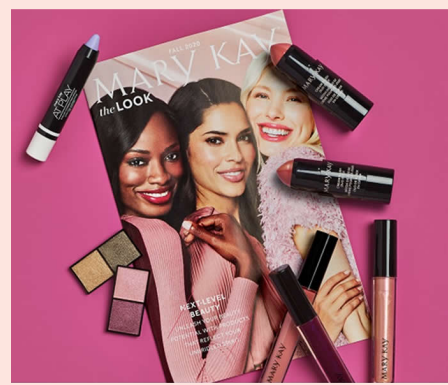




Jo's DREAMS

NEWSLETTER

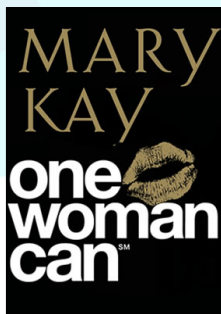


Living The Dream

August 2020 Unit Newsletter



Melissa Leedy
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.*

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
	Melissa Leedy	\$453	\$1,348
	Irene Earley	\$442	\$1,358
	Sandree Elsenbroek	\$409	\$1,391
	Lisa LaMalfa	\$385	\$1,415
	Cris Olerich	\$366	\$1,434
	Tiffany Anthony	\$352	\$1,448
	Christine Riordan	\$292	\$1,508
	Cheryl Schubert	\$239	\$1,561
	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
	Carol Stone	\$225	\$1,575
	Kelly Schadt-Kelly	\$164	\$1,637
	Amanda Iler	\$123	\$1,678
	Kimberly Williams	\$104	\$1,696



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.



**SPREAD
THE
PRODUCT
LOVE!**

AUGUST



From the Director's Chair

Dear Dream Members!

I don't think I've ever been more grateful for my Mary Kay Career. As we ramp up for Seminar this year, everything has such a different feel. In years past I'd be

making sure my jewelry and outfit looked just perfect, finalizing travel plans, and working out those last-minute details to spoil you guys rotten. This year I'm so thankful the company has figured out a way to keep us motivated, informed, and inspired from our homes. It's amazing what they have been able to do during all of this and what they have enabled us to do. Nathan Moore shared that we've had record-breaking months these past few months, and I know why! It's because of amazing Beauty Consultants like you. Women who care so much, and who reach out and share. Those who keep excellent records and know what their customers' needs are and how to fill them. Those of you who know your customers' favorite colors and skin care needs and care enough to call and offer them the latest and greatest products that fill those needs. I'm so proud of our unit and how much you've shown you care in the middle of this difficult time.

So, how do we proceed this month? The same way we always do— focusing on booking, coaching, selling, and sharing. Things may get a little trickier as we navigate school or whatever new challenge this year may hold, but I know we have a powerful team of women there to support and encourage each other. I'm so grateful for the Mary Kay Go-Give spirit where we share our working ideas with each other and empower other women to be the best version of themselves. I hope you'll all join us for virtual seminar— anyone can make this happen this year. We'll learn so much and pick up on excellent ways to work our business and make this an incredible year. Please reach out to me if you need any help, ideas, or encouragement. I believe God brought us together for a reason, and I can't wait to do my part to help you achieve any goal you have for your business. Let's make this one of our best months ever.

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:

Tuesday's at 7:30pm EST Zoom Unit Meeting Zoom ID 516 7301 986

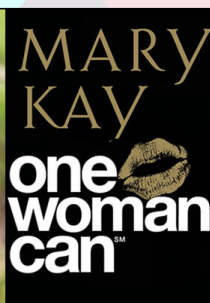
Skin Care Saturday's the 2nd & 4th Saturday each month @ Noon - PIP Studio

- **August 13:** Last day to register for Seminar.
- **August 20:** Seminar Kickoff 6-7:30pm CT 7:45pm MK National Area 80's Party!
- **August 21:** Seminar Awards Night 6-9pm CT
- **August 22:** Seminar Final Session 1-3pm CT
- **September 1:** Online DIQ form available beginning 12:01 am CST until midnight on the 3rd.
- **September 6:** Holiday PCP mailing of The Look begins. (Allow 7-10 business days for delivery.)
- **September 7:** Labor Day. All Company and Branch offices closed. Postal holiday.
- **September 10:** PCP early ordering of the new holiday promotional items begins for all consultants enrolled in PCP or who qualified for their Star.
- **September 13:** Mary Kay Inc.'s 57th Anniversary! Grandparents' Day.
- **September 15:** Postmark deadline for Quarter 1 Star Consultant quarterly contest. Holiday promotion early ordering for all consultants begins.
- **September 16:** PCP Holiday Promotion begins. Quarter 2 Star Consultant quarterly contest begins. PCP online enrollment begins for the winter version of The Look
- **September 22:** First day of fall!
- **September 29:** Last day of the month for consultants to place telephone orders (until 10pm CST).
- **September 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 must be received today to count towards this month's production.

