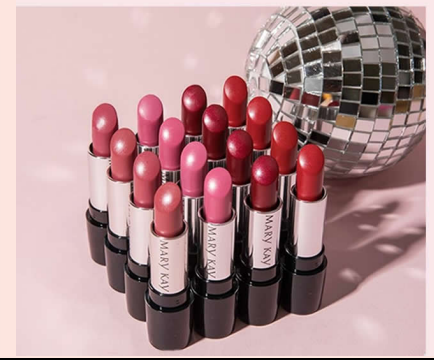




# Jo's DREAMS

## NEWSLETTER

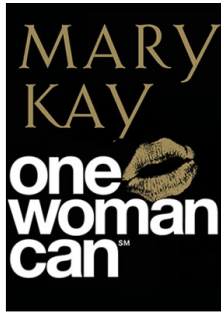


Living The Dream

January 2020 Unit Newsletter



Staci Jones  
Queen of Wholesale



This Could Be You  
Queen of Sharing



Staci Jones  
Queen of YTD Retail

# EMBRACE YOUR DREAMS! CONGRATULATIONS TO OUR QUARTER 2 *stars!*

~~Emerald~~  
Melissa Olsheski

~~Sapphire~~  
Staci Jones

Nicole Miller  
for  
MARY KAY



## CHOOSE TO BE A STAR THIS QUARTER & CLAIM YOUR PRIZE!





## From the Director's Chair

Dear Dream Members!

I am so excited about all the energy and renewed hope that January brings. I don't know about you, but I feel I'm ready to rededicate myself to my Mary Kay business

and make this one of our best years yet! It's so exciting to take a step back and realize that truly anything is possible if I'm willing to dedicate myself to doing the work. I'm ready, and I hope you are too. Let's throw off those excuses and determine to give it our all, starting today. Each little step in the right direction is what matters.

With all the talk about "Frozen," I can't help but think about how easy it is to start the snowball effect in our own personal business. Sure, it's hard to get started. You've got to put all those extra clothes on, and when you walk out the door, that wind and cold hit you, and you want to go right back inside. But when you wad up that first little bit of snow into a ball, the foundation is made up of your desire for something great. You start rolling that ball around, and it picks up all the snow around it. It gets bigger and bigger. If you have a hill in your yard, maybe you start it at the top and roll it down the hill- watching it pick up snow and mass and speed as it goes. It's just like our business. In the beginning you just have that desire in your heart to get started, but you have a vision and start getting out there and asking for names and booking those appointments. Pretty soon you're easily booking appointments from your appointments, hostesses and interviews are pouring in, and you wonder why you didn't start this sooner.

I have no doubt that with all these amazing MK programs, we can make this year one for the record books. Everyone is loving our new products and wants to take care of themselves (which means booking skin care appointments) in the new year. From there MK has given us so many incentives to share the career opportunity that it's just crazy not to ask for the interview. Plus, you get double credit on YTD programs and the Great Start Team Building Bonus. I hope you'll choose to step out your front door with some extra samples and brochures in your purse this week. You never know what the person in line next to you might be interested in.

Love and Belief, Melissa

**Daily Motivation:** "Circle 7 Hotline": 641-715-3900  
access code:929282#

**\*\*\* Go to [www.josdreams.com](http://www.josdreams.com) for DETAILED info on ALL current calendar items, contests, challenges, trainings, tips, new consultant orientations and upcoming events \*\*\***

### Important Dates:

- **January 9** 6:30 pm Pretty in Pink Guest Event
- **January 12-15** Directors at Leadership Conference
- **January 16 6:30pm** Rescheduled Meeting "Fresh Eyes" Part 1
- **January 17 PCP Enrollment ENDS**
- **Meetings following January 16th 7pm SHARP START TIMES 7-8:30PM**
- **February 1** Online DIQ commitment form available beginning 12:01 am CST until midnight on the 3rd.
- **February 2** Groundhog Day
- **February 7** Feel the Power
- **February 7 9:30am-1:15pm** Director & Red Jacket Meeting Sarasota
- **February 10** Early ordering of the new spring items begins for Stars who qualified Sept 16-Dec 15th and those who participated in PCP for spring. PCP spring customer mailing of The Look begins.
- **February 14** Happy Valentine's Day!
- **February 15** PCP Spring Promotion begins. Ordering of the new items available for all consultants.
- **February 16** Spring promotion begins. Official on-sale date.
- **February 17** President's Day. Postal holiday.
- **February 27** Last day of the month for consultants to place phone orders.
- **February 28** Last business day of the month. Orders and agreements submitted by mail or dropped off at the branches must be received by today to count toward this month's production.
- **February 29** Last day of the month for consultants to place online orders. Online agreements accepted until midnight CST. Deadline to register, cancel, transfer, and/ or submit special needs requests for Career Conference.



