



Jo's DREAMS

NEWSLETTER



Living The Dream

December 2020 Unit Newsletter

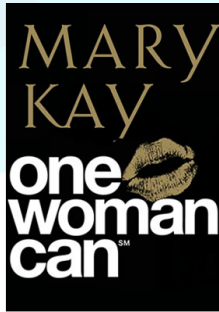
Congratulations On-Target Stars:

Here's how much you need to finish your next star by 12/15/20

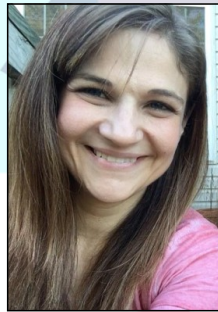
Star Achieved	Name	Current Wholesale	WS Needed for Next Star
	Lisa LaMalfa	\$673	\$1,128
	Danielle Borzor	\$626	\$1,175
	Cris Olerich	\$614	\$1,186
	Ashley Buttner	\$554	\$1,246
	Amanda Iler	\$545	\$1,255
	Carol Stone	\$523	\$1,278
	Melissa Leedy	\$508	\$1,292
	Tiffany Anthony	\$391	\$1,409
	Marie Achille	\$346	\$1,455
	Gina Desmond	\$330	\$1,470
	Sarah Haygood	\$269	\$1,531
	Chloe Bethel	\$263	\$1,537
	Jennifer Malone	\$248	\$1,552
	Diane Bryant	\$241	\$1,560
	Jorayn Lundy	\$238	\$1,563
	Ellen Smith	\$234	\$1,566
	Tracey Reger	\$230	\$1,570
	Gayle Marretta	\$227	\$1,573
	Judith Dusek	\$226	\$1,575
	Simone Montoute	\$226	\$1,575
	Jeanne Peterson	\$225	\$1,575
	Peggy Blackwell	\$165	\$1,635
	Kelly Schadt-Kelly	\$89	\$1,711



Lisa LaMalfa
Queen of Wholesale



This Could Be You
Queen of Sharing



Lisa LaMalfa
Queen of YTD Retail

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



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!

I hope your Thanksgiving- be it virtual or with family- was a special one. This season's holidays will be different from others, but I'm reminded of how adaptable we are and how grateful I am for all the virtual platforms out there so we can reach out, touch base, and still be a part of our friends' and families' lives even if we can't see them all in person.

On this great holiday, I was also reminded of many reasons I am so thankful for my Mary Kay career. I am thankful that I determine my work schedule. I'm thankful I determine how much extra holiday cash I have to spend. Not only am I thankful to have a career at all during this difficult time, but I can determine the position I desire in Mary Kay and make it happen! So can you! Isn't that amazing?

It's the most wonderful time of the year! Just think of the many blessings we have to celebrate each day! We can bring joy to our customers by helping them look their best, find the perfect gifts, and even earn free Christmas presents (hostess gifts) for having some fun with friends at a party! We can bring joy to our team members by being involved in our fabulous Mary Kay environment! Where else can you find so much love, support, and encouragement, especially during difficult days?

I feel so blessed to be a part of Mary Kay! I hope you feel the same way. Your excitement will show to your prospects, customers, and their husbands when following up on wish lists! They'll feel good about purchasing products you're excited about. We have the perfect, 100% satisfaction guaranteed gifts! That should make you feel good about offering the perfect gift- chosen by you- her Mary Kay Beauty Consultant.

Don't forget when you call your customers to thank them for their business and for being a special part of your life. Call or email our fellow unit members and share how special they are to you. Offer encouragement to new customers and make those at your classes feel like a million bucks- even if they just buy a lipstick. We're lucky enough to be in a really positive Mary Kay work environment- pass it on! Give a little extra. Be joyful and encouraging everywhere you go. It can make all the difference in someone's day! I want to thank you for being a very special part of my life. I am so grateful for you! You make each day a joy for me, and I am so happy to get to be a part of your life. Thanks!