Our Top 5 Wholesale Orders For July



Melissa
Leedy



Tiffany
Anthony



Lisa
LaMalfa



Cheryl
Schubert



Judith
Dusek

Thank You Consultants Who Invested in Their Businesses in July

Melissa Leedy	\$452.50
Tiffany Anthony	\$352.00
Lisa LaMalfa	\$270.00
Cheryl Schubert	\$239.00
Judith Dusek	\$228.50
Vicky McShane	\$228.50
Carol Stone	\$225.00

Featured Product of the Month:

Limited-Edition Cream Blush Duo Stick, \$18 each

Limit of 2 per shade

Creamy cheek combos that blend effortlessly across cheeks. These sticks feature a matte side and a shimmery side for naturally blushing cheeks and added dimension.



Ask Yourself: Who Do You Know?

FORMER OCCUPATION:
School Teacher

"I love working with people. Encouraging people brings me joy. I love the flexibility and the freedom. I feel like I'm on a high all the time."

Independent National
Director : Avelyn Smith



Year to Date Retail Court

1	April Aaron	\$2,922.00
2	Miriam Johnson	\$2,501.00
3	Lisa LaMalfa	\$1,342.00
4	Staci Jones	\$1,220.00
5	Amanda Iler	\$1,008.00
6	Melissa Leedy	\$905.00
7	Kelly Schadt-Kelly	\$718.00
8	Tiffany Anthony	\$704.00
9	Veronica Warren	\$577.00
10	Kimberly Williams	\$571.00
11	Cris Olerich	\$546.00
12	Stephanie Mansdoerfer	\$527.00
13	Carol Stone	\$507.00
14	Cheryl Schubert	\$478.00
15	Melinda Coca Adams	\$468.00
16	Bernadette Seguin	\$460.00
17	Judith Dusek	\$457.00
18	Vicky McShane	\$457.00
19	Diane Bryant	\$450.00
20	Sandralee Elsenbroek	\$361.00



**SPARK YOUR
ENTHUSIASM!
ENTHUSIASM!
ENTHUSIASM!
ENTHUSIASM!**

MARY KAY

Our Unit At A Glance

Senior Consultants

Judith Dusek
Melissa Leedy

Miriam Johnson
Monique Papia*
Patricia Venable*
Peggy Blackwell*

Consultants

Amanda Iler*
Ana Maria Hernandez*
Anna Hutchinson*
April Aaron*
Ashley Buttner*
Audrey Pease*
Bernadette Seguin
Carol Stone
Cheryl Schubert
Christine Riordan
Colette Vann*
Cris Olerich
Diane Bryant*
Elizabeth Pyc
Ellen Smith*
Gayle Marretta
Gina Desmond*
Irene Earley
Jennifer Malone*
Jorayn Lundy
Karly Crotty
Kelly Schadt-Kelly*
Kimberly Williams*
Krista Darby*
Lisa LaMalfa
Lori Sanchez
Maria Jannotti*
Marie Achille*
Melinda Coca Adams*

Sandree Elsenbroek
Simone Montoute
Staci Jones
Stephanie Mansdoerfer*
Summer Muhanna
Tiffany Anthony
Veronica Warren*
Vicky McShane

How to Join My Mary Kay Facebook Closed Group:

We've been challenged to grow the channel to 100,000+! Let's make it happen by the end of 2020!

- When you're on Facebook, search for My Mary Kay and request to join. Be sure to enter your name and Consultant number. If those two requirements are not entered in the request, then sadly, we must decline it. That's how we keep the group exclusive to Consultants.
- When you're on InTouch, go to Resources > Digital Zone > Social Media for Your Business > My Mary Kay Facebook Group.

If you haven't already, please join this vital community. It's THE PLACE to be for exclusive Mary Kay education, inspiration, motivation, information, and fun, regardless of where you are on the career path.

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!



August Birthdays

Peggy Blackwell	04
Julie Mekic	04
Cheryl Schubert	04
Summer Muhanna	13
Kelly Schadt-Kelly	21
Ellen Smith	22
Tiffany Anthony	23
Melissa Olsheski	25
Gina Desmond	25

August Anniversaries

Melissa Leedy	11
Ellen Smith	9
Stephanie Mansdoerfer	7
Cheryl Schubert	5
Staci Jones	3
Monique Papia	2
Simone Montoute	2
Jennifer Malone	2
Carol Stone	2
Briseida Martinez Flores	1
Nicole Pratt	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)



*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!**

MARY KAY
**SEMINAR
2020**

Congrats
to Our 2020
Seminar
Year End
Top 10 in
Personal
Retail
Sales
According to
MK Orders



