



# Jo's DREAMS

## NEWSLETTER

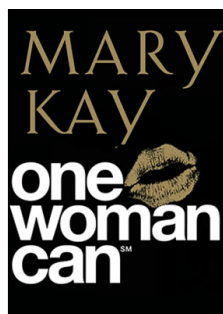
MARY KAY  
**CAREER**  
CONFERENCE  
**2020**

Living The Dream

March 2020 Unit Newsletter



**Staci Jones**  
Queen of Wholesale



**This Could Be You**  
Queen of Sharing



**Staci Jones**  
Queen of YTD Retail



## Welcome New Consultants

Name:

Sandralee Elsenbroek

Anna Hutchinson

Leslie Oputa

Sponsored By:

Melissa Olsheski

Melissa Olsheski

Melissa Olsheski

## 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	\$1,254	\$546
	Cris Olerich	\$608	\$1,192
	Simone Montoute	\$584	\$1,216
	Irene Earley	\$445	\$1,355
	Kimberly Williams	\$397	\$1,404
	Lisa LaMalfa	\$390	\$1,410
	Gayle Marretta	\$344	\$1,456
	Amanda Iler	\$284	\$1,516
	Joy Valeski	\$284	\$1,517
	Peggy Blackwell	\$283	\$1,517
	Ellen Smith	\$276	\$1,525
	Carol Stone	\$270	\$1,531
	Teresa Williamson	\$268	\$1,532
	Kelly Hoehn	\$262	\$1,538
	Ashley Buttner	\$261	\$1,540
	Sandralee Elsenbroek	\$242	\$1,559
	Monique Papia	\$232	\$1,569
	Kelly Schadt-Kelly	\$229	\$1,571
	Patricia Venable	\$228	\$1,573
	JoAnn Kinard	\$226	\$1,575
	Vicky McShane	\$225	\$1,575
	Ola Ali	\$225	\$1,575
	Tiffany Anthony	\$85	\$1,716



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!

It's hard to believe we are already in the final four months of this seminar year.

March is all about movement and momentum. I'm ready to make this

month one for the record books and I hope you are too. Mary Kay has some great programs this month to help us on our way, starting with Double Credit towards the Queen's Courts. Their focus is **Be Connected**, and I hope you will take the time to reach out to your customers, share the career opportunity, and of course join us at Career Conference. If you can't join us, challenge yourself to your own conference at home. Watch videos (check out the MK Mobile Learning App), visit Intouch for ideas, and book those appointments this month! It's time to Spring into Action this month.

Are you feeling lucky this month? I know I am! I know you can achieve any dream you choose with consistent effort and focused determination. Never forget, stars drive cars for a reason: they are consistently out in front of new clients by holding skin care classes! This is where you'll find fabulous new team members and your next great hostess!

The only thing that can hold us back from getting what we want is ourselves. So let's all plan to make this one of our best months ever. It's time to schedule those classes. It's time to coach hostesses to where they are super excited about holding their own class, getting outside orders, and on their way to signing up when they see they can make their own dreams come true through a Mary Kay business. It's time to work smart. It's time to work hard, and it's time to make your own luck this month. Your dreams can come true if you want them badly enough and are willing to pay the price. Let's make it happen today!

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:

- **March 10:** Meeting- Receiving New Relationships & Positions 7pm PIP
- **March 14:** Muffins & Makeovers 10am PIP
- **March 17:** Receiving New Understandings, Ideas & Information 7pm PIP
- **March 22:** Star Party 2:30-4:30 TBD
- **March 24:** Receiving New Expectations of Self 7pm PIP
- **March 27-28:** Career Conference Orlando
- **March 30:** Combined meeting- Career Conference Takeaway 6:30pm
- **April 1:** Online DIQ commitment form available beginning 12:01 am Central time until midnight on the 3rd.
- **April 3:** Sarasota Red Jacket & Director Meeting
- **April 3:** Show Me the Money 7:30pm at Melissa's Home
- **April 10:** Good Friday. All Company offices closed.
- **April 12:** Easter Sunday
- **April 17:** Last day to enroll online for summer PCP mailing of The Look, including sample (while supplies last).
- **April 21:** Seminar 2020 Priority Registration opens to qualified Emerald independent sales force members at 8:30 am Central.
- **April 22:** Happy Earth Day. Seminar 2020 Priority Registration opens to qualified Diamond independent sales force members at 8:30 am Central time.
- **April 23:** Seminar 2020 priority registration opens to all qualified Ruby independent sales force members at 8:30 am Central time.
- **April 24:** Happy Administrative Professional's Day! Seminar 2020 priority registration opens to all qualified Sapphire independent sales force members at 8:30 am Central time.
- **April 27:** Seminar 2020 priority registration opens to all independent sales force members at 8:30 am Central time.
- **April 29:** Last day of the month for consultants to place telephone orders.
- **April 30:** Last day of the month for consultants to place online orders. Online agreements accepted until midnight central time. 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 February



Driven!

