



# Jo's DREAMS

## NEWSLETTER

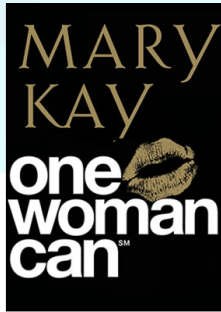


Living The Dream

January 2021 Unit Newsletter



**Melissa Leedy**  
Queen of Wholesale



**This Could Be You**  
Queen of Sharing



**Miriam Johnson**  
Queen of YTD Retail

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

**REIGNITE  
YOUR  
PASSION!**

**JANUARY**

**EMBRACE YOUR DREAMS!**  
**CONGRATULATIONS**  
**TO OUR QUARTER 2!**  
**stars!**

**~~Diamond~~**

**Melissa Olscheski**

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





## From the Director's Chair

Dear Dream Members!

I'm ready to make 2021 one of my best years yet. Mary Kay is launching some amazing products this year to help us make it one of our best! Over the last few days, I've been thinking about what's been holding me back,

and what is within my control to make this year a great one. There will always be real challenges out there. Taking care of our families can be a full-time job, as can so many of the other responsibilities we have. Yet we, as women, find a way to juggle 20 jobs some days. Motherhood is a full-time job. So is running an office, a household, cooking, cleaning, or running errands. When we add in extracurricular interests and our passions, our plates are full when we wake up each morning. Yet when I look back on my life, I see this is always the case. When my life load lightens up a bit, I jump into something new and add more onto my plate. The key, in my mind, is planning and focus. When we prioritize what's most important, there always seems to be time. You know how- and the Six Most Important Things can do wonders for your business if you haven't tried that along with a weekly plan sheet. We see articles all the time on the art of saying no. We simply must choose what's most important to us. Sometimes we make that choice anew on a daily basis since the needs change. We want to live life to the fullest and make each day count. In today's modern world, that can mean many, many things.

Honestly, that's one reason I'm so grateful for my Mary Kay Career. I can both make money and make a difference in people's lives on a daily basis. Some days I feel like superwoman- I add a new team member, meet a major goal, and leave a skin care class feeling like I've mastered holding classes. Other days I have to remind myself that small things can make a huge difference. That special call with one of you to encourage you to fulfill your dreams and remind you that you're capable of achieving anything you set your mind to. Those classes when you see a hostess or first-time attendee see just how beautiful she is by teaching her a simple technique that may give her the confidence to change her outlook. Saying hello to someone in line by warm chatting her- even if she says no- and making her feel special. So many people are looking for a passion and purpose from their 9-5 jobs. We all want to make a difference and change the world in some small way. I'm so grateful to be a part of a company where I feel like we can do that every day.

So, how will you choose to change the world this year? Will you hold more classes? Master your virtual skills? Share the Mary Kay opportunity for the first time? Move on up the career ladder? I am sure that whatever path you decide to take, you can achieve your heart's desire with God on your side. We just have to make that first step to start down the path. I encourage each of you to make your business a part of your life this year and achieve great things. I'm here to help in any way I can. Let's make this a year to remember!

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:

### 2021 Unit Happenings!

- **Monday's at 7pm EST** Consultant Training  
Zoom 528 478 3269
- **Monday at 6pm EST** Career Chats Zoom  
750 123 9828
- **Thursday's 8pm EST** Nighttime Facial Fun!  
  - **In Person Recognition Event Last**  
**Staurday of every Month at Melissa's**  
**Home**
- **January 17: Last day to register PCP**
- **January 30 6pm EST** In Person Recognition at Melissa's
- **February 1** Online DIQ commitment form available beginning 12:01 am CST until midnight on the 3rd.
- **February 2** Groundhog Day
- **February 4** Leadership Conference begins! Will you join me next year?
- **February 8** PCP spring mailing of The Look begins.
- **February 10** Early ordering of the new spring items begins for Stars who qualified Sept 16-Dec 15th and those who participated in PCP for spring.
- **February 14** Happy Valentine's Day!
- **February 15** President's Day. Postal holiday. PCP spring promotion begins. Ordering of the new items available for all consultants.
- **February 16** Spring promotion begins. Official on-sale date.
- **February 25** Last day of the month for consultants to place phone orders.
- **February 26** 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 must be received by today to count toward this month's production.