Staci
Jones



Cris
Olerich



Miriam
Johnson



Lisa
LaMalfa



Ashley
Buttner



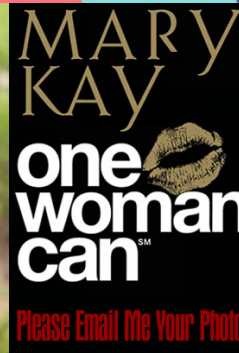
Amanda
Iler



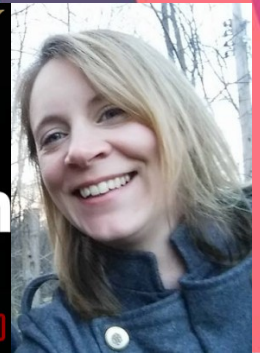
Carol
Stone



Melissa
Leedy



Peggy
Blackwell



Kelly
Schadt-Kelly



Year End Retail Court

1 Staci Jones	\$18,043.65
2 Cris Olerich	\$10,243.00
3 Miriam Johnson	\$5,651.00
4 Lisa LaMalfa	\$5,455.00
5 Ashley Buttner	\$4,952.40
6 Amanda Iler	\$3,952.00
7 Carol Stone	\$3,575.50
8 Melissa Leedy	\$3,505.00
9 Peggy Blackwell	\$3,309.00
10 Kelly Schadt-Kelly	\$3,036.00
11 Anna Hutchinson	\$3,018.00
12 Simone Montoute	\$2,973.50
13 April Aaron	\$2,922.50
14 Tiffany Anthony	\$2,861.00
15 Kimberly Williams	\$2,860.80
16 Irene Earley	\$2,691.00
17 Elizabeth Pyc	\$2,430.00
18 Gayle Marretta	\$2,232.00
19 Judith Dusek	\$1,801.50
20 Ellen Smith	\$1,630.00



Year End Sharing Court

OPPORTUNITY
IS WHAT WE CREATE

BEAUTY
IS WHAT WE SELL

HOPE
IS WHAT WE GIVE BACK

MARY KAY

AUGUST
2020
LAUNCH

BEAUTY BEYOND BELIEF

Break into a full spectrum this fall
with next-level color and skin care.
You write your own story, and yours
knows no boundaries!

SMOOTH, GLOSSY GOODNESS

Silky gloss that's never sticky, never
tacky and perfectly glossy. Features
14 shades perfect for any skin tone
and any occasion.

NEW! Mary Kay Unlimited™
Lip Gloss, \$16 each

A STRIKING STARE

Sweep on sophisticated sparkle with
high-impact metallics that deliver a
full-on foil finish. Available in
Copper & Pyrite and Pink & Purple.

NEW! Limited-Edition* Mary Kay®
Foil Eye Shadow Duo, \$18 each

SWEET CHEEKS

Create a flattering flush with creamy color
and highlight combos. Available in
Pink & Glimmer and Mauve & Shimmer.

NEW! Limited-Edition* Mary Kay®
Cream Blush Duo Stick, \$18 each

READY. SET. CORRECT!

Use this purple stick to neutralize
yellow to help wake up your face for
less tired-looking skin!

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

Product Spotlight!

INSTANTLY REVIVE YOUR EYES!

Perk up your peepers with patches that are
designed to stay in place so you can depuff,
cool, soothe and hydrate at home and on the go.

Mary Kay® Hydrogel Eye Patches,
\$40, pk./30 pairs



*Available while supplies last All prices are suggested retail.

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The ABCs of Booking

(Things to keep in mind when booking!)