We're



## Our Top 5 Wholesale Orders For December



Driven!

COME ALONG  
FOR THE RIDE!



MARY KAY



Staci  
Jones



Melissa  
Leedy



Simone  
Montoute



Chloe  
Bethel



Tracy  
King



## Year to Date Retail Court

1 Staci Jones	\$6,655.80
2 Cris Olerich	\$3,019.00
3 Ashley Buttner	\$2,674.40
4 Amanda Iler	\$1,927.00
5 Melissa Leedy	\$1,705.00
6 Lisa LaMalfa	\$1,634.00
7 Tiffany Anthony	\$1,533.00
8 Carol Stone	\$1,441.00
9 Judith Dusek	\$1,335.50
10 Kelly Schadt-Kelly	\$1,321.00
11 Simone Montoute	\$1,034.50
12 Peggy Blackwell	\$1,033.00
13 Joy Valeski	\$964.00
14 Tracy King	\$952.00
15 Ola Ali	\$922.00
16 Irene Earley	\$920.00
17 Elizabeth Pyc	\$903.00
18 Kimberly Williams	\$866.80
19 Michele Appleton	\$783.00
20 Brianna Riccardo	\$671.00

## Thank You Consultants Who Invested in Their Businesses in December



Staci Jones	\$625.10
Melissa Leedy	\$491.00
Simone Montoute	\$271.60
Chloe Bethel	\$241.50
Tracy King	\$233.50
Jorayn Lundy	\$232.50
Cris Olerich	\$231.00
Ashley Buttner	\$228.00
Patricia Venable	\$227.50
Lisa LaMalfa	\$227.00
Ola Ali	\$225.00

## Featured Product of the Month:

### MK Travel Roll-Up Bag (unfilled), \$35

Packable. Portable. Versatile. This beauty organizer is just what your customers need to escape the clutter! The four removable compartments can be packed as needed. Great for home, travel, or gym.



## Ask Yourself: Who Do You Know?

FORMER OCCUPATION:  
Teacher

"Confidence and a positive outlook are gifts that I have been able to give my children because of my association with this Company."

Independent National Sales  
Director: Debi R. Moore







# Our Unit At A Glance

## Senior Consultants

Irene Earley\*

## Consultants

Amanda Iler\*

Andrea Henry

Aseel Al-Hawamdeh\*

Ashley Buttner

Brianna Riccardo

Briseida Martinez Flores\*

Carol Stone\*

Cheryl Schubert\*

Chloe Bethel

Christine Riordan\*

Cris Olerich

Deidra Westby\*

Diane Bryant

Elizabeth Pyc\*

Ellen Smith\*

Jeanne Peterson

Jennifer Malone

Jorayn Lundy

Joy Valeski

Judith Dusek\*

Julie Mekic\*

Kelly Schadt-Kelly

Laurene Bowe\*

Lisa LaMalfa

Lori Sanchez

Maria Jannotti\*

Marie Achille

Melissa Leedy

Monique Papia\*

Nicole Pratt\*

Ola Ali

Patricia Venable

Peggy Blackwell

Simone Montoute

Staci Jones

Stephanie Crawford\*

Stephanie Mansdoerfer\*

Summer Muhanna\*

Tiffany Anthony

Tracey Reger\*

Tracy King

Veronica Warren\*

Zain Hawamdeh\*

## Extended Bonus and Discount

⇒ **\$100 Red Jacket Team-Building Bonus!** All active Consultants can get a \$100 bonus with every new personal first-time red jacket achiever added to their personal team. No limits! So many ways to earn when you build strong teams who build strong teams!

## ⇒ **Bring Your Besties**

### **Starter Kit Discount**

When you start a Mary Kay business, your first three new personal team members who become Consultants during your Great Start time frame can get a \$25 discount on their \$100 Starter Kits.



Bring Your Besties!

**Sharing the opportunity can take you anywhere you want to go! Be in the Queen's Court of Sharing with 24 new qualified personal team members this year!**



## January Birthdays

Ashley Buttner	01
Amanda Iler	15
Kelly Hoehn	19
Ola Ali	25
Michele McCaskill	27
Maria Jannotti	30

## January Anniversaries

Audrey Pease	9
Quinn Haydon	1
Kimberly Williams	1

**New Year- a new chapter, new verse, or just the same old story? Ultimately we write it. The choice is ours.**  
**Alex Morritt**



JANUARY

be  
confident.