**SPARK  
A CHAIN  
REACTION!**

## Year to Date Retail Court

1	Miriam Johnson	\$3,662.50
2	Lisa LaMalfa	\$3,566.00
3	Carol Stone	\$3,558.50
4	Amanda Iler	\$3,288.00
5	April Aaron	\$2,922.00
6	Cris Olerich	\$2,367.00
7	Tiffany Anthony	\$2,326.00
8	Melissa Leedy	\$2,283.00
9	Danielle Borzor	\$1,820.50
10	Kelly Schadt-Kelly	\$1,373.00
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	Elizabeth Pyc	\$1,042.00
16	Kimberly Williams	\$1,024.00
17	Sandralee Elsenbroek	\$975.00
18	Jorayn Lundy	\$950.00
19	Diane Bryant	\$931.00
20	Tracey Reger	\$920.00

## Spring 2021 Program PCP Participants

Monique Papia

## Our Top 5 Wholesale Orders For December



Melissa  
Leedy



Miriam  
Johnson



Carol  
Stone



Cris  
Olerich



Maria  
Jannotti

## Top 10 Consultants Who Invested in Their Businesses in December

Melissa Leedy	\$689.00
Miriam Johnson	\$580.75
Carol Stone	\$396.75
Cris Olerich	\$296.50
Maria Jannotti	\$272.50
Danielle Borzor	\$233.50
Sandralee Elsenbroek	\$231.00
Elizabeth Pyc	\$230.50
Kimberly Williams	\$226.50
Kelly Hoehn	\$226.00

## Featured Product of the Month:

**NEW! TimeWise  
Replenishing Serum  
C+E, \$58**

Plus up the power of skin care  
with a daily dose of  
brightening vitamins.



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## Ask Yourself: Who Do You Know?

FORMER OCCUPATION:  
Operations Manager

*"It doesn't have to take  
a lifetime to accomplish  
your dreams. It takes a  
vision and a decision to  
go for it!"*

National Sales Director :  
Tammy Romage



# Our Unit At A Glance

## Senior Consultants

Amanda Iler\*

## Consultants

Ashley Buttner\*  
 Briseida Martinez Flores\*  
 Carol Stone  
 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 Hoehn  
 Kelly Schadt-Kelly\*  
 Kimberly Williams  
 Lisa LaMalfa  
 Maria Jannotti  
 Marie Achille\*  
 Megan Comer\*  
 Melissa Leedy  
 Miriam Johnson  
 Peggy Blackwell\*  
 Sandralee Elsenbroek  
 Sarah Haygood\*  
 Simone Montoute  
 Tiffany Anthony\*  
 Tracey Reger\*

## 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

Amanda Iler

\$9.04

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!



### January Birthdays

Ashley Buttner	01
Sandralee Elsenbroek	11
Amanda Iler	15
Kelly Hoehn	19
Maria Jannotti	30

### January Anniversaries

Audrey Pease	10
Kimberly Williams	2

"Our thoughts and imaginations are the only real limits to our possibilities."  
 ~Orison Swett Marden



## 2021 Jo's Dreams Regular Unit Happenings

Consultant Training  
Mondays @ 7-8pm  
zoom.us / code 528  
478 3269



Nighttime Facial Fun  
Thursdays @ 8pm  
zoom.us / code 750 123 9828



Career Chats  
Mondays @ 6pm  
zoom.us / code  
750 123 9828

IN-PERSON Recognition Event  
Last Saturday of Every Month  
@ 6pm / Locations TBD Monthly