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:

- **All December Meetings will be on Zoom Code 750 123 9828 Tuesday's at 6:30pm**
- **January 1:** Happy New Year's Day. All Company offices closed. Postal holiday. Online DIQ commitment form available beginning 12:01 am CST until midnight on the 3rd.
- **January 3:** International Mind-Body Wellness Day
- **January 9:** Everhart Area January Jumpstart In Person (\$40) space Very Limited-Unlimited Virtually Register at www.everhartnationalarea.com
- **January 17:** PCP last day to enroll online for spring mailing of The Look, including exclusive samples.
- **January 20:** Martin Luther King Jr. Day. Postal holiday.
- **January 21:** Get to Know Your Customer Day
- **January 28:** Last day of the month for consultants to place telephone orders.
- **January 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.



each and
EVERY DAY,
ask yourself:
WHY NOT?

Mary Kay



Year to Date Retail Court

1	Lisa LaMalfa	\$3,310.00
2	Amanda Iler	\$3,119.00
3	April Aaron	\$2,922.00
4	Carol Stone	\$2,807.00
5	Miriam Johnson	\$2,501.00
6	Tiffany Anthony	\$2,224.00
7	Melissa Leedy	\$1,921.00
8	Cris Olerich	\$1,774.00
9	Kelly Schadt-Kelly	\$1,373.00
10	Danielle Borzor	\$1,353.50
11	Staci Jones	\$1,220.00
12	Gayle Marretta	\$1,181.00
13	Ashley Buttner	\$1,108.00
14	Chloe Bethel	\$1,052.00
15	Jorayn Lundy	\$950.00
16	Diane Bryant	\$931.00
17	Tracey Reger	\$920.00
18	Judith Dusek	\$908.00
19	Marie Achille	\$902.00
20	Peggy Blackwell	\$842.00

Thank You Consultants Who Invested in Their Businesses in November

Lisa LaMalfa
\$264.50

Diane Bryant
\$240.50

Simone Montoute
\$225.50

Jeanne Peterson
\$225.00

Featured Product of the Month:

Lash Love Fanorama
Mascara: \$16

Catch everyone's eye with a pair of ultrafluttery and fully fanned-out lashes.

Use the three unique application zones – coat comb, and fan out – on the all-new brush to lift, separate, and perfectly place each lash.



Winter 2020 Program PCP Participants

Gayle Marretta
Staci Jones
Lisa LaMalfa

Ask Yourself: Who Do You Know?

FORMER OCCUPATION:
Chiropractic office
receptionist, Auto shop
employee

*"My life feels almost
like a dream."*

Executive National Sales
Director : Sonia Pérez



Our Unit At A Glance

Consultants

Amanda Iler
 Ashley Buttner*
 Briseida Martinez Flores*
 Carol Stone
 Cheryl Schubert*
 Chloe Bethel
 Cris Olerich*
 Danielle Borzor*
 Diane Bryant
 Elizabeth Pyc*
 Ellen Smith*
 Gayle Marretta
 Gina Desmond*
 Jeanne Peterson
 Jennifer Malone*
 Jorayn Lundy
 Joy Valeski*
 Judith Dusek*
 Julie Mekic*
 Kelly Schadt-Kelly*
 Lisa LaMalfa
 Marie Achille*
 Megan Comer*
 Melissa Leedy
 Peggy Blackwell*
 Sarah Haygood*
 Simone Montoute
 Tiffany Anthony
 Tracey Reger
 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

What's new on YouTube:

1. **Evergreen Holiday Makeup Tutorial:** Your customers can be the center of attention and stay true to the season with this exclusive Evergreen look, using Chromafusion eye shadows, Liquid Eye Shadow, "Meteor Shower," Gel Eyeliner, and more! See the Mary Kay "look" created right before your eyes.
2. **Find the Right Mascara for You:** Just like shoes, your customers need options for all their lash looks! These four lash-loving mascaras are sure to take you from everyday glam to ooh-la-la lashes and every look in between.
3. **TimeWise Microdermabrasion Plus Set in A Skin Care Routine:** Transforming your skin starts with Microdermabrasion Refine followed by Pore Minimizer. Your customers will love this YouTube video where the TimeWise Miracle Set 3D and Microdermabrasion Plus Set combine for an incredible skin care routine.

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!



December Birthdays

Veronica Warren	4
Bernadette Seguin	9
Patricia Venable	10
Tracy King	23

"Happiness is not a state to arrive at but, rather, a manner of traveling."
 ~Samuel Johnson

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.



