



# Jo's DREAMS

## NEWSLETTER



Living The Dream

September 2020 Unit Newsletter

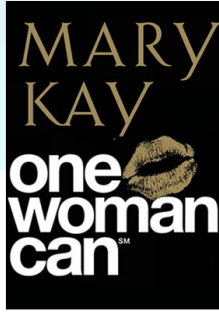
### Congratulations On-Target Stars:

Here's how much you need to finish your next star by 9/15/20

Star Achieved	Name	Current Wholesale	WS Needed for Next Star
	Lisa LaMalfa	\$617	\$1,183
	Kelly Schadt-Kelly	\$489	\$1,312
	Sandree Elsenbroek	\$485	\$1,315
	Melissa Leedy	\$453	\$1,348
	Irene Earley	\$442	\$1,358
	Carol Stone	\$404	\$1,397
	Cris Olerich	\$366	\$1,434
	Tiffany Anthony	\$352	\$1,448
	Amanda Iler	\$351	\$1,449
	Cheryl Schubert	\$297	\$1,503
	Christine Riordan	\$292	\$1,508
	Julie Mekic	\$277	\$1,524
	Peggy Blackwell	\$256	\$1,544
	Briseida Martinez Flores	\$245	\$1,556
	Jorayn Lundy	\$237	\$1,563
	Judith Dusek	\$229	\$1,572
	Vicky McShane	\$229	\$1,572
	Karly Crotty	\$228	\$1,573
	Lori Sanchez	\$227	\$1,574
	Gayle Marretta	\$137	\$1,664
	Kimberly Williams	\$104	\$1,696
	Bernadette Seguin	\$48	\$1,752



**Kelly Schadt-Kelly**  
Queen of Wholesale



**This Could Be You**  
Queen of Sharing



**April Aaron**  
Queen of YTD Retail

**#OneWomanCan**  
*Lead, Live and Thrive  
by Remaining True  
to Herself.*

**LINK  
TO THE  
LEGACY.**

**SEPTEMBER**

**Sparkle On!** Each month you achieve the Spark a Chain Reaction Challenge, you'll receive a beautiful piece of jewelry from the exclusive collection by R.J. Graziano. Each piece serves as a reminder that you have sparked success in your business, and your production goals are a link to the next step.





## From the Director's Chair

Dear Dream Members!

Happy Mary Kay Anniversary! When I think about the circumstances surrounding her when Mary Kay Ash started this company, it makes me want to do the work

to make my business great too. I'm so grateful for her grit and determination in addition to her big heart for women and wanting to enrich our lives. Sometimes we lose track of the fact that it takes hard work to build your own business. In MK we're so fortunate that most of our job is so much fun. We spend time encouraging our customers, offering personal touches and great service, and possibly even a new career opportunity. We quickly become friends with our team members, unit members, and all of our customers, so it becomes easier and easier to reach out and check to see if they need something. I personally love opening orders with new products, and I bet you do too. There are so many great parts of this business. It can also be challenging. It can be hard to keep your head up on your second, third, or fourth "no" in a row. It's frustrating when our customers won't return our calls or someone stands us up for an online appointment. Maybe it's emotions that make things hard- taking the rejection personally or dealing with someone who gets angry for an issue that's outside of our control. There are difficult times along with the fun ones, for sure. Those are the moments when I will remind myself of all the things Mary Kay Ash overcame and soldier on. She worked hard and overcame for all of us, and I want to do the same with you. We are strong, powerful women who make our own futures whatever we want them to be.

Speaking of futures- it's so hard to believe it's already September. We're almost in the holiday season! This year will be drastically different, but there has never been a better time to be a Mary Kay Beauty Consultant. You know husbands everywhere will be desperate for gift ideas! Plus, ours come with a guarantee! If it's been a while since you reached out to your customer base, this is a great time. Our skin care needs change as the seasons do. Our glamour looks do too. It's a great time to start talking to your customers about Secret Santas, encouraging them to earn gifts for outside orders, and start them thinking about your Holiday Gift Giving Services. If you need ideas on how to make this season your best yet, just call me. We'll make a plan together. MK offers a bunch of great tools on Intouch from social media tips to digital assets, so most of the work is done for us. Check it out!