COME ALONG  
FOR THE RIDE!



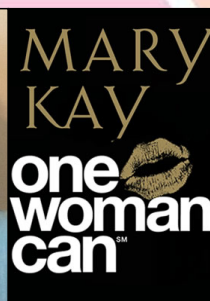
MARY KAY



Staci  
Jones



Irene  
Earley



Kimberly  
Williams



Amanda  
Iler



Joy  
Valeski



### Year to Date Retail Court

1 Staci Jones	\$10,430.45
2 Cris Olerich	\$5,451.00
3 Ashley Buttner	\$3,258.40
4 Lisa LaMalfa	\$2,681.00
5 Amanda Iler	\$2,495.00
6 Carol Stone	\$2,455.00
7 Simone Montoute	\$2,284.50
8 Kelly Schadt-Kelly	\$2,237.00
9 Peggy Blackwell	\$2,165.00
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 Ellen Smith	\$1,630.00
15 Gayle Marretta	\$1,578.00
16 Joy Valeski	\$1,531.00
17 Monique Papia	\$1,445.50
18 Judith Dusek	\$1,335.50
19 Kelly Hoehn	\$1,048.00
20 Tracy King	\$952.00

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



Staci Jones	\$620.33
Irene Earley	\$445.00
Kimberly Williams	\$396.50
Amanda Iler	\$284.00
Joy Valeski	\$283.50
Teresa Williamson	\$267.90
Lisa LaMalfa	\$256.50
Sandree Elsenbroek	\$241.50
JoAnn Kinard	\$225.50

### Featured Product of the Month:

**NEW! Mary Kay®  
Waterproof Liquid Eyeliner  
Pen in Intense Black, \$16**  
It's budgeproof, fearproof, and  
ready for wherever life takes  
you. Create looks you love,  
and then wear them with  
confidence, day or night! The  
fluid formula will dry down and  
stay put.



### Spring 2020 Program PCP Participants



Melissa Olsheski  
Staci Jones  
Lisa LaMalfa  
Cris Olerich  
Cheryl Schubert



### Look Who Shared in February

Melissa Olsheski

3



# Our Unit At A Glance

## Senior Consultants

Amanda Iler  
Ellen Smith

## Consultants

Andrea Henry\*  
Anna Hutchinson  
Aseel Al-Hawamdeh\*  
Ashley Buttner\*  
Brianna Riccardo\*  
Carol Stone  
Cheryl Schubert\*  
Chloe Bethel\*  
Cris Olerich  
Diane Bryant\*  
Gayle Marretta  
Irene Earley  
Jeanne Peterson\*  
Jennifer Malone\*  
JoAnn Kinard  
Jorayn Lundy\*  
Joy Valeski  
Kelly Hoehn  
Kelly Schadt-Kelly  
Kimberly Williams  
Laurene Bowe\*  
Leslie Oputa  
Lisa LaMalfa  
Lori Sanchez\*  
Marie Achille\*  
Melissa Leedy\*  
Monique Papia  
Ola Ali\*  
Patricia Venable\*  
Peggy Blackwell  
Sandralee Elsenbroek  
Simone Montoute  
Staci Jones  
Teresa Williamson  
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



## DOUBLE CREDITS

are yours for the taking when you work your

Mary Kay business full circle! From March 1-31, you have the chance to earn double credit toward the Seminar 2020 Queens' Courts of Personal Sales & Sharing! Don't miss this opportunity!

**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!**



### March Birthdays

Stephanie Crawford	3
Lori Sanchez	10
Melissa Leedy	13
Irene Earley	23
Leslie Oputa	27

### March Anniversaries

Veronica Warren	5
Jorayn Lundy	1
JoAnn Kinard	1

In the long run, you make your own luck- good, bad, or indifferent.  
~Loretta Lynn



# you can

MARCH - JUNE 2020

do it 

## *Success comes from consistency.*

Consistently booking parties. Consistently selling products. Consistently working on your goals so you can **Be Focused** on achieving them. That's how you can achieve the **You Can Do It! Seminar Consistency Challenge**.

Independent Beauty Consultants and Independent Sales Directors will earn the *You Can Do It!* Seminar Consistency Challenge necklace when they complete the **three qualifications below**:

- Achieve the *You Can Do It!* Challenge each month,\* March through June 2020.
- Add one *Great Start*-qualified\*\* new personal team member within the challenge time frame.
- Attend Seminar 2020.

Achievers will pick up their *You Can Do It!* Seminar Consistency Challenge necklace at the Prize Party. Bling Button Badges will be required for admittance to the Prize Party and must be picked up at Registration prior to the party. **Achievers MUST attend Seminar 2020 to receive their necklace. The prize will NOT be mailed to achievers after Seminar 2020.**

Go to *Mary Kay InTouch*® for complete challenge rules and details.

