

Your Goals and Strategies



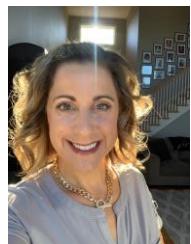
Define Your Dream—Your Why

I want	
By (date)	
In order to achieve my Avon business dreams, I need to	
Make \$	
With a title of	

Set Your Personal Goals for the Upcoming Year

Elite Leaders-Session #3 - Goal Setting

By: Emily Seagren - November 18, 2020



Who is Emily Seagren?

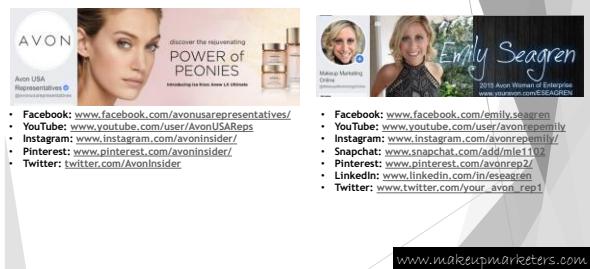
- Wife, Mother, Entrepreneur
- 2015 Avon Woman of Enterprise, 2018 Spirit of Albee, Team Momentum Gold Leader, President's Inner Circle
- Rep since January 2008
- Why listen to me?
- **2019 Personal Sales:** - \$300,000
- **2019 eSales:** - \$103,000
- **2019 Team Sales:** - \$2.5 million
- **Avon Team Momentum Mission:** To help transform lives by teaching team members how to build a successful Avon business through sales, team building, and leadership development.



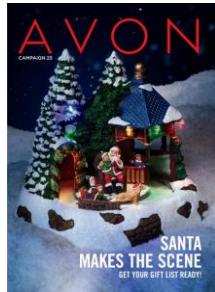


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Campaign 25 Important Dates



Flexible Face-to-face Ordering: Wednesday, November 11 - Tuesday, November 24
 Online Store: Tuesday, November 10 - Monday, November 23



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Campaign 26 Important Dates



Flexible Face-to-face Ordering: Wednesday, November 25 - Tuesday, December 8
 Online Store: Tuesday, November 24 - Monday, December 7



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Avon Gift Sets - Fragrance & Bath & Body



DOLLAR TREE

Make Avon Holiday Gift Bundles!

Nashville Wraps



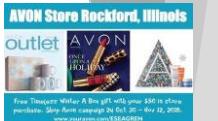
 DOLLAR TREE



www.emilyseagren.com
www.makeupmarketers.com

Black Friday at the Avon Store!

815.227.5990 - 10am - 6pm
www.youravon.com/eseagren
Spend \$20 = Free Glimmerstick or Hand Cream
Spend \$40 = Spin the wheel for more freebies!



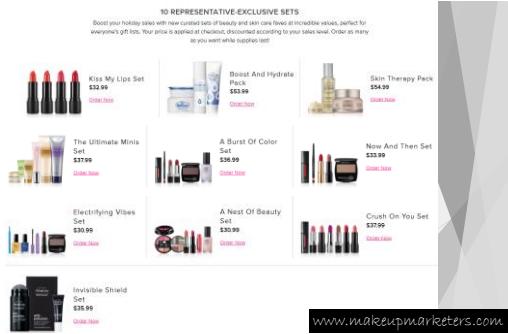
Free **Men's & Bright A Box** gift with your \$50 in-store purchase. Shop Avent campaign 25 Nov 13 - Nov 26, 2013.
www.youravon.com/ESEAGREN

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Stocking Stuffers - Cash & Carry



