

SISTERHOOD OF RESPECT



Discover how three women bonded together to create a Mary Kay sisterhood honoring one another's business achievements, family life and individual dreams. Friendship can be one of the best fringe benefits of Mary Kay®!



**Independent Future
Executive Senior Sales
Director Angie Day**
Little Rock, Ark.

MY STORY: BUT I DID IT ANYWAY

"I do not ask my unit to do anything that I haven't done, or I will promise to work alongside with them if it's something new." That's how Angie Day gained the unwavering respect of her unit and offspring since becoming an Independent Sales Director in 1992. Her motto is to work steadily and consistently in an effort to avoid the extreme highs and lows that can sometimes accompany a business in sales.

At 25, managing an insurance office suited Angie just fine. She liked working, was proud of her career and planned to go back to work after the birth of her son in 1990. But once he was born, things changed. "I knew I needed to be at home with him," Angie recalls. But it wasn't long before she wanted to do something more that she could call her own.

When Angie was presented with the Mary Kay opportunity, she was convinced she wouldn't have time to do it. It was her husband, David, who encouraged her to start. "I let my Independent Sales Director know that I would only hold one appointment each week, meaning I would book three to hold one," Angie recalls. She kept to that plan until she was ready to put more hours into her business each week. With that commitment, she went on-target to earn the use of her first Mary Kay® Career Car. Two years later, she became an Independent Sales Director and began moving up the career path, eventually earning three Top Sales Director Trips and the use of eight pink Cadillacs.

While Angie wanted the extra income from her Mary Kay business to enjoy the finer things in life, she didn't necessarily need it, thanks to David's successful executive career. "I didn't *need* to have a Mary Kay business; I *wanted* it," Angie shares. "I love to see women succeed, watch them develop self-esteem and help them build businesses that can lead to financial independence – their 'Plan B' when they need it. While I personally did not have to work to be financially stable, I'm so thankful that I did it anyway and used my Mary Kay® earnings for things that I wanted for my family."

Angie is now one of those Mary Kay® businesswomen who others want to emulate. Her exuberant personality and confident style naturally draw other women to her. When Krista first saw Angie, she knew she wanted to be just like her.



**Independent Senior
Sales Director
Krista Neal Warner**
Muldrow, Okla.

MY STORY: PLAN B WHEN I NEEDED IT

Happy as a kindergarten teacher, Krista Neal Warner never imagined doing anything else until she sampled Mary Kay® products in 2001. Krista asked for a catalog and showed it to other teachers who ordered more than \$400. Once she realized how much an Independent Beauty Consultant could earn, she asked, "How do you do Mary Kay®?"

Krista was presented with the business opportunity, and it was a done deal. "She put a pin on me, and I said, 'You've got to be kidding me; I'm not in Brownies.'" Krista had no intention of holding parties or going to meetings. But when her first sale fell easily into her lap, Krista knew she had found a promising business venture.

Krista did attend meetings and soon saw Angie Day who had begun to mentor several unit members in Oklahoma. "She was so cute," Krista recalls. "She talked about how she didn't have a college degree but made an incredible income and earned the use of many Mary Kay® Career Cars. I wanted to be just like her." Angie soon began mentoring Krista, who took Angie's advice to heart. In the process, the two developed a bonding friendship across the miles, calling each other frequently about business and personal concerns.

Before long, Krista was packing for her first Top Sales Director Trip, surpassing Angie to this milestone. But Angie was never prouder of her friend and mentee.

By 2003, Krista had seven first-line offspring Independent Sales Directors and reached the \$700,000 Circle of Excellence. But in 2005, as she was building a future Independent National Sales Director area, she found herself in an unexpected divorce. "I had two children, and I was totally unprepared. I stopped working my business for eight months," Krista shares. But her unit carried her through. "My Mary Kay business was my 'Plan B' that I never thought I'd need," she says.

