



Jo's DREAMS

NEWSLETTER

May 2020 Unit Newsletter

Living The Dream



Miriam Johnson
Queen of Wholesale



Judith Dusek
Queen of Sharing



Staci Jones
Queen of YTD Retail



Welcome New Consultants

Name:

Bernadette Seguin

Colette Vann

Miriam Johnson

Sponsored By:

Judith Dusek

Melissa Olsheski

Melissa Olsheski

Congratulations On-Target Stars:

Here's how much you need to finish your next star by 6/15/20

Star Achieved	Name	Current Wholesale	WS Needed for Next Star
	Staci Jones	\$912	\$888
	Miriam Johnson	\$659	\$1,141
	Anna Hutchinson	\$634	\$1,166
	Lisa LaMalfa	\$584	\$1,217
	Tiffany Anthony	\$495	\$1,305
	Ashley Buttner	\$473	\$1,327
	Maria Jannotti	\$310	\$1,490
	Peggy Blackwell	\$286	\$1,514
	Amanda Iler	\$266	\$1,535
	Carol Stone	\$245	\$1,555
	Audrey Pease	\$239	\$1,561
	Gina Desmond	\$234	\$1,566
	Judith Dusek	\$233	\$1,567
	Marie Achille	\$230	\$1,570
	Bernadette Seguin	\$230	\$1,570
	Patricia Venable	\$228	\$1,572
	Kelly Schadt-Kelly	\$226	\$1,574
	Jennifer Malone	\$226	\$1,575
	Kimberly Williams	\$106	\$1,695
	Irene Earley	\$81	\$1,720
	Cris Olerich	\$72	\$1,728



Each month you achieve MK's *You Can Do It! Challenge*, you'll receive a beautiful piece of jewelry from the exclusive R.J. Graziano Collection. Each buzzworthy piece is inspired by Mary Kay Ash's ultimate symbol of accomplishment, the bumblebee.





From the Director's Chair

Dear Dream Members!

This month has been extraordinary. Some days have been so tough, some days have been enlightening, and some days I feel so fortunate to bring joy, hope, and love to my customers' lives. I love this company so much. Mary Kay

has gone out of their way to make our lives easier. They've launched new programs and offered countless digital resources and tips from top directors. Now they are offering a daily Facebook live post to encourage and support us for the entire month of May. I'm so encouraged by their support, and I hope you are too. Our unit is really pulling together to encourage and support each other through this difficult time. I am so grateful for each one of you. Thank you for being a part of our unit, my life, and my personal journey.

Can you believe Mary Kay's Birthday and Mother's Day are here? What a wonderful month to celebrate PINK! When I remind myself the circumstances surrounding Mary Kay when she founded this company, I see why we are succeeding in this current environment. We've always been focused on people and love rather than profit and loss. We've always been focused on being good Beauty Consultants and sharing how our products can help and empower women. Since our focus has always been on our customers, it's easy to keep sharing and caring, whether they purchase product or just share their personal story. Our business is all about relationships, and times like this deepen relationships. It may be the perfect time to share MK's eStart special with your friend who is unemployed currently or our new Pink Changing Lives Intuitive pH Lip Balm with your friends who want to support your business and make a difference.

Each of our paths is a little different right now. Some of you have made extraordinary sacrifices, working so hard every day to help people. Some of you feel like your lives are basically the same. Some of you have spent more time with your kids these last few months than ever before, and this Mother's Day will be your most memorable one yet. Isn't it wonderful that we have something like Mary Kay to bring us all together? We have such a wonderful, supportive community, and the more of my customers I talk with, the more I realize we have such a rare gift. I know many of you will find a way to build your business and make this one of your most powerful times of growth. Some of you may not be able to work your business right now, and that's okay too. We'll still be here, cheering you on and loving you just the same. Think of all the top Nationals that have had to take breaks from building their businesses at one time or another. Whatever May holds for you, I pray that you will find me and our unit to be an encouraging support system that will help you build your life in whatever way you choose. We honor Mary Kay Ash's memory by living out her legacy. As she said in her Seminar 1987 Speech, "My goal is to live my life in such a way that when I die, someone will say, 'She cared.'" I hope yours is too.