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www.campaign-mailer.com



Campaign Mailer's 2021 Ordering Schedule

	B Mailer "Earliest" Monday	C Mailer "Middle" Tuesday	D Mailer "Middle" Thursday	E Mailer "Latest" Monday	F Mailer "Latest" Thursday
1	Nov 16, 2020	Nov 17, 2020	Nov 19, 2020	Nov 21, 2020	Nov 26, 2020
2	Nov 30, 2020	Dec 1, 2020	Dec 3, 2020	Dec 7, 2020	Dec 10, 2020
3	Dec 14, 2020	Dec 15, 2020	Dec 17, 2020	Dec 21, 2020	Dec 24, 2020
4	Dec 28, 2020	Dec 29, 2020	Dec 31, 2020	Jan 4	Jan 7
5	Jan 11	Jan 12	Jan 14	Jan 18	Jan 25
6	Jan 12	Jan 13	Jan 15	Feb 1	Feb 8
7	Feb 8	Feb 9	Feb 11	Feb 15	Feb 18
8	Feb 22	Feb 23	Feb 25	March 1	March 4
9	March 8	March 9	March 11	March 15	March 22
10	March 22	March 23	March 25	March 29	April 1

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[Home](#) | [Start Here](#) | [Schedule](#) | [Pricing](#) | [About](#) | [FAQ](#) | [Contact](#)

Upload all your contacts at once via MS Excel or CSV file from [Upload](#) | [Choose File](#) | by the chosen [Upload](#)

Excel files must be version 97-2003. Required columns: FIRST NAME, LAST NAME, ADDRESS 1, ADDRESS 2, CITY, STATE, ZIP.

Enter New Contact

First Name:	Last Name:
Address 1:	City:
State:	Zip Code:
Save	

Representative Contact Label

Top 10 reasons to sell Mary Kay:
 1. Make money
 2. Work from home
 3. Work part-time
 4. Work from home
 5. Work part-time
 6. Work from home
 7. Make money
 8. Work from home
 9. Work part-time
 10. Make money

Create Groups

Group: [Add](#)

August eShoppers
 Campaign 24
 Campaign 25
 Do Not Mail
 Store Customers

IMPORTANT: If you're not mailing to all of your contacts, then follow the steps below.

1. Create a Group (see purple box above). Name your group and click Add.
2. Choose the Group you created (in orange box below).
3. Choose the contacts you want to mail to.
4. [SAVE CONTACTS](#) to continue (purple box Group).

Order Here

Last Order: Camp. J. A. Mailer - November 15, 2020

Step 1: Choose Group: [All](#) [Save Contacts to Group](#) | Contacts in group: 435

Step 2: Choose Mailer: [Choose Mailer](#) [Mailing price for this group: \\$0](#)

Enter Gift Card code (optional): [Apply](#)

Step 3: [Proceed](#)

Your Profile (Please note: if you make changes)

Favorite Marketing Services / Supplies

Start with your Dream – your why

Your Dream
I want by
.....

New truck for Rob and in-ground swimming pool by end of 2021.

How much \$ will be required? \$1,500 more per month

What title will you need to achieve? Silver Executive Leader

How much time do you have to achieve it? 1 year

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Set Your Personal Goals for the Upcoming Year

What did you earn in the last year?	\$88,419 (2020 ytd leadership earnings + C25 & C26 2019)
What is your current Leader title?	Gold Leader
What are your personal goals for the upcoming year?	
Your Title (1 year from now)	Silver Executive Leader
Your Total Earnings (for the next 12 months)	\$106,419 (\$88,419/12 = \$7,368 + \$1,500 = \$8,868 * 12)



Reflect on Your Past Results Before You Set Your Goals

- Follow the directions provided by your Coach to pull your numbers
- Transfer your results for the last 26 campaigns (year) and the last 6 campaigns (quarter) to the chart on the next page

NOTE: See the Glossary of Key Measures to understand the meaning of each measure

Think About

- What drove your results? Can you repeat? What can you do differently?
- How much time did you dedicate to Avon? Will you dedicate more/less this year?
- Where do you need to focus?
- What can you do better this year?
- How are your results trending? Why?