\*The \$600 or more wholesale Section 1 order requirement per month 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 also will count toward your \$600 or more wholesale Section 1 order requirement. One jewelry piece per challenge achiever.

\*\*A *Great Start*-qualified new personal team member is one whose initial order or cumulative orders with the Company are \$600 or more in wholesale Section 1 products, and the order(s) are received and accepted by the Company in the same or following three calendar months that her/his Independent Beauty Consultant Agreement is received and accepted by the Company.

MARY KAY

SEMINAR CONSISTENCY  
CHALLENGE

be  
focused.



Think You Are  
Out of Ideas?  
Where Can You  
Find More  
Customers?

## Sales Ideas to Finish Your Star!

- Schedule spring makeovers so they look fabulous in their party attire this year.
- Contact an office about demonstrating our body products for a 15-minute Spa Getaway.
- Contact your customers having a birthday, and offer them a birthday makeover. Set aside one day a month for birthday makeovers, or offer them a free gift for sharing it with a friend!
- Contact 6 customers who work outside the home and do a \$100 bag challenge. Offer each who completes the challenge a free lipstick or product of your choice.
- Have a \$1,000 Day Challenge and offer a lipstick 1/2 off with a purchase of \$30 or more.
- Tell your customers about your gift buying service! Remind them for Easter, hostess gifts, weddings, graduations, birthdays, anniversaries and more!
- Challenge a son, mother, daughter, spouse or neighbor to sell \$100.
- Contact your Preferred Customers and set up 10 personal service appointments to try new products.
- Deliver your reorders and up-sell by selling at least 1 additional item per customer.
- Hold a Phone Lottery: Call as many customers as you can in a one-hour period and tell them one of them will receive a free gift for their order.
- Offer gift-buying ideas for moms, new fall/ holiday looks, and gift sets.
- Hand out 5 product samples a day and call prospects for feedback and orders.
- Call 10 customers who have not had a re-check facial.
- Book 2 guests to be your models for your Success Meeting and offer a glamour item 1/2 off when she purchases \$30.00.

- Old Job
- Neighbors
- Husband's Business
- Children's Sports Leagues
- Church
- Aerobic Classes
- Church Friends' Moms
- PTA
- Civic Groups
- Professional Organizations

## What About Those Who...?

- Do your hair/nails
- Just turned 30 or 40
- Are getting married
- Just got a job promotion
- Lost some weight
- Love to wear make-up
- Are starting new jobs
- Are retiring
- Work at your bank
- Take care of your children
- Leave children with you
- Teach your children
- Sold you your home
- Take in your dry-cleaning
- Check you out at the market
- Lost their Consultant

IN 1963, I BELIEVED IN WOMEN.  
I BELIEVED IN WHAT YOU COULD DO,  
EVEN THOUGH ALL THE BANKERS,  
ACCOUNTANTS AND EVERYBODY ELSE  
WERE SAYING IT COULD NOT BE DONE.

*but you did it!*

MARY KAY ASH  
#INTERNATIONALWOMENSDAY





# Reaching a Dream Takes Courage

- **Courage** is admitting that you're afraid of facing fear directly. It's being strong enough to ask for help and humble enough to accept it.
- **Courage** is standing up for what you believe without worrying about the opinions of others. It's following your heart, living your own life, and settling for nothing less than the best for yourself.
- **Courage** is daring to take a first step, a big leap, or a different path. It's attempting to do something that no one has done before and all others thought impossible.
- **Courage** is keeping heart in the face of disappointment and looking at defeat not as an end, but as a new beginning. It's believing that things will ultimately get better even as they get worse.
- **Courage** is being responsible for your own mistakes without placing blame on others. It's relying not on others for your success, but on your own skills and efforts.
- **Courage** is refusing to quit even when you're intimidated by impossibilities. It's choosing a goal, sticking with it, and finding solutions.
- **Courage** is thinking BIG, aiming HIGH, and SHOOTING for the stars. It's taking a dream and doing anything, risking everything, and stopping at nothing to make it a reality!

**YOU HAVE COURAGE INSIDE OF YOU!!**



*"Courage is having the strength and the vision to make a commitment in life, then standing by that commitment simply because you know it's the right decision. When I had the dream to start this company, my children, including Richard, demonstrated the courage to help make my dream come true." — Mary Kay Ash*



MARCH

be  
connected.

In March, it's all about staying connected to your customers and your Mary Kay family. Stay connected with your customers to make sure they have all the products they need. It's also the perfect time to connect with your Mary Kay family and the Company by attending your local Career Conference. Why not take the time to invest in yourself and in your business.

