

Darnett's Dazzling Diamonds

OCTOBER NEWSLETTER WITH SEPTEMBER RESULTS



Queen of Wholesale



Angela Francis



Powered By Pink SEPTEMBER Winners



Angela Francis



Adrienne Kirkland



Karen Meikle



Laurine Tatham



Faimetta Thompson

Proud Reds



Angela Francis



Karen Meikle



Faith-Marie Griffiths



Chanelle Spencer



Moya Moodie



Darnett Cohen-Spencer



Who will be next?

You are a Champion - Go for the Gold



You can earn an exclusive invitation to a virtual class with Independent Elite Executive National Sales Director Emeritus Kathy Helou in November about Gold Medaling and the importance of making it a habit.

To be eligible you must add five or more new personal team member Agreements in October 2021.

[Click here for Details](#)



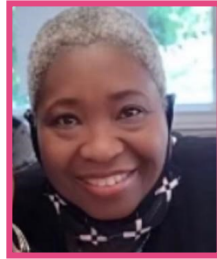
Quarter 1 Star Winners



Genevieve
Robinson
Pearl



Angela
Francis
Emerald



Laurine
Tatham
Diamond



Karen
Meikle
Ruby



Alayah
Robinson
Sapphire



Leah
Robinson
Sapphire



Salayah
Robinson
Sapphire



Adrienne
Kirkland
Sapphire



Faith-Marie
Griffiths
Sapphire



Faimetta
Thompson
Sapphire



Cleopatra
Tudor
Sapphire



Chanelle
Spencer
Sapphire



Darnett
Cohen-Spencer
Pearl



Welcome New Consultants

New Consultant

Arnitta Monk
Moya Moodie
Marsha Smith

From

Brooklyn, NY
Far Rockaway, NY
Bronx, NY

Recruiter

Harriet James-Johnson
Darnett Cohen-Spencer
Moya Moodie



Quarter 2 On-Target Stars



Name	Total Credit	Sapphire	Ruby	Diamond	Emerald	Pearl
Adrienne Kirkland	\$1,666.00	\$ 134.00	\$ 734.00	\$1,334.00	\$1,934.00	\$3,134.00
Angela Francis	\$1,511.50	\$ 288.50	\$ 888.50	\$1,488.50	\$2,088.50	\$3,288.50
Laurine Tatham	\$1,147.50	\$ 652.50	\$1,252.50	\$1,852.50	\$2,452.50	\$3,652.50
Karen Meikle	\$1,061.00	\$ 739.00	\$1,339.00	\$1,939.00	\$2,539.00	\$3,739.00
Chanelle Spencer	\$ 636.00	\$1,164.00	\$1,764.00	\$2,364.00	\$2,964.00	\$4,164.00
Moya Moodie	\$ 600.00	\$1,200.00	\$1,800.00	\$2,400.00	\$3,000.00	\$4,200.00
Faimetta Thompson	\$ 412.50	\$1,387.50	\$1,987.50	\$2,587.50	\$3,187.50	\$4,387.50
Vernessa Cox	\$ 407.00	\$1,393.00	\$1,993.00	\$2,593.00	\$3,193.00	\$4,393.00
Darnett Cohen-Spencer	\$2,606.00	\$ 0.00	\$ 0.00	\$ 394.00	\$ 994.00	\$2,194.00

Shooting for the STARS!

Top in Sales Company Court of Sales



Angela Francis

Consultant

- 1 Angela Francis
- 2 Adrienne Kirkland
- 3 Laurine Tatham
- 4 Karen Meikle
- 5 Faith-Marie Griffiths
- 6 Faimetta Thompson
- 7 Chanelle Spencer
- 8 Cleopatra Tudor
- 9 Moya Moodie
- 10 Vernessa Cox



Adrienne Kirkland



Laurine Tatham

YTD Retail

- \$12,665
- \$9,915
- \$9,134
- \$7,313
- \$5,759
- \$4,772
- \$4,453
- \$3,789
- \$3,075
- \$1,618

Top in Recruiting Company Court of Sharing



Karen Meikle

Recruiter

Karen Meikle

New Team Members

2

YTD Comm

\$99

National Court of Sales



National

\$40,000 rs/ \$20,000 whsl

Area

\$20,000 rs/ \$10,000 whsl

Unit

\$10,000 rs/ \$5,000 whsl

National Court of Sharing



National

24 Team Members

Area

12 Team Members

Unit

6 Team Members

November Celebrations

Happy Birthday!

Elaine Smith	1 November
Shudi Thompson	6 November
Shenelle Francis	7 November
Louise Goodloe	8 November
Nicki Green	8 November
Chanelle Spencer	8 November
Miriam Lawson	13 November
Cleopatra Tudor	13 November
Tanya Hewitt	17 November
Tamikia Smith-Pommells	19 November
Nahmoonie Singh	25 November
Shirley St. Louis	27 November

Happy Anniversary!

