



Director Marita McCafferty

Dynamite Unit



**SPARK
A CHAIN
REACTION!**



**CELEBRATE
YOUR
WINS!**

DECEMBER

JULY 1, 2020 - JUNE 30, 2021

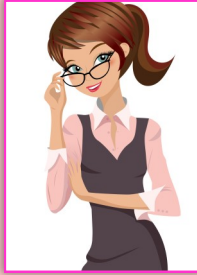
Congratulations Achievers!



**Maribeth
Kelly-Mojica**



**Dolores
Morroni**



**Peggy
Smith-Dobbs**



**Danielle
Berkenbaugh**



**Marita
McCafferty**

Maribeth Kelly-Mojica, Dolores Morroni & Marita achieved the Fall Consistency Challenge!



On-Target Stars

****3rd Quarter ends March 15th ****

Name	Contest Amount	Current Won to Date	Needed for Next Star
Dolores Morroni	\$1,975.00	SAPPHIRE	\$425.00
Peggy Smith-Dobbs	\$1,596.50		\$203.50
Danielle Berkenbaugh	\$1,017.80		\$782.20
Maribeth Kelly-Mojica	\$907.50		\$892.50
Candida Taylor	\$689.00		\$1,111.00
Dawn Patterson	\$612.00		\$1,188.00
Cathy Larkin	\$506.00		\$1,294.00
Jo'Anne Every	\$491.50		\$1,308.50
Pat Varrone	\$406.00		\$1,394.00

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

Congratulations!

Danielle Berkenbaugh achieved Bee Busy in January for the Valerio Area Monthly Promotion!



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



Dolores Morrioni



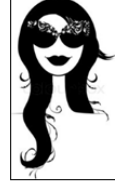
Position Available!



Position Available!



Position Available!



Position Available!

Senior Consultants

1-2 Team Members

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

Dates Ahead

- 2/28...Last day of the month to place order
- 3/1...Zoom meeting 7:00pm
- 3/8...Zoom meeting 7:00pm
- 3/15...Zoom meeting 7:00pm
- 3/22...Zoom meeting 7:00pm
- 3/29...Zoom meeting 7:00pm
- 3/31...Last day of the month to place order

Valerio Area Workshops
TBA

Blue Bell Country Club
Future dates: TBA

Virtual Career Conference
April 23rd & 24th
More details coming soon!

'Love' Checks

9% Commission

Candida Taylor \$41

4% Commission

Cathy Larkin \$36
Maribeth Kelly-Mojica \$29
Danielle Berkenbaugh \$14
Pat Varrone \$10

(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%**



Welcome New Consultants!

New Consultant

Michele Bernauer
Maranda Moreland

From

Ridley Park, PA
Folsom, PA

Sponsored By

Danielle Berkenbaugh
Danielle Berkenbaugh

Promoting your Mary Kay business through social media is easy with the Mary Kay® Digital Library, powered by Hootsuite Amplify.

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Pink Investors



These consultants invested in product last month!

Peggy Smith-Dobbs	Lisa Chapman
Dolores Morrone	Margaret Criscuolo
Danielle Berkenbaugh	Joan Doyle
Maribeth Kelly-Mojica	Sharon Gayser
Cathy Larkin	Elana Sloan
Pat Varrone	Iris Morales
Maranda Moreland	
Marlene Phillips	
Jo'Anne Every	
Lori Moore	
Elizabeth Collins	



<u>Mar Birthdays</u>	<u>Day</u>	<u>Mar Anniversaries</u>	<u>Year</u>
Iris Morales	11	Kelly Bennett	22
Michele Bernauer	12	Joan Doyle	12
Danielle Berkenbaugh	26	Denise McDevitt	12
		Eileen McEntee	12
		Marlene Phillips	12
		Cassandra Weisbecker	8
		Maureen McNiff	5
		Danielle Berkenbaugh	2



Sensational Sellers

Based on Weekly Accomplishment Sheets

Dolores Morrone
 Skin Care Sets - 1
 Web Sales - \$162
 Reorder - \$1486
 High week - \$565, 505, 310, 269

Danielle Berkenbaugh
 Skin Care Sets - 3
 Facials - \$152, 54
 Parties/Shows - \$445, 157, 17, 11
 On the Go - \$109
 Reorders - \$47
 High week - \$561, 228, 203