Love and Belief, Melissa

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

*** Go to www.josdreams.com for DETAILED info on ALL current calendar items, contests, challenges, trainings, tips, new consultant orientations and upcoming events ***

Important Dates:

- Join us on **Monday's at Noon** for Zoom Bible study Code:141 335 097
- Join us on **Friday's at 4pm EST** for Fabulous Friday's for a Beauty Show & Tell. Invite your guests! Zoom code: 750 1239 828
- **May 10:** Early Ordering of New Summer Products for those who registered for Spring PCP and 3rd Qtr Stars
- **May 15:** Summer Product available to order for all
- **May 16:** Summer Products available on Websites and CDS
- **June 1:** Online DIQ commitment form available beginning 12:01 am Central time until midnight on the 3rd.
- **June 14:** Flag Day
- **June 15:** End of Star Quarter 4! Finish your star this quarter!
- **June 16:** Quarter 1 Star Consultant quarterly contest begins. Fall PCP online enrollment for The Look begins.
- **June 20:** First day of summer! Online prize selection available for Quarter 4 Star contest.
- **June 21:** Happy Father's Day! Help your customers celebrate that special man in their lives!
- **June 29:** Last day of the month for consultants to place telephone orders.
- **June 30:** Last day of the month for consultants to place online orders. Online agreements accepted until midnight Central time. Seminar 2020 contest period ends. Last business day of the month. Orders and agreements submitted by mail must be received today to count towards this month's production.

We're



Our Top 5 Wholesale Orders For April



Driven!

COME ALONG
FOR THE RIDE!



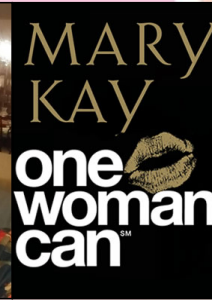
MARY KAY



Miriam
Johnson



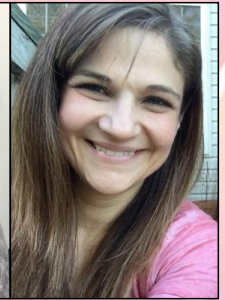
Staci
Jones



Tiffany
Anthony



Maria
Jannotti



Lisa
LaMalfa



Year to Date Retail Court

1	Staci Jones	\$15,460.65
2	Cris Olerich	\$8,879.00
3	Ashley Buttner	\$4,666.40
4	Lisa LaMalfa	\$4,392.00
5	Melissa Leedy	\$3,505.00
6	Peggy Blackwell	\$3,309.00
7	Amanda Iler	\$3,117.00
8	Carol Stone	\$3,065.50
9	Anna Hutchinson	\$2,934.00
10	Tiffany Anthony	\$2,861.00
11	Kelly Schadt-Kelly	\$2,673.00
12	Simone Montoute	\$2,284.50
13	Kimberly Williams	\$2,081.80
14	Irene Earley	\$1,971.00
15	Elizabeth Pyc	\$1,915.00
16	Judith Dusek	\$1,801.50
17	Miriam Johnson	\$1,646.50
18	Ellen Smith	\$1,630.00
19	Gayle Marretta	\$1,578.00
20	Joy Valeski	\$1,531.00

Thank You Consultants Who Invested in Their Businesses in April



Miriam Johnson	\$659.00
Staci Jones	\$607.85
Tiffany Anthony	\$495.00
Maria Jannotti	\$310.00
Lisa LaMalfa	\$306.50
Amanda Iler	\$265.50
Carol Stone	\$245.25
Ashley Buttner	\$242.00
Audrey Pease	\$239.00
Gina Desmond	\$234.00
Judith Dusek	\$233.00
Patricia Venable	\$228.00
Jennifer Malone	\$225.50

Featured Product of the Month:

Limited-Edition Lash Love Fanorama Mascara in I♥black, \$16

Features the fan-favorite Lash Love formula with an innovative NEW brush with three unique application zones! The brush works from corner to corner and root to tip to bring even the smallest lashes out of hiding. Rows of super soft silicone bristles, stabilized by an inner core, power the brush's three unique application zones.