Nahmoonie Singh	19
Elaine Smith	11
Pamela Kirkland Gainey	7
Belinda Thomas	6
Andrea Haughton	6
Phillipa Johnson	1



Look Who Invested

Angela Francis	\$2,046.50
Adrienne Kirkland	\$2,002.50
Karen Meikle	\$1,383.50
Laurine Tatham	\$1,306.00
Faimetta Thompson	\$ 729.00
Faith-Marie Griffiths	\$ 673.00
Chanelle Spencer	\$ 636.00

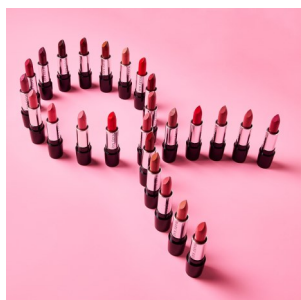
Moya Moodie	\$600.00
Vernessa Cox	\$407.00
Louise Goodloe	\$257.50
Ann Francis-Lewis	\$243.00
Patricia McKinney	\$231.00
Paulette Smith	\$230.00
Sharon Fludd	\$229.50



On-Target Fall Consistency Challenge Earrings

Jada-Marie Meikle	\$ 229.50
Lori-Ann Meikle	\$ 228.00
Arnitta Monk	\$ 226.75
Harriet James-Johnson	\$ 225.00
Cleopatra Tudor	\$ 100.25
Wanda Noble	\$ 49.50
Darnett Cohen-Spencer	\$2,006.00

A great accomplishment takes a lot of perseverance. Thomas Edison recorded 25,000 failures in his attempt to invent a storage battery. An interviewer once asked, "Mr. Edison, how does it feel to fail 25,000 times?" The inventor replied, "Young man, those were not failures. I discovered 24,999 ways that a storage battery doesn't work." ~ (Mary Kay: You Can Have It All 1997 Calendar)



October is Breast Cancer Awareness Month, and we are celebrating cancer warriors. The Mary Kay Ash Foundation has awarded \$1.2 million in grants to select doctors and medical scientists focusing on curing cancers that affect women.





steppin' up the Ladder



Senior

Consultant

1-2 Active Team Members
4% Commissions
Earn \$50 Team Building Bonuses

- Naomi Birl*
- Joan Forrest*
- Harriet James-Johnson*
- Onyumalechi James*
- Adrienne Kirkland*
- Faimetta Thompson*
- Cleopatra Tudor*



Star

Team Builder

3-4 Active Team Members
4, 6 or 8% Commissions
50% Discount on Red Jacket
\$50 Team Building Bonuses



- Angela Francis*
- Karen Meikle*



Team Leader/ Elite Team Leader/ DIQ

5+ Active Team Members
9 or 13% Commissions
\$50 Team Building Bonuses
Earn use of Career Car/ Cash Compensation



Director

9 or 13% Unit Commissions
9, 13 or 23% Personal Commissions
\$100 Team Building Bonuses
Unit Bonuses
Earn use of Career Car/
Cash Compensation



Darnett Cohen-Spencer

2021 Holiday Training at Your Finger Tips

It's beginning to look a lot like Christmas! We're all starting to think about our Holiday strategies, options, selling opportunities- where do we begin?? Start at The Holiday Shoppe! Here you will find business ideas, resources, and strategies to help you conquer the holiday selling season, and have your best year ever!

**2021
Holiday
Training**

Shoppe

CLICK HERE

a note from

Darnett

THE KEY TO
SUCCESS IS
TO FOCUS
ON GOALS,
NOT
OBSTACLES.

-unknown

Winter PCP



October 17
Deadline

Winter PCP enrollment deadline is October 17. Give your business a boost. See your sales increase when you enroll your customers. Plus, you have the privilege of ordering winter products before everyone else.

Enroll Now

I'm so excited for an Outstanding October! It's time to start thinking Holiday, and I am pumped up about all of our possibilities! This year, everyone will be shopping early as we all continue to deal with supply delays. This means a longer holiday season and extra sales for you! Also, because everything takes longer to get delivered, quality last-minute gifts are going to be harder to find - you can fill that need!

Right now is a great time to plan out your holiday goals and strategy if you haven't done that already. You can get started on some of these projects right away- so don't wait! When you're planning out your next three months, consider your non-negotiable commitments. Are you going to hold an open house this year? In person, on zoom, or on your FB group? Put that in your calendar, and also when plan to send out invites and follow ups. When do you have time to book zoom parties, facials, holiday makeovers, or coffee dates? Highlight all of those spots in pink on your calendar. In addition, take time to make customer service calls to help your customers with their holiday shopping. We have great products to offer, so be sure to share with everyone your gift giving and gift wrapping services. Even if our seasonal selections are limited this year, you can make amazing bundles out of our regular-line products at a variety of price points! (Pro tip: keeping gift bundles under \$30 will encourage your customers to buy MORE) Check out all of the amazing online resources we have for you to figure out what plans you're going to focus on for the next three months. There are SO MANY helpful tips, just pick a few that work for you and run with them!

