



*A satisfied customer is  
a happy customer!*

September 2007

# Customer Connection

Brought to you by: **Connie Consultant**  
Independent Beauty Consultant

## Awesome New Career Cars!

*Wanna Drive  
Free?*



Have you ever thought about what it would be like not to have a car payment? Mary Kay® has just unveiled 2 new career cars for Beauty Consultants: the Pontiac Vibe and the Pontiac G6!

If you have been thinking about starting a business with Mary Kay, let me sit down with you to go over some of the advantages (like driving free) and unlimited income potential so you can make an informed decision. Just let me know when would be a good time to talk!

*Connie*

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## It's a Funny Old World: Interesting News You Might Have Missed

- A man in Malaysia was sent a telephone bill for \$218 trillion — and ordered to pay it within 10 days. It's not known if the bill was a mistake or if the phone had been used illegally.
- A criminal in England with 68 previous recorded offences was told by a judge at his latest trial to give up crime, because "you are clearly not very good at it."
- A poodle became the victim of online identity theft after someone took the dog's details off the owner's website and passed them off as his own in an effort to sell phantom puppies.



## 6 Tips to Help You Write Emails that Get Read and Replied To

Email is the number-one way to communicate in business and with friends. So here are some tips to help you write effective messages.

### **Keep it brief**

After wading through tons of spam messages, the last thing people want to read is a long email. They just don't have time. Keep your message brief and don't waffle.

### **Get to the point**

Don't spend time "clearing your throat" in your email — get to the point right away.

### **Stick to the point**

Keep your message to one subject, so that you make things clearer for your reader. If you have another subject you want to mention, send another email.

### **Write a clear subject line**

Help your reader file your email and act on it by stating clearly what the message is about.

### **Give an instruction**

If you need something done, make that explicit. Don't leave people to guess and potentially misunderstand you. And if it is urgent, say so — if you give a deadline your recipient might take action more quickly.

## 5 Simple Ways to Get Good Service Every Time!

We often complain about not receiving good service. But there are some things we can do to improve our chances of getting the kind of service we deserve.

**Smile... and mean it:** Show some interest in the person serving you —set yourself apart from other customers.

**Become a regular:** Businesses like regular customers, so stick to one store and get to know the people helping you.

**Say please and thank you:** So many people forget to be polite that you'll give your server a nice surprise.

**Go when it's not busy:** If you can, avoid peak times so the sales associate won't be so rushed.

**Know what you want:** Be clear in your mind about what you'd like and you'll make it easier for the store to give good service.

## Fascinating Facts about

# SEPTEMBER

- The Viking 2 spacecraft landed on Mars on September 3, 1976.
- The Russian city of Leningrad became St. Petersburg once again on September 6, 1991.
- Google was founded by Larry Page and Sergey Brin on September 7, 1998.
- Nintendo released Super Mario Bros. on September 13, 1985.
- The Concorde made its first non-stop transatlantic flight on September 26, 1973.
- William the Conqueror invaded England on September 29, 1066.

## I APPRECIATE YOUR RECENT ORDER!

My business is successful because of YOU! I want to keep you satisfied with my services and products.

Remember I have a money-back guarantee for any product you purchase. You can exchange or return any product purchased from me. I'm just a phone call away!

Thanks, *Connie*

### Are you going to any *Bridal Showers* this month?

I have some wonderful items for the future bride. And, because your time is valuable, I'll make sure it's appropriately gift wrapped and waiting for you!!



If you're planning your own wedding, I'd be happy to act as your bridal party consultant, giving beauty tips based upon the color scheme you've chosen. Just contact me anytime by phone or email and I'll be happy to let you see some of the gift baskets and product sets that I have.

### Thanks for Your Referrals!

I succeed when people like you refer me to their friends and family. It's the best kind of feedback I can receive. Thanks for continuing to share my services as a beauty consultant.

## Tips that Can Help You Get Through Your Day!

When making cupcakes for your kids' classes or birthday parties, it can be a challenge to transport with the frosting intact. So stick an animal cracker straight up on the top of each frosted cupcake and then cover them with plastic wrap. The kids will like picking out their "animal" when it's time to serve the cupcakes.



When sending a baby shower gift to a friend who lives across the country, you may need some extra padding in the shipping box. Why not double the gift and use diapers as a cushion for the package? Now your friend can use both the gift and the packing material when it arrives.

These tips were found on the great website of:  
[www.cheapskatemonthly.com](http://www.cheapskatemonthly.com)

S P E N C I L R F D I A N R D  
 E C V N Y L E O K W N E R E R  
 H U N G X K O C I Y W X E H A  
 T L J W R T A C T F O L P C O  
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 X C Z F N R D J I O S S Y H A  
 T R Q B L M W L B E E U F L R  
 B W X A A B H J D S A B O J M

### Hey Parents . . .

Give your kids something fun to do. You've already had fun going through the newsletter, now it's time for them!

### Hey Kids . . .

See if you can find the words for this

**Back to School**  
word search.

### **HAVE FUN!**

- |              |             |
|--------------|-------------|
| Backpack     | Lunchbox    |
| Blackboard   | Marker      |
| Books        | New Clothes |
| Bus          | New Friends |
| Cold Weather | Paper       |
| Desk         | Pencil      |
| Fall         | Teacher     |
| Football     | Tests       |
| Homework     |             |

## 9 Habits That Can Help Make Beautiful Skin!

1. **Don't overdo cosmetics.** Mixing a cleanser from one line with a scrub or moisturizer from another, then a night cream from yet another, can over-exfoliate and irritate your skin. Stick with one line of product which is formulated to work together.
2. **Exercise.** 20-30 minutes of any aerobic exercise will give you a glow. Exercise increases blood flow, which brings more nutrients to the skin.
3. **Don't get intimate with the phone.** Constant rubbing on the mouthpiece may lead to rashes around the chin and mouth.
4. **Check your birthday suit for spots.** Any sudden or suspicious looking bump, mole or growth is reason to see a dermatologist.
5. **Eat Healthy.** Enough said.
6. **Don't wear your makeup to bed!** You know it, but you sometimes do it. Well stop it!
7. **Hands off those zits.** Poking and prodding can prolong a pimple's life and make the problem worse.
8. **Get enough sleep.**
9. **Drink 6-8 glasses of water a day.**



# Customer Connection



## **Connie Consultant**

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## **OPPORTUNITY**

*There's never been a more profitable time to become an Independent Beauty Consultant. My company offers products that women want today and is the best-selling brand of facial skin care and color cosmetics in the U.S.\* So you can feel confident knowing that you have high-quality products and the best shades to meet the needs of your customers.*

*\*Based on most recent published industry sales data.*



Why not take the opportunity and call me so I can show you how this great career can change your life.

## **ASK YOURSELF THESE QUESTIONS:**

- Are you working a part-time job?
- Do you make your own part-time hours and determine the amount of your paycheck?
- Can you find at least 2 hours a week to start your business?
- Do you love taking care of your skin and wearing glamour products?
- Do you have children? Would you like to be able to spend more time with them and still make a wonderful salary?
- Do you think that you'd "never be able to do something like Mary Kay®?"
- Would you like to receive recognition for the good job that you do?
- Would you like to be able to promote yourself when YOU'RE ready to the next level of the company?
- Why haven't you called to begin your future!??

*This is a wonderful business opportunity. But, as with anything you do, you get out of it what you put into it. Success comes before work ONLY in the dictionary.*