



Director Marita McCafferty

Dynamite Unit



SPARK A CHAIN REACTION!

JULY 1, 2020 - JUNE 30, 2021



FIRE UP YOUR GOALS!

MARCH

Congratulations Achievers!



Maribeth Kelly-Mojica



Dolores Morroni



Marita McCafferty

On-Target Stars

****4th Quarter ends June 15th ****

Name	Contest Amount	Current Won to Date	Needed for Next Star
Dolores Morroni	\$1,596.50		\$203.50
Michele Bernauer	\$432.50		\$1,367.50

Set Your Sights on STARDOM this quarter!



Logon to InTouch to see all of the amazing prizes!!

Sapphire ★ 1.800
 Ruby ★ 2.400
 Diamond ★ 3.000
 Emerald ★ 3.600
 Pearl ★ 4.800



Spring Consistency Challenge
Jan * Feb * Mar

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

Congratulations Maribeth Kelly-Mojica, Dolores Morroni, & Marita!

They achieved the Spring Consistency Challenge!



April Spark

FUEL YOUR CONNECTIONS!
APRIL

Place \$600 in cumulative wholesale orders April 1-30 and get this chain bracelet!

The Ultimate Unit



DIQ



Position Available!

Elite Team Leader

8+ Team Members



Position Available!



Position Available!

Team Leaders

5-7 Team Members



Position Available!



Position Available!



Position Available!



Star Team Builder

3-4 Team Members



Position Available!



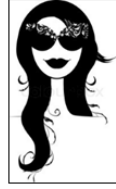
Position Available!



Position Available!



Position Available!



Position Available!

Senior Consultants

1-2 Team Members

Danielle Berkenbaugh	Barb Dickson	Maribeth Kelly-Mojica	Cathy Larkin	Iris Morales
Dolores Morroni	Candida Taylor	Pat Varrone	Position Available!	Position Available!

Dates Ahead

Dynamite Unit Meeting schedule
 5/3...Zoom
 5/10...Meeting at Marita's 6:45
 5/13...Peek into pink
 5/17...Zoom meeting 6:45
 5/19...Zoom guest event
 5/24...Meeting at Marita's 6:45
 5/27...Valerio Area game night
 5/31 No meeting..holiday
 6/1..zoom meeting

After 5/3 new zoom link will be sent for meetings

4/30...Last day of the month to place order
 5/31...Last day of the month to place order

Seminar 2021
 Virtual
 August 19th-21st
 More details to come!

'Love' Checks

4% Commission	
Cathy Larkin	\$18
Danielle Berkenbaugh	\$17
Pat Varrone	\$12

(Commissions of \$10 and up)



How do you earn Commission??

- 1-2 active team members = 4%
- 3-4 active team members = 4-8%
- 5+ active team members = 9%
- 5+ team members who place \$225+ w/s ea. in a month & you place \$600 w/s = 13%

BUILD YOUR TEAM ON THE

DOUBLE



APRIL 2021 DOUBLE TEAM-BUILDING BONUS APRIL 1-30



team-building bonus will be doubled. That means instead of receiving \$50, you will receive \$100! It's a great time to share the Mary Kay opportunity with potential new team members.

See InTouch for details.

Pink Investors

These consultants invested in product last month!



Dolores Morroni
 Maribeth Kelly-Mojica
 Peggy Smith-Dobbs
 Candida Taylor
 Marlene Phillips
 Pat Varrone
 Lori Moore
 Kelly Bennett
 Paulette Bahar
 Maureen McNiff

Sharon Gayser
 Maranda Moreland
 Michele Bernauer
 Lisa Chapman
 Joan Doyle
 Barbara Dickson



Celebrate!

May Birthdays	Day	May Anniversaries	Year
LeeAnn Rooney	3	Barbara Dickson	23
Jo'Anne Every	29	Iris Morales	13



Sensational Sellers

Based on Weekly Accomplishment Sheets

Dolores Morroni

Facials - \$6
 Web Sales - \$518
 Reorder - \$1716
 High week - \$741, 537, 349, 315, 266

Seminar Awards 2021



July 1, 2020-June 30, 2021

YTD Court of Sales

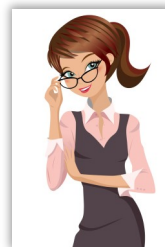
MK: \$40,000 retail * Area: \$20,000 retail



1. Dolores Morroni \$18,554.00
2. Maribeth Kelly-Mojica \$13,173.00
3. Peggy Smith-Dobbs \$10,629.00
4. Candida Taylor \$5,214.00
5. Danielle Berkenbaugh \$5,027.00
6. Pat Varrone \$4,487.00
7. Elana Sloan \$3,718.00
8. Joan Doyle \$3,715.00
9. Dawn Patterson \$3,510.00
10. Cathy Larkin \$3,183.00

YTD Court of Sharing

MK: 24 Qualified * Area: 10 Qualified



1. You this month! 1Q

"Success seems to be connected with action. Successful people keep moving. They make mistakes, but they don't quit."

-Conrad Hilton

mother's day

marketing ideas and tips

Here's a great way to open a team building interview on and around Mother's Day:

(Consider making little cards to show at your classes or team building appointments. You may even choose to have your attendees hold cards up and spell out the name "Mother" then each attendee can read their letter at a time and you give the below after each letter is read):

M - for the MONEY! You can make extra money for your family through Classes, Facials, Reorders and Team-building commissions!

O - for the OPPORTUNITY to make new friends and advance in a company that was started by a Mother of 3 children designed to build women up in a positive way!

T - for the TAX advantages of owning your own business!

H - for the HOURS that are flexible around your families!

E - for the EXCITEMENT in winning prizes and awards doing something you LOVE!