People are always looking for great customer service and convenience - and you can offer both! Explain how you can take something off their plate and make their lives a little bit easier! Show them that you care! Your customer doesn't care how much you know until they know how much you care. ~ Damon Richards

With Love and Excitement,

Darnett



Listen as Executive Sr Sales Director, Jennifer Besecker, talks about working her business in multiple ways. Learn how she sells and builds her team in a variety of ways.



Click here to
WATCH



IMPORTANT STRATEGY

Set up for Success

THANKSGIVING DAY AND THE PINK WEEKEND
CAN BE YOUR BIGGEST DAYS IN SALES!

GAME PLAN: After dinner—the men all either go hunting or go to the den to watch TV! Let's give the women something really FUN to do...a FUN TREAT! After dinner—why not gather the women around the computer or zoom call - have them do a Virtual Make Over... let them shop 'til they drop!

- Take it a step farther—why not contact every single client of yours (and potential client) BEFORE Thursday - just imagine your clients and their family visiting your website and shopping!!! Why not let them HOST the event, and give her hostess credit?!
- Do a drawing on Saturday from both Thur/Fri sales and give away a \$50 Gift Certificate from sales made those 2 days.
- Offer the TOP HOSTESS a \$100 MK Shopping Spree!

WEEKLY PLAN: Make that weekly Plan Sheet—Set your Sales Goal and Plan your phone time, quick makeovers, deliveries, interviews! Make a list of friends/family you'll be seeing this week who could use your services (that would be everyone!) Plan the grocery list & decide what cooking you'll need to do and WHEN you'll do it! Enter all these time issues on your plan sheet!

MONDAY/ TUESDAY: Attend MK Event! Get the enthusiasm and knowledge you'll need to make this week GREAT! Let's all focus on ways to SELL for the Holidays! Turn your good Mary Kay business into GREAT!

Call your clients & offer the option of being a web hostess on Thursday or Friday .. OR ... have a Telephone Lottery! Call 25 clients and say: "This is _____ with Mary Kay! I hope you have a quick minute! The reason I'm calling tonight is because I'm having a Thanksgiving Day Lottery! And, no, I'm not giving away a million dollars or a Pink Caddy... but, if you place an order tonight, you can pick your lucky number between 1-25 and on Thanksgiving night I will draw one lucky number—if it's yours—you'll get your order HALF OFF. Is there anything you'd like to order? Holiday Gifts?" after she orders, have her select her lucky number and keep track of numbers selected... if she chooses one already taken, have her pick another!

WEDNESDAY: Make deliveries-take a basket of extras & samples with you. Give her a sample of an eye shadow/blush or hand cream to try (Place your last day of month w/s order TODAY).

THURSDAY: Enjoy Thanksgiving Day with your family! After dinner—try to offer facials/ quick hand facials or show your Holiday items to your guests or a LIVE FB Thanksgiving Event. Remember to offer Gift Certificates! Have at least 20 website Hostesses going for this day!!! (20 x \$100 = \$2,000) Do your own web party with the ladies!! Are you beginning to get EXCITED?!?!?!?

FRIDAY: This is traditionally the biggest shopping day of the retail season! Work your business the same! This is the day you can either BUY or SELL...I suggest you SELL! Connect with close friends/relatives and give quick make-overs and interviews!! Maybe have a Pink Friday Sale!

SATURDAY: Check inventory and see what products you'll need to order either for Christmas business or to replenish what you've sold. FINISH STAR! Today is Small Business Saturday!

MONDAY & TUESDAY: Hold holiday make-overs/interviews and continue building your business—BOOK for the first 10 Days of DECEMBER—Spa Experiences, Holiday Coffees or Holiday Previews; Set up several in your home...You will ROCK your Sales in December as well! JUST HOW MUCH \$\$\$\$ WILL YOU BRING HOME THIS WEEK?

this Thanksgiving

STUFF A ROLL-UP BAG

NOVEMBER
ONLY

Hurry, my
FREE
ROLL-UPS
go fast!

When you have 4 or more girlfriends join you for a party & \$200 or more in sales (before your order) you will receive a FREE ROLL-UP BAG and **40% OFF** everything you can STUFF into it.



Your guests must be 18 years of age or older and cannot currently have a Mary Kay Consultant.

important dates

- Oct 11** - Columbus Day, Postal Holiday
- Oct 17** - Last day to enroll for the Winter PCP
- Oct 29** - Last day to place telephone orders for October
- Oct 31** - Last day to place October on-line orders
- Nov 11** - Veterans Day - Postal Holiday
- November 25** - Happy Thanksgiving - All Company Offices Closed
- Nov 26** - Company Holiday - All Company Offices Closed
- Nov 29** - Last day to place telephone orders for November
- Nov 30** - Last day to place on-line orders for November

Darnett's Dazzling Diamonds



Darnett Cohen-Spencer

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 Brooklyn, NY 11236
 646.732.4775



POWER UP YOUR
social game!



When you order \$600+ whsl in October, you will receive these beautiful **EARRINGS** from the *Powered by Pink* Collection.

POWER UP YOUR
connections!



Earn the Fall Consistency Challenge **EARRINGS** when you achieve the *Powered by Pink* Challenge each month, July through December 2021.