



Jo's DREAMS

NEWSLETTER



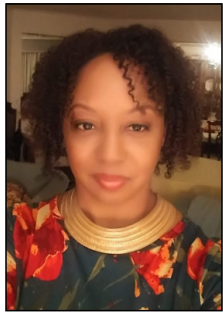
Living The Dream

February 2020 Unit Newsletter

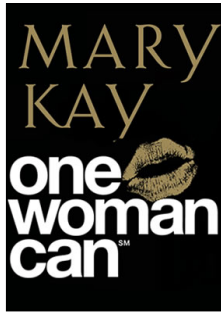
Congratulations On-Target Stars:

Here's how much you need to finish your next star by 3/15/20

Star Achieved	Name	Current Wholesale	WS Needed for Next Star
	Staci Jones	\$634	\$1,167
	Cris Olerich	\$608	\$1,192
	Simone Montoute	\$584	\$1,216
	Irene Earley	\$445	\$1,355
	Kimberly Williams	\$397	\$1,404
	Lisa LaMalfa	\$290	\$1,510
	Peggy Blackwell	\$283	\$1,517
	Carol Stone	\$270	\$1,531
	Kelly Hoehn	\$262	\$1,538
	Ashley Buttner	\$261	\$1,540
	Kelly Schadt-Kelly	\$229	\$1,571
	Patricia Venable	\$228	\$1,573
	Gayle Marretta	\$225	\$1,575
	Vicky McShane	\$225	\$1,575
	Ola Ali	\$225	\$1,575
	Tiffany Anthony	\$85	\$1,716



Staci Jones
Queen of Wholesale



This Could Be You
Queen of Sharing



Staci Jones
Queen of YTD Retail

Nicole Miller
for
MARY KAY



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!

There are so many reasons to Fall in Love with Mary Kay this month! They are doing great things to make our businesses successful. I love this company so much, and I appreciate all they do to make our lives easier. I learned so much at Leadership, and I can't wait to share it with you. I hope you'll join us at Success Meetings or schedule a time for us to chat and go over your personal goals. There is still time to meet them this seminar year. Each day can take you one step closer to your goals. Every call you make, every encounter where you reach out, every potential new customer whom you contact could change your business in ways you haven't imagined yet. Everyone is feeling the love this month, so make sure to share what the company means to you with your friends, family, and those you meet in your daily life.

Speaking of sharing the love- I'm so excited about our new products! I know you will be too. These are some great colors for spring, and our Bronzers and Sunless Tanning Lotion will give you that touch of sun that we all want as we begin to venture back out into the sunshine. Mk has some great tools like their Spring Social Media Playbook to help you get the most out of your business in the coming months. Let's Book, Sell, Coach, and Share! Our focus for 2020 is The Year of Beautiful Skin. We want to focus on getting all our customers on basic skin care. The Look mailed February 7th, so this would be a great month to call each of your customers and schedule those spring makeovers.

As we look forward to springing into action, it's time to start sharing your love for the Mary Kay Opportunity. Right now, each new consultant gets a free Satin Lips with their Starter Kit- just one more added incentive along with all their Great Start Promotional Products. If you don't feel comfortable sharing the opportunity, call me and we'll work together! I'm so grateful you are a part of our unit. Each of you makes my job more fun and enjoyable. Thank you for helping me achieve our unit goals and making the world a better place. Let's make this one of our best months yet!