PIC•COLLAGE

## Mary Kay Multi-Unit Monthly Motivation!

In-Person  
Special Event  
&  
Recognition  
Night



Last Saturday of Every  
Month @ 6pm

See You There!  
January 30th @ 6pm

Melissa's House  
28830 Falling Leaves Way  
Wesley Chapel, FL 33543

PIC•COLLAGE

## 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



# MARY KAY Clinical Solutions

## EIGHT WEEKS TO TRAIN YOUR SKIN

New to pure retinol? Mary Kay has designed an eight-week retinization protocol to help minimize potential discomfort from dryness and temporary redness that may occur when you first start using retinol 0.5.\*



**7+8**  
WEEKS

3x - 5x PER WEEK,  
FOLLOWED BY  
CALM + RESTORE  
FACIAL MILK,  
AS NEEDED

## EIGHT WEEKS TO AMAZING

For more information on usage and for Mary Kay recommendations, visit [marykay.com/clinicalsolutions](http://marykay.com/clinicalsolutions) or contact your Independent Beauty Consultant.

**5+6**  
WEEKS

2x PER WEEK,  
FOLLOWED BY  
CALM + RESTORE  
FACIAL MILK,  
AS NEEDED

**3+4**  
WEEKS

1x PER WEEK,  
ON THE SAME NIGHT,  
FOLLOWED BY  
CALM + RESTORE  
FACIAL MILK

**1+2**  
WEEKS

1x PER WEEK,  
ON THE SAME NIGHT,  
DILUTED WITH CALM +  
RESTORE FACIAL  
MILK

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Check out updates  
and new materials for  
the Mary Kay Clinical  
Solutions Retinol 0.5  
Set on Intouch!

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Members of the Mary Kay Independent Sales Force experienced incredible results after adding the Mary Kay Clinical Solutions® Retinol 0.5 Set to their Timeless Miracle Set 327 or Timeless Repair® Skin First Set. AFTER THEIR 12-WEEK, NONBLINDED CLINICAL STUDY, THEIR TAKEAWAYS WERE AMAZING!

"I've had more people comment, 'What did you do different?' than any time before!"

"I love the fact I look more perky, awake and alive."

"Every single day, my skin feels better than the day before. It feels fresher."

92% NOTICED IMPROVEMENT IN THE FIRST FOUR WEEKS\*

"It's a MUST-HAVE supplement."

"I had some brown spots. Those are gone."

AMPLIFY YOUR  
MARY KAY® REGIMEN.  
MARY KAY CLINICAL SOLUTIONS® RETINOL 0.5 SET

## AMPLIFY YOUR AGE- FIGHTING.

### INTRODUCING MARY KAY CLINICAL SOLUTIONS™ RETINOL 0.5 SET

If you're serious about taking care of your skin, you'll love this new serum powered by pure, potent, high-concentration retinol. It's the gold-standard ingredient dermatologists recommend for adults of every age to:

**PREVENT** signs of visible aging you can't see yet.

**REVERSE** advanced visible signs of aging.



### DID YOU KNOW?

Retinol can help you regain the collagen that your skin loses every year.

### SEE FOR YOURSELF!



## MARY KAY

MARY KAY  
CLINICAL SOLUTIONS™  
RETINOL 0.5 SET  
AT-A-GLANCE



## RETINIZATION TRACKER

### EIGHT WEEKS TO TRAIN YOUR SKIN.

As a first time user of pure retinol, Mary Kay's gentle retinization process is recommended for you. Follow the guidelines shown at right to maximize results while minimizing discomfort.



