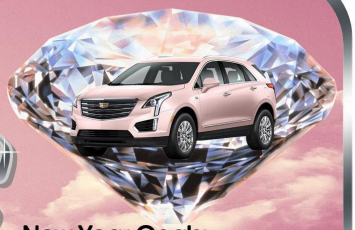
Pink Dreams



Independent Sales Director
Sherry Bailey-Marino

New Year Goals:
Spark A Chain Reaction
75 Consultants
5 Red Jackets
5 ALL-STAR Star Consultant Achievers

Newsletter - October 2020 **Results - September 2020**

MAKE WAVES OF CHANGE!
OCTOBER

Sparkle On!

The **October jewelry piece** is a gorgeous link necklace. This necklace is perfect worn alone and sure to complement many of the *Spark a Chain Reaction!* jewelry pieces you could earn in the future!

Make Waves of Change!

See how you could single-handedly *Spark a Chain Reaction!*

Each month during the 2020-2021 Seminar year that an Independent Beauty Consultant places a cumulative $600* or more wholesale Section 1 order, she can earn an ultramodern monthly jewelry piece from the **Spark a Chain Reaction! Challenge Collection.**

SPARK A CHAIN REACTION!

Double Credit Promotion

DOUBLE CREDIT is yours for the taking when you work your Mary Kay business full circle! Oct. 1–31, you have the chance to earn double credit toward the Seminar 2021 Queens' Courts of Personal Sales, Queen's Court of Sharing and Circle of Achievement or Circle of Excellence. Don't miss this opportunity!

**Check InTouch for details!*

STAR CONSULTANT ON TARGET

Consultant Name	Current Wholesale Production	- Needed for next star - Sapphire	Ruby	Diamond	Emerald	Pearl
Pamela Goodrich	$1020.50	$780	$1380	$1980	$2580	$3780
Sherry Griffie	$651.00	$1149	$1749	$2349	$2949	$4149
Gail Harned	$438.50	$1362	$1962	$2562	$3162	$4362
Sharon Liebe	$432.50	$1368	$1968	$2568	$3168	$4368

CONGRATULATIONS

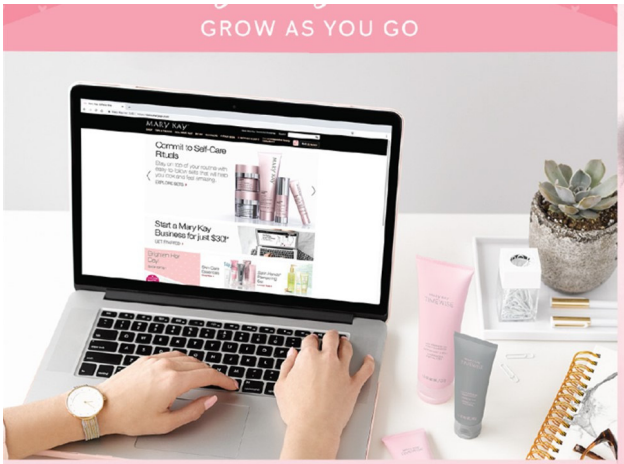
on investing in your business last month!

**Spark a Chain Reaction* winners are bolded

Arnettie Rix	**$1331**
Latoria Hillard	**$937**
Diane Roberson	**$850**
Stephnia Campbell	**$608**
Michelle Phillips	$496
Donna Bradshaw	$355
Anika Williams	$263
Thelma Baptist	$260
Toni Thomas	$254
Elois Ellis	$227
Teresa Sellars	$65
Toni Bowe	$35

Welcome to our team!

New Consultant	From	Recruited by
DeAndrea Fontaine	Katy, TX	Diane Roberson



COURT OF PERSONAL SALES

Seminar 2021

Achieve at least $40,000 in Retail production during the contest year 7/01/2020-6/30/2021 & earn your Diamonds

Consultant Name	YTD Total
1. Latoria Hillard	**$5772.80**
2. Diane Roberson	**$5245.00**
3. Stephnia Campbell	**$4798.00**
4. Arnettie Rix	**$4115.00**
5. Michelle Phillips	**$2317.00**
6. Donna Bradshaw	**$2034.50**
7. Toni Thomas	**$1578.00**
8. Holly Larcher	**$1506.00**
9. Thelma Baptist	**$1440.00**
10. Vivian Sanchez	**$1347.00**
11. Leticia Galvan	$919.00
12. Elois Ellis	$910.00
13. Alexis Gwin-Miller	$602.00
14. Nadeen Smith	$585.00
15. Teresa Sellars	$576.00
16. Toni Bowe	$521.00
17. Kimsey Cooper	$516.00
18. Anika Williams	$490.00
19. Marilyn Miller	$466.00
20. Vanissa Young	$454.00

COURT OF SHARING

Seminar 2021

Qualify for your Diamond Bumble Bee from Mary Kay Inc. by reaching 24 Qualified New Recruits 7/01/2020-6/30/2021

Consultant Name	Seminar Qualified Recruits	Earned Commissions
Latoria Hillard	1	$38.52

Barcelona & Mallorca
2021 TOP SALES DIRECTOR TRIP

Always shoot for the moon...
you'll land among the STARS

TEAM BUILDING

TEAM LEADER

Phyllis Kobel

STAR TEAM BUILDER

Gayle Reid

SENIOR CONSULTANTS

Candy Kruske

Antoinia Bonkowski

Debra Kruske

Carol Nelson

Donna Galliher

Brenda Burmeister

'Tis the Season to Team-Build

Now is a great time to grow your team!