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:

- **February 11:** Meeting-Streamlining My Systems 7pm Pretty in Pink Studio
- **February 18:** Streamlining My Business Practices/ Areas of Focus 7pm
- **February 25:** Streamlining My Vision 7pm
- **March 1:** Online DIQ commitment form available beginning 12:01am CST until midnight on the 3rd.
- **March 3:** Streamlining My Goals 7pm
- **March 8:** International Women's Day! Daylight Saving Time begins
- **March 10:** Receiving New Relationships & Positions 7pm
- **March 15:** End of the Quarter!! Deadline for Quarter 3 Star Consultant quarterly contest.
- **March 16:** Star Quarter 4 quarterly contest begins. PCP summer online enrollment for The Look, including exclusive samples, begins.
- **March 17:** Saint Patrick's Day & Receiving New Understandings, Ideas & Information 7pm
- **March 20:** The first day of spring. Week 1 Career Conference begins (March 20-21 & March 22-23). Online prize selection available for Quarter 3 Star Consultant quarterly contest.
- **March 24:** Receiving New Expectations of Self 7pm
- **March 27:** Week 2 of Career Conference begins (March 27-28). Orlando
- **March 30:** Last day of the month for consultants to place telephone orders (until 10pm CST).
- **March 31:** Last day of the month for consultants to place online orders. Online agreements accepted until midnight CST. Last business day of the month. Orders and agreements submitted by mail must be received today to count towards this month's production. Week 2 of Career Conference begins (March 29-30).
- **March 31:** Receiving ALL of God's Blessings & Career Conference Takeaways 7pm

We're



Our Top 5 Wholesale Orders For January



Driven!



MARY KAY



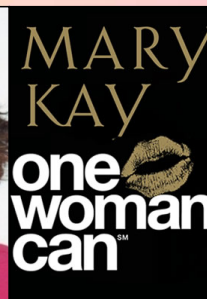
Staci Jones



Cris Olerich



Simone Montoute



Peggy Blackwell



Kelly Hoehn

MARY KAY
one woman can

COME ALONG
FOR THE RIDE!



Year to Date Retail Court

1	Staci Jones	\$9,189.80
2	Cris Olerich	\$5,451.00
3	Ashley Buttner	\$3,258.40
4	Lisa LaMalfa	\$2,481.00
5	Carol Stone	\$2,455.00
6	Simone Montoute	\$2,284.50
7	Kelly Schadt-Kelly	\$2,237.00
8	Peggy Blackwell	\$2,165.00
9	Amanda Iler	\$1,927.00
10	Tiffany Anthony	\$1,871.00
11	Irene Earley	\$1,810.00
12	Melissa Leedy	\$1,705.00
13	Kimberly Williams	\$1,659.80
14	Judith Dusek	\$1,335.50
15	Gayle Marretta	\$1,102.00
16	Kelly Hoehn	\$1,048.00
17	Joy Valeski	\$964.00
18	Tracy King	\$952.00
19	Ola Ali	\$922.00
20	Elizabeth Pyc	\$903.00

Thank You Consultants Who Invested in Their Businesses in January



Staci Jones	\$633.50
Cris Olerich	\$608.00
Simone Montoute	\$312.50
Peggy Blackwell	\$283.00
Kelly Hoehn	\$262.00
Carol Stone	\$253.50
Kelly Schadt-Kelly	\$229.00
Gayle Marretta	\$225.00
Vicky McShane	\$225.00

Featured Product of the Month:

Limited-Edition
**Beauty Unearthed Perfect
Palette (unfilled), \$18**
Illuminating Bronzer
Available in **Copper Glow** and
Gilded Glow, \$18 each
Sweep on an all-over glow
with a marbled bronzer-
highlighter combination that
hearkens back to prehistoric
building materials.



Spring 2020 Program PCP Participants



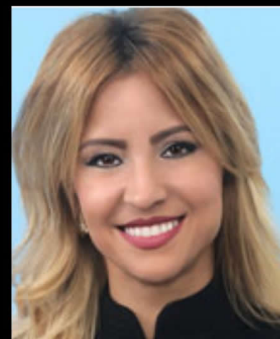
Melissa Olsheski
Staci Jones
Lisa LaMalfa
Cris Olerich
Cheryl Schubert

Ask Yourself: Who Do You Know?