MARY KAY

Ship beauty right to their doorstep with the
Customer Delivery Service!
Special Discount Pricing in May!



Look Who Shared in April

Judith Dusek	1
Melissa Olsheski	2



Our Unit At A Glance

Senior Consultants

Judith Dusek

Consultants

Amanda Iler
Ana Maria Hernandez
Anna Hutchinson
Ashley Buttner
Audrey Pease
Bernadette Seguin
Carol Stone
Chloe Bethel*
Colette Vann
Cris Olerich
Elizabeth Pyc
Ellen Smith
Gayle Marretta*
Gina Desmond
Irene Earley*
Jennifer Malone
JoAnn Kinard*
Jorayn Lundy*
Joy Valeski*
Kelly Hoehn*
Kelly Schadt-Kelly*
Kimberly Williams*
Krista Darby
Leslie Oputa*
Lisa LaMalfa
Maria Jannotti
Marie Achille
Melissa Leedy
Miriam Johnson
Monique Papia
Ola Ali*
Patricia Venable
Peggy Blackwell
Sandralee Elsenbroek*
Simone Montoute*
Staci Jones
Teresa Williamson*
Tiffany Anthony
Tracy King*
Vicky McShane*

Ready to Move On Up!

All active consultants can earn a one-time \$100 Red Jacket Team-Building Bonus for adding a first-time Red Jacket!

Senior Beauty Consultant

Requirements:

- 1-2 Active Personal Team Members
- You Must Be Active

Benefits:

- 4% personal team commission

Star Team Builder

Requirements:

- 3-4 Active Personal Team Members
- You Must Be Active

Benefits:

- Wearing a Fabulous Mary Kay Red Jacket!
- Earn a 4%, 6% or 8% team commission
- Earn a 50% discount on your 1st red jacket order
- Earn a first-time \$100 Red Jacket bonus
- Receive \$50 TB bonuses



Team Leader

Requirements:

- 5-7 Active Personal Team Members
- You Must Be Active

Benefits:

- Earn a 9%-13% personal team commission
- Receive \$50 Team-Building bonuses
- Earn the use of a Career Car or Cash Compensation



Future Director

Requirements:

- You Must Be Active
- 8+ Active Personal Team Members

Benefits:

- Earn a 9%-13% personal team commission
- Receive \$50 Team-Building bonuses

Director-In-Qualification

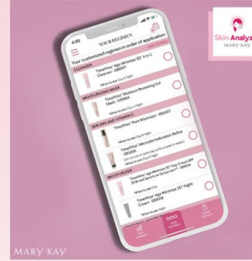
Requirements:

- 10 Active Personal Team Members
- You Must Be A Star This Quarter (or Last Quarter)

Qualification

Requirements:

- Qualify in 1- 3 months
- 24 total active DIQ unit members
- \$13,500 total DIQ unit wholesale production
- \$4,000 monthly DIQ unit wholesale production minimum
- \$3,000 maximum personal wholesale production



Skin Analyzer App (formerly known as SkinSight App)

Here's an updated way to help you book and sell as you find new ways to reach your customers digitally. Your customers can download the Mary Kay Skin Analyzer app

and use it in conjunction with YOU . This handy app acts like a digital skin care assistant to scan the skin to provide personalized product recommendations.

How it works: Think of it like a virtual appointment. After your customer downloads the free app, she just taps the "I'm a customer" button, scans her face, taps "Share Results," and emails or texts her results to you. During this virtual appointment you can discuss the results, and as her skin care expert, you guide her through the product recommendations.