**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



Everhart Area

JANUARY JUMPSTART
JANUARY 9

9am-5pm

Registration begins
at 8:15am

Hosted by

NSD Ruth Everhart

The Carlisle Inn Sarasota

3727 Bahia Vista Street | Sarasota, FL

register:

1 - Fill out questionnaire - go to
www.everhartnationalarea.com

2 - Pay "registration fee" using
PayPal link following questionnaire

Registration Fee: \$40 per person by December 20
\$45 per person December 21-30

December 30th is the last day to pay



NOTE:

Registration includes
Full Lunch Buffet at
Der Dutchman
Restaurant

**a virtual option is available for
those unable to travel. Please
register and select "virtual." No
cost to attend virtually.*

EARN the Winner's Luncheon:

Jan 1 DIQs, New Sales Directors as of 8/1, & their Senior Directors

On-target Unit Club (minimum \$150,000+ cumulative unit retail by 12/31)

On-target Unit Qualifieds (25+)

Special Recognition for All Red Jackets

Reserved Front Row Seating

On-Stage Recognition

Dress: Professional Attire

Directors - Director Suit

Red Jackets - Red Jacket

Consultants - Skirt and Blouse or Dress

No Pants

Special Guest

NSD Julie Weaver



9 Time Million \$ Director • Queen of Seminar 4 Times • #1 in the Nation in 2013

• Earned over 3.5 Million in commissions • Voted Miss Go-Give 3 times •

Mother of 3 grown kids, and has 8 grandkids: 3 months - 13 years old • Been Driving

a Cadillac since 1992 • From Louisville, KY and now lives in Tarpon Springs FL

WILLIAMS
DESIGNS



\$100 Red Jacket Bonus

It's Rewarding to Be in RED!

You're making connections and earning money, and you can receive a one-time \$100 Red Jacket Bonus. All first-time Red Jacket achievers will receive a one-time \$100 Red Jacket Bonus.

Red Jacket Team-Building Bonus: Build Your Team for Extra Bonuses!

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

Raising Reds DIQ Bonus

Submit to enter the DIQ program by June with one or more active personal Red Jackets to earn a one-time \$200 bonus!

Raising Reds Sales Director Debut Bonus

Earn a bonus when you debut as a director by July with active Red Jackets in your DIQ unit

Two Reds= \$200 Bonus

Three Reds= \$300 Bonus

Four Reds= \$400 Bonus

Five or more Reds= \$500 Bonus



**I Chose
Mary Kay!**

#MyMKLife
MARY KAY

Who are Your Prospective Team Members?



Team Building has never been easier! People need and want more money right now. There are lots of people who want to work hard, but they just can't seem to find a job. You can provide an opportunity to add that needed income in their life! Don't be afraid to ask! Call me if you need information on where to find team building materials you can use!

Great rewards await those who are ready to move on up to directorship this year! If it's your goal— contact me today!

Who do you know?

- An established customer who you know well, who loves the product, and tells all of her friends about it?
- A woman you think would be good selling cosmetics?
- Has great classes for you?
- Has asked you a lot of questions about the company?
- Works full-time and wants to be home with her children?
- Works full-time and doesn't like her job?
- Is at home with children and needs adult interaction?
- Works hard and needs more money?
- Is a struggling single parent?

- Is retired and a bit bored?
- Has a husband who is on the road a lot?
- Is the most reliable person you know?
- Is a leader in her community?
- Is looking for more FUN in her life?
- Loves to win prizes?
- Needs a new car?
- Has a need for new furniture, carpet, etc.?
- Loves a challenge of something new?
- Quit an executive position to stay home with children?
- Has a lot of sisters who use Mary Kay?
- Is working too hard for too little income?

WHERE DO YOU FIND POTENTIAL NEW TEAM MEMBERS?

Skin Care Classes/Pampering Sessions or guest functions/unit meetings. Work smart! Take someone to a meeting. Tell her your Sales Director challenged you to bring someone. Why not say something like, "I really think you'd be good at this, and I want you to see one of our unit meetings for yourself. I think this is something you might want to consider. If it's not for you, you will have the information to share with someone that you feel it would be perfect for."

EXERCISE FOCUS

THROUGH THE HOLIDAYS

I want to talk to you about focus: What is focus? What are the adversaries of focus? This time of the year in particular we have many distractions that can keep us off-course from our goal. Many of those are good and wonderful distractions, which makes it even harder to accomplish our goals. There is so much pressure these days combined with the holiday season; it becomes a full-time job in and of itself if we let it. We want to enjoy and get the most out of the holidays, but we don't want to lose focus and see our goals slip through our fingers in the process. How can we accomplish both?