"Plan B" helped her again about two years later when she was hospitalized one week after marrying Bill Warner, the man of her dreams. A vertebral artery dissection had caused several small strokes. While in the hospital, she suffered a major stroke and temporarily lost the use of her right leg. After physical therapy and persisting with a Mary Kay positive attitude, Krista is almost fully recovered.

"Now my team is on fire, and we are shooting for the Sales Director trip to Hawaii in 2011. I want to be there together with Angie and Angela."

“People who lead happy and exciting lives are those who work at making friends. Somehow difficult times are easier to handle when you don't have to handle them alone. – Mary Kay Ash”



**Independent
Senior Sales
Director**
Angela LaFerry
Broken Arrow,
Okla.

MY STORY: BUILT-IN FRIENDS

When Angela LaFerry remarried and moved to a town of 1,700 in Oklahoma, she left behind almost everything she knew, including her friends. “I had to start over, and I knew it would be hard to make friends as the new person in town,” she shares.

One slight acquaintance timidly approached Angela, the beautiful newcomer. The woman had started a Mary Kay business and needed a face to help her get started. Angela was given an address where a meeting would be held. “I knew she didn't think I'd come since I was new to town, and my husband was a local business owner. She thought I didn't need Mary Kay®,” Angela recalls. In fact, the woman didn't show up, but Angela did. Angela listened as two women (one an Independent Sales Director) talked about products and the business. Skeptical, but interested, Angela signed her Independent Beauty Consultant Agreement on the spot in early 2003.

At a large New Consultant Orientation event, Angela felt intimidated by the leading women, whom she viewed as much more sophisticated. But Krista recognized

immediately that Angela was what Mary Kay® needed. “I couldn't believe this woman who drove a pink Cadillac spoke to me and asked me about my eyelashes,” Angela says. “She thought they were fake, but it was the Mary Kay® mascara I was wearing!”

Krista mentored Angela and soon introduced her to Angie. “I wanted to be just like these women, and here they were helping me believe in myself. I wanted to achieve everything they did so I could spend time with them,” Angela says. Over time, she, Krista and Angie – and even their husbands – sealed a friendship that spans the miles and culminates at every Mary Kay event.

Angela worked diligently to move up the Mary Kay career path, following Krista and Angie's advice. She earned Top Sales Director Trips in both 2009 and 2010 and is planning for Hawaii, where the goal is for all three women to spend a fabulous time celebrating their achievements.

For Angela, her Mary Kay business has given her not only a source of friendship but also a sense of accomplishment. Angela's husband is involved in her successes, and as two business owners, they share ideas and discuss challenges. And he doesn't mind that Angela is now the family's top earner.

Angela says: “I love my Mary Kay business because it gives me flexibility, something that I love to do and close friends whom I never would have met otherwise.”



OUR STORY: SUPPORT AND RESPECT

Angie: “Our Mary Kay businesses brought the three of us together, but it's the sisterhood and friendship we developed over time that keeps us together. Our families have grown close as well, and we've taken trips together. Angela and Krista inspire me, and it doesn't matter that they have achieved some milestones before me. It makes me proud. When you surround yourself with women who respect you and your opinions, you have a support system that helps you through the tough times. These are women of their word whom I can count on and trust.”

Krista: “Angie has been a mentor to me, professionally and personally. She's shown me how to live a positive, happy life. Angela and I support each other in many ways, always bouncing ideas off each other. While we talk on the phone constantly, we mostly see each other at Mary Kay functions, and it's like we have never been apart. We all room together, stick together and create great memories together. And that's something we are proud of. At Leadership Conference, an Independent Sales Director told me she had never seen such a close group, and she wished she could experience the same thing.”

Angela: “I couldn't attend the Sales Director trip to Greece because my mother was ill. It was heart-wrenching. Angie and Krista called me every day and listened to me cry. They understood and empathized, and it helped me get through. Later, Angie invited me on a ski trip to Canada in an effort to make up for my lost trip. Angie and Krista both praised me to success. I don't know two people who are better at making you feel good about who you are, praising your qualities and character. I'm so lucky to have these Mary Kay women in my life.”

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