WEEKS 1 + 2	WEEKS 3 + 4	WEEKS 5 + 6	WEEKS 7 + 8
1x PER WEEK ON THE SAME NIGHT, DILUTED WITH CALM + RESTORE FACIAL MILK	1x PER WEEK ON THE SAME NIGHT, FOLLOWED BY CALM + RESTORE FACIAL MILK	2x PER WEEK, FOLLOWED BY CALM + RESTORE FACIAL MILK, AS NEEDED	3x - 5x PER WEEK, FOLLOWED BY CALM + RESTORE FACIAL MILK, AS NEEDED

### VISIBLY IMPROVES:

- Wrinkles
- Firmness
- Skin Tone

### AFTER 8 WEEKS:

OVER 100%  
IMPROVEMENT IN SKIN  
SMOOTHNESS

OVER 400%  
IMPROVEMENT IN SKIN  
RADIANCE

These data control for the effects of the placebo. \*Data based on a non-blinded clinical study. Mary Kay Clinical Solutions® Retinol 0.5 Set is recommended for use by women 30 and older. For more information, visit [marykay.com/clinicalsolutions](http://marykay.com/clinicalsolutions).

Consult your Independent Beauty Consultant for more information.

MARY KAY  
CLINICAL SOLUTIONS™  
RETINOL 0.5

01

MARY KAY  
CLINICAL SOLUTIONS™  
CALM + RESTORE  
FACIAL MILK

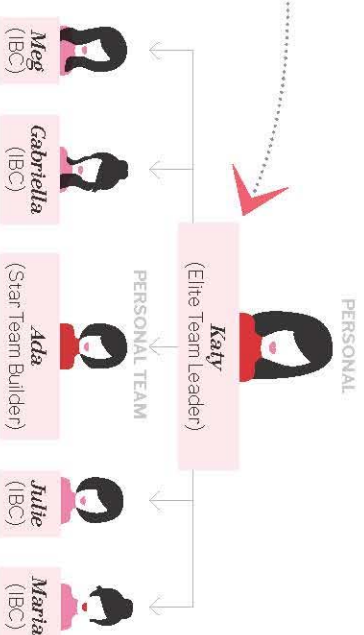
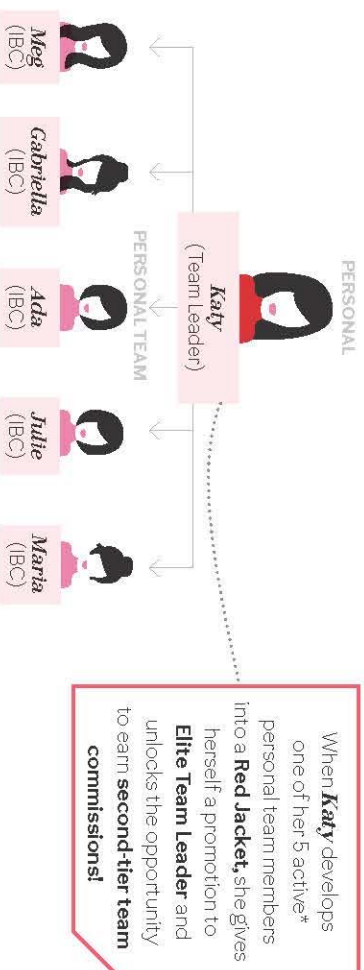
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# HELLO, SECOND-TIER COMMISSION!

## ELITE TEAM LEADER ENHANCEMENT



**Katy** qualifies as a Team Leader when she has 5 active\* personal team members.

### PERSONAL TEAM COMMISSION\*\*

In addition to her profit on personal retail sales, Katy is eligible for personal team commission.

- **9%** personal team commission can be earned on combined personal team wholesale Section 1 production in any calendar month when you are an active\* Team Leader.
- **13%** personal team commission can be earned on combined personal team wholesale Section 1 production when you are active\* and have **5** or more personal team members who place \$225 or more wholesale Section 1 orders in the same calendar month that you place a personal \$600 or more wholesale Section 1 order.

#### NOTE!

Katy can also become an Elite Team Leader when she has 8 or more active\* personal team members. When she develops her team this way, she is eligible for the 9% or 13% personal team commission, but she is not eligible for the 5% second-tier team commission.

\* An Independent Beauty Consultant is considered active in the month a minimum \$225 wholesale Section 1 order is received and accepted by the Company and in the following two calendar months.