FORMER OCCUPATION:
Lawyer

*"My Dreams Now
Walk in High Heels."*

Independent National Sales
Director: Yudith Pupo





Our Unit At A Glance

Senior Consultants

Amanda Iler*
Irene Earley

Consultants

Andrea Henry*
Aseel Al-Hawamdeh*
Ashley Buttner
Brianna Riccardo*
Carol Stone
Cheryl Schubert*
Chloe Bethel
Christine Riordan*
Cris Olerich
Deidra Westby*
Diane Bryant*
Elizabeth Pyc*
Ellen Smith*
Gayle Marretta
Jeanne Peterson*
Jennifer Malone*
Jorayn Lundy
Joy Valeski*
Judith Dusek*
Kelly Hoehn
Kelly Schadt-Kelly
Kimberly Williams
Laurene Bowe*
Lisa LaMalfa
Lori Sanchez*
Marie Achille*
Melissa Leedy
Ola Ali
Patricia Venable
Peggy Blackwell
Simone Montoute
Staci Jones
Summer Muhanna*
Tiffany Anthony*
Tracey Reger*
Tracy King
Vicky McShane
Zain Hawamdeh*

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



February Starter Kit Product Bonus HURRY!



Here's a great way to pump up your team-building efforts! When someone starts their Mary Kay business in February with a \$100 Starter Kit, they'll get a FREE Satin Lips Set. Offer ends Feb. 29!

Do I Hear Applause?

Love Applause magazine and want to hear more? Now you can. With the new Applause podcast, MK brings the pages to life each month expanding on some of the stories that just didn't fit within the issue. We'll also share extra recognition. After all, this magazine is called Applause for a reason! You'll find it in the Mary Kay Digital Showcase App, downloadable from your app store. A new podcast is available the fifth of each month.

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!



February Birthdays

Karly Crotty	23
Deidra Westby	25

February Anniversaries

Lori Sanchez	9
Peggy Blackwell	8
Elizabeth Pyc	5
Kelly Schadt-Kelly	2

Twenty years from now you will be more disappointed by the things that you didn't do than by the ones you did do, so throw off the bowlines, sail away from safe harbor, catch the trade winds in your sails. Explore, Dream, Discover. -Mark Twain



**Make a YOU-turn
in your career!
Make a YOU-turn
in your life!
It's your turn!**

Career Conference is just around the corner and promises absolutely the best in recognition, motivation, information and fun! From high-profile recognition to classes sure to inspire, this is the event you won't want to miss! Everyone is eligible to attend! A general registration form is available online on the InTouch website. Don't delay- register today!

Career Conference 2020

March 20-21 | March 22-23 | March 27-28



CAREER CONFERENCE

Career Conference will pay for itself in your increased business, skills and inspiration. Get registered!

Why You Need Career Conference... Do you need to attend? Ask yourself these questions:

- ♦ Am I as successful as I want to be?
- ♦ Is my datebook consistently filled with classes, facials and interviews?
- ♦ Is my skin care class presentation as professional and effective as it could be?
- ♦ Am I confident and successful in sharing the Mary Kay opportunity with others?
- ♦ Do I know all the answers to my customers' beauty or skin care questions?
- ♦ Do I feel comfortable in conversational booking situations?
- ♦ Do I get all the recognition that I deserve?
- ♦ Am I totally satisfied with my Mary Kay business earnings?

If you answered no to any of these questions, ask yourself one more: Can I afford to miss out on the education and motivation that Career Conference provides? Attending is an investment that will help you achieve success!

Registration

You can Register on InTouch: Click Events, then Career Conference February 29: Registration deadline
Registration Fee: \$99/\$110 for on-site

**WE'LL BE ATTENDING:
Orlando, FL**

BE A STAND- OUT!

Go ahead, turn a few heads, spark a conversation, and leave a lasting impression.

CASUAL TO DRAMATIC, DAY OR NIGHT

Get the look that goes on quickly with a pen-style precision tip – and just won't quit. It's budgeproof, fearproof and ready for wherever life takes you.

NEW! Mary Kay® Waterproof Liquid Eyeliner Pen in Intense Black, \$16

LIGHT UP YOUR LIDS.

