



Jo's DREAMS

NEWSLETTER

My
Mary Kay
Moment!
CONTEST
APRIL 1 - MAY 12, 2020

Living The Dream

April 2020 Unit Newsletter



Staci Jones
Queen of
Wholesale



Staci Jones
Queen of
Sharing



Staci Jones
Queen of YTD
Retail



Welcome New Consultants

Ana Maria Hernandez

Sponsored By:

Melissa Olsheski

Krista Darby

Sponsored By:

Staci Jones

EMBRACE YOUR DREAMS!
CONGRATULATIONS
TO OUR QUARTER 3
stars!

~~Ruby~~
Melissa Olsheski

~~Sapphire~~
Staci Jones



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





From the Director's Chair

Dear Dream Members!

Wow, this month has been quite a ride! I have been so impressed with how you ladies are handling all that life has thrown at us. Sure, there are difficult days, and I'm

grateful our unit has been able to laugh and cry together through them. There have also been so many days of great strength, determination, and love. So many of you have taken the time to reach out to your customers and just let them know you are there. If you get an order, great, but ultimately you're just checking in on the people you care about. I know when someone does that for me, I've never forgotten it, and I know your customers feel the same way.

Many of you are asking, so where do we go from here? That answer may be different for each of us. I know for me, I'm making calls, building relationships, and getting to know my customers on a deeper level. We are beauty consultants, after all, and the best way we can consult is to really know what our customers want and need. One of my favorite ideas has been offering my customers Satin Hands at a discount. We're all washing like crazy, and that dries your skin. It's so nice to pamper ourselves and keep our hands healthy. That goes especially for all the nurses and those taking care of others right now. For other consultants, that may mean choosing to jumpstart your business. Maybe your other job is old hat or you find yourself looking for a new opportunity, only to realize you have it sitting right in front of you. Some of you may decide that directorship is right for you and, with this time to think, you've decided you love your MK business and want to go full time. I want to support you in any way I can. Let's schedule a call or video chat. If you prefer, pop me an email or text me.

I'm sure you've seen all the wonderful MK messages out there. We've always been focused on people and love rather than profits, thanks to Mary Kay Ash. I'm so grateful to be a part of this company. They've launched some great programs to go hand in hand with that like My MK Moment and all the ideas in the Digital Business Basics. You may not achieve every goal you set right now, but reaching out feels so much better than shutting down. As Gloria Mayfield Banks said in her inspirational talk, be "Stuck in Fear or Lavish in Love." I want to lavish my customers with all the love and kindness I can send their way right now. We'll never regret focusing on sharing joy and encouragement, so let's be that bright spot in someone's day and show how much we care.

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:

New Virtual Events! Please check our Voxer Group and Facebook Group for additional events!

Zoom Meeting Code 750 123 9828

- **Sunday Fun Days @7pm EST A Different Mask each Week**
- **Monday Bible Study with Melissa Noon EST Book-Group Hug by Christine Tate**
- **Thursday's @8pm EST Positive Possibilities-Business Opportunity**
- **Fab Fridays @4pm EST Beauty Product Show & Tell. New Products Every week**
- **May 1:** Happy May Day! Let's make this one of our best months ever! Online DIQ commitment form available beginning 12:01 am Central time until midnight on the 3rd.
- **May 5:** Happy National Teacher Day
- **May 7:** National Day of Prayer
- **May 8:** Summer PCP customer mailing of The Look begins (allow 7-10 business days for delivery). Early ordering of the new summer items begins for Stars who qualified Dec 16– March 15 and consultants who enrolled in the summer PCP mailing of The Look.
- **May 10:** Happy Mother's Day! PCP early ordering of the new Summer items begins for consultants who qualified during the Dec-March quarter and/or enrolled in The Look for Summer.
- **May 12:** Mary Kay's birthday! Have a party in her honor! Last day to participate in the Team Up for Women Campaign.
- **May 15:** PCP summer promotional early ordering begins for all consultants.
- **May 16:** Summer promotion begins. Official on-sale date. Ordering of the new items available for all consultants.
- **May 25:** Happy Memorial Day. All Company offices closed. Postal Holiday.
- **May 28:** Last day of the month for consultants to place telephone orders.
- **May 29:** Last business day of the month. Orders and agreements submitted by mail must be received today to count towards this month's production.
- **May 31:** Last day of the month for consultants to place online orders. Online agreements accepted until midnight Central time.