\*\* Team Leaders and Elite Team Leaders must be active\* on the last day of the month to be eligible to earn commissions.

**Katy** qualifies as an Elite Team Leader when she has 5 active\* personal team members, 1 of whom is an active\* personal Red Jacket.

- **PERSONAL TEAM:** Meg, Gabriella, Ada, Julie and Maria.
- **PERSONAL RED JACKET:** Ada is an active\* personal team member and also Katy's personal Red Jacket (Star Team Builder).
- Ada's personal team is Jordan, Stacy and Annette. These people are members of Katy's second-tier team.

### NEW! SECOND-TIER TEAM COMMISSION\*\*

In addition to her profit on personal retail sales and **9%** or **13%** personal team commission, when Katy has 5 active\* team members, 1 of whom is an active\* personal Red Jacket, she can earn **5%** on her second-tier team's production.

- **5%** second-tier team commission can be earned when Elite Team Leader production is \$2,000 or more. Elite Team Leader production is a combination of her personal wholesale Section 1 production as well as her personal team production and second-tier team production.





# Addressing Recruits' Questions & Concerns

## Common Concerns Include:

- ◇ **I already have a full-time job.** Great! You have a lot of contacts for your first hostess! A lot of women sell Mary Kay products part-time for extra income.
- ◇ **I am too busy.** I'm a busy person, too, and that's why I chose you! Busy people make the best consultants. They are usually the most organized and get things done!
- ◇ **My children are too young.** You will love the flexibility this career offers. You schedule the hours you want to work.
- ◇ **I have never sold cosmetics.** If I could teach you to do exactly what I do, do you think you could learn, and then teach other women?

◇ **I think I will wait until...** With all our publicity, many women will want facials and want to hear about the Mary Kay opportunity. They could be YOUR customers and team members. Why wait?

◇ **I think I am too shy.** Perfect! This career will give you an opportunity to meet so many people. All you need to know is one person. That way, we can give her the personal attention she deserves.

◇ **I hate parties.** I understand. So do I. Isn't it great that we have skin care classes, and we limit our attention and attendance to six people?

◇ **I don't want to obligate my friends.** I know how you feel. But, I found that once my friends tried the

products, they thanked me for sharing with them. There are no finer skin care products on the market today. Your

friends will love the special attention you give them!

◇ **No money.** If I can show you how to take \$100 and turn it into \$500, or \$5000, could you find the \$100?

◇ **I'm afraid to ask people to have classes for me.** I know how you feel. I felt that same way, too. I found that training classes really helped me. After I had

read the training guide and gone to classes, I felt more confident to call my friends. Besides, you only want their opinions comparing Mary Kay to what they are now using. The facial is free!!

◇ **I can't be like you.** Great! We do not want you to be like me! But instead, be the best "you" that you can be! It takes all types to teach all types.

**The most important thing is to listen to your prospect & show her you care!**





# SOME SAMPLE VERBAL AFFIRMATIONS

- Fear does not live here with me.
- When the going gets tough, the tough get going.
- I am strong, confident, and capable.
- My dreams become reality.
- I dream. I believe. I receive.
- Every day and every way, by the grace of God, I am getting better and better!
- I feel Happy, I feel Healthy, I feel Terrific!
- I love and believe in myself.
- I believe in the woman I am becoming.
- After all, the mark of a person is not how far and how fast they run from their problems, but how well they meet, face, and deal with those problems each day...
- My possibilities are endless.
- I can, I will, and I'm going to succeed today!
- Daily I visualize the best version of myself and choose to show up as her.
- I am radiant, radiating women to me who book, buy, and sell the best brand of skin care and color cosmetics.
- I am a master booker, and I book \_\_\_\_ selling appointments each and every week.
- I am a booking machine— everyone wants to book a class with me. I sell basics and book classes from every class.
- I love the phone and am excited to get on it to book interviews and new selling appointments, service my customers, and work with my team.
- I am the type of person who goes over, under, around, & through any obstacle that gets in my way.
- I am brave, bold, and beautiful. I am talented and intelligent.
- I sell \$\_\_\_\_\_ in new sales each and every week.
- I book \_\_\_\_ interviews each and every week.
- I am grateful for what I have.
- I will not worry about things I cannot control.
- I personally interview \_\_\_\_ new team members each and every month.
- I personally sponsor new qualified team members each and every month.
- I love booking and holding skin care classes and interviews!
- I am consistent and persistent.
- I put our fantastic products on \_\_\_\_ new faces weekly.
- Great things never came from comfort zones, so I choose to step out of mine daily.
- It feels so great having a sharing check of \$\_\_\_\_\_ or more each and every month.