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:

**October is National Breast Cancer and Domestic Violence Awareness Month. For information on how you can help, visit [www.marykayfoundation.org](http://www.marykayfoundation.org).**

- **September 8:** 7:30pm Zoom Unit Meeting Code 516 730 1986
- **September 12:** 6:30-8:30pm PIP Holiday Product Preview, Cookies & Coffee Party, Holiday Training & PIP Grand Re-Opening
- **September 15:** PIP 6:30pm Unit Meeting
- **September 19:** Virtual Holiday Retail Party Zoom (Must register for Zoom Code)
- **September 19:** 7-10pm PMS Night-Melissa's home
- **September 22:** 6:30pm PIP Unit Meeting
- **September 27:** 5pm Star Party Mystery Night (Bring \$25-\$30)
- **September 29:** 6:30pm PIP Unit Meeting
- **October 1:** Online DIQ commitment form available beginning 12:01am Central time until midnight on the 3rd.
- **October 12:** Columbus Day observed. Postal holiday.
- **October 17:** PCP last day to enroll online for winter mailing of The Look, including an exclusive sample (while supplies last).
- **October 29:** Last day of the month for consultants to place telephone orders
- **October 30:** Last business day of the month. Orders and agreements submitted by mail must be received today to count towards this month's production.
- **October 31:** Happy Halloween. Last day of the month for consultants to place online orders. Online agreements accepted until midnight central time.



**SPARK  
A CHAIN  
REACTION!**

**Year to Date Retail Court**

1	April Aaron	\$2,922.00
2	Miriam Johnson	\$2,501.00
3	Lisa LaMalfa	\$1,807.00
4	Amanda Iler	\$1,465.00
5	Staci Jones	\$1,220.00
6	Kelly Schadt-Kelly	\$1,137.00
7	Melissa Leedy	\$905.00
8	Carol Stone	\$864.00
9	Tiffany Anthony	\$704.00
10	Cheryl Schubert	\$594.00
11	Veronica Warren	\$577.00
12	Kimberly Williams	\$571.00
13	Bernadette Seguin	\$556.00
14	Julie Mekic	\$553.00
15	Cris Olerich	\$546.00
16	Stephanie Mansdoerfer	\$527.00
17	Sandralee Elsenbroek	\$513.00
18	Peggy Blackwell	\$512.00
19	Briseida Martinez Flores	\$489.00
20	Melinda Coca Adams	\$468.00

## Holiday 2020 Program PCP Participants

Gayle Marretta  
Melissa Olsheski  
Monique Papia  
Bernadette Seguin  
Judith Dusek  
Staci Jones  
Cris Olerich  
Carol Stone

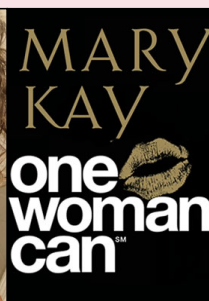
## Our Top 5 Wholesale Orders For August



Kelly  
Schadt-Kelly



Julie  
Mekic



Peggy  
Blackwell



Briseida  
Martinez Flores



Lisa  
LaMalfa

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

Kelly Schadt-Kelly	\$325.00
Julie Mekic	\$276.50
Peggy Blackwell	\$256.00
Briseida Martinez Flores	\$244.50
Lisa LaMalfa	\$232.50
Amanda Iler	\$228.50

## Featured Product of the Month:

**NEW! Limited-Edition Mary Kay Mini Essential Brush Set, \$15**

Sleigh holiday looks with plush brushes in a portable pouch, so clutch for glam on the go.