We're



Our Top 5 Wholesale Orders For March



Driven!



COME ALONG
FOR THE RIDE!

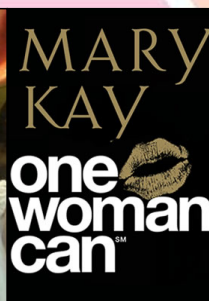
MARY KAY



Staci
Jones



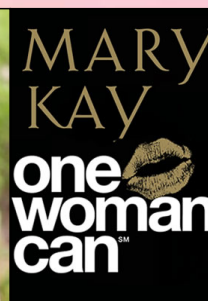
Cris
Olerich



Anna
Hutchinson



Melissa
Leedy



Peggy
Blackwell



Year to Date Retail Court

| | | |
|----|--------------------|-------------|
| 1 | Staci Jones | \$14,152.65 |
| 2 | Cris Olerich | \$8,879.00 |
| 3 | Ashley Buttner | \$4,182.40 |
| 4 | Lisa LaMalfa | \$3,789.00 |
| 5 | Melissa Leedy | \$3,505.00 |
| 6 | Peggy Blackwell | \$3,309.00 |
| 7 | Anna Hutchinson | \$2,934.00 |
| 8 | Amanda Iler | \$2,591.00 |
| 9 | Carol Stone | \$2,575.00 |
| 10 | Kelly Schadt-Kelly | \$2,517.00 |
| 11 | Simone Montoute | \$2,284.50 |
| 12 | Kimberly Williams | \$2,081.80 |
| 13 | Elizabeth Pyc | \$1,915.00 |
| 14 | Tiffany Anthony | \$1,871.00 |
| 15 | Irene Earley | \$1,854.00 |
| 16 | Ellen Smith | \$1,630.00 |
| 17 | Gayle Marretta | \$1,578.00 |
| 18 | Joy Valeski | \$1,531.00 |
| 19 | Marie Achille | \$1,500.00 |
| 20 | Monique Papia | \$1,445.50 |

Thank You Consultants Who Invested in Their Businesses in March

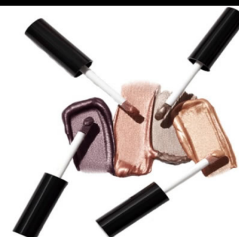


| | |
|-----------------|----------|
| Staci Jones | \$930.55 |
| Cris Olerich | \$857.00 |
| Anna Hutchinson | \$634.00 |
| Melissa Leedy | \$450.00 |
| Peggy Blackwell | \$286.00 |
| Lisa LaMalfa | \$277.00 |
| Ellen Smith | \$275.50 |
| Elizabeth Pyc | \$253.00 |
| Monique Papia | \$231.50 |
| Ashley Buttner | \$231.00 |
| Marie Achille | \$230.00 |

Featured Product of the Month:

Liquid Eye Shadow \$14 each

Light up your lids with pigment
-packed shades
that add instant intensity!
The creamy formula feels
delightfully decadent.
A doe-foot applicator creates
effortless eye looks. Available
in four stellar shades.



Summer 2020 Program PCP Participants



Staci Jones



Look Who Shared in March

| | |
|------------------|---|
| Staci Jones | 1 |
| Melissa Olsheski | 1 |



Our Unit At A Glance

Senior Consultants

Ellen Smith

Consultants

Amanda Iler
Ana Maria Hernandez
Andrea Henry*
Anna Hutchinson
Ashley Buttner
Brianna Riccardo*
Carol Stone*
Chloe Bethel*
Cris Olerich
Diane Bryant*
Elizabeth Pyc
Gayle Marretta*
Irene Earley
Jeanne Peterson*
Jennifer Malone*
JoAnn Kinard
Jorayn Lundy*
Joy Valeski
Kelly Hoehn*
Kelly Schadt-Kelly*
Kimberly Williams
Krista Darby
Leslie Oputa
Lisa LaMalfa
Lori Sanchez*
Marie Achille
Melissa Leedy
Monique Papia
Ola Ali*
Patricia Venable*
Peggy Blackwell
Sandralee Elsenbroek
Simone Montoute*
Staci Jones
Teresa Williamson
Tiffany Anthony*
Tracy King*
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 50% discount on your 1st red jacket order
- Earn a first-time \$100 Red Jacket bonus
- Receive \$50 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