**I ENCOURAGE YOU TO  
PICK ANY OF THESE  
AFFIRMATIONS AND USE  
THEM DAILY FOR THE  
NEXT 21 DAYS. CALL ME,  
AND LET'S TALK ABOUT IT  
AFTER YOU COMMIT TO  
DOING THIS.**



# The Power of Focus

In *The Power of Focus* by Jack Canfield, Mark Hansen, & Les Hewitt, you'll find great tips on achieving your goals for this year. It's a great one to read if you are serious about making your dreams a reality this year. Their *Focusing Strategy #3: Do You See the Big Picture?* offers a Top 10 Goals Checklist, summarized below:

- 1. The most important goals must be yours.** Have you allowed your j-o-b or someone else to determine the goals for your job? When you let other people or society determine your definition of success, you're sabotaging your future. Decide now to create your definition of success, and stop worrying about what the rest of the world thinks.
- 2. Your goals must be meaningful.** Total commitment is a crucial ingredient if you want to be the best you can be. What's really important to you? What's the purpose of doing what you are doing? Your reasons for charting a new course of action are what give you the drive and energy to get up in the morning, even when you don't feel like it. Commit yourself now to creating goals that will guarantee your future freedom and success.
- 3. Goals must be specific and measurable.** One of the main reasons individuals never achieve what they are capable of is they never accurately define what they want. For example, what does it mean to say, "I want to be a success"? For some people that may mean staying at home with your children and paying for private school. For others that may mean retiring in 2 years. Each time you think you have set a goal, be more specific. Keep repeating this until your goal is crystal clear and measurable. Instead of saying, "I want to become a director," say, "I will become a DIQ by the end of next month by holding 5 interviews each week on Thursday 7-9, Saturday 2-4, and bringing 2 guests to each Monday Night Sales Meeting. I will hold 4 classes each week on \_\_\_\_, and will contact 2 prospects each day to meet new people."
- 4. Your goals must be flexible.** Giving yourself the freedom to change the timeframe or account for obstacles that happen along the way will help you reach each goal. If you don't have that flexibility, whenever something unexpected arises, you'll shut down and feel suffocated by life--which always has some curve ball to throw your way. Flexibility keeps your life and goal from getting boring along the way and can adapt as your vision for what you truly want expands or changes in some way.
- 5. Your goals must be challenging and exciting.** Many business owners start to stagnate or plateau after a few years in business. When your goals are challenging, you don't get bored. Create goals that get you so excited you can hardly sleep at night! Also focus on what you do best. It's exciting to think that you can hire someone else to do those things that you don't enjoy. Use that thought as motivation to get out the door--do what you love, and be able to hire someone else to do the rest!
- 6. Your goals must be in alignment with your core values.** There is no internal conflict when your goals are aligned with your values. In Mary Kay, all of our principles are founded on treating others the way you would like to be treated. When in doubt, or if you wonder if it's the right thing to do, then do something else.
- 7. Your goals must be well-balanced.** When setting goals to earn more money, pay down debt, or provide opportunities for your family, don't get off-balance. No one looks back and says they wish they had spent more time at the office. Working without balance creates burnout or illness. When you work to create a balanced life that brings fulfillment to each day, every part of your life will benefit!
- 8. Your goals must be realistic.** How often have you set a huge goal, gotten overwhelmed, and ended up shutting down completely instead of even starting? Time is the most important factor: Be realistic on how long it will take! By setting realistic goals, you'll begin, get better results, and achieve them in an acceptable amount of time. If you have a huge goal, it will realistically take more time. By breaking down exactly how you will book 5 new classes specifically (by making 25 booking calls over 3 hours on Tuesday from 7-8 and Saturday from 10-12), you will reap great rewards and build belief in yourself.
- 9. Your goals must contribute to society.** Along with financial contributions, it's important to give your time and your expertise. Mary Kay is founded on the Golden Rule & Go-Give, so these contributions come naturally! Giving unconditionally will always come back to you and keep you focused on others.
- 10. Your goals need to be supported.** There are three schools of thought when sharing your goals: 1) Tell the world- then everyone will be watching and you'll have to finish. 2) Keep it to yourself--actions speak louder than words. 3) Selectively share your dreams with a few people you trust. These are carefully chosen proactive individuals who will support and encourage you when the going gets tough- and is your option of choice.