Glide on a surge of stellar color with an easy-to-use applicator for brilliant, one-and-done eye looks!

NEW! Mary Kay® Liquid Eye Shadow, \$14 each

CRUSH ON NEW SEMI-MATTE SHADES.

The lipstick you love in four new, oh- so-hot shades. Swipe on confidence with a feel-good formula that provides intense, stay-true color and delivers long-lasting wear without drying lips.

Mary Kay® Gel Semi-Matte Lipstick, \$18 each

PETITE SIZE. JUST FOR EYES.

This little beauty holds up to four shades of *Mary Kay Chromafusion®* Eye Shadow – just right for an eye look. Mix and match your personal favorites, or choose a palette curated by the Mary Kay color experts.

NEW! Mary Kay Petite Palette™ (unfilled), \$8

LIMITED-EDITION+ BEAUTY UNEARTHED COLLECTION

This season's limited-edition+ color collection finds its inspiration at the crossroads of old-world tradition and contemporary style. With each delicate sweep and precise stroke, beauty from antiquity is rediscovered and reinvented for the modern trendsetter.

NEW! Limited-Edition+ Beauty Unearthed Mary Kay Perfect Palette® (unfilled), \$18

NEW! Limited-Edition+ Mary Kay® Illuminating Bronzer in Copper Glow and Gilded Glow, \$18 each



Product Spotlight!

LINE IT UP!

For a beautiful, long-lasting look, effortlessly shape, line or fill in lips with soft, creamy color. Choose from eight waterproof shades. No skipping, tugging or budging!

Mary Kay® Lip Liner, \$12

THEY'RE BACK!

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!

All prices are suggested retail. *Available while supplies last *Does not contain sunscreen and does not protect against the sun

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RESPONSES FROM YOUR HEART!

You are at the end of your interview. You've given her the facts and said the magic phrase: "Is there any reason why you wouldn't want to submit your agreement for approval?" She has objections, you overcome them, and she is still hesitating! One of these phrases may help move her over the line.

1. You'll never know if you never try.
2. Think how many times in life we hear people say, 'Oh, how I wish I had.' Instead, why not be able to say, 'Oh, I'm so glad I did!'
3. Do you feel like you need a change in your life? I believe Mary Kay comes into our lives when we need it the most.
4. If I taught you everything I know, do you think you could learn? (No one likes to admit that she isn't teachable.)
5. Look your prospect right in the eyes. Touch her arm. Have a SINCERE look on your face (and FEEL that sincerity in your heart!) and say with conviction... You'd be great doing what I do.... I look for people of your caliber every day, and I'd love to work with you!
6. What do you like about the job you currently have? What would you like to change? (These questions will help you direct your approach.)
7. If you knew you could not fail, would you try Mary Kay? We have never had anyone we could not teach.
8. We do not want sales people, just trained Beauty Consultants.
9. If something happened to your husband, could you take care of yourself and your family in the style you are accustomed to?
10. How soon do you want to start making money? How long can you afford NOT to make money?
11. One hundred dollars won't change your standard of living, but it COULD change your life.
12. And... when faced with any objection, the magic words are, "That is exactly why you need Mary Kay."

It's the month for love! New Consultants who start their Mary Kay businesses and purchase a \$100 Starter Kit in February can get a free White Tea & Citrus *Satin Lips* Set. Product bonus ships with the Starter Kit.

This free gift complements the launch of four gorgeous new Gel Semi-Matte Lipstick shades this month!

PLUS: Build Your Team for Extra Bonuses! Earn \$100 for every first-time Red Jacket who joins your personal team.



FREE White
Tea & Citrus
Satin Lips Set

Starter Kit Product
Bonus Feb. 1-29



Tips on Calling Prospects

The first key: be brief, be brief, be brief. Give her only enough information to whet her appetite.

The key word is "benefits." Specific benefits. Tell her what's in it for her, how our products can meet her needs, and how much fun it will be! Give her reasons to schedule and HOLD her appointment with you!