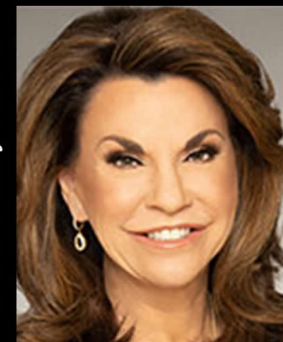
## Ask Yourself: Who Do You Know?

### FORMER OCCUPATION:

Secretary for construction company

*"I never wanted diamonds – those came with my Mary Kay business. I just wanted a quality of life and a chance to run the victory lap."*

Independent Senior National Director : Cindy Williams



# Our Unit At A Glance

## Consultants

Amanda Iler  
 April Aaron\*  
 Ashley Buttner\*  
 Audrey Pease\*  
 Bernadette Seguin\*  
 Briseida Martinez Flores  
 Carol Stone  
 Cheryl Schubert  
 Christine Riordan\*  
 Colette Vann\*  
 Cris Olerich\*  
 Diane Bryant\*  
 Elizabeth Pyc\*  
 Gayle Marretta\*  
 Gina Desmond\*  
 Irene Earley\*  
 Jennifer Malone\*  
 Jorayn Lundy\*  
 Judith Dusek  
 Julie Mekic  
 Karly Crotty\*  
 Kelly Schadt-Kelly  
 Kimberly Williams\*  
 Lisa LaMalfa  
 Lori Sanchez\*  
 Maria Jannotti\*  
 Melinda Coca Adams\*  
 Melissa Leedy  
 Miriam Johnson\*  
 Patricia Venable\*  
 Peggy Blackwell  
 Sandralee Elsenbroek\*  
 Simone Montoute\*  
 Staci Jones\*  
 Stephanie Mansdoerfer\*  
 Summer Muhanna\*  
 Tiffany Anthony  
 Veronica Warren\*  
 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 first-time Red Jacket bonus
- Receive 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



### Elite Team Leader

#### Requirements:

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

#### Benefits:

- Earn a 9%-13% personal team commission
- Receive 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



# Team Commissions

## 4% Commission Level

Judith Dusek

\$1.92

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!



### September Birthdays

Melinda Coca Adams	3
Jennifer Malone	6
Briseida Martinez Flores	6
Judith Dusek	8
Monique Papia	27
Audrey Pease	29

### September Anniversaries

Julie Mekic	5
Ashley Buttner	2
Summer Muhanna	1
Deidra Westby	1

"Goals are dreams we convert to plans and take action to fulfill."

~Zig Ziglar



## JO'S DREAMS 2020-2021 UNIT CHALLENGE

Seminar 2021 Goal-Double Unit Size

### 10+10+10 CHALLENGE

Every month I challenge our unit to do...

10 Spark a Chain Reaction Achievers

10-New Unit Members

10K Unit Production

(Chats must be followed up by Melissa)

**SPARK  
A CHAIN  
REACTION!**

Each unit member who does  
10+ Career Chats each month  
earns a special prize!

Jo's Dreams  
50 Interviews/Month  
\$100 Cash Drawing!

Pick a number from 1-50 for every  
sharing appt you hold, and tell Melissa!  
Each number will be assigned a dollar  
amount from \$1 - \$5.

When we complete 50 total unit  
interviews by month-end, you will  
receive the dollar amount cumulated  
for the interviews you held!

Melissa MUST follow up with your  
prospect in order to count toward  
the drawing!

Have fun moving up  
your Career path!

Goal:  
10 New Unit Members/Month  
DOUBLE our Unit Size in 2021!

PIC•COLLAGE

Get **FIRED UP** for  
Holiday Success!

September 19th

11 am - 1 pm EST on Zoom!

Deadline to register is September 14th  
check your email inbox for your invitation to register

Join your Hosts as we help you plan  
for your best Holiday Selling Season this Year!