Mary Kay Ash said that confidence is built one small success after the other. So build those small successes until they become a mountain of confidence for you to climb. **Be Confident!**, and earn the January bracelet in the **You Can Do It! Challenge**.

It all starts with setting and achieving a retail selling goal to support a \$600 or more monthly wholesale Section 1 order. Each month during the 2019 – 2020 Seminar year that an Independent Beauty Consultant places a cumulative \$600\* or more wholesale Section 1 order, she can earn a monthly jewelry piece from the must-have **You Can Do It! Challenge Collection by R.J. Graziano**. That \$600 wholesale Section 1 order a month could be just what you need to help you achieve other Mary Kay challenges, too, like earning quarterly Star Consultant status or crossing the Seminar stage in the Queen's Court of Personal Sales.



back shown

Everyone is  
buzzing about  
the **You Can Do It!**  
Challenge!



Mary Kay Ash always  
believed a woman could do  
whatever she put her mind to.  
And we know  
**You Can Do It!** too.

Go to **Mary Kay InTouch**<sup>®</sup>  
for complete challenge  
rules and details.

you can

do it   
MARY KAY

\*The \$600 or more wholesale Section 1 order requirement can be placed in one single order or placed in cumulative orders as long as the orders are placed in the same calendar month. Customer Delivery Service, Guest Checkout and EZ Ship order amounts will also count toward your \$600 or more wholesale Section 1 order requirement. You'll receive your jewelry inside your qualifying order. One jewelry piece per achiever each month.





Seminar 2020  
January  
Double  
Credit  
Promotion



Earn your \$600  
w/s January  
Bracelet!

**be**  
confident

JANUARY



Extended: Bring Your  
Besties Promotion for  
new consultants

Extended: \$100 Red Jacket  
Team Building Bonus



Double Great Start  
Team Building Cash  
Bonus in January

Woo hoo!  
We knew you could do it!

**be**  
the opportunity.

Earn your bracelet for the  
CAREER CONFERENCE  
CONSISTENCY CHALLENGE



# Make 2020 Your Best Year Ever!

Which program will help you jumpstart the new year?

star  
consultant  
program  
Dec. 15, 2019 - Feb. 15, 2020



Place a  
\$225+ w/s  
order to  
earn a  
Free Special-  
Edition Lipstick Display  
Case! Jan. 15–Feb. 15, or  
while supplies last!

Career Conference  
registration begins  
at the end of this  
month. Are you  
planning to join us?  
It's time to start  
saving and making  
travel plans!

\$100 Red Jacket  
bonus for first-  
time red jackets



MARY KAY

**CAREER  
CONFERENCE  
2020**



# How To Become a Sales Director in 6 Months!

*Become a Sales Director in 6 months or less!  
Simply follow the plan by focused working 9 ½ hours  
per week, holding 2 full-circle Skin Care Classes per  
week, and doing 4 interviews per week.*

## **DELEGATE:**

- Housework/laundry
- Routine office tasks (restocking, cleaning mirrors, filing, banking, bill paying, etc.) This is necessary for a Consultant and mandatory for a Director!!

## **PLAN:**

- Meals in advance & grocery shopping
- Schedule all appointments for one day (dentist, vet, doctor, nails, haircuts, etc.). There's less to remember this way, & you are in greater control of your time!
- Special time for you, your husband, family & friends
- Put your life on paper, using a weekly plan sheet
- **PLAN ONLY ONE WEEK AT A TIME, & DISCIPLINE YOURSELF TO STICK TO THE PLAN!**
- Write down tomorrow's tasks & phone calls the night before. Write your 6 most important things to do every night before bed & then review it in the morning, delegate routine tasks, complete highest priorities first, and cross off as you go!!

## **HONOR:**

- God First, Family Second, Career Third

## **ENJOY:**

- The peace of mind you get from living a disciplined life & the self-satisfaction of advancing rapidly in your Mary Kay Career! 6 months or less to Directorship is so simple when you consistently use this plan!!

**BEE FOCUSED on becoming a director in the New Year!!** You can work this schedule alongside any full-time job! With consistent, focused effort, you can become your own boss in the New Year!

**You have what it takes!** To become a DIQ you must have 10 active personal team members & be a Star this quarter or last.