1 ORGANIZE

Unhappiness is not knowing what we want and killing ourselves to get it.

- ♣ Treat this business as you would any job during the holiday season.
 - ♣ Have set times to do your business.
 - ♣ Discipline your mind... "How can I?" never "I can't"
- ♣ Don't travel mentally - when you are with your family... really be with your family.
 - ♣ When you're doing Mary Kay... FOCUS!
- ♣ Simplify: The holidays – Your Mary Kay - Your home life
 - ♣ Enjoy the quiet moments and small things and
 - ♣ LEARN TO SAY NO! Refuse to buy GUILT!

2 PRIORITIZE

Don't equate activity with efficiency: The art of being wise is the art of knowing what to overlook.

- ♣ Know your exact goal each month.
- ♣ Determine what is really most important to do in your business.
 - ♣ Contacting every customer should be #1!
- ♣ Do your six most important things and do the things you least want to first.
 - ♣ Resist the temptation to embezzle.

3 UTILIZE

The person who knows how will always have a job – The person who knows why will always be the boss!
Success seems to be largely a matter of hanging on after others have let go.

- ♣ Truly help people with their Christmas shopping.
- ♣ Utilize wish lists and husbands' names on profile cards.
- ♣ Combine Christmas parties with shopping boutiques and sell multi-tasking.
 - ♣ Realize people will be buying gifts on December 24th at midnight.
 - ♣ Turn every no into a booking for January.
- ♣ Sponsor people for extra money during the holidays, tax benefits, etc.
 - ♣ Utilize the teleconference marketing opportunity.
 - ♣ Promote 12 Days of Christmas for customers and the kids.
 - ♣ Utilize help, and trade product for the help you need.
- ♣ Get in the spirit of giving with your customers by giving them a gift.

CELEBRATE YOUR WINS!

DECEMBER

MARY KAY



As you look back through the past few months, why not pause to appreciate every goal you've reached, every new team member you have added and every time someone has said yes to a product or party? Use those successes to propel you forward, and see how that holiday cheer will carry you into the new year!

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 December jewelry piece designed by R.J. Graziano. The December jewelry piece is a gorgeous mixed metal link necklace that is perfect worn alone and is sure to complement many of the *Spark a Chain Reaction!* jewelry pieces you have earned or could earn when you achieve your monthly 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.



MELISSA OLSHESKI
INDEPENDENT SENIOR SALES DIRECTOR OF
JO'S DREAMS

28830 Falling Leaves Way
Wesley Chapel, FL 33543
Phone: (813) 368-3309
mformich@gmail.com
www.marykay.com/molsheski

Return Service Requested

WORDS OF WISDOM BY MARY KAY ASH

Remember that every big accomplishment results from a series of little ones. By achieving your daily goals, you'll be working toward your yearlong goals.

Enhanced Options to Start a Mary Kay Business

Now- June 30, new consultants can add an optional Sample Pack to their chosen startup option. This optional add-on will provide the most popular and relevant product samples and it will be enough to start sharing with their first 30 customers! The Sample Pack will only be available to new consultants during the Agreement sign-up process. We closely track what is working as well as watching trends relating to the business so we can offer the most relevant and replicable experience. Our objective? KISS — Keep It Simple Sweetie -- while allowing startup options to appropriately evolve and flex with those needs.

The two startup options are:

Mary Kay eStart, which costs \$30 and includes:

- A one-year subscription to a MK Personal Web.
- A one-year subscription to Pro Pay.
- Access to Mary Kay Intouch & free Mary Kay Apps

Starter Kit + eStart, which costs \$130 and includes:

- Mary Kay eStart.
- Skin care party supplies and printed materials to help her start strong as well as full-size products she can use to demo at parties. (The current \$100 Starter Kit).

(You'll note we have suspended the option to choose ONLY the current \$100 Starter Kit, as we have seen this option fall to a very low percentage compared to the other two options.)



We've also added A NEW Optional Add-on: A New Beauty Consultant Sample Pack.

Cost: \$45 and can be added to the initial selection of either the eStart or the Starter Kit + eStart option.

- \$30 Mary Kay® eStart, or
- \$30 Mary Kay® eStart + \$45 Sample Pack for a total of \$75.
- \$130 Starter Kit, or
- \$130 Starter Kit + \$45 Sample Pack for a total of \$175.