Seminar Awards 2021



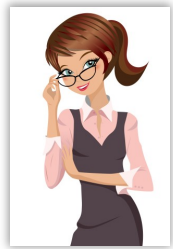
July 1, 2020-June 30, 2021

YTD Court of Sales

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

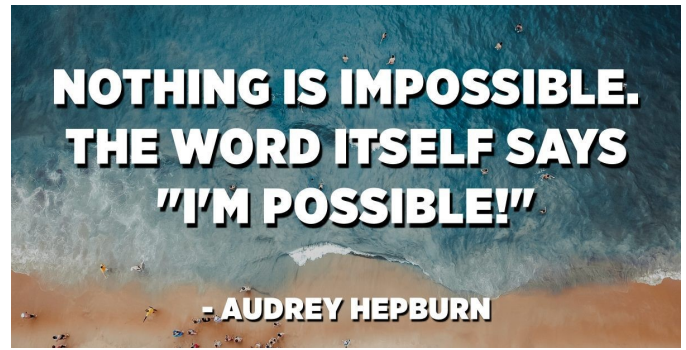
YTD Court of Sharing

MK: 24 Qualified * Area: 10 Qualified



1. You this month! 1Q

1. Dolores Morrone \$14,096.00
2. Maribeth Kelly-Mojica \$10,761.00
3. Peggy Smith-Dobbs \$8,342.00
4. Danielle Berkenbaugh \$4,427.00
5. Pat Varrone \$3,882.00
6. Joan Doyle \$3,451.00
7. Candida Taylor \$3,389.00
8. Cathy Larkin \$3,183.00
9. Elana Sloan \$3,153.00
10. Iris Morales \$2,821.00





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

Consistency Prize

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

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: _____

Name: _____ Dir. Name _____

Email: _____ Month: _____

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

Communicating on Social Media

AN AT A GLANCE HELPFUL TOOL

Two Ways to Communicate

Informational

A message that shows an IBC's love of Mary Kay® products and shares her honest opinions and enthusiasm about her Mary Kay business.

What is an Informational Message or Post?

"So excited to share that I just earned the use of my first Mary Kay Career Car!"

"I love how Mary Kay allows me to be my own boss!" #mymklife

"I can't believe the VOLUME that Lash Intensity Mascara added to my lashes."

"I just had the best skin care party ever! Thank you ladies for your enthusiasm and your interest in the products." #marykay

Informational: Open & Private

Your Personal Social Media Page

- Includes family, friends and acquaintances who are NOT necessarily your customers or potential customers.

Other social media and networking platforms where messages are not limited to customers (e.g. LinkedIn & Twitter)

Commercial

Any message that shows an IBC's intent to engage in business with her audience.

Commercial posts can be shared via Private channels ONLY!

What is a Commercial Message or Post?

"Start a Mary Kay business with me today."

"I love how Mary Kay allows me to be my own boss! Contact me to find out how you can do this too!"

"I can't believe the VOLUME that Lash Intensity Mascara added to my lashes. Only \$X."

"This weekend I am offering 20% off the Satin Hands® Pampering Set."

Commercial: Private Only

Your Business Social Media Page

- Includes customers, potential customers and potential team members.

Private Social Media Group

Text Messages

Email

Video Calls (e.g. Skype & Facetime)

Phone Calls





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

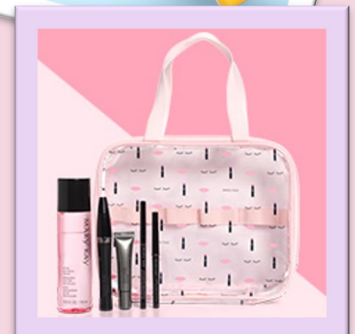


To the Dynamic:

Spring Products are Here!

Positive expectations yield positive results that are so next-level, they can often be seen and felt by everyone around. With gold-standard skin care, luxurious body products and tried-and-true favorites offered this spring, you can set your expectations high and reach your max!

- **NEW! Mary Kay Clinical Solutions™ Retinol 0.5, \$78**
 Powered by pure, high-concentration retinol, the gold-standard ingredient dermatologists recommend to help prevent and reverse the visible signs of aging.
- **NEW! Mary Kay Clinical Solutions™ Calm + Restore Facial Milk, \$50**
 Features plant oils (coconut, jojoba seed, safflower and olive) to deliver a power shot of rich fatty acids to nourish and soothe skin.
- **NEW! Mary Kay Clinical Solutions™ Retinol 0.5 Set, \$120**
 This two-step dermocosmetic system features retinol 0.5 and calm + restore facial milk.
- **NEW! Limited-Edition[†] Mary Kay If You Believe™ Eau de Toilette, \$36**
 Awaken your imagination, and discover the wonder in every moment.
- **Special-Edition[†] Mary Kay® Sun Care After-Sun Replenishing Gel, \$15**
 After a day in the sun, enjoy this cooling, refreshing, hydrating gel. Leaves skin feeling soft and silky, never sticky.
- **Special-Edition[†] Mary Kay® Sun Care Subtle Tanning Lotion, \$18**
 Build up gorgeous color in about a week. Glides on evenly and absorbs quickly. No streaks!
- **NEW! Special-Edition[†] Mary Kay® Travel Color Bag, \$16**
 This cute, convenient, Mary Kay-branded bag is the ultimate ride-along for all your color essentials.



[†] Available while supplies last.