## **DIQ Qualification Requirements:**

- Qualify in 1, 2, or 3 months
- 24 total active DIQ unit members
- \$13,500 total DIQ unit wholesale production
- \$4,000 minimum wholesale unit production each month
- As the DIQ, you may contribute up to \$3,000 maximum personal wholesale production

## **Monday:** Phone work – 2½ hours

- Follow up on interviews from last week
- Profile guests for skin care classes
- Confirm guests for this week's Unit Meeting
- Coach this week's hostesses
- Call customers for reorders
- Pack car and mail correspondence for week
- Meet 3-5 new people
- Make 3-5 phone calls to new customers/recruits

## **Tuesday:** ½ hour

- Meet 3-5 new people
- Make 3-5 phone calls to new customers/recruits

## **Wednesday:** Skin Care Class – 2 hours

- Hold a Skin Care Class
- Book 2 new classes
- Book 2 interviews
- Have new prospect observe class and interview on the way home
- Complete Summary Sheet

## **Thursday:** Unit Meeting – 2 hours

- Attend Unit Meeting
- Bring 2 guests
- Interview on the way home
- Complete Summary Sheet

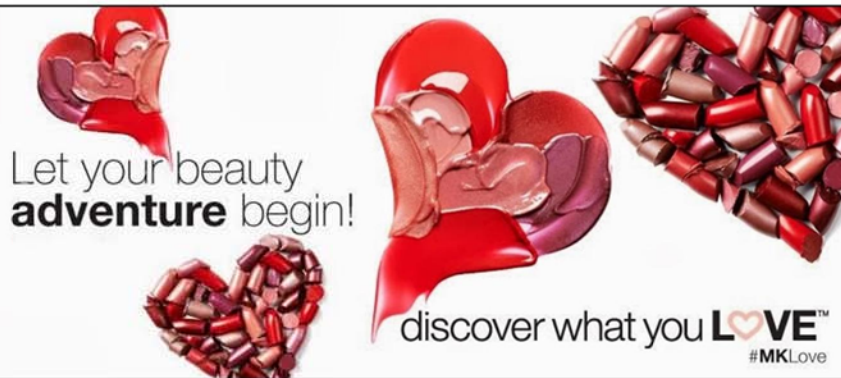
## **Friday:** Same as Wednesday – 2 hours

## **Saturday:** Same as Tuesday – ½ hour

## **Sunday:** Plan day--plan your next week on paper, and stick to it!

**TOTAL HOURS = 9 ½**





We're lucky enough in Mary Kay to get two new years, and two opportunities to restart our dedication to our dreams. Let's make Seminar 2020 our year of adventures! Let's share more, warm chatter more, and see what happens! Make sure to offer our amazing opportunity wherever you go. It could be the opportunity to try our great products, book a class to get things free, or pursue a career that could change her life.



It's time to step up, and step out. No more hiding in the office. Make deliveries to your customers at work, with balloons. It's easy to both make her feel really special and get referrals by offering her the opportunity to turn her order into free products with outside orders. Each adventure will bring its own opportunity. The two go hand in hand. By reaching out, you may

discover so many things you'll love about your career in 2020! You'll never regret the things you try, but you may regret never giving your Mary Kay business all you have. Eleanor Roosevelt tried to do one thing a day that scared her. Imagine what your future can hold if you do too. Let's make this year our very best!



## Beginning a New Year

*From Independent  
Senior National Sales  
Director Emeritus  
Sonya LaVay*



Wow! We're at the beginning of another year. "Time just flies."

"Where does the time go?" "It seems that the older I get, the faster time goes by."

We have all said or heard these types of comments. But isn't it interesting that we all have the same 24 hours each day? What we accomplish all depends on how we spend those 24 hours. Set your goals now to keep the momentum going into the new year with these suggestions:

- Do some soul searching to find out what you really want from your Mary Kay career.
- Decide what you want to accomplish by Seminar.
- Write down your goal, then tell your Director and your National.
- Make a plan on how you are going to accomplish your goal. If you have difficulty in creating a plan, discuss it with your Director.
- Make a commitment to work toward your goal every day. Be persistent.
- Develop an "I can do" attitude.
- Put as much effort into working your business as you would if you were working a full-time job for someone else. You'll be pleasantly surprised by the results.
- Stay focused... focused... focused... focused.
- Never, never, never, never give up!
- Enjoy the satisfaction of your accomplishments and the recognition onstage at Seminar.
- We have exciting things to look forward to in Mary Kay. Remember, you are in control of your own destiny. Decide to be one who can say, "I am glad I did" instead of, "I wish I had."



happy new  
year!