Future Director

Requirements:

- You Must Be Active
- 8+ Active Personal Team Members

Benefits:

- Earn a 9%-13% personal team commission
- Receive \$50 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



#MKStandout Routine Challenge April 20 – 26

Show your customers, followers, and friends your personal Mary Kay skin care routine on social media! Practice your social skills by posting one skin care step each day for seven days in a row on Facebook, Instagram, or Twitter, or post on all three! Need help? You'll find daily post ideas online! Show off your true authentic love for Mary Kay skin care, and remember to use #MKStandout in every post!

Enter the My Mary Kay Moment Contest

April 1-May 12

The Mary Kay opportunity is a path paved with beautiful moments, whether it's the first time you were confident enough to speak in front of a group or that special moment when you gave your sister a makeover on her wedding day. Share your Mary Kay memories by submitting a photo with a caption during the My Mary Kay Moment Contest, and you could win big!

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!



April Birthdays

| | |
|---------------|----|
| JoAnn Kinard | 11 |
| Tracey Reger | 16 |
| Diane Bryant | 19 |
| Zain Hawamdeh | 22 |

April Anniversaries

| | |
|--------------------|----|
| Melissa Olsheski | 13 |
| Arisa Hill | 10 |
| Tiffany Anthony | 9 |
| Gayle Marretta | 9 |
| Tracy King | 7 |
| Amanda Iler | 5 |
| Joy Valeski | 3 |
| Stephanie Crawford | 2 |
| Leila Hudson | 1 |
| Chloe Bethel | 1 |
| Ola Ali | 1 |
| Marie Achille | 1 |
| Cheryl Pollock | 1 |

Let your **DREAMS** be bigger than your **FEARS**

My Mary Kay Moment!

CONTEST

APRIL 1 - MAY 12, 2020



You may have heard the saying, **"There is no force more powerful than a woman who is determined to succeed."**

I know our unit is filled with these type of women! We are reaching out and sharing love every single day. The company has done a great job of keeping us informed and providing so many digital assets to keep us connected and keep us motivated and even to give us the opportunity to sell when we can't get together face to face.

There are so many ways to look at this situation. I know we've all had moments where we shut down in fear. I also know so many of you have determined to call your customers and sister consultants to share love, kindness, and inspiration. Success can also be defined in many ways. It may not be selling as much product as you normally do— it may be developing deeper relationships with your customers. It may also be taking a chance and sharing the career opportunity with a friend who just lost her job. Remember, success is often three feet from where we decided to quit! Choose to reach out, reach up, and make each day the best you possibly can!

TEAM UP
for **WOMEN!**

Whatever the reason is that you are not reaching for what you really desire - it's probably because it will feel uncomfortable and unfamiliar - we are already in that zone right now with this virus threat. So, don't let the opportunity pass you by! Move in the direction of your **DREAMS!**
~Robyn Schiller



Never
give up because you
never know if the
next try
is going to be the one
that works.

Mary Kay Ash



Conquering a Selling Slump

by Dr. Sheila Murray Bethel

If things look especially bleak right now, try to remember that there is always a slump -- coming, going, or here and now. Slumps are a simple fact of life for everyone who sells. They are an inevitable part of the economic cycle, no matter how good you are, and no matter how hard you are working. Fortunately, a slump doesn't have to cost you time, anguish, or money. I have trained over 100,000 salespeople in the last twenty years. When I ask the high achievers what makes them successful, one of their top answers is that they understand slumps.

Seven Sure-Fire Steps to Slump-Breaking

All slumps, even those initiated by global disasters, come down to one thing: you & how you react.

