



Jo's DREAMS

NEWSLETTER

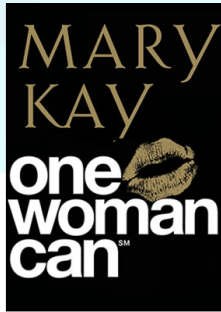
1 MILLION
Hostesses
Challenge

Living The Dream

October 2020 Unit Newsletter



Cris
Olerich
Queen of
Wholesale



This Could
Be You
Queen of
Sharing



April
Aaron
Queen of YTD
Retail

Welcome New Consultants

Name:

Danielle Borzer

Megan Comer

Sarah Haygood

Sponsored By:

Melissa Olsheski

Melissa Olsheski

Melissa Olsheski

**MAKE
WAVES OF
CHANGE!**

OCTOBER

EMBRACE YOUR DREAMS!
CONGRATULATIONS
TO OUR QUARTER 2
stars!

~~Emerald~~

Melissa Olsheski

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





From the Director's Chair

Dear Dream Members!

Boy, this is an exciting month to be a part of Mary Kay! As we kick off the holiday season, they have some amazing programs to keep us focused and support us towards success. First— let's focus on scheduling those classes. Mary Kay's 1 Million Hostesses Challenge will keep us excited, and I know our unit is going to be one of the top units scheduling appointments and earning great prizes! As NSD Lisa Allison reminded us in Mary Kay's October video, "Everyone will want to do 3+3+3 to make the most of this challenge. That's 3 parties, \$300 in new business, and sharing the Mary Kay opportunity 3 times per week." Scheduling classes is just one part of working your business full circle. Each hostess should hear about our amazing opportunity. Doors open for each person you share with as well as blessing your personal business.

Our business is positioned for greatness right now. So many people are looking for supplemental income which we can provide with a new career, hostess credit, or taking outside orders. Many are staying home, which makes our customer service so convenient. When you add in how much we care about our customers, that personal touch is a bright spot in their day and builds our business as well. All of Mary Kay's amazing apps and help sections make it super convenient for customers to learn more, place orders, and help your business grow.

We all know this holiday season is going to be different. How will you choose to respond as a business owner? Many retailers are having to close their shops. I am so grateful to have the choice in how I work my business this month and that Mary Kay has provided so many resources that we can stay open and even grow our business in times like these. You can choose to reach out and help your customers choose the perfect gift with a money back guarantee. You can offer supplemental income. You can offer free products for hostessing an appointment. To me, that's one of the most exciting things about this month. We can help others and grow our business. I hope you'll reach out and share. I hope you change lives in October. I hope you'll help each customer feel like the amazing, beautiful woman that she is and remind her that you appreciate her business and value that relationship. That message is always important and always welcome. Let's make this month our best yet this year!

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:

- **October 9:** 7pm EST Jo's Dreams Make It Mandatory Meeting at Melissa's for Local. Out of town FB Live
- **October 17:** 10am-5pm NSD Ruth Everhart Virtual Fall Advance- Must register at www.everhartnationalarea.com
- **November 1:** Daylight Saving Time ends. Online DIQ commitment form available beginning 12:01am Central time until midnight on the 3rd.
- **November 6:** Winter PCP customer mailing of The Look begins. (Allow 7-10 business days for delivery.)
- **November 10:** Early ordering of the new winter PCP promotional items begins for Stars who qualified during the June 16 – Sept. 15 quarter and those who enrolled in The Look for Winter through PCP.
- **November 11:** Veterans Day. Postal Holiday
- **November 15:** Winter PCP early ordering of the new winter items available for all consultants.
- **November 16:** Winter PCP promotion begins.
- **November 19:** Women's Entrepreneurship Day!
- **November 25:** Last day of the month for consultants to place telephone orders.
- **November 26:** Thanksgiving Day! All company offices closed. Postal holiday.
- **November 27:** Company holiday. All company offices closed.
- **November 30:** 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 or dropped off at the branches must be received by 7pm local time to count toward this month's production.