**Be Connected**, and you could earn the March 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.

you can

do it

MARY KAY



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.

\*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.

# What Can Two Classes Per Week Mean For Your Mary Kay Business?

It is my observation that every consultant can find the time to hold an average of 2 classes per week. Yes, even the consultant who has 1 1/2 jobs and family responsibilities. Rarely do you meet a person who does not spend 6-10 hours per week in front of the television, playing Bunko, or some other activity which has nothing to do with her job or her family. What could it mean to her to invest that time into preparing for, traveling to, and holding 2 classes per week?

Find 2 times per week that you would be willing to hold classes. Then, highlight those times in your datebook for an entire year. Then, get on the phone for an Hour of Power to schedule 2 appointments in each of those times. Don't be afraid to double book - it doesn't mean you'll be holding 2 classes (that almost never happens). It does mean that when one of them postpones, you'll still have a class to hold. Double booking is all about smart use of your time - it's about dealing with the disappointment of postponements. (In the event that both hold, just do both classes at your home or at one of the hostess' homes, offering her an extra gift for pulling up 4 more chairs.)

Decrease postponements and increase sales by doing all the steps of hostess coaching.

Now, what can the 2 classes do? Let's say your first classes meet the national average for new untrained, unskilled consultants of \$150 - \$200 in sales. Two classes per week at \$175 would give you \$350 in sales. Your 40% paycheck (once you get your inventory built to profit-taking level) is \$140. That's \$140 profit for 2 classes. Couldn't you find 4-6 hours a week for \$140? Just think what will happen as your skills increase and you build just a small reorder business. It has been my observation that consultants who are consistently holding 2 classes per week will have their sales to \$500 per week in just a few short weeks. These are averages, not guarantees. \$500 weeks = \$2,000 months. Your 40% paycheck for a \$2,000 month is \$800 a month. 60% to replace what you sold is \$41,200 wholesale. \$41,200 wholesale every month is Emerald Star status every quarter. Being an Emerald Star each quarter puts you within a few dollars of National Court of Sales.

By: NSDE Kathy Goff-Brummett



**What could an extra \$800 a month mean to your family? Vacation, swimming pool, braces!**

That's not all. Let's look at what 2 classes a week can do for sharing. It has been my observation that there is at least one good sharing prospect at every class (a person who needs money, is already working 2 jobs, needs to get out of the house, is looking for a way to get back home). Company statistics teach us that every new consultant can expect to sponsor one out of every 5 prospects. So, if there is one prospect at every class and you make the effort to do some follow-up (give her a sharing packet, book a class with her, invite her to weekly events, set up an interview with her), you should get a new team member from every 4-5 classes. That's 2 team members per month. That's a free car for anyone in 6 months. And, if each of them orders a minimum of \$600 wholesale before the Seminar year ends, that means you walk on stage at Seminar as a member of the Court of Sharing.

You deserve the financial supplement 2 classes a week can mean, as well as the company prizes. Are you willing to discipline yourself to hold 2 classes per week? IF IT IS TO BE, IT IS UP TO ME!



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

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Return Service Requested

## Words of Wisdom by Mary Kay Ash

My primary motivation for going into this business was to help women. I wanted to provide opportunities for them to create better lives. I saw Mary Kay Inc. as a vehicle for women to realize their dreams. Our organization would supply the quality products, education, encouragement, and motivation women need to succeed.

## MOVIN' ON UP IN MARCH! STEPS & TIPS THAT ARE SO SIMPLE THEY WORK:

1. Decide **WHERE** you are going: Red Jacket? Free Car Driver? New Director?
2. Decide **HOW** long it will take you to get there — 30 days, 2 months, 3 months
3. Decide **WHY** you want to go there — More Money, Better Car, Higher Commission Check, Expand Your Circle of Influence
4. Decide **WHO** is going with you. Look at your current team. Identify key players.
5. **TRACK** your progress at stops along the way — DISPLAY THEM. (The numbers may not be pretty, but you can't ignore them.)
6. Keep a **PICTURE** of your destination in front of you. (Visualize it.)
7. Tell **EVERYONE** where you are going. Erica (in her 3rd month of car qualifications) tells everyone, "My birthday is in May and my birthday present will be a Free Car from Mary Kay!"
8. Keep **POSITIVE ENERGY FLOWING** so that your team members will have FUN along the way. If it's not fun for you, can it be fun for them? Absolutely not.
9. **CELEBRATE** at key stops along the way. Celebrate any activity— balloons, etc.
10. **FOCUS** on your team, not yourself. In all instances of life, people do things for their reasons, not yours. Talk to your people and find out where they're trying to go. Support them to get there. Never impose your needs on them.

**Now, you have your road map . . . Get ready, Set, GO !!!**

*Adapted from a Shaw Conference Call in 2001*

