

WINTER QUARTER | 2012

Golden Girls
NEWSLETTER

SHINE

A TIME TO REFLECT

You're [Au]some!

Success stories from two
Golden Girls

Need Leads?

Golden Girl Abbey Binion shares
her Top 5 Tips to increase business

Plus:

Gold Does Give Holiday 2011

Recap of this year's Golden Gathering

Winter Style Notes: Ice, Ice, Baby



a letter from the partners

DEAR READERS,

We hope that everyone enjoyed a warm holiday season and has a fresh outlook for 2012! We have made a few new resolutions of our own, and want to make this year another exciting period of growth for Golden Girls. Over 200 new Buyers have joined the team, and we are happy to have raised more than \$825,000 for charities nationwide. This year, we want to encourage you to build your business in new ways. Make advertising your party through social media one of your 2012 goals if you have never tried this before. Or if home parties aren't taking off in your neighborhood, try introducing yourself to a local church or non-profit group and offer to assist with one of their established fundraisers. Use our promotions like JumpStart January to motivate your Hostesses, and remember to reach out to other Buyers and teammates for new ideas. We loved meeting so many of you at the Golden Gathering, and hope to see you out there again soon!

Deanna Rice to Amy



CHARITY SPOTLIGHT: Grove Christian Outreach Center (WILLIAMSBURG, VA)

This holiday season, Golden Girls asked you to nominate your favorite family-focused charity to receive our annual donation. Hundreds of Golden Girls nominated and voted for deserving charities on the GOLD DOES GIVE Facebook event page. Grove Christian Outreach Center in Williamsburg, VA received the most votes, and we are eager to share more about how this center assists families in the local community.

GCOC provides economic relief and spiritual assistance to poor and disadvantaged families in the Grove area of James City County, VA. Some of their efforts provide school lunches, uniforms and supplies for children, holiday food baskets and toys, and an Adopt a Teen and Parent program. The foundation is run entirely by a team of dedicated volunteers who have been raising money to build a new permanent operations facility.

Golden Girls proudly supports Grove Christian's commitment to assisting local families, and we have witnessed the spirit of giving in all of the parties that Buyers and Hostesses have held to benefit GCOC this season. Learn more about GCOC at www.groveoutreach.com.

Following a group effort from Golden Girls across the nation, a donation of nearly \$13,000 was made to Grove Christian Outreach Center on January 18.

Gold Does Give: Holiday 2011

Thanks to Golden Girl Georgette Throupe from Williamsburg, VA for motivating hundreds of friends and fans to vote for Grove Christian Outreach Center. Our donation will help them afford a much-needed expansion. You are a shining example of how women can make a difference by doing good with gold. Keep up the great work!

"YOU'RE [Au]some!"

Two Golden Girls share powerful stories of personal success.

Patrice



Patrice West is newly married, the stepmother of seven wonderful children (WOW!), and has worked with Golden Girls for two years. With her growing family and a successful business to look after, we wondered if she ever had a chance to treat herself. "I always wanted a luxury car" says Patrice, "and after working with Golden Girls, I was able to afford it."

"I'm living my life to the fullest!" proclaims Patrice West. In just two years, her Golden Girls business brought her enough extra income to afford a new BMW! Her advice? "Create a separate account just for the money you earn through GG." This helps keep her focused and motivated.

She loves working at gold parties on her own time, and has fun meeting new people. "It is the best part-time job I have ever had!" Patrice tells us that she created a separate bank account for her GG earnings, and used the money to purchase a BMW!!! She only uses money from her gold parties to cover car payments and maintenance for the car. She says: "It is like the car is paying for itself because buying gold is so much fun, it doesn't even feel like I'm working." Patrice has also been a motorcyclist for a little over ten years. She enjoys the freedom of a ride on a beautiful spring or summer day. We love her spirit!

"YOU'RE [Au]some!"

Mert

How Mert got her zen back! A flexible career with Golden Girls has allowed Mert to obtain her yoga teaching certification.

"Because of yoga and my certification" Mert says, "I have been able to look inside instead of outside to begin to know who I am. Yoga makes it okay to be open and be Mert!"