**SPARK
A CHAIN
REACTION!**

Year to Date Retail Court

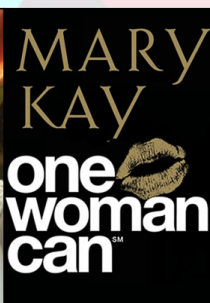
1	April Aaron	\$2,922.00
2	Lisa LaMalfa	\$2,781.00
3	Miriam Johnson	\$2,501.00
4	Cris Olerich	\$1,774.00
5	Amanda Iler	\$1,546.00
6	Danielle Borzer	\$1,310.50
7	Staci Jones	\$1,220.00
8	Gayle Marretta	\$1,181.00
9	Kelly Schadt-Kelly	\$1,137.00
10	Judith Dusek	\$908.00
11	Melissa Leedy	\$905.00
12	Ashley Buttner	\$866.00
13	Carol Stone	\$864.00
14	Peggy Blackwell	\$842.00
15	Tiffany Anthony	\$748.00
16	Gina Desmond	\$660.00
17	Cheryl Schubert	\$594.00
18	Elizabeth Pyc	\$581.00
19	Veronica Warren	\$577.00
20	Kimberly Williams	\$571.00



Our Top 5 Wholesale Orders For September



Cris
Olerich



Danielle
Borzer



Lisa
LaMalfa



Ashley
Buttner



Gina
Desmond

Thank You Consultants Who Invested in Their Businesses in September

Cris Olerich	\$614.00
Danielle Borzer	\$604.00
Lisa LaMalfa	\$487.00
Ashley Buttner	\$433.00
Gina Desmond	\$330.00
Elizabeth Pyc	\$290.50
Sarah Haygood	\$269.00
Jennifer Malone	\$248.00
Marie Achille	\$240.00
Ellen Smith	\$234.00
Joy Valeski	\$233.50
Judith Dusek	\$225.50

Featured Product of the Month:

**Limited-Edition Hand
Cream and Lip Balm
Set, \$18 each**

Charming, darling self-care sets are available in Coconut Mousse, Berry Parfait, and Citrus Sorbet – perfect for your BFFs.



Look Who Shared in September

Melissa Olsheski

3

Our Unit At A Glance

Consultants

Amanda Iler
 April Aaron*
 Ashley Buttner
 Bernadette Seguin*
 Briseida Martinez Flores
 Carol Stone*
 Cheryl Schubert*
 Christine Riordan*
 Cris Olerich
 Danielle Borzer
 Diane Bryant*
 Elizabeth Pyc
 Ellen Smith
 Gayle Marretta
 Gina Desmond
 Irene Earley*
 Jennifer Malone
 Jorayn Lundy*
 Joy Valeski
 Judith Dusek
 Julie Mekic
 Karly Crotty*
 Kelly Schadt-Kelly
 Kimberly Williams*
 Lisa LaMalfa
 Lori Sanchez*
 Marie Achille
 Megan Comer
 Melinda Coca Adams*
 Melissa Leedy*
 Miriam Johnson*
 Peggy Blackwell
 Sandralee Elsenbroek*
 Sarah Haygood
 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

THE NUMBERS DON'T LIE!

By: NSD Tammy Crayk

A big part of our business is dependent on HOW MANY CONTACTS we make (close together)... It's easy to TRICK ourselves into thinking we are doing MORE than we actually are when it comes to putting forth ENOUGH EFFORT.

I challenge every one of you to contact just 10 people a day—yes or no, for ONE WEEK. Just dial enough numbers each day (throughout the day in small timeslots if necessary....or all at one sitting) to CONTACT 10 people a day and JUST ASK for the facial, class, or interview.

Will you **TRICK** yourself by procrastinating and putting things off **OR TREAT** yourself to amazing results by investing time into your business consistently?

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!



