



Director Marita McCafferty

# Dynamite Unit



Happy 2017!

I hope you enjoyed the holidays and your new year goals are all set ! This is the beginning of a New Year and we have 6 months to reach Seminar goals...it can be done! Whatever the goal just reach for it and work daily towards it. Our Unit is now in Car Qualification and will finish June 30th. What is the goal you have for our Unit?

Premier Club or better yet Pink Cadillac! It can be done! Keep positive, work towards YOUR goals, keep in touch with me and we will all do this together. Unit stands for U N I Together...it can be done !

There are No Limits on what you can achieve in your business so Our theme for our Unit is #NoLimits. We can do this together...I believe in you!



Much admiration,

*Marita*

*Coming to a city near you!*

MARY KAY CAREER CONFERENCE 2017

Mar 24th-25th  
Mar 31st-Apr 1st  
Apr 2nd-3rd  
Apr 7th-8th

Get wrapped up in the infectious energy of positive, driven women who are also seeking success in their Mary Kay businesses! One of the great things about Career Conference is that the locations are near you, usually within driving distance.

See *InTouch* for complete details!

**Cost:\$95**

(Attendees will receive a \$40 w/s credit and a reduced Seminar Registration)

**Registration Dates:**

Week 1: January 31st \* Week 2: February 3rd  
Week 3: February 6th

**Sandy is a hosting NSD at Lancaster Career Conference Week 1!**



# The Ultimate Unit



**DIQ**



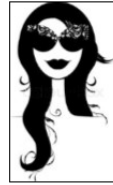
Position Available!

**Future Director**

8+ Team Members



Position Available!



Position Available!

**Team Leaders**

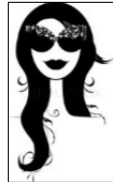
5-7 Team Members



Candida Taylor



Position Available!



Position Available!



**Star Team Builder**

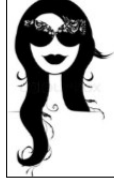
3-4 Team Members



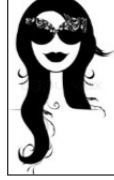
Barb Dickson



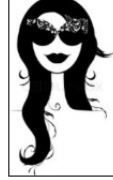
Linda Sperring



Position Available!



Position Available!



Position Available!

**Senior Consultants**

1-2 Team Members

Jo'Anne Every	Carolyn Isaacs	Cathy Larkin	Eileen McEntee	Kirsten Olson
Amy Prestifilippo	Pat Varrone	Position Available!	Position Available!	Position Available!
Position Available!	Position Available!	Position Available!	Position Available!	Position Available!

# Dates Ahead

1/30...meeting at Marita's home  
6:30pm

1/31...last day to place orders.  
Week 1 Career Conference  
Registration begins

2/3...Week 2 Registration begins

2/6...meeting at Marita's home  
6:30pm. Week 3 Registration  
begins

2/13...meeting at Marita's home  
6:30pm

2/20...meeting at Marita's home  
6:30pm

2/27...meeting at Marita's home  
6:30pm

2/28...last day to place orders.  
Career Conference Registration  
ends.

**Valerio Area Workshops**  
**Radisson Valley Forge**

1160 1st Ave, King of Prussia, PA

**Monday March 20, 2017**

7:00pm - 9:30pm; Cost \$11.00

**Saturday, June 17, 2017**

8:30am - 12:30pm; Cost \$16.00



*'Love' Checks*

**9% Commission**

Candida Taylor \$53

**4% Commission**

Kirsten E. Olson \$15

Jo'Anne Every \$11

(Commissions of \$10 and up)



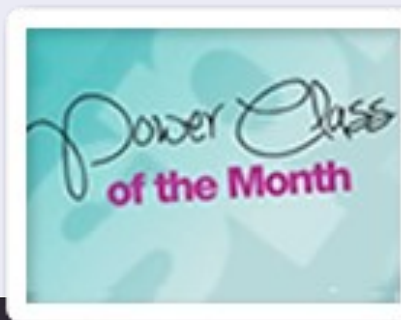
**How do you earn Commission??**

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

## What is the mark of a thriving business?

It's not social media. It's not connections. It's not tactical or technological. It's SALES and the ability to generate MORE sales! It's simple. More sales mean more profit for your Mary Kay business. What could you do with more? Listen as Mary Kay superstar Independent Executive National Sales Director Carol Anton shares expert selling advice. Don't miss!