Meredith "Mert" Wray has been working with Golden Girls since February 2009, and currently manages the A-Team. She has been practicing yoga since 1994, and always wanted to teach yoga to help others and deepen her own practice. Mert says, "Golden Girls has allowed me the financial freedom to

stay in Asheville, NC for a month to get my 200 hour yoga certification. I am so excited to be working on my 500 hours now!" Mert tells us how yoga can provide a dose of positivity: "Life is a challenge every day, but it's much easier when I've been on my mat. It's like filling up with gas. If I seem to be running low on yoga, my body and mind do not seem to work as well." She definitely needs to be running on all cylinders to keep up with her work as a Team Manager. Mert is truly [Au]some!



*This Magic Moment:
Golden Gathering January 11-14, 2012*

Where do the A-Team and the Gold Nuggets transform into Cinco Chicas Fabulosas? Or the Dynamite Lolitas? At the Golden Gathering, of course!

More than 40 Golden Girls attended this year's conference in Orlando. We found out how to connect with a potential Hostess or Golden Guest from communications guru, Jenny Aiello. We also enjoyed resort amenities, and the interactive "Go Games" at Universal Walk (find our photos at www.facebook.com/golddoesgood). See you next year!

LOOKING FOR LEADS?



Very special thanks to Abbey Binion (left) for sharing your sales savvy. You truly represent the Golden Girls spirit!

We spoke with Abbey Binion from Sharpsburg, GA recently about her unique ability to connect her friends online with her Golden Girls business. So many of us are in touch with family and friends through sites like Facebook, Twitter, or LinkedIn. Abbey uses her presence on Facebook to share news about Golden Girls fundraisers, parties, and offer money-making opportunities.

Here's an example of how a simple status update can get your Facebook friends on board with Golden Girls:

“Host a \$1000 home gold party, and you'll be entered to win an iPad 2! (Must hold party before Dec 18).”

When sharing GG news, don't be afraid to let your personality shine, or use humor to make your post memorable. Abbey is great at doing this!

YOU'LL “LIKE” THESE ONLINE SALES TIPS FROM GOLDEN GIRL ABBEY BINION!

HERE ARE ABBEY'S TOP 5 TIPS FOR SELLING GG ONLINE:

1/ Don't be shy, have fun with it! That was hard for me at first, but once I stepped out of my comfort zone, I got a WAY bigger response!

2/ I try to make my status about gold/silver three times a week *at least!* People may get tired of seeing your posts, but they will remember you when they come across that old class ring!

3/ Share the good about what you're doing! Whether it's how much you just paid someone, or how the company you work for shares the wealth. Golden Girls just donated \$13,000 to a very deserving charity—people will remember that when it's time to clean out their jewelry boxes.

4/ Post pictures! It never fails. *Every time* I give someone a visual of how much money they can make with just a little jewelry, I get a call!

5/ Look to other Golden Girls on Facebook for inspiration. I am constantly borrowing the status of fellow Golden Girls Michelle Perkins and Crystal Pearce.



Abbey Binion

What What?!?! Gold is at \$1,746 today!!! That's WAY up there friends! Call me if you're ready to turn your *BllnG* into some \$\$\$CHAAA CHINGGG\$\$\$

Abbey has shared some helpful tips with her teammates on Team Metallica, and welcomes all Golden Girls to view her party updates at her Facebook page: <https://www.facebook.com/profile.php?id=597412768>

WINTER STYLE 2012

STYLE NOTES:

What do you love about winter? Hot chocolate? Roaring fires? We decided to embrace the cold and feature some of our favorite looks inspired by ice skating! The sport's shimmering, delicate costumes are beautiful to behold, and could inspire your next party look. Check out the Glitter and Ice collection from MAC cosmetics--it was created from a collaboration with figure skater Johnny Weir. Weir is also involved with several children's charities including UNICEF and a group that works to assist depressed and at-risk youth. www.maccosmetics.com

BE AN ICE PRINCESS! THESE LOOKS ARE INSPIRED BY ICE SKATING, ONE OF OUR FAVORITE WINTER SPORTS.



Don't forget to check out these social media sites for information, tips and updates on Golden Girls!



Facebook



Twitter



Google+



GGU