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Team Measures							
	Global Sales	Team New Accts	Team Rep. Recruits	Team Order Accuracy %	Team Orders	Team Avg. Order Size	Team Sales
Last 26 Campaigns (Year) Total							
Last 26 Campaigns (Year) Average							
CE							
CE							
CE							
CE							
CE							
CE							
Last 6 Campaigns (Qtr) Total							
Last 6 Campaigns (Qtr) Average							

Use the Leadership Performance to Complete the Team Measure part of your Application Guide.

AVON now.

MANAGE BUSINESS ▾ SELLER CENTRAL ▾ MY TEAM ▾

Leadership Statement

Leadership Earnings Statement

Use the Leadership Earnings Statement to Complete the Leadership Earnings column on your Application Guide.

Leadership Statement

Leadership Earnings Statement

Leadership Performance

Constraints

View Report as Account Number: 07688699 [Find Representative](#)

Campaign Between and

Current Performance Title Between

Promoter	and	Platinum Executive Lea
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Can PC

Non-President's Club	and	Inner Circle
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Save Report **Run Report** **0 results found**

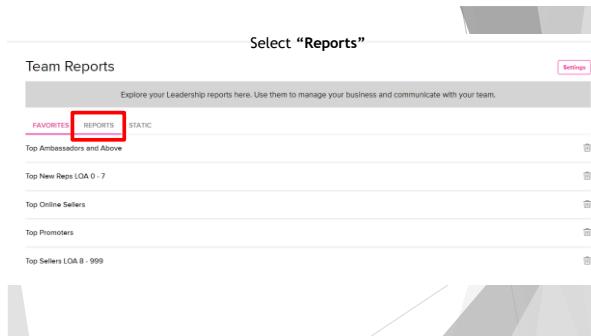
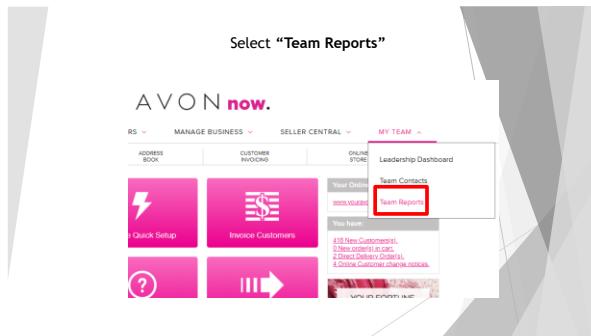
Leadership Performance Type

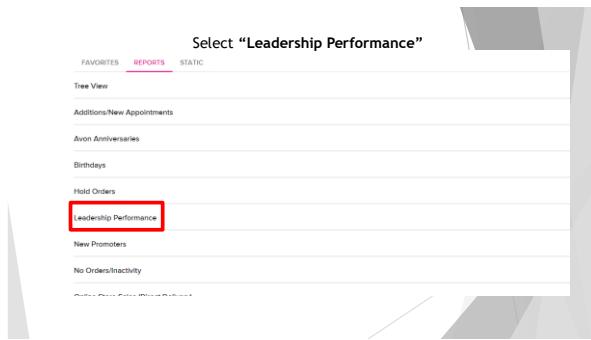
All	and	0
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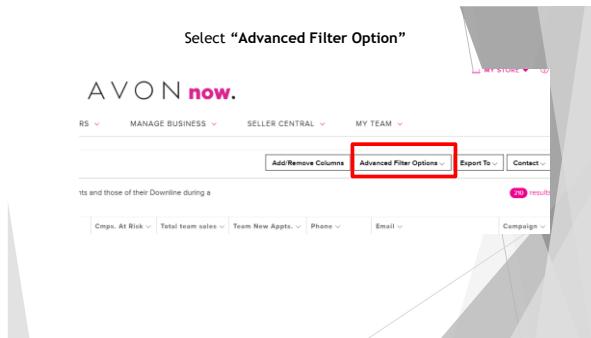
Account Status

