



# Jo's DREAMS

## NEWSLETTER

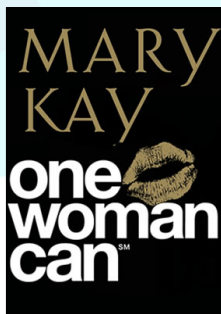


Living The Dream

November 2020 Unit Newsletter



**Carol Stone**  
Queen of Wholesale



**This Could Be You**  
Queen of Sharing



**April Aaron**  
Queen of YTD Retail

## Welcome New Consultants

Tracey Reger

*Sponsored By:*

Melissa Olsheski

## 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 |
|---------------|--------------------|-------------------|-------------------------|
|               | Cris Olerich       | \$614             | \$1,186                 |
|               | Danielle Borzor    | \$604             | \$1,196                 |
|               | Carol Stone        | \$502             | \$1,299                 |
|               | Ashley Buttner     | \$433             | \$1,367                 |
|               | Lisa LaMalfa       | \$408             | \$1,392                 |
|               | Tiffany Anthony    | \$391             | \$1,409                 |
|               | Marie Achille      | \$346             | \$1,455                 |
|               | Gina Desmond       | \$330             | \$1,470                 |
|               | Amanda Iler        | \$323             | \$1,478                 |
|               | Sarah Haygood      | \$269             | \$1,531                 |
|               | Chloe Bethel       | \$263             | \$1,537                 |
|               | Jennifer Malone    | \$248             | \$1,552                 |
|               | 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                 |
|               | Peggy Blackwell    | \$165             | \$1,635                 |
|               | Kelly Schadt-Kelly | \$89              | \$1,711                 |



**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.



**RADIATE WITH GRATITUDE.**

NOVEMBER



## From the Director's Chair

Dear Dream Members!

I am not sure I've ever been more grateful for my Mary Kay Career than this year. The support this company has shown us is remarkable. The support I've received from our unit, my sister directors, and our national area is unbelievable. I'm so thankful that instead of seeing each other as competitors for our customers, this sisterhood enables us to reach out, support each other, and find ways to help our business thrive through this difficult time. Not only that, but I know I will have many of my customers for life because they know I care about them and not just their money. I'm able to reach out and be an encouraging voice, offer an incredible opportunity, or at the very least an inexpensive pick-me-up during a difficult day with a new lip shade or with flawless skin on those days that their alarm didn't go off and they have a zoom call first thing!

I know so many of you have taken the time to reach out and show your customers that you are there for the long haul and care deeply for each of them. If you haven't, now is the time! We're all wondering what this holiday season will hold, and thank goodness we can offer our customers satisfaction-guaranteed gifts. Our fall, holiday, and winter products offer a fun variety for any customer's need, and our standard glamour looks offer the perfect holiday glamour look to help her feel like a million bucks on her video chats. Maybe she's even looking for more like a career opportunity, or the ability to earn free products as a virtual hostess or with outside orders. The point is, you'll never know what needs you could help with until you pick up the phone and call.

If you haven't visited Intouch and our Mary Kay Facebook pages lately, I highly recommend taking an hour to catch up. Mary Kay has some fantastic products for our MK Pink Weekend. Now is our time to OWN Pink!!! PLUS, there are some great Winter and Holiday sales tools, and you'll get up to date on all the new products. They have so many great ways to support your virtual presence through the #MK30Days Challenge, #MKPinkWeekend Instagram Giveaway, and all the Facebook Live Posts for ideas on how to shine this holiday season. PLUS, there are some really amazing sharing tools and bonuses you may not know about. This holiday we are all about RED! Becoming a Red Jacket, Raising Red Jackets on your team, and of course acting as Santa for your customers. November has a great theme: Radiate with Gratitude. I'm grateful for this opportunity, the women with whom I get to share it, and the amazing life Mary Kay has enabled me to live. I hope you can say the same. As we focus on friends and family more than ever this year, I'm so grateful that my Mary Kay friends have become my family. You ladies mean the world to me, and I hope this month is one of your best yet.