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!



May Birthdays

Crystal Hassee	04
Stephanie Mansdoerfer	06
Joy Valeski	09
Carol Stone	14
Jorayn Lundy	25
Chloe Bethel	30

May Anniversaries

Melinda Coca Adams	7
Kelly Hoehn	5
Gina Desmond	1

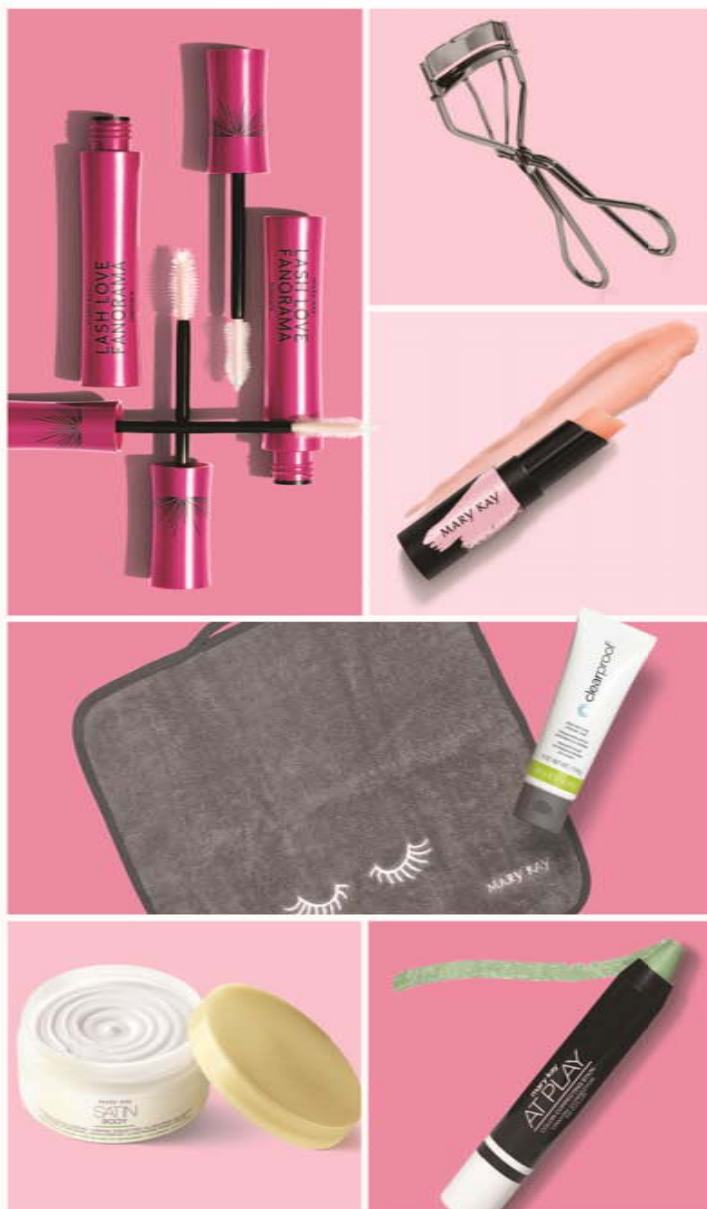
I truly believe that serving customers is one of the great factors that sets us apart from every other company.

~Mary Kay Ash

MAY 2020
LAUNCH

Celebrate
PINK!

Pink-powered products that deliver beautiful benefits for your customers, a values-based mission and a life-changing opportunity — there's a lot to celebrate this summer!



FULLY FANNED-OUT FLUTTER

New brush, same fan-favorite *Lash Love*® formula for fully fanned-out, all-around panoramic lashes.

NEW! Limited-Edition* *Lash Love Fanorama*™ Mascara in I♥ black, \$16

Gently curl lashes with this must-have tool that helps your lash look have instant impact.