- **Attitude:** We are offering a service. You have the product that the customer should have. By finding you, they have the best consultant because you have confidence in the product, the company, and yourself. Learn to appreciate your customers. Have an attitude of gratitude. Customer care will take you everywhere.
- **Business Cards:** Use them for EVERYTHING! Include one when you send in bill payments. Never give one out without getting the person's name and phone number or her card in exchange. Write on it where you met her and what she looks like. When you leave a tip in a restaurant, leave your card. Give some to your best customers to give out - remind them to make sure they get the person's name and number.
- **Choices:** Offer choices, and you'll be helping them pick a date for an appointment. "What's better for you, the first part of the week or the last?" "Morning or afternoon?"
- **Datebook:** A consultant's very best friend. Keep it full. The busier the better. It is the most valuable aid you possess. Record all your facials, classes, unit meetings, sharing interviews, and workshops in it. People like to do business with busy, successful people.
- **Enthusiasm:** For booking, coaching, selling, and sharing, it is the key. "I am looking forward to letting you try our new colors. You're going to love them!" "Just wait until you smell our new fragrance!" Let your hostesses take advantage of every kind of class - skin care, advanced glamour, sun management, pamper sessions.
- **Facial Boxes:** Use them!! Florists, ladies' retail stores, hair salons, doctors and dentists' offices. With Mary Kay, there is no such thing as a money problem, only an idea problem!
- **Goal:** Have a goal. Hostesses need goals too. They must have a reason for keeping the show date and enthusiasm when booking guests. Be it a hostess gift or free or discounted product—they need something to work towards.
- **Hostess Coaching:** Clearly define the hostess's role in the class, and it will result in higher class sales and outside sales (insurance). Outside orders also provide you with referral lists and lead to additional bookings and sharing interviews. Proper hostess coaching will avoid postponements and cancellations.
- **Image:** Always look the part of a beauty consultant—you never know who you'll run into. SMILE! Ask yourself: Am I wearing my product? Do I look professional and poised? Do I look like I am all together? Am I wearing my Mary Kay pin or another piece of company jewelry?
- **Joy:** Have fun!! This is not a hard business. Enjoy it. Life is not a dress rehearsal. Positivity attracts positivity. People will build a bridge to an island of happiness. Keep a list of people for possible facials. If you have a postponement, you can call someone else. "Hi Jane! It's Stephanie from Mary Kay calling. I can't wait to show you our new color collection. Is there any reason why I couldn't pay you a half-hour visit?" No pity parties allowed.
- **Kindness:** Our business is founded on the Golden Rule. Treat others like you want to be treated, and you can never go wrong!
- **Ladder of Success:** Climb the star "ladder of success" by consistently placing orders. Have plenty of inventory to serve your customers.
- **Men:** Skin care for men! Who do you know? Husbands, friends, business associates, team mates.
- **No:** Don't take no literally. No may mean maybe, and it may even mean yes. Maybe means yes eventually. No is a safe word. People can always change their minds later. Yes is too much of a commitment for them. Even if they say no, ask, "Is there any reason why we couldn't tentatively book a date for later this month?"

SPREAD THE PRODUCT LOVE!

AUGUST

CAN YOUR MONTHLY PRODUCTION GOALS LEAD TO A LOYAL CUSTOMER BASE?

The first thing most customers notice about Mary Kay is its high standards of product quality and safety. As you consistently share products and hit your monthly production goals, you're also building a loyal customer base – and perhaps meeting future hostesses and team members. Take the time to understand what sets your products apart, and you're well on your way to a full-circle business.

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 August jewelry piece designed by R.J. Graziano. The August jewelry piece is a frosted white link necklace with silver-tone accents. This necklace is perfect to complement many of the *Spark a Chain Reaction!* jewelry pieces you'll earn when you achieve this production goal in the months ahead.



MARY KAY

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 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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WORDS OF WISDOM BY MARY KAY ASH

In all endeavors, there are obstacles to confront. One of the secrets of success is to refuse to allow temporary setbacks to defeat us. In business, we learn this lesson on a daily basis – a lesson that also applies in our personal lives.

B-ALERT: A Proven System for Creating Optimum Balance

From: The Power of Focus by: Jack Canfield, Mark Victor Hansen, & Les Hewitt

- o Blueprint: My strategic plan for the day. Priorities, appointments, projects. Review the night before or early morning. (MK's 6 Most Important Things list!)
- o Action: Concentrate on the most important activities that will move you towards accomplishing your sixty-day goals. (Income Producing Activities)
- o Learning: Expand your knowledge through reading, CDs, videos, mentors, courses.
- o Exercise: Re-energize for thirty minutes.
- o Relaxation: Eliminate daily stress. Nap, meditate, listen to music, family time.
- o Think: Take time to reflect on the day. Review goals, visualize, develop new ideas, use a journal.

Recent research indicates that if you create your blueprint the night before, rather than in the morning, your unconscious mind will actually work during the night figuring out how to fulfill your next day's plan, i.e., preparing the best sales presentation, handling potential objections, or solving any conflicts or problems that need to be addressed.

**SPREAD
THE
PRODUCT
LOVE!**

AUGUST

Here's one other vital tip: Before you prioritize, write down the **most important** reason that you want to accomplish each goal and the biggest benefit you will receive upon completion... Big reasons are the driving force that keep you going when the going gets tough. It's a good use of your time to clearly identify your reasons before you start. This will ensure that your main draw goals are really the most important ones on your list.

BE AS SPECIFIC AS POSSIBLE ABOUT YOUR GOALS!

Your definition of happiness requires the same scrutiny as other areas. Just "wanting more time with my family" doesn't cut it. How much time, when, how often, what will you do with it, with whom? Here are three words that will help you tremendously: **Be more specific....** Here's the point: When you set a goal, challenge yourself with the words, "Be more specific." Keep repeating this until your goal is crystal-clear and measurable. By doing this, you'll dramatically increase your chances of achieving the desired result.