Love and Belief, Melissa

MARY KAY CELEBRATES



**WORLD QUALITY  
MONTH!**

**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:

- **Tuesday's at 6:30pm EST** Team Training & Guest Pampering at Pretty in Pink Studio
- **December 1:** Online DIQ commitment form available beginning 12:01am CST until midnight on the 3rd.
- **December 10:** First day of Hanukkah. Human Rights Day
- **December 15:** End of the Quarter 2 Star Consultant contest.
- **December 16:** Quarter 3 Star contest begins. PCP spring online enrollment begins for The Look.
- **December 21:** First day of winter.
- **December 24:** Christmas Eve! Company holiday. All company offices closed.
- **December 25:** Merry Christmas! All Company offices closed. Postal holiday.
- **December 30:** Last day of the month for consultants to place telephone orders
- **December 31:** New Year's Eve! Last day of the month for consultants to place online orders. Online agreements accepted until midnight. Last business day of the month. All orders and agreements submitted by mail must be received today to count towards 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  | Carol Stone        | \$2,765.00 |
| 4  | Amanda Iler        | \$2,674.00 |
| 5  | Miriam Johnson     | \$2,501.00 |
| 6  | Tiffany Anthony    | \$2,224.00 |
| 7  | Cris Olerich       | \$1,774.00 |
| 8  | Kelly Schadt-Kelly | \$1,373.00 |
| 9  | Danielle Borzor    | \$1,310.50 |
| 10 | Staci Jones        | \$1,220.00 |
| 11 | Gayle Marretta     | \$1,181.00 |
| 12 | Chloe Bethel       | \$1,052.00 |
| 13 | Jorayn Lundy       | \$950.00   |
| 14 | Tracey Reger       | \$920.00   |
| 15 | Judith Dusek       | \$908.00   |
| 16 | Melissa Leedy      | \$905.00   |
| 17 | Marie Achille      | \$902.00   |
| 18 | Ashley Buttner     | \$866.00   |
| 19 | Peggy Blackwell    | \$842.00   |
| 20 | Gina Desmond       | \$660.00   |

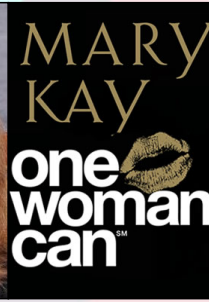
## Winter 2020 Program PCP Participants

Gayle Marretta  
Staci Jones  
Lisa LaMalfa

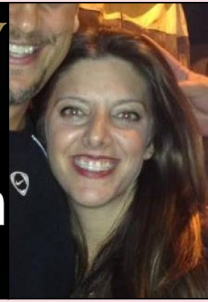
## Our Top 5 Wholesale Orders For October



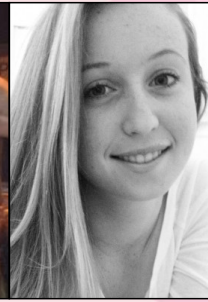
Carol  
Stone



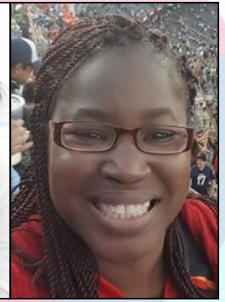
Tiffany  
Anthony



Amanda  
Iler



Chloe  
Bethel



Jorayn  
Lundy

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

|                 |          |
|-----------------|----------|
| Carol Stone     | \$449.00 |
| Tiffany Anthony | \$369.00 |
| Amanda Iler     | \$282.00 |
| Chloe Bethel    | \$263.00 |
| Jorayn Lundy    | \$237.50 |
| Tracey Reger    | \$230.00 |
| Gayle Marretta  | \$227.00 |

## Featured Product of the Month:

**NEW! Limited-Edition  
Mary Kay At Play Mini  
Matte Liquid Lip Color  
Kit, \$16 each**

Have the ulti-matte lip  
color experience with two  
kits featuring bold matte  
duos.



## Look Who Shared in October

Melissa Olsheski

# Our Unit At A Glance

## Consultants

Amanda Iler  
Ashley Buttner  
Bernadette Seguin\*  
Briseida Martinez Flores\*  
Carol Stone  
Cheryl Schubert\*  
Chloe Bethel  
Christine Riordan\*  
Cris Olerich  
Danielle Borzor  
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\*  
Lisa LaMalfa  
Lori Sanchez\*  
Marie Achille  
Megan Comer  
Melissa Leedy\*  
Miriam Johnson\*  
Peggy Blackwell\*  
Sandralee Elsenbroek\*  
Sarah Haygood  
Simone Montoute\*  
Staci Jones\*  
Summer Muhanna\*  
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



Many of us make our New Year's Resolutions only to have them dwindle from our dreams. Do you want a better future? More money? More time? More fun? Set a new year's resolution for yourself now...to make more money in less time next year! How??? Retailers do 50% of

their total year's business during the holiday selling season. We are retail. Even better!! Customers are out there waiting to spend their money, and we are selling the most amazing products with personal service!!! That is something to take great pride in. Seize this fabulous opportunity! Make it your goal to work this wonderful business with vigor. The best part of all...our customers are for life!!! If we make it our goal to push ourselves, really stretch like rubber bands, we will set ourselves up for a fantastic New Year!!! Now is Our Time to Own Pink!! Let's brand this season MK Pink!