NEW! Limited-Edition* *Mary Kay*® Eyelash Curler, \$12

PRETTY PHENOMENAL

The lip balm not only change colors, the balm shows how the power of pink can change lives. Available in Pink.

NEW! Limited-Edition* *Mary Kay*® Intuitive pH Lip Balm, \$18

GIFT WITH PURCHASE

Get a FREE* masking towel with purchase of a *Clear Proof*® Deep-Cleansing Charcoal Mask. The towel is 100% cotton and 100% adorable!

***Clear Proof*® Deep-Cleansing Charcoal Mask, \$24**

BACK AND NOW A PART OF REGULAR LINE

This pampering indulgence is formulated with the goodness of shea butter, mango butter, sunflower oil and apricot kernel oil. It's clinically shown to instantly moisturize skin and keep it moisturized for 24 hours.**

White Tea & Citrus *Satin Body*® Whipped Shea Crème, \$22

Ready. Set. CORRECT!

Use the green stick to neutralize redness fast for a quick confidence boost and a more even-looking complexion.

NEW! Limited-Edition* *Mary Kay At Play*® Color Correcting Stick, \$14

Product Spotlight!

OUR MOST PRECISE AND POWERFUL SERUM EVER!

Precise because of its innovative, targeted defense of your triangle of youth. Powerful because of the unique ingredient synergy designed to enhance the serum's visible lifting benefits.

***TimeWise Repair*® *Volu-Firm*® Advanced Lifting Serum, \$70**



BE SUN-SMART!

Special-Edition* *Mary Kay*® Sun Care After-Sun Replenishing Gel, \$15

After a day in the sun, enjoy this cooling, refreshing, hydrating gel. Leaves skin feeling soft and silky, never sticky.



Special-Edition* *Mary Kay*® Sun Care Subtle Tanning Lotion,* \$18

Build up gorgeous color in about a week. Glides on evenly and absorbs quickly. No streaks!



*Available while supplies last *Available from participating Independent Beauty Consultants only and while supplies last
** Based on biophysical testing †Does not contain sunscreen and does not protect against the sun

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All prices are suggested retail.

10 STEPS TO BECOMING A RED JACKET

By: Marsha Morrisette

1. **HAVE DAILY, WEEKLY, MONTHLY, AND YEARLY GOALS.**

This is important in all aspects of your life, including health, family, business, spiritual, and social. Where do you want your business to be in one month (on-target for a diamond star quarter, three new business associates, five appointments each week)?

2. **SAY DAILY AFFIRMATIONS:**

Every day, in every way, I get better and better. Everyone I meet is a prospect for my products or services.

I am healthy! I am happy! I am enthusiastic!

3. **HAVE GOAL POSTERS IN YOUR OFFICE, CAR, ON YOUR MIRROR, ETC...**reminding you of your goals. And don't forget to put one on your refrigerator!!

4. **EVALUATE YOUR APPEARANCE.** Which areas would you like to improve? Start walking or doing some other form of exercise. Get a new hairstyle, try a new hair color. Start paying more attention to your wardrobe. Dress professionally more often, and let your makeup reflect your career.

5. **ORGANIZE YOUR FAMILY.** Make them realize you are serious about your career. You can do this by disciplining yourself. Be willing to give up a TV show to service customers and book classes. Talk with them about your goals for the family -- like vacations paid for with money you've earned from your career.

6. **COMPLETE WEEKLY SUMMARY SHEETS.** Write your goals in pencil, and when you accomplish them, fill them in with pen. Determine how much you earn from classes, facials and reorders so you know when you are improving.

7. **CHECK OUT INTOUCH DAILY** and read your consultant's guide and every other source of information you can obtain about your business. Watch videos. Listen to MK's audio classes constantly. They are a wonderful source of inspiration, education, and motivation.