- **Step 1: Stop.** After you've decided you're in a slump and identified a possible source of trouble, your first step is to do nothing. Stop. Break the circle. Give yourself a little space. Relax, pamper yourself, have some fun.
- **Step 2: Go back to basics.** Next, make a list of your basic selling skills, the automatic things that you are comfortable and happy doing. How can you apply these basic skills to your current situation? I love selling over the telephone -- telemarketing -- so I get out my client lead sheet, pick up the telephone, and start calling. The pleasure and momentum usually carries me right out of the slump. Don't try harder. The more you push, the worse it will get. I know. I've been there. Your goal is to ease up. Get the pressure off by using the pleasurable basic skills that make you feel like you're really accomplishing something.
- **Step 3: Don't judge yourself.** Even if some misguided soul once persuaded you that self-harassment is essential for success, firmly turn off any negative messages. You don't need them right now! Perpetuating the distress cycle is the worst thing you can do. Instead, do something positive.
 - Concentrate on some other parts of your life that are going well. (That's why it is important to have a life outside the office!)
 - Talk with a wise friend who can offer a more detached overview of the situation and give you some perspective.
 - Gain more perspective through new knowledge -- read, attend seminars, talk to new people with different viewpoints.
 - Stop criticizing. Be kind to yourself.
- **Step 4: Stop competing with others.** Compete only with yourself. Ask yourself, "How much better can I be this week/month/year than I was the last one?" Act systematically to build on what you already have instead of reacting to what others are doing.
- **Step 5: Practice positive self-talk.** All sales people love to share war stories. It seems a harmless enough pastime, and you may even feel you are ridding yourself of negativity with this litany of horrors. But your subconscious mind hears your fish stories and files them away for later playback. If you say, "I'm just no good. Terrible day. Terrible product. Terrible company," your subconscious mind says, "Well, it must be true."
- **Step 6: Don't make decisions.** However tempting it may be to try to break out of your vicious circle by doing something wildly different, don't make any major decisions when you are distressed. I've learned over and over that when we are in a selling slump, our judgment is not always accurate.
- **Step 7: Go see some happy clients.** This is a fun one. Drop in on a customer who likes you. Guess what they do? They say nice things to you: "This is a great product. You made things better for me." There you were, doubting yourself, doubting your company, doubting your product. Then you hear someone else saying good things and your subconscious mind says, "Well, maybe I'm not so bad."

When you've broken out of your own stress-depression cycle, you are ready to assess the facts and fallacies of what's really happening. If a shifting market or economic downturn has triggered a real industry-wide or national slump, you are now in a powerful position, ready to counsel your clients and guide your business through the crisis. You have conquered the selling slump.



*Everything we do is
with a desire to
help women feel
beautiful
inside and out.*



My Mary Kay Moment!

CONTEST
APRIL 1 – MAY 12, 2020

Enter the *My Mary Kay Moment* Contest.

The Mary Kay opportunity is paved with beautiful moments. And we'd like to see yours! Whether it's the first time you spoke in front of a group, the day you drove your newborn home in your Mary Kay Cadillac or that dream trip – share your memories by submitting a photograph with a caption.

Twenty (20) Grand Prize winners will receive:

- Seminar 2020 registration fee.
- \$1,000 spending money.
- An assortment of *Mary Kay*® products.
- A *Mary Kay*® makeover and photo shoot for the opportunity to be featured in a national advertisement.

We want to see your awe-inspiring moments. Laugh-inducing learning experience moments. And life-changing aha moments.

To enter and for official contest rules, go to: marykay.com/mymkmomentcontest

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MARY KAY®

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APRIL

be
a people magnet.

When you share a smile and make people feel good about themselves, they want to be in your presence.

Be a People Magnet! Earn the April earrings in the **You Can Do It! Challenge**.

It all starts with setting and achieving a retail selling goal to support a \$600 or more monthly wholesale Section 1 order. Each month during the 2019 – 2020 Seminar year that an Independent Beauty Consultant places a cumulative \$600* or more wholesale Section 1 order, she can earn a monthly jewelry piece from the must-have **You Can Do It! Challenge Collection** by R.J. Graziano. That \$600 wholesale Section 1 order a month could be just what you need to help you achieve other Mary Kay challenges, too, like earning quarterly Star Consultant status or crossing the Seminar stage in the Queen's Court of Personal Sales.



Everyone is
buzzing about
the **You Can Do It!**
Challenge!



Mary Kay Ash always
believed a woman could do
whatever she put her mind to.
And we know
You Can Do It! too.