Sherri Gross, Melissa Olsheski,  
and Kathy Hoover

PIC•COLLAGE

Join Us @  
Pretty In Pink Studio!

Sat. Sept  
12th



Holiday Product Preview,  
Coffee & Cookie Party,  
Holiday Retail Training &  
PIP Studio  
Grand Re-Opening!



Consultants Arrive @ 6pm  
Guests Welcome @ 7pm!

PIC•COLLAGE

EXCLUSIVE STAR PARTY  
CELEBRATION!

WHERE ARE  
WE GOING?

? It's A ?  
Mystery

BE A STAR  
CONSULTANT TO  
FIND OUT!

SAVE THE DATE!  
SUN 9/27 @ 5PM  
(BRING \$25-35)  
LOCATION WILL BE  
REVEALED  
ONCE QUALIFIED!

PIC•COLLAGE

IT'S PMS NIGHT!  
(POPCORN, MOVIES and SISTERHOOD)

SAT. SEPT 19TH  
7P-WHENEVER!



COME CASUAL OR IN YOUR  
JAMMIES FOR SOME  
FRIENDSHIP, FELLOWSHIP,  
PRAYERS, PRAISES and  
NIGHTTIME FACIALS!

BRING  
A  
FRIEND  
and A  
SNACK  
TO  
SHARE!

@ MELISSA'S PLACE  
28830 FALLING LEAVES WAY  
WESLEY CHAPEL, FL 33543



PIC•COLLAGE



# DELIGHT UP THE HOLIDAYS!

Make spirits bright with gifts that delight!

## DARLING DELIGHTS

Hand cream and lip balm set available in tropical Coconut Mousse, sweet Berry Parfait and luscious Citrus Sorbet.

**NEW! Limited-Edition<sup>†</sup> Mary Kay<sup>®</sup> Hand Cream and Lip Balm Set, \$18 each**

Three delightful eye brushes tucked into a perfectly portable zippered pouch.

**NEW! Limited-Edition<sup>†</sup> Mary Kay<sup>®</sup> Mini Essential Brush Set, \$15**

Precise mini applicators, perfect for those hard-to-reach areas.

**NEW! Limited-Edition<sup>†</sup> Mary Kay<sup>®</sup> Mini Blending Sponge Set, \$12, pk./4**



## SHINE A LIGHT ON HIM!

Set includes limited-edition<sup>†</sup> *True Original<sup>®</sup>* Hair and Body Wash and *MK High Intensity Ocean<sup>®</sup>* Hair and Body Wash, plus a mesh drawstring bag.

**NEW! Limited-Edition<sup>†</sup> Mary Kay<sup>®</sup> Men's Hair and Body Wash Gift Set, \$26**



## PAMPER HER PRETTY!

Set includes clay-based *Miss Pore-fect<sup>®</sup>*, cool and soothing *Lady Serenity<sup>®</sup>*, caffeinated *Energy Queen<sup>®</sup>* and moisturizing *Dewy Gal<sup>®</sup>*.

**Limited-Edition<sup>†</sup> Mary Kay Mad About Masking<sup>®</sup> Mask Pod Gift Set, \$25, pk./4 single-use pods**

The perfect way to wash up without drying out.

**NEW! Fragrance-Free *Satin Hands<sup>®</sup>* Shea Hand Soap, \$10**

### NEW! LIMITED-EDITION<sup>†</sup> GIFT WITH PURCHASE

Get these festive socks **FREE\*** with the purchase of *Mint Bliss<sup>™</sup>* Energizing Lotion for Feet & Legs, \$11.



## IT'S A WRAP!

Three chic *Mary Kay<sup>®</sup>* gift boxes, in different designs and sizes!