R - for the Rich Rewards that come from changing women's lives for the better!



CELEBRATE
YOUR MOTHER
Sunday, May 9th

Great marketing ideas

1. This is one of the cutest ideasWrap a Satin Hands set and Satin Lips set together with some gladiola bulbs. Add a card that says: "To Mom: For the hands that helped me to grow, And the lips that helped me to heal....I'm so "Glad" you are my mother! Happy Mother's Day!" Charge \$2-3 for the bulbs and wrap!
2. Wrap a TimeWise Cleanser & Moisturizer together with the gladiola bulbs. Add a card that says: "To Mom: For all the Time you gave to me, I want to give you the gift of Time! I'm so "Glad" you are my mother! Happy Mother's Day!"
3. Create a poem and pair it with a body care set for Mother's Day. Put the set in a basket with some slippers and a pretty little picture frame; you could also add popcorn and a tea bag.

Use on postcards, flyers or gift inserts

Here's something to ponder with Mother's Day right around the corner....The Images of Mother:

- 4 YEARS OF AGE ~ My Mommy can do anything!
- 8 YEARS OF AGE ~ My Mom knows a lot! A whole lot!
- 12 YEARS OF AGE ~ My Mother doesn't know quite everything.
- 14 YEARS OF AGE ~ Naturally, Mother doesn't know that, either.
- 16 YEARS OF AGE ~ Mother? She's hopelessly old-fashioned.
- 18 YEARS OF AGE ~ That old woman? She's way out of date!
- 25 YEARS OF AGE ~ Well, she might know a little bit about it
- 35 YEARS OF AGE ~ Before we decide, let's get Mom's opinion.
- 45 YEARS OF AGE ~ Wonder what Mom would have thought?
- 65 YEARS OF AGE ~ Wish I could talk it over with Mom.



Call your Mom today and tell her you love her. Don't wait until Mother's Day!!!

Designed for clients of Director Only Services



SNSD
Sandy
Valerio

Hearts on Fire

It's a Chain Reaction

2020-21 Valerio Area
Consultant Challenge

A Sweetheart Finish!

Sweetheart

\$400 Personal Wholesale*
15 faces or 4 parties
\$600 retail sales*
1 new pers. Q or 2 new recruits
5 interviews/guests to events

Complete 4 of 5 to earn the monthly prize!

Heart of Gold

\$500 Personal Wholesale*
20 faces or 6 parties
\$800 retail sales*
1 new pers. Q or 2 new recruits
10 interviews/guests to events

Complete 4 of 5 to earn the monthly prize And a 15 min goal session!

Hearts on Fire

\$600 Personal Wholesale*
25 faces or 8 parties
\$1000 retail sales*
1 new pers. Q or 2 new recruits
15 interviews/guests to events

Complete 4 of 5 to earn the monthly prize, a 15 min goal session AND a \$10 Starbucks Gift Card!

* these items must be completed

Faces/Selling Appointments/Parties

Name (put an H next to hostesses)	Party/ Facial	\$ Sold	Book- ings
1.			
2.			
3.			
4.			
5.			
6.			
7.			
8.			
9.			
10.			
11.			
12.			
13.			
14.			
15.			
Totals			

Name (put an H next to hostesses)	Party/ Facial	\$ Sold	Book- ings
16.			
17.			
18.			
19.			
20.			
21.			
22.			
23.			
24.			
25.			
26.			
27.			
28.			
29.			
30.			
Totals			

Interviews/Guests

Name / Phone F=Followed Up R=Recruited	Name / Phone F=Followed Up R=Recruited
1.	9.
2.	10.
3.	11.
4.	12.
5.	13.
6.	14.
7.	15.
8.	16.

Personal W/S: _____

Retail Sales: _____

Pers. Recruits: _____

Qual. Pers. Recruits : _____

Which level did you Achieve?

Sweetheart: _____

Heart of Gold: _____

Hearts on Fire: _____

Consistency Prize

Complete 5 out of 6 months to be treated to a pedicure with Sandy!
(July-Dec or Jan-Jun)

Name: _____ Dir. Name _____

Email: _____ Month: _____

*Tracking sheets must be received by the 3rd of the month. Please e-mail to nsdsandyv@gmail.com



Marita McCafferty
Independent Sales Director
 1115 Angus Circle
 Blue Bell, PA 19422

To the Dynamic:

Spark Your Determination

Summer Consistency Challenge
 April - June

SPARK YOUR DETERMINATION!

Achieve the Spark a Chain Reaction Challenge with \$600 wholesale each month, April through June 2021, and receive this beautiful bracelet!

“A determined person cannot be kept from success. Place stumbling blocks in her way, and she will take them for stepping-stones and will climb to newer heights.” – Mary Kay Ash

Queens Court of Sharing
Twice as Nice
 Promotion
 April 1-30

Earn additional credit towards Seminar 2022 Queens Court of Sharing for up to six personal Great Start qualified team members April 1-30.

This promotion allows you to earn additional credit for Seminar 2022. It is not a double credit promotion for Seminar 2021.

August 19th-21st * Virtual

MARY KAY
SEMINAR

Details coming soon!



From Monday, April 5, through Thursday, April 22, we will feature a video series called **Mary Kay Talks Red** with a brand-new video every weekday. First up are **Mary Kay Talks Red: Strategy videos**, each featuring a different Independent Sales Director sharing the motivation for developing teams of teams and providing tips on all things Red. Next are daily **Mary Kay Talks Red: Heritage videos** featuring a different Inner

Circle Independent National Sales Director sharing her story and what Red means to her. Make sure to come back every weekday for a new and exciting video to help boost your momentum! Find them on InTouch under Mary Kay Spring Takeover!