Go to **Mary Kay InTouch**[®]
for complete challenge
rules and details.

you can

do it 
MARY KAY

*The \$600 or more wholesale Section 1 order requirement 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 will also count toward your \$600 or more wholesale Section 1 order requirement. You'll receive your jewelry inside your qualifying order. One jewelry piece per achiever each month.

A close-up photograph of several white peonies with lush, ruffled petals, resting on a rustic wooden surface. The flowers are in various stages of bloom, with some showing hints of pink at the base of the petals. The wood grain is visible, adding a natural, textured background to the scene.

HANDLING CHALLENGES

HERE ARE SIX TIPS TO HELP YOU HANDLE THE CHALLENGES THAT COME ALONG AS YOU JOURNEY TOWARD BALANCE.

1. **Use your gut as your guide.** Often we look to someone or something external to guide us through life's bigger challenges. Tap in to your own power, and use your gut (not your head) as your guide. Sure, you can use your knowledge, but try not to overthink or overanalyze anything. Your gut is an amazing guide.
2. **Turn to your support team.** Reach out to your supporters as you confront your obstacles. Your support team may have advice or may help you open your mind to strategies that may work for you. Even when your supporters don't have answers, they can listen.
3. **Flip your focus.** It's normal to focus on problems, but it's not very helpful. Instead, try to flip your focus to what you can control and what you can do for yourself or others. If you know of a family in need of food, for example, order a meal, dessert, or gift basket for them. This will help take the focus off the stress in your life and fill you with good spirit.
4. **Stop trying to solve the problem.** When you focus really hard on solving a problem, you magnify it to the point that it's all you can think about. Paradoxically, sometimes the more you think about a problem, the harder it is to solve. Instead of fixating on what's wrong, shift your focus to all the good things going on in your life. For example, if you feel desperate to lose weight, try to put aside thoughts about calories and pounds and instead delve into something completely different and wonderful--reconnecting with friends, doing a favorite activity, volunteering to help others, and using your unique gifts to make a difference in the world. When you get totally wrapped up in living your life, your problems often take care of themselves.
5. **Let your vision propel you forward.** When no clear answer is presenting itself, go back to basics--your vision, your faith, and your core values. Think about your vision for your life, and let God guide you. If you lose your job, you can react by frantically applying for every job under the sun, whether you're really interested in it or not. Or you can spend some time really thinking about your vision for a happy, satisfied life. What are you doing in that vision? How are you spending your days? Once you have a really good sense of your vision, it will help guide your next steps in a calm, mindful way.
6. **Believe that somehow this will teach you something.** Almost every problem, difficulty, and negative experience has hidden lessons that help you benefit and grow--eventually. Believing that there's a lesson in every challenge helps make the challenge a bit easier to bear. Go back to other tough times in your life and look at the knowledge you gained from them. Then, have faith that you will someday learn from what you're coping with today. Trust that no matter how hard a problem is, you will grow from having faced it.

Shared from: Balance Your Life, Balance The Scale: Ditch Dieting, Amp Up Your Energy, Feel Amazing and Release the Weight By: Jennifer Tuma-Young



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Return Service Requested



**Words of Wisdom
by Mary Kay Ash**

*IT'S NOT SO MUCH
WHAT HAPPENS TO US
AS HOW WE REACT TO
WHAT HAPPENS THAT
MAKES THE DIFFERENCE.*



Gloria May Banks Family Watch Party tips

WHAT I KNOW FOR SURE:

- ⇒ People want what we have!
- ⇒ People are still buying!
- ⇒ When they hear from us, they feel better. A smile goes on their face, and they like to know it's okay.
- ⇒ I need you to know it is a balance, but you're capable of the balance. Of doing the love you have for people, the empathy you have for people, the connection you have for people and your business.
- ⇒ Small businesses are important, & that's the category we operate best in.
- ⇒ The company is prepared. They are working so hard to support us. And we're going to work hard to support our businesses and the customers and the new customers that depend on us.
- ⇒ We will focus on giving joy, as much as possible, every single second that we can.

Did you miss the Family Watch Party or Super Summit? No worries! Just check them out on Mary Kay Intouch.

**Rock It in Red
Challenge**

When you add three or more Great Start-qualified new personal team members from April 1–June 30, you'll receive these rewards:

- ✍ A new red jacket in the design of your choice at no cost!
- ✍ An invitation to the Prize Party at Seminar 2020.