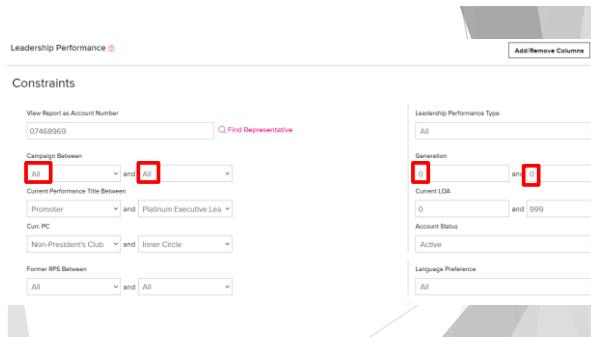
Active	and	0
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Use the Leadership Performance Report to Complete the number of g1- g3 leaders column on your Application Guide.









In the Output section select all the boxes above that are dark pink.
Select Run Report.

Output

Item	1st Item	2nd Item	3rd Item	4th Item	5th Item
Last Name	Performance Title	2nd Item	3rd Item	4th Item	5th Item
New Name	2nd Item	3rd Item	4th Item	5th Item	6th Item
Personal Award Sales	1st Item	2nd Item	3rd Item	4th Item	5th Item
New Sales	1st Item	2nd Item	3rd Item	4th Item	5th Item
Lang	1st Item	2nd Item	3rd Item	4th Item	5th Item
Zip Code	1st Item	2nd Item	3rd Item	4th Item	5th Item
Named	1st Item	2nd Item	3rd Item	4th Item	5th Item

Sort By

Demographic Order	<input checked="" type="radio"/> Ascending <input type="radio"/> Descending
None	<input checked="" type="radio"/> Ascending <input type="radio"/> Descending
None	<input checked="" type="radio"/> Ascending <input type="radio"/> Descending

Unit Results to: 1000

Save Report **Run Report**

AVON now.

ORDERS ▼ MANAGE BUSINESS ▼ SELLER CENTRAL ▼ MY TEAM ▼

MY STORE ▼ SUPPORT ▼

Add/Remove Columns Advanced Filter Options Export To Contact

elements and those of their Downline during a

Excel (xls) PDF Labels 41 results found

The report will show on the screen.
Select Export To- PDF or Excel File
Note: If you do not have excel on your computer or you are not familiar with excel basics - export the file to PDF and use your calculator.

Personal Measures			
Earnings Amt.	Earnings Title	Gl Appts.	Personal Sales
Last 26 Campaigns (Year) Total	\$88,419	Gold Leader	424
Last 26 Campaigns (Year) Average	\$3,400	Gold Leader	\$8,251
Divide by 26			
ce 24	\$3,285		\$8,962
ce 23	\$3,261		\$8,466
ce 22	\$2,970		\$9,247
ce 21	\$3,460		\$9,027
ce 20	\$3,916		\$14,946
ce 19	\$3,268		\$8,855
Last 6 Campaigns (Qtr) Total	\$20,160		\$59,503
Last 6 Campaigns (Qtr) Average	\$3,360		\$9,917

Team Measures								
	G1-G3 Sales Leaders	Team New Appts.	Team Reg. Recruits	Team Order Activity %	Team Orders	Team Avg. Order Size	Team Sales	
Last 26 Campaigns (Year) Total	210	2,363	2,845		14,485		\$2,032,297	
Last 26 Campaigns (Year) Average	168	91	1,570	39%	557	\$125	\$78,165	
ce# 24	210	83	2845		18	508	\$130	\$75,158
ce# 23	203	44	2779		18	509	\$136	\$77,688
ce# 22	200	37	2777		19	525	\$115	\$69,907
ce# 21	197	53	2756		17	484	\$122	\$67,871
ce# 20	194	1497	2762		20	550	\$127	\$84,547
ce# 19	190	19	1327		39	511	\$150	\$85,533
Last 6 Campaigns (Qtr) Total		1,733			3,087		\$460,704	
Last 6 Campaigns (Qtr) Average	199	289	2,541	22%	515	\$130	\$76,784	