**NEW! Limited-Edition<sup>†</sup> Mary Kay<sup>®</sup> Gift Box Set, \$6, pk./3**



All prices are suggested retail. \*Available from participating Independent Beauty Consultants only and while supplies last †Available while supplies last

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# I'm Sold on Our Mary Kay Opportunity: Join Us in September

September is THE time to join our company! The kids have just gone back to school. Moms are starting to get back into a routine. Holiday ideas are starting to show up in stores, and women are beginning to think about gift ideas. This is also a time that we start feeling the squeeze for extra cash for the holidays, school supplies, and winter clothes. Mary Kay can be a solution! Could our Mary Kay career ease the worry about where your kids' gifts will come from this year? If you aren't sure if Mary Kay is right for you, why not consider trying it for this holiday season? Many companies hire extra help for the holidays, and you can work your Mary Kay business from your own home! By beginning in September, you'll have the time to hone your skills before the holidays & make the most of them! You'll also experience great tax write offs and benefits! Here are a few great reasons to begin your Mary Kay career now!

- You get to take the **tax benefits** at the end of the year, without doing much to earn them. It's like having a baby in December!
- Business and office supplies can be a few of the **tax-deductible** presents you might buy yourself to help you start your business.
- Are you going to travel to see friends and family over the holidays? Take your starter kit, practice on them, and **write off part of the trip**. You can practice on relatives and get part of your Perfect Start done while having a great time and introducing your family to our products!
- Are you staying home? Mary Kay is offering a fantastic eStart program to work entirely from home! You can quickly begin and sell products right out of the gate. We're talking an amazing value for just \$30.
- Over the holidays, you will touch base with **lots of people** that you won't necessarily contact otherwise. What a wonderful time to be able to tell them about your new Mary Kay Career (and to arrange for pre- or post-holiday bookings). Plus, Mary Kay has no territories, so you can sell to friends and family all over the country.
- You will be able to take advantage of a fantastic **discount** on all of your Christmas presents for your friends and family. Mary Kay is also offering great shipping discounts on their Customer Delivery Service. You can ship orders directly from your personal Mary Kay website to your customers at a USPS rate of just \$3.50 or UPS for just \$7 (restrictions apply).
- Are your friends and acquaintances going to holiday parties? Scheduling virtual parties where they want to look their best? Help them with a **holiday glamour look**! You can learn together and have a great time!
- This is a great time to make stocking stuffer and **holiday gift sales** to your friends and family. Mary Kay offers a 100% satisfaction guarantee, so anyone can try our products with confidence!



Mary Kay Ash was just featured in USA Today! August 17th marked the 100th anniversary of the 19th amendment, women's right to vote. USA TODAY released a list of Women of the Century, and Mary Kay Ash was one of the honorees. Mary Kay Ash envisioned a business that not only served women, but also gave them the opportunity to achieve their dreams. Fifty-seven years later, Mary Kay has touched countless lives in nearly 40 countries around the world, and the legend lives on.

**January** will be one of our company's **best sales months**. Women will be making their New Year's Resolutions, which means they are ready for a change. Change usually requires a makeover, and they may have "gift" funds available to make their purchases. Get some training under way so you are ready to take advantage of the new year. Help clients over the "post-holiday blues" by treating them to a complete makeover!





# DRIVE FREE BY CHRISTMAS!

FREE CAR ~ NEW FRIENDS ~ HOLIDAY SALES

## Monthly Production Goal:

- **Personal Production:** Place a total of \$1200 wholesale orders for the month - \$600 by the 20th & \$600 by the 30th. Remember, only \$5,000 in production will count towards your free car. With all the classes you'll be holding to find new team members, you'll probably end up ordering more.
- **\$5,000 Minimum:** Take personal responsibility for making the minimum production each month yourself through personal new team members. That way your team's production is a bonus!
- **Personal Sharing:** Gold Medal each month!  
\* Suggested goal each month is to sponsor one new star consultant, have at least 2 qualified team members, and activate the rest.