8. **ATTEND ALL FUNCTIONS.** Weekly unit meetings are a MUST. By attending, you show support for your Director and sister consultants.



Rock it in Red

PLUS, a guest is bound to be more impressed when she sees a room full of people.

9. **ORGANIZE YOUR OFFICE.** It is simple when you use MK's online system. Use an answering machine. Make the message short and businesslike. Record it yourself!

10. **GO TO WORK!!** Talk to people you meet daily. Practice, practice, practice. It will become simpler! Hand out business cards. Put them with bills; give them to the cashier at the grocery store or restaurant. Hand out The Look books with samples of eye colors and/or fragrances. Be sure your name and phone number are on all material you give out. Get prospective customers' names and numbers and follow up to get their opinion of products. If you don't already have one, start a makeover portfolio with before and after photos. Guests usually like having their photo taken. And remember: Smile, smile, smile!! People like to be around positive, happy people. Attitude is 98% of your business. As one lady says, "You can do all things right with the wrong attitude and fail, but with the right attitude you can do things wrong and succeed."





Mary Kay eStart runs until 5/31

Business as usual is pretty unusual these days. Working from home is now standard for many. And a Mary Kay business is set up to work perfectly in this new environment. It has been all along! NOW is the perfect time to offer a NEW way to jump-start a MK business! This \$30 limited-time offer includes:

- Access to a Mary Kay Personal Web Site for one year.
- Access to ProPay for one year to securely process credit card and debit card orders.
- Access to all the digital resources MK offers, like apps to help you sell, social media posts, product videos, eCatalogs, selling tips and more!

You might be social distancing right now, but Mary Kay connects you to the support you need to see success. You may be in business for yourself, but you're never by yourself!

Check out all the resources on Intouch!

Call your customers today and offer this incredible opportunity!

OVERCOMING PHONE PHOBIA:

By: Julie Potts

Here's my perspective on Phone Phobia and why I have always LOVED the phone...

1. You are comfortable in your own home-work in your jammies/ sundress
2. No babysitter fees
3. You can steal away a call here and there, but going out is an event... especially with young ones
4. You can act like anyone over the phone... pretend you are Gloria or Pam or Kathy Helou
5. It's a quick opportunity... you can get off the phone quickly if needed, but face-to-face can drag for hours
6. Even in a cold call, they will never know it's you. If you walked out of your home and said hello to the person who just said no to you.... they don't remember your name.

TIPS TO REMEMBER:

- I always write my call script for the month for clients before making calls.
- Talk business first, then personal...they remember the last topic.
- Always ask, "Got a minute?" rather than, "Is this a good time to talk?"
- **CLIENTS WANT TO BE CALLED!!!! THEIR #1 COMPLAINT WITH MARY KAY CONSULTANTS IS THAT THEY DON'T HEAR FROM US ENOUGH!!!!**
- Work full circle with every call--book, sell, share, get referrals!
- When calling someone new-use your first name only!!! They won't hear or remember your last name and this way it is more familiar....like she knows you well and shouldn't hang up.
- Call new names the NEXT DAY, or they will forget about you.
- Be straightforward...if you think you are bugging her... then ask, "Am I bugging you?"
- Don't beat around the bush over the phone... it wastes their time and interest!!





A Question of Timing

While all the salespeople present the exact same information, what differentiates the superstars is not just how they say it, but when. Most salespeople know they're supposed to ask the customer questions before they start talking about their product or service. And most organizations usually teach their people a sales call model that includes questions at the start of the interaction. The difference between mediocre people and the superstars is often the intent of their questions.

Mediocre salespeople show up ready to share, so their questions are always obviously trying to tee up an opportunity for them to deliver their pitch. They ask things like, "If I could show you a way to help address this condition, would you be interested?" or "Don't you think XYZ is a big problem?" Which is really just a semi-polite way of saying, "I'm trying to get you to say something that will give me permission to talk."