October Birthdays

Vicky McShane	1
Teresa Williamson	6
Miriam Johnson	6
Andrea Henry	8
Laurene Bowe	13
Lisa LaMalfa	14
Christine Riordan	20
Krista Darby	24
Cris Olerich	29
Gayle Marretta	30

October Anniversaries

Christine Riordan	11
Cris Olerich	9
Maria Jannotti	7
Aseel Al-Hawamdeh	1
Zain Hawamdeh	1
Laurene Bowe	1
Tracey Reger	1

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

**Jo's Dreams Mary Kay Unit
Team Training &
Guest Pampering**

**@ Pretty In Pink Studio
6914 E. Fowler Ave.
Temple Terrace, FL 33617**



**Tuesdays
6:30 pm
Sharp
(6:15
Guest
Set-Up)**

**Product Info, Biz Basics,
Support, Sampling &
Education for
Consultants & Guests**

PIC-COLLAGE

20 Bucks for 20 Minutes!

AN AWESOME OPPORTUNITY.
(The Fun Is a Bonus!)

Whether you want to discover a business opportunity, earn
extra money or an extra room, you can find your life right
here. And it's more fun than getting ahead alone!
worth of Mary Kay® products to sample and
demonstrate with only a \$100 starter kit
investment! It's a smart way
to get you off to a
great start.

totally
fun,
totally
flexible



You can make it happen!
Contact your Mary Kay Independent Beauty Consultant.

**Get \$20 in FREE Mary Kay
products JUST for listening to
our business information with
your Consultant!**

Or Watch & Reply With Your Thoughts!
<https://youtu.be/EtWp502TIHw>

PIC-COLLAGE

Hope is a gift that comes from the heart.

Give Freely

THE MARY KAY
FOUNDATION

As we enter into October, both Breast Cancer Awareness and Domestic Violence Awareness month, we have a number of great ways to get involved in honoring and supporting women...

Mary Kay Ash began our company 57 years ago. She has left us with an amazing legacy, including the Mary Kay Foundation. It has contributed over \$50 Million in grants to shelters and programs to prevent domestic violence. The Foundation has also awarded over \$28 million in grants to cancer research and related causes. Help support the causes of ending domestic violence and breast cancer research by getting involved!

October is also Customer Service Month. I'd love to say Thank You for supporting our cause with a special gift. Ask me for more information, and we'll figure out which one fits you best!

More Than
97%*

of your donation is used to support cancer research and programs to prevent domestic violence.

To learn more about
The Mary Kay FoundationSM
visit marykayfoundation.org.



Our goal is to collectively hold one million Mary Kay Classes in October! When you participate, we could earn a weekly prize! Plus, at the end of the challenge, a grand prize of a designer handbag will be awarded to top achievers! Now is the perfect time to try our new products!



Each Year, The Mary Kay Foundation awards \$1.2 million in grants to select doctors and medical scientists focusing on curing cancers that affect women.

MARY KAY



Each year, The Mary Kay Foundation awards \$3 million to domestic violence shelters across the country.

MARY KAY

WE DON'T JUST



purpose

WE LIVE IT

MARY KAY

We're on the Hunt for Red Jackets in October!

IS IT TIME TO TURN OVER A NEW LEAF? WE'RE ON THE HUNT FOR OCTOBER

RED JACKETS!

No accessory makes you feel as great as a Red Jacket!

Want to WOW your customers on those video chats? Earn your own Red Jacket! Our Mary Kay Red Jackets are so sharp & perfect for this fall's fashion. Plus, it can be so easy to choose your business wardrobe!

Have you considered all the great rewards that can be yours by moving on up? Not only will you be helping other women meet their holiday dreams, you'll be helping to make your own dreams come true. Would you like to **move on up** in the New Year? Do you want more **freedom and flexibility** for your work schedule? What about more **income potential**? All of these things can be yours! Mary Kay Ash used to love to talk about how you can eat an elephant one bite at a time. Earning your own Red Jacket is the first step towards your own free car, directorship and on to even greater things!



\$100 Red Jacket Bonus until June 30!



The law of averages tells us that out of every ten women you ask to listen to the MK opportunity, approximately five will say yes. When five say yes, usually three or four actually really listen. Out of these, one will sign up.