1. Have the right mindset. You have an amazing opportunity to share. So be bold, courageous and confident in your business, and share the opportunity with others. This is what gets others excited to do what you do.

2. Cast a vision. At every party, cast the vision of how the Mary Kay opportunity can make dreams come true. Invite your guests to start dreaming again. What do they want? A little extra money? A new career? You can have the key to their dreams.

3. Be the gift. Let the opportunity you offer be a gift to your customers. This is a great time of year to start a business and earn that extra holiday money while helping friends and family find the perfect gifts on their lists. Plus, starting a new business NOW means they'll be running strong by the new year.

DIQ

- 10+ Active Team Members

ELITE TEAM LEADER

- 8+ Active Team Members
- 9-13% Team Commission
- $50 Team Building Bonus
- Eligible to earn the use of a Car

TEAM LEADER

- 5-7 Active Team Members
- 9-13% Team Commission
- $50 Team Building Bonus
- Eligible to go on-target for Car

STAR TEAM BUILDER

- 3-4 Active Team Members
- 4-8% Team Commission
- $50 Team Building Bonus
- Eligible to wear Red Jacket

SENIOR CONSULTANT

- 1-2 Active Team Members
- 4% Team Commission
- $50 Team Building Bonus

my quarterly star consultant success sheet

My goals this quarter: Wholesale Section 1 Orders _____ + New Personal Team Members* _____ X 600 = _____ = Total Quarterly Contest Credits _____

The prize I'll earn this quarter: _____

I'll enter my goals on the top right. Then track my achievements each week and each quarter below.

starweekchart

Week	Retail Sales	Wholesale Orders†	New Personal Team Members*	Contest Credits†
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				
11				
12				
13				
Totals:		$	+ =	

†A minimum of $1,800 in wholesale Section 1 orders is required to participate in the quarterly Star Consultant program and to earn contest credits.

my plan of action

Number of bookings _____ Number of NEW customers/wk. _____ RETAIL sales/wk. _____ WHOLESALE Section 1 orders each month _____

I'll Be an *All-Star*!

Star Consultant Yearlong Consistency Challenge

Year-End Goal: $7,200 wholesale plus team-building credits
(Please check box.)

☐ $7,200 Sapphire ☐ 9,600 Ruby ☐ 12,000 Diamond ☐ 14,400 Emerald ☐ 19,200 Pearl

Achievement Category	2018 — 2019 Quarters				Year-End Total
	1	2	3	4	
Contest Credits					
Star Earned					

*You will receive an additional 600 contest credits for each new personal team member whose Independent Beauty Consultant Agreement and cumulative $600 or more in wholesale Section 1 order(s) are received and accepted by the Company in the contest quarter.

New Team Members* / Orders

1 _____ / _____
2 _____ / _____
3 _____ / _____
4 _____ / _____
5 _____ / _____
6 _____ / _____
7 _____ / _____

Sure-Fire Ways to Achieve this Year's *All-Star Consistency* Challenge!

Mary Kay once said that in order to reach your potencial, "you need an intelligent plan of action with challenging, but always realistic, goals." When you have a goal in mind, you're bound to stay on track and see it to the finish line - plus, it's good practice to (successfully) end what you started, right?

Setting goals will also help you stay consistent in your Mary Kay business - having something to strive for all the time helps your work ethic improve! So, keeping consistency and goals in mind, we're throwing another consistency challenge your way - get ready to set those goals!

Here's the challenge: Independent Beauty Consultants and Independent Sales Directors who achieve Star Consultant status all four quarters, and meet the total year-end minimums, will receive special rewards at the end of the Seminar year - one of these prizes is the coveted Ted Baker Bobble Wallet!

This challenge, of course, requires consistency - consistently placing a minimum order of $600 wholesale Section 1 order(s) each month! So, how do you do it, month-after-month, and achieve your goals? Here are three ways to keep your business consistent:

1. **Throw a set number of virtual parties a month:** you're bound to get amazing traction, and face-to-face interaction with your customers never gets old! You can show confidence through your pitch and sell your belief in your favorite skincare and makeup products directly to your customers!

2. **Get yourself an accountability partner:** it can be anyone from your sister sales force or your personal circle of friends and family! But, share your goals with them at the beginning of each month and ask them to help you drive your ambition home! They can help keep you on track. The advantage of having your accountbility partner be someone from the Mary Kay sales force is that they'll share similar goals to you!

3. **Break your end goal down into activities:** you want to place a minimum of $600 wholesale Section 1 orders in this month, right? So, what actions will get you there? Virtual parties and new recruits? You've got it - let's add those to your plan for the month!

Take advantage of some of the invaluable resources and education at your fingertips by using the Intouch site to assist you in reaching your goals!