The superstars show up ready to learn and connect, so their questions have more depth and are designed to help them truly understand the person on the other side of the triangle. They ask things like, "How has this issue impacted you?" or "What do you think is the best way to solve this challenge?"

Their body language also conveys a great depth of listening. While mediocre reps are typically listening for opportunity, superstars listen for true understanding. You can often tell more mediocre reps are often just waiting for the other person to finish, because their physical presence gives off a vibe of impatience.

Another seemingly subtle yet hugely important difference between the superstars and their less successful counterparts is the order in which they present their information. Less successful people often lead with their own information and then ask their customers what they think of it.

Superstars ask questions about the customer's situation first, then share their information. Now remember, in many instances all the reps from a given company are showing the exact same data. So it's not like the superstars can truly customize their presentations. They don't share different information; they just share it in a different order.

The simple act of asking questions, and actually listening to the answers, before they deliver their message, dramatically improves the customer's response. It's also worth noting that the average salespeople often spend a lot of time handling customer objections and obstacles after they've given their pitch. Superstars encounter far fewer obstacles because they uncover all that information before they start showing.

Taken from: The Triangle of Truth By: Lisa Earle McLeod



MAY

be
a miracle-maker.

When you introduce your customers to the wonders of the *TimeWise Miracle Set 3D*®, miracles can happen! So **Be a Miracle-Maker**, and you could earn the May necklace 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.



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**®
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.



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JO'S DREAMS

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Return Service Requested

Words of Wisdom by Mary Kay Ash

I have a little trick I play on myself. If I wake up some mornings and I don't feel like getting up, I stop and think about all the people who can't get up, and how lucky I am to be here one more day. That day, I try to be the kind of person that I wish everybody else was. I try to be the kindest, gentlest, most loving person I can be on that day when I feel so bad. Somebody said, "Act enthusiastic and you will become enthusiastic." And you know what? It works. When you look in the mirror, instead of seeing Elizabeth Taylor, if you see Charles de Gaulle, see what you can do with your mental attitude. See if you can't make it a great day.

May 12 was Mary Kay Ash's Birthday. I hope you'll join me in choosing to honor her in a special way this month. Her hard work and determination made this company a billion dollar success. But her heart for women, kindness, and generosity are what have built this amazing community of women, where we are in business for ourselves, but never by ourselves. If you haven't already, I hope you'll take the time to reach out, call your customers, and see where the call leads. If you sell product or add a new team member, awesome. If not, share Mary Kay's heart for women!



Which programs will you choose to invest in this month to honor Mary Kay Ash?

- ⇒ **May Double Great Start: Team-Building Cash Bonus:** Now \$100 for each Great Start-qualified new team member who qualifies in May!
- ⇒ **May's Twice As Nice Promotion** It's a great way to make the most of May and set yourself up for success for Seminar 2021! Make May count this year, and earn Seminar 2021 additional credit toward Queen's Court of Sharing & Queen's Court of Personal Sales
- ⇒ **Mary Kay eStart:** A new easy, convenient way to help new team members start their businesses, now for only \$30!
- ⇒ **You Can Do It! Be a Miracle Maker:** Earn your stunning necklace for a \$600 Wholesale Order.

- ⇒ **Discounted CDS Shipping extended until May 31!** USPS shipping rates from \$3.50 & UPS from \$7. Golden Rule Customer Service.
- ⇒ **Rock It In Red Challenge:** Achieve the Rock It in Red Challenge, April 1 – June 30, and you will earn a FREE new red jacket and be invited to the exclusive Prize Party at Seminar 2020.
- ⇒ **\$100 Red Jacket Bonus until June 30:** All first-time Red Jacket achievers will receive a one-time \$100 Red Jacket Bonus!
- ⇒ **Bring Your Besties Starter Kit Discount:** New consultants from March 1- June 30 can offer their first 3 new personal team members who become Consultants during their Great Start timeframe a \$25 discount on their Starter Kits.