Don't call and say, "I'm calling because I wonder if you might be interesting in hostessing a class and trying all our great products." The stronger approach is, "I'm calling because I would love to have the opportunity to pamper you. Not only will you learn valuable information about products that can keep you looking young and healthy, we'll also offer tips on keeping your glamour stylish and what the newest hottest application techniques are! I know you'll want to share these tips with your friends, so why not ask them to join you? Not only will it be more fun, you can also earn free products! When would you like to schedule your hour appointment: in the afternoon or evening?"

If you show your prospects that your call presents an opportunity for them to have a great time and earn free products, they'll be much more likely to schedule the appointment.

Your main goal is to ask questions and find out as much as you can about her and her skin care needs. This way you will be prepared at the class to spoil her rotten and to meet any needs she has mentioned on the phone.



START YOUR MARY KAY BUSINESS WITH A BONUS!



Within your **Starter Kit** is everything you'll need to start your Mary Kay business and connect with your first hostesses and customers! For **only \$100[†]**, you'll receive products for demonstration and literature that can help you on the path to success in your Mary Kay business. Plus, you'll get this **FREE*** set as a bonus! What a great way to start your Mary Kay business!

Get a **FREE***
Satin Lips[®] Set when
you start your
Mary Kay business
in February!



you can

do it

MARY KAY

HURRY!
Offer ends
Feb. 29!

Ask me, your Independent Beauty Consultant, how to get started today!

[†]Plus shipping, handling and tax

*Limit one *Satin Lips*[®] Set per new Independent Beauty Consultant.

Retail-sized product in the Starter Kit is not intended to be purchased from the Company for resale and is for demonstration purposes only. As an Independent Beauty Consultant, your relationship with the Company is that of an independent contractor.

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FEBRUARY

be
The one.

What does it mean to **Be the One?**

It means that you know how important it is to be there for others. And that could help you earn the February earrings 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.



MELISSA OLSHESKI
INDEPENDENT SENIOR SALES DIRECTOR OF
JO'S DREAMS

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Return Service Requested

Words of Wisdom by Mary Kay Ash

YOU DON'T HAVE TO WIN THE
NOBEL PEACE PRIZE, FIND A CURE
FOR CANCER, OR ALTER THE
COURSE OF CIVILIZATION.
MAKING A DIFFERENCE REQUIRES
ONLY YOUR WILLINGNESS TO
GIVE TO OTHERS — THE MORE,
THE BETTER.



2020-The Year Of Beautiful Skin

2020 is the year to shine and
strengthen the foundation of your
Mary Kay business. And we know skin care is that
foundation and your bread and butter!

MK is giving you the whole year to be laser-focused on
boosting your regular-line skin care sales. Just like you,
we want the whole world using MK skin care!

A skin care routine can make all the difference to a
woman's appearance and self-confidence. And, as the
No. 1 beauty experts in the field, you have the products
and the power to change her future with the skin care
habits you recommend.

The Company's 2020 goal is to help you reach new
levels in skin care sales with fresh new marketing,
education, and tools. All are designed to help you build
momentum with exciting product promotions, selling
tips, contests, and social media challenges all year long.

February is the month for love, and
we're sharing good news you can love!

At Leadership, MK suggested we turn up the
volume on our social media channels because that
is where many of our existing and potential
customers spend their time trading beauty tips,
talking trends, and looking for new products.
Everyone can add to the fun and join the social
media buzz. It's one of the best ways, in today's
market, to be a part of the social conversation on
beauty, spread the love, showcase Mary Kay skin
care, and make known the best part of a skin care
routine — the results!

MK promised to support this call to action with
social media tools and challenges that spur
conversation and participation like their **Spring
2020 Social Media Playbook!** Available on
*InTouch > Products > Product
Central > Supporting Materials.*

The quarterly Social Media
Playbooks are strategically
designed to give you more ideas
and prompts for powerful selling
on their appropriate social
channels.