MARY KAY

# SPARK YOUR BELIEF!

SPRING CONSISTENCY CHALLENGE

Jan. 1 – March 31, 2021



As Mary Kay Ash herself said, “If you believe it, you can achieve it.” And now is the perfect time to recommit to your goals by believing in your ability to book more parties, sell more product and help more teammates to be their best. It’s time to spark your passion for action!

And when you believe in your sales goals and achieve them, you could earn these ***Spark a Chain Reaction!*** Spring Consistency Challenge earrings by **R.J. Graziano!**

Independent Beauty Consultants and Independent Sales Directors who achieve the ***Spark a Chain Reaction!*** Challenge each month\* **from Jan. 1 through March 31** will receive these fashionable earrings, which coordinate with additional consistency challenge pieces this Seminar year!

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

## SPARK A CHAIN REACTION!

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\*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 contest achiever each month.

MARY KAY

# REIGNITE YOUR PASSION!

JANUARY

**WELCOME TO THE NEW YEAR!  
IT'S TIME TO REIGNITE YOUR  
PASSION FOR *MARY KAY*®  
PRODUCTS AND FOR PEOPLE  
WHO DRIVE YOUR SUCCESS.**

Make this the month that you take a fresh approach to building your business through holding amazing virtual parties, making customer service your focus for continued growth and helping team members start off the year with shared enthusiasm.

**And it all 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 January jewelry piece designed by R.J. Graziano. The January jewelry piece is a pair of designer-inspired earrings that can fashionably go from day to night. And these versatile earrings would look stunning with other *Spark a Chain Reaction!* jewelry pieces you have earned or could earn when you achieve your monthly production goals.



## SPARK A CHAIN REACTION!

\*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.

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





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**WORDS OF WISDOM  
BY MARY KAY ASH**

VISUALIZE A YEAR FILLED WITH  
ACCOMPLISHMENTS AND THE  
REALIZATION OF YOUR GOALS.  
FILLING YOUR MIND WITH  
POSITIVE EXPECTANCY AND  
FOCUSING ON WHAT YOU PLAN  
TO ACCOMPLISH PROVIDE  
ENERGY THAT MULTIPLIES WHEN  
YOU SET A DESIRED GOAL AND  
WORK TOWARD IT.



*Happy New Year!*

Get ready for your  
#BestSkinEver!!

Spark a Chain  
Reaction! Spring  
Consistency  
Challenge

This just in— MK now offers  
dermocosmetic skin care. The  
1st products to surface? MK  
Clinical Solutions Retinol 0.5 &  
Mary Kay Clinical Solutions  
Calm+Restore Facial Milk.  
Coming February 16—  
See Intouch for more details.

**SPARK YOUR  
BELIEF!  
BELIEF!  
BELIEF!**

**Elite Team Leader  
Enhancements**

Second Tier Team  
Commission now available!  
Earn new commission when  
you build with teams of teams!