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!



### November Birthdays

|               |    |
|---------------|----|
| Elizabeth Pyc | 11 |
| Marie Achille | 29 |

### November Anniversaries

|              |   |
|--------------|---|
| Andrea Henry | 2 |
| Lisa LaMalfa | 2 |

As simple as it may seem to be thankful, it usually takes a conscious effort and intention to make it a daily occurrence.



# 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

# The Power to Renew

WINTER  
2020  
LAUNCH

Reimagine who you *are* and  
who you *want* to be.

## REVOLUTIONARY SKIN CARE

Give skin a boost with a daily dose of  
antioxidants that brighten and renew.

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



## REDEFINING COLOR

Experience the ultra-matte liquid lip color kits that create a smooth,  
opaque finish.

**KIT 1: Nine to Five** (includes Red Envy and Taupe That)

**KIT 2: Night Out** (includes Red Alert and Berry Strong)

**NEW! Limited-Edition\* Mary Kay At Play® Mini Matte  
Liquid Lip Color Kit, \$16 each**

Achieve a seamlessly sculpted face with easy-to-use sticks.

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

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



## ILLUMINATING FRAGRANCE

An inspiring scent created for the woman whose influence  
will be felt forever.

**NEW! Mary Kay Illuminea™ Extrait de Parfum, \$70**

A fragrant indulgence that leaves skin irresistible to the senses.

**NEW! Limited-Edition\* Mary Kay Illuminea™  
Body Soufflé, \$30**



## HANDS DOWN ESSENTIAL

A year-round essential for all, especially necessary when  
gathering and traveling.

**NEW! Fragrance-Free Satin Hands® Shea Hand Sanitizer, \$8**

## POUCH PERFECT – FREE\* GIFT WITH PURCHASE

Travel-sized skin care sets will love these TSA-friendly pouches! This  
is the perfect gift with purchase of one of our qualifying go sets:

*Clear Proof The Go Set®, TimeWise Repair Volu-Firm The Go Set® or*

*TimeWise Miracle Set 3D The Go Set®.*

**NEW! Limited-Edition\* Mary Kay® Clear Travel Pouch Set\*, pk./2**



Spotlight  
On

## THE RADIANCE MAKER

Renew skin with replenishing hydration,  
leaving it luminous and radiant.

**TimeWise Repair® Lifting  
Bio-Cellulose Mask, \$70, pk./4**

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

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MARY KAY



# Are you in the Red Zone?



Now is the perfect time to share! Women are always looking for some extra cash, and they want a career that's meaningful! By focusing on providing opportunities for others, you'll see doors open for you! You can move on up this month by sharing the opportunity and getting in the RED ZONE! Stay focused, accept the challenge, and your future will hold a red jacket and lots of green cash, too!

**Have you made a commitment to move your business forward? You'll look so great in your new red jacket or director's suit! Will you choose to climb the career path?**

Decide on the goal. Put a date on it. Decide how many personal classes and interviews it will take to reach your goal. List booking, selling, & sharing appointments for the next 2 weeks. Get support systems organized and ask your family for help! Make a goal poster and post it in your office. Practice your positive affirmations.

*I know you can do it!*



## **\$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 2021 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 2021 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**





# Making Your Trunk Work for You: Hold Holiday Trunk Shows!

Set up appointments for your trunk show. Work to set them up before Thanksgiving, when the official shopping fever hits. Tell your customer, "I will be out and about the week of \_\_\_\_\_ to bring all the latest new products for you to see by appointment."

This is a great way to social distance but still invite a few friends. Ask her if she's comfortable inviting friends, neighbors, or others to join you. That way you will make better use of your time and meet new clients! Offer her hostess credit or a free gift as an incentive!

Play holiday music on your stereo for a holiday effect.

