit my goal

Formula #1
Take the # of team members needed X 10 = ☐ (which is on average the # of full circle faces I'll need to see total to hit my goal)

Formula #2
Take the number of faces needed + how many months you have to hit your goal = ☐

(# of full circle faces I need to see per month)

Formula #3
Divide the # of faces you need to see per month ÷ the average size of your beauty session. If you don't have this number use 4 = ☐ (# of parties per month)

Formula #4
Take the number of parties you need per month and ÷ by 3 = ☐ + ☐ = ☐

(the amount of parties you'll actually need with cancellations factored in)

Figure out how many leads you need

Average #1
Referral leads = 1 in 10 will book
Expo/booth/Restaurant leads = 1 in 5 will book
Friends/Family/People you know personally = 1 in 3 will book

Formula #5
Take the total # of beauty sessions needed from the orange box and multiply the type of lead you're working with ☐ X ☐ = the amount of leads of a type you'd need to have or generate to hit your activity goal

10, 5 or 3

This team building goal setting formula was created by Sales Director Emily Schuett

Setting a Team Building Goal

JUMPSTART YOUR BUSINESS This January!

COMPLETE 30 FACES IN 30 DAYS!

NAME	SHARED MK OPP?	NAME	SHARED MK OPP?	NAME	SHARED MK OPP?
	YES / NO		YES / NO		YES / NO
	YES / NO		YES / NO		YES / NO
	YES / NO		YES / NO		YES / NO
	YES / NO		YES / NO		YES / NO
	YES / NO		YES / NO		YES / NO

NAME	SHARED MK OPP?	NAME	SHARED MK OPP?	NAME	SHARED MK OPP?
	YES / NO		YES / NO		YES / NO
	YES / NO		YES / NO		YES / NO
	YES / NO		YES / NO		YES / NO
	YES / NO		YES / NO		YES / NO
	YES / NO		YES / NO		YES / NO

Designed by QT Office

January Special deals

50% off

1 Item of Your Choice for Every $50 Purchase

($200 purchase = Four 1/2 price specials)

While Supplies Last

Intense Moisturizing Cream

Luxurious cream for dry skin leaves skin looking immediately more radiant and feeling unbelievably soft and smooth.



~~$36~~ $18

Dynamic Wrinkle Limiter

Experience pain-free results with our exclusive, no-needle alternative to relax the appearance of expression lines.



~~$58~~ $29

Oil-Free Hydrating Gel

Fast-absorbing gel cools, refreshes, and hydrates for up to 10 hours.



~~$36~~ $18

Volu-Firm Eye Renewal Cream



The eye cream does it all! Targets deep lines, dark circles, sagging, bags and upper eyelid droop.

~~$44~~ $22

Sweater Weather Glam



Perfect your look this month with these 4 eyeshadows in a petite palette.

~~$42~~ $21

Perfecting Concealer



Conceals blemishes and imperfections.



~~$16~~ $8

Best in Brightness Duo

Your new go-"two" for glowing skin. Revive the appearance of dull skin, and harness the brilliance of this powerful pair.



~~$98~~ $49

The Perfect Neutral Lip

Update your look with a fresh neutral lipstick that delivers radiant color with luminous shine.



~~$20~~ $10

Cream Color Brush

Applies in a natural, fingertip-like finish. Flat side and precise tip can be used for dual purposes.



~~$12~~ $6

Berry & Vanilla Body Care Set



Refresh your senses with our body wash and lotion set!

~~$32~~ $16

Daytime Defender W/ SPF 30



Help delay visible signs of premature skin aging with broad spectrum, daytime protection

~~$34~~ $17

Belara Eau de Parfum



This creamy floral is a perfectly balanced, sheer fragrance with an invigorating blend of luminous florals and warm notes.

~~$44~~ $22

pink tractor designs

Check in at your Unit site
www.unitnet.com/gevans for news,
motivation, great ideas.
Sign the guest book so I know you were there.

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Jumpstart January 90/90

January — 30 Faces in 30 Days

February — 30 Faces in 30 Days

March — 30 Faces in 30 Days