### Production Example:

Personal	\$1200
New Star	\$2000
New Qualified	\$1200
New Qualified	\$600
	<b>\$5000</b>

EXTRA HOLIDAY SPENDING \$ & OPPORTUNITY

ADVANCEMENT ~ FREEDOM ~ SECURITY ~ LEADERSHIP

## REQUIREMENTS TO EARN YOUR FREE CAR:

- You must be active.
- You must have 16 active personal team members by the end of the 4th month.
- Total production from you and your team must equal \$23,000 wholesale production. Your team must contribute a minimum of \$18,000 in wholesale toward the total requirement.
- A minimum \$5000 wholesale production is required each month.
- To be on-target for this month, you must have 5 active team members and a total of \$5000 wholesale team production by the last working day of the month.
- You may take a maximum of 4 months with no less than \$5000 in personal plus team wholesale per month. You can finish in 1-3 months if you'd prefer!



Effective January 1, 2021, the requirements to debut as a new Independent Sales Director will increase from 24 active DIQ unit members to 30 active DIQ unit members. You'll already have met the wholesale product requirement when earning your free car, so why not finish up and join me as a director?



ON YOUR WAY TO DIRECTORSHIP ~ LUXURY ~ SECURITY





MARY KAY

# LINK TO THE LEGACY.

SEPTEMBER

## HARNESS THE POWER OF LEGENDARY ICON MARY KAY ASH!

Mary Kay Ash created a Company that would offer unlimited opportunities to women. Follow in her footsteps as you grow your business, and you'll see how her story can change yours!

**It starts with your sales goal.** When you set and achieve a retail selling goal to support a \$600\* or more wholesale Section 1 order this month, you will earn the September jewelry piece designed by R.J. Graziano. The September jewelry piece is a gold-tone bracelet accented with crystal-studded links. This bracelet is perfect worn alone and is sure to complement many of the *Spark a Chain Reaction!* jewelry pieces you'll earn when you achieve this production goal in the months ahead.

So focus on sharing the vision and philosophies of our great Founder as you work to consistently reach your sales goals!



## SPARK A CHAIN REACTION!

Visit *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. You'll receive your jewelry piece inside your qualifying order. One jewelry piece per challenge achiever each month.

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Return Service Requested

« WORDS OF WISDOM  
BY MARY KAY ASH

I know my legacy is assured.  
The Company has my name, but  
it also has a life of its own. And  
its life's blood is the philosophy  
that many thousands of women  
have made a part of their lives.  
They embody that philosophy of  
sharing and giving – and as  
such, it will always live on.

**Build Teams, Get  
Rewards All 3 extended  
through June 30, 2021.**

**\$100 Red Jacket Bonus:** Receive this bonus as an active Consultant (or Sr. Consultant), the **first** time you have at least three active personal team members at the end of any month.

**Red Jacket Team-Building Bonus:** Any active Consultant who adds a first-time Red Jacket (Star Team Builder, Team Leader, or Elite Team Leader) to her personal team can earn a one-time \$100 bonus for each first-time Red Jacket! No limits! So, if you add four first-time red jacket achievers to your personal team in one month, you can earn \$100 bonus per achiever!

**Bring Your Besties! Starter Kit Discount:** During your Great Start time frame as a new consultant, your first three new personal team members can receive a \$25 discount on their \$100 Starter Kits.

## CARE & SHARE

**Ask Each Question and LISTEN—Focusing on HER and how this can benefit HER.**

- “What can you relate to from this video?”
- “If you could change one thing about your life or career, what would it be?”
- “What do you value most in life right now?”
- “If I could show you how to keep what you value and get what you want, would you be open to giving MK a try?”
- “If we had only 5 minutes together, what would you need to know in order to make a decision about our company?”

Answer her questions! You may or may not have to go into the entire marketing plan. Be sensitive to **HER** needs and treat each interview individually! Apply your knowledge of **DISC!!**

**MK eStart extended through December 31!**

This option gives new Consultants a way to quickly begin & sell products right out of the gate. We're talking a \$69.95 value, for just \$30.