Bring a wide range of gifts if possible. They must be easy to transport so they will still look nice upon arrival! Make them sharp! Better to have a few great gifts and pictures of more options than to have a bunch of okay gift ideas. They won't mind ordering from a picture if they see your quality. Make sure to mention your free gift wrapping.

Collect at least 1/2 the money that day (plus tax), and set up an appointment to deliver all of the gifts together on the same day.

Bring samples of our Hand Creams, Eau de Toilettes, fragrances, and holiday line. These will be your top sellers!



## Make sure your car is stocked with:

- Our New Hand Sanitizer
- Samples of each of our fragrances & body care (especially Satin Hands Samplers)
- Look Cards
- PCP Gift to display
- Sales tickets and pens to take orders
- Coffee in a ziploc or tin to clear the senses
- Stocking stuffers
- Gifts to sell
- CDs to keep you motivated
- A list of customers' phone numbers to make calls when you have extra time
- Make sure you have these brochures: Hostess Brochures, Wish Lists, 12 Days of Christmas, Outside Order Sheets, Blank Business Letters & Sample Pictures, Holiday Glamour Tips, Look Books, Holiday Fun Packets, & SHARING INFORMATION!



MARY KAY

# RADIATE WITH GRATITUDE.

NOVEMBER

**IT IS SAID THAT GRATEFUL PEOPLE TEND TO EXPERIENCE A NUMBER OF BENEFITS, INCLUDING INCREASED HAPPINESS, IMPROVED HEALTH AND STRONGER RELATIONSHIPS.** Why

not use the month of November (Thanksgiving was Mary Kay Ash's favorite holiday) to practice gratitude?

When you connect with your customers and hostesses to let them know how thankful you are for their generosity, they may offer you the gift of loyalty as repeat customers or even team members!

**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 November jewelry piece designed by R.J. Graziano. The November jewelry piece is a gorgeous pair of gold-tone earrings with baguette crystal accents. These earrings are perfect worn alone and are sure to complement many of the *Spark a Chain Reaction!* jewelry pieces you could earn or have earned when you achieve your monthly product sales goals.



## SPARK A CHAIN REACTION!

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

\*The \$600 or more wholesale Section 1 order requirement per month can be placed in one single order or placed in cumulative orders, as long as the orders are placed in the same calendar month. Customer Delivery Service, Guest Checkout and EZ Ship order amounts also will count toward your \$600 or more wholesale Section 1 order requirement. You'll receive your jewelry piece inside your qualifying order. One jewelry piece per challenge achiever each month.

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**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

Appreciation is the oil that keeps the machinery of human relations working well, and they must have a positive can-do attitude and gratitude. Thank you combined with good service keeps those customers at your door.



## Social Scoop

- **#MK30Days Challenge:** As you know, November is a key selling month, and the November #MK30Days social media challenge is designed to support and help create sales force excitement around MK Pink Weekend (#MKPinkWeekend) on MK's Instagram channel. In this month's #MK30Days Social Media Playbook you will find a post suggestion for each day. Happy social selling!
- **#MKPinkWeekend Instagram Giveaway:** On Nov. 22 and 23, MK Instagram followers will be asked to participate in this giveaway, naming their favorite Mary Kay product and tagging their Consultant. 10 lucky customer winners will receive a \$100 eGift card, emailed to them just in time for #MKPinkWeekend. Their Consultant wins a \$100 eGift card too!
- **Nov. 24 Instagram Live with Luis:** Mark your calendar to watch Mary Kay Global Beauty Ambassador Luis Casco create the perfect pink look for #MKPinkWeekend. Catch the Instagram Live on Tuesday, Nov. 24, at 5 CT.
- **Mary Kay Digital Library:** The Digital Library offers hundreds of pre-designed, company-approved posts which are publish-ready for your Mary Kay Facebook business page. It has content you can post, save to your phone for later posting, or share via text.
- **Holiday 2020 Videos!** You'll find bite-sized videos to spur holiday sales and team-building.



November is World Quality Month, and we would be remiss to not take the opportunity to proclaim the quality of the Mary Kay brand in every facet of the business, right? That's why you are bound to see social media references. From formulation to social responsibility, our commitment to quality extends to every corner of our business ... and every corner of the globe. Mary Kay's commitment to quality extends far beyond products. We believe in quality manufacturing facilities, products, relationships, and so much more. For us, quality is the top priority in every part of our business!