Now you know how to get consistent in your Mary Kay business - you're just three steps away from being a consistent All-Star and enjoying the perks of it all!

Don't forget to visit InTouch® for full details on the challenge!

Steps to become a Star Consultant

Step 1

Build Your Customer Base!
Spread the word about your business in your social groups -your reading club or yoga class (how about both?)! With hard work and consistency, it's easy to ace!

Step 2

Place Your Orders!
The word is out, and you're now a popular Independent Beauty Consultant! Start placing those orders to service ALL your customers! Keep that $600 goal in mind!

Step 3

Cheer on Your BFF!
Who doen't want to work with a best friend? Now that yours is on board, get her acquainted with best practices, and amazing products. Encourage her to build her customer base and place cumulative orders to $600 for the month! You do the same, and now you're at $1,200 in cumulative orders!

Step 4

Network Your way to Success!
It's month 3 and your business is growing! You are continuing to build your customer base and are networking the business. Remember, when you have three months of $600 orders, you will have a total of $1,800 in cumulative orders for the quarter!

Congratulations!

Earning Star Consultant Status!
Congratulations! You're 3 months into your business and already a Star Consultant! Now keep the momentum going and set an example for your peers - spark a chain reaction!

=2,400
MK Total
Rewards Points

Disclaimer: This example is just one of THE many ways you can become a Star Consultant. You can always personalize your journey based on how you like to conduct your business.*

MARY KAY®

1 MILLION

Hostesses Challenge

IT'S TIME FOR PRIZES!

Be a hostess this month, and we'll both have a chance to earn a prize!

Mary Kay is challenging the independent sales force to collectively have 1 million hostesses this month. All you need to do to be considered a hostess is have at least three people attend my *Mary Kay*® party.

Contact me to sign up as a party hostess this month!

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October DOUBLE CREDIT PROMOTION

YOUR EFFORTS THIS MONTH COUNT DOUBLE TOWARD SEMINAR AWARDS 2021 PRIZES AND RECOGNITION.

How It Works:

For Independent Sales Directors and Beauty Consultants:

Queens' Courts of Personal Sales. Earn $1 in Seminar bonus credit for each $1 in estimated personal retail production in October - **up to $4,000 Seminar bonus credit.**
Do the math: $13,000 monthly estimated retail max + **$4,000 bonus** = **max of $17,000.**

Queens' Courts of Sharing. Earn double credit for **up to six *Great Start*-qualified new personal team members** whose Independent Beauty Consultant Agreements are received and accepted by the Company Oct. 1-31, 2020.
Do the math: 13 ***Great Start*-qualified** monthly cap + six ***Great Start*-qualified** = **max of 19 *Great-Start*-qualified new personal team members.**

For Independent Sales Directors:

Circles of Achievement and Excellence. Earn $1 in unit Seminar bonus credit for each $1 in estimated unit retail production received and accepted in October - **up to $40,000 in unit retail Seminar double credit.**

MARY KAY

MAKE WAVES OF CHANGE!

OCTOBER

You may be one person on this enormous planet, but you can single-handedly ignite life-transforming changes.

When you share *Mary Kay*® products and build teams, you can let everyone know they are supporting a Company that gives back, founded by a woman who had a heart for helping others. Who wouldn't want to be part of that?

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 October jewelry piece designed by R.J. Graziano. The October jewelry piece is a gorgeous link necklace. This necklace is perfect worn alone and is sure to complement the *Spark a Chain Reaction!* jewelry pieces you could earn when you achieve this production goal in the months ahead.

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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BEAUTIFUL SIMPLICITY 5-MINUTE LOOK

Ask your customer...

How much time do you have to get ready? Only about five minutes. I have so much to do every morning just to get out the door.

How much color makeup do you like to wear? I like to wear light, natural-looking makeup.

How do you want to look when you're finished? Fresh and natural, like I'm not wearing much or any makeup.

When your skin hasn't seen the sun in months, a flash of peachy blush is just the thing your complexion needs. Paired with a coordinating lipstick, you can wake up your makeup!

Eyes

- *Mary Kay Chromafusion*™ Eye Shadow in Moonstone
- *Mary Kay Chromafusion*™ Eye Shadow in Rose Gold
- *Mary Kay*® Eyeliner in MK Deep Brown
- *Lash Intensity*® Mascara in Black

Lips

- *Mary Kay*® Lip Liner in Coral
- *Mary Kay*® Gel Semi-Shine Lipstick in Sunset Peach

Cheeks

- *Mary Kay Chromafusion*™ Blush in Juicy Peach

October Celebrations!

Birthdays	Day	Anniversaries	Year
Shanada Moss	9	Beth Kohute	1
Sharynel Quinones	11	Mary Kay Peters	1
		Danielle Hauer	1

Independent Mary Kay Sales Director
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Words of Wisdom

Some people drift through their entire lives. They do it one day at a time, one week at a time, one month at a time. It happens so gradually that they are unaware of how their lives are slipping by them until it's too late. On the other hand, with direction you feel good about yourself. People are happiest when they have goals, small and large, because they can look foward to attaining them.