Therefore, it takes on average, asking ten to sponsor one person!

Plus- Earn \$100 for every first-time Red Jacket who joins your personal team.



5 Important Questions For Closing The Interview:

Thanks Ann Sherman for sharing ...

- If you **DON'T** do Mary Kay today, what will change a year from now?
- If you would do Mary Kay today, what would **IMPROVE** a year from now?
- What qualities do you have that would make you **SHINE**?
- What are the **TWO MOST IMPORTANT REASONS** for you to do MK today?
- I think you would be excellent; why don't you give it a **TRY**? **I WOULD LOVE TO WORK WITH YOU.**

MARY KAY

1 MILLION

Hostesses Challenge

IT'S TIME FOR PRIZES!

Be a hostess this month, and we'll both have a chance to earn a prize!

Mary Kay is challenging the independent sales force to collectively have 1 million hostesses this month. All you need to do to be considered a hostess is have at least three people attend my *Mary Kay*® party.

Contact me to sign up as a party hostess this month!

MARY KAY

MAKE WAVES OF CHANGE!

OCTOBER

You may be one person on this enormous planet, but you can single-handedly ignite life-transforming changes.

When you share *Mary Kay*® products and build teams, you can let everyone know they are supporting a Company that gives back, founded by a woman who had a heart for helping others. Who wouldn't want to be part of that?

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 October jewelry piece designed by R.J. Graziano. The October jewelry piece is a gorgeous link necklace. This necklace is perfect worn alone and is sure to complement the *Spark a Chain Reaction!* jewelry pieces you could earn when you achieve this production goal in the months ahead.



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.



MELISSA OLSHESKI
INDEPENDENT SENIOR SALES DIRECTOR OF
JO'S DREAMS

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Return Service Requested

« **WORDS OF WISDOM**
BY MARY KAY ASH

God gives us dreams too big so that we can grow into them; and if you think changes are frustrating, going backwards or standing still is even worse. It takes courage to change, lots of courage, but be a big thinker and change your belief because belief follows action.

A Great Lesson on Rejection from Ann Vertel

I remember the first time I was allowed to go out trick-or-treating on Halloween night with just my friends. (Of course, I'm sure my dad was following along at a safe distance, but he'll neither confirm nor deny that accusation!) Our mission was a singular one - get as much candy as possible in the shortest amount of time. In other words, I wanted my big plastic orange pumpkin overflowing with goodies.

We literally ran from house to house as we scoured our neighborhood intent upon our goal. On occasion, we approached a house, rang the bell, and nothing happened. The lights were on but no one answered the door. Put in that situation, what do most kids do? They move on to the next house.

- "Come on, let's go," and they're headed down the block.
- They don't stop for a second to wonder why the owners didn't answer the door.
- They don't take it personally.
- They don't think that they're wearing the wrong costume.
- They don't walk around the house peering in the window trying to see why the owners didn't answer the doorbell.
- They don't sit down on the front step and pout.
- And can you even imagine that they would just quit and go home? No way.

You see, kids are neat people to observe with regard to how they handle rejection. It just never occurs to them that the rejection is about them! And why? Because it's not. Kids have a unique ability to observe the world just the way it is. As we grow up, our self-esteem takes a few hits, and we start to think that everything that happens to us is about us. It's not.

When you hear "No, no thanks, I'm not interested, it's not for me, I don't like selling, please don't ever, ever, ever, ever call me again for any reason whatsoever"....it is about them, not you, and not the opportunity you have to offer. Run to the next house, and the next one, and the next one. That's where the candy is. Remember, your goal is a full plastic pumpkin, and you don't care which houses or how many houses it takes to make that happen.



**Seminar Double Credit
Promotion October 1 - 31**

It's true! DOUBLE CREDIT is yours for the taking when you work your Mary Kay business full circle! You have the chance to earn double credit toward the Queens' Courts of Personal Sales & Sharing! Don't miss this opportunity!