Your Measures

Personal Goals

Earnings Title
Earnings Amount (\$)
G1 Appointments (#)
Personal Sales (\$)

Team Goals

G1-G3 Sales Leaders (#)
Team New Appointments (#)
Team Registered Recruits (#)
Team Order Activity (%)
Team Orders (#)
Team Average Order Size (\$)
Team Sales (\$)

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Set Your Goals for the Next 26 Campaigns (Year) and Next 6 Campaigns (Quarter)

	Personal Measures			
	Earnings Amt.	Earnings Title	G1 Appts.	Personal Sales
Next 26 Campaigns (Year) Total	\$106,419	Silver Executive Leader	509	\$257,432
Next 26 Campaigns (Year) Average	\$4,093	Bronze Executive Leader	20	\$9,901
ce#25	\$4,948		17	\$12,784
ce#26	\$5,139		8	\$12,546
ce#1	\$4,696		17	\$9,856
ce#2	\$3,406		17	\$6,265
ce#3	\$2,711		26	\$9,383
ce#4	\$3,209		18	\$7,087
Next 6 Campaigns (Qtr) Total	\$24,108		103	\$57,921
Next 6 Campaigns (Qtr) Average	\$ 4,018		17	\$9,654

	Team Measures						
	G1-G3 Sales Leaders	Team New Appts.	Team Reg Recruits	Team Order Activity %	Team Orders	Team Avg. Order Size	Team Sales
Next 26 Campaigns (Year) Total	252	2,836	1,592	52	52	150	\$2,438,756
Next 26 Campaigns (Year) Average	252	109	1,592	52	52	150	\$93,798
C# 25	212	17	1,337	50	614	\$146	\$84,136
C# 26	214	17	1,347	44	524	\$133	\$64,272
C# 1	216	26	1,357	53	619	\$132	\$77,400
C# 2	218	18	1,367	54	623	\$142	\$81,094
C# 3	220	48	1,377	56	652	\$131	\$80,476
C# 4	222	67	1,387	58	688	\$142	\$98,308
Next 6 Campaigns (G1) Total	222	193	1,387	52	3,720	\$138	\$485,681
Next 6 Campaigns (G1) Average	222	32	1,387	52	620	\$138	\$80,947

Setting Long-Term Goals – What to consider

Personal Goals

- What do you need to achieve in order to make progress toward your dream?
- How much time can you commit to your Avon business?
- What are your past results?
- How much will each G1 appointment impact your business?

Team Goals

- What does your team need to achieve in order for you to reach your personal goals?
- What are your team's past results?
- What are your team's best opportunities for growth?
- Where do you want to focus your efforts with your team this year?

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Setting Short-Term Goals – What to consider

- What do you need to achieve to stay on track and reach your long-term goal?
- What season is it? Can you expect more or less from your business this time of year?
- Where do you plan to focus your efforts?
- Can you focus on growing your team now which will positively impact your business in the long-term?

Reflecting to Ensure Success

- Are your goals attainable?
- Can you stretch your goals even further?
- Do your short-term goals align with your long-term goals?

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Creating Strategies

Remember you have to do something different if you want different results!

Possible Strategies

- CONTINUE** doing things that are proven successful
- DO MORE** of the your most productive activities
- STOP** doing things that do not produce results
- TRY** new activities that could drive results

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S.M.A.R.T. Goals

- S - Specific
- M - Measurable
- A - Attainable
- R - Relevant
- T - Time-Bound

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Be patient
with yourself.

Nothing in nature
blooms all year.

GH

I no longer look
for the good in people,
I search for the real...
because while good is
often dressed in fake
clothing, real is naked
and proud no matter
the scars.

-Chisbala Tishombe