# Work Less- Get More Done!

*From the Judy Flummerfelt Newsletter*

*This day is all we have to work with.  
Yesterday is gone; tomorrow is a  
concept. Today is yours to use! Use it!*

*There are 24 hours  
in every day for  
each of us. Since  
we all share the  
same number of  
hours in the day,  
the number is not  
important. Our  
use of that time is  
important! Have  
you ever noticed  
how some people  
seem to get so  
much more done  
while another falls  
into bed at night  
with little  
accomplished  
during the day?  
The more efficient  
person learns to  
work less and get  
more done  
through  
organization.*

## **Consider the following for a more efficient job with less time consumption:**

1. **Plan for your day.** Planning time should be included in every daily schedule. Use your Six Most Important Things list and weekly plan sheet- they work when used! Set daily goals for yourself. It is not enough to be busy; make each activity meaningful. Distinguish between the urgent and the important. When you are faced with a number of tasks, determine which will contribute most to your goal.
2. **Make the best use of your time.** Consider your most efficient time of day and schedule your activities accordingly. Plan your most important activities accordingly as well. Concentrate during this time and strive to complete the project.
3. **Capitalize on your committed time.** Use driving time to listen to audio files. Waiting time in doctors' offices, hair dresser, etc., is a good time for reading good, positive-thinking books, writing notes, or planning your time. You can be in control of this time and make it profitable for you!
4. **Master the art of deskmanship.** Organize your desk for efficiency. Clutter hinders concentration and creates frustration and tension. Use your desk as a business tool— not as a paper container. Handle each piece of paper one time and be finished with it. Completely clear the desk each evening and get the next day off to a new, productive beginning.
5. **Learn to say “No.”** Overcommitment dilutes effectiveness. Live according to your priorities-- ask yourself, “Am I doing this because someone else wants me to do it or because I want to?” Learn to decline tactfully but firmly those requests that do not contribute to your goals. You have a right to say “no” – use it!
6. **Make your telephone work for you.** This valuable tool can save you time and make you money! Control your telephone time in a business manner- telephonitis leads to wasted time. Limit your calls to three minutes- use a timer! Know what you are going to say- have a list prepared. Answer your phone in a controlled rush- and you be in control, not the caller.





**MELISSA OLSHESKI**  
INDEPENDENT SENIOR SALES DIRECTOR OF  
JO'S DREAMS

28830 Falling Leaves Way  
Wesley Chapel, FL 33543  
Phone: (813) 368-3309  
mformich@gmail.com  
www.marykay.com/molsheski

Return Service Requested



**Words of Wisdom**  
by Mary Kay Ash

Learn to doodle 'I can' while you're on the phone. Then underneath, write your objectives. Write them on the bathroom mirror to remind yourself what it is you are trying to do. Success is never an accident. It is always deliberate. Whatever your lot in life, build something on it.

## **NSD Jan Thetford's** **January Booking Script**

*Here is the script that NSD Jan Thetford uses, and she says that in all these years nobody has told her "no"!*

"Hi \_\_\_\_ this is \_\_\_\_\_. Do you have a quick minute? One of my jobs as your MK consultant is to give you a seasonal update, & January is the best month to do that because the winter weather wreaks havoc on our skin! I bet, if you are like most of us, you are looking for a "new year, new you" makeover, and I would love to spend some un-rushed time with you to update you and answer any questions you may have.

Which would be better for us to get together? Weekday, evening, or weekend? (And you only give choices that you have available or are willing to work. You are in control of your schedule!!) You know what? We have some BRAND NEW and exciting products being released, and I will give you one for FREE ... and that's a \$\_\_\_\_ product for free ... (or some other product of your choice) if you have 2 friends just like you who are over 18 and do not currently have a Mary Kay consultant when I come on \_\_\_\_\_ (the date selected). Who do you think you will ask?"

### **Here are some new habits to consider this year:**

- Make three recruiting attempts per week.
- Warm chatter 5 people each week.
- Call one prospect each day.
- Listen to one motivational audio file each day or read one chapter from a book.
- Call one current customer each day.
- Dress up in Mary Kay image each day and perfect your personal makeup habits.
- Sell one item each day.
- Set aside one-half hour/hour or more each day to work your business.
- Say a daily affirmation out loud to yourself. Share your goal with one person a day.