Available at  
[www.marykaintouch.com](http://www.marykaintouch.com)





# Pink Investors



These consultants invested in product last month!

Johna K. Lingelbach	Eileen S. McEntee
Barbara A. Dickson	Denise McDevitt
Elana M. Sloan	Eileen Brehm
Patt Every	Marlene D. Phillips
Gail M. Hughes	Fabiola Galeno
Kathy M. Frankowski	Lori Moore
Mary T. Nelson	Beth A. Burkhart
Joan M. Doyle	Lisa A. Chapman
Candida Taylor	Kirsten E. Olson
Carolyn J. Isaacs	Jeanne Ruhl
Peggy Smith-Dobbs	

# Celebrate!

<u>Feb Birthdays</u>	<u>Day</u>	<u>Feb Anniversaries</u>	<u>Year</u>
Sherri L. Bernstein	2	Beth A. Burkhart	14
Debbie Celenza	2	Lori Moore	9
Mary A. Lapetina	3	Tina Filandino	4
Cassandra Weisbecker	3	Kathy M. Frankowski	1
Karen S. Walsh	8		



## NEW!! Mary Kay University



Educational, Inspirational, Interactive  
Available at [www.marykayintouch.com](http://www.marykayintouch.com)

# PM ♡ ALL IN!

#teamMK

# Seminar Awards 2017



## YTD Court of Sales

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

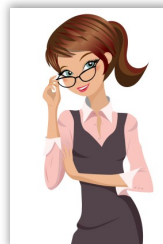


1. Peggy Smith-Dobbs \$9,751.00
2. Joan M. Doyle \$5,483.00
3. Pat Varrone \$4,887.00
4. Candida Taylor \$4,733.00
5. Lisa A. Chapman \$3,991.00
6. Denise McDevitt \$3,208.00
7. Barbara A. Dickson \$3,202.00
8. Iris N. Morales \$2,865.00
9. Marlene D. Phillips \$2,839.00
10. Virginia Farnell \$2,734.00

July 1, 2016-June 30, 2017

## YTD Court of Sharing

MK: 24 Qualified \* Area: 10 Qualified



1. You this Month! 1Q

January Bracelet  
"If you can dream it, you can do it"

### Challenge

Earn Your Embracelet this month when you place a total of \$600 or more wholesale!

# INDULGE YOUR DIVA DREAMS — DIVA DECOR —

Star Consultant Program  
Dec. 16, 2016, to March 15, 2017  
MARY KAY®



On-Target STAR!!	Total Contest Credit	—Contest Credit Needed—				
		Sapphire	Ruby	Diamond	Emerald	Pearl
Dickson, Barbara A.	421	1379	1979	2579	3179	4379
<i>Sapphire</i> 1.800 ★	<i>Ruby</i> 2.400 ★	<i>Diamond</i> 3.000 ★	<i>Emerald</i> 3.600 ★	<i>Pearl</i> 4.800		



**WE'RE**  **ALL IN!**  
#teamMK

## Be Part of the All In Movement!

### JOIN US!

Declare that you're All In by demonstrating our great Mary Kay® skin care on new faces.

### EMBRACE YOUR DREAMS.

The Company will track the number of *Embrace Your Dreams* challenge achievers each month. A 13% increase over last year's number of cumulative \$600 wholesale Section 1 orders for the month lets us know that your new customers are learning about — and loving — our skin care. When we achieve the goal each month from January to June 2017, we'll host a huge *All In Party* at Seminar with food, music and dancing!

### SHARE YOUR SUCCESS.

We believe in the power of an All In commitment to change lives and transform your Mary Kay business. Tell us about your success as part of this movement on social media with #teamMK. When you do, you might even be featured on *Mary Kay InTouch*®.

See Mary Kay InTouch for complete details!

## A RECIPE FOR GOAL SETTING

Achieving your goals can be as easy as reading a recipe. Independent Senior Sales Director Peg Percival of Saint Johns, Michigan, created a formula for goal setting.

Her plan is simple. She gathered 12 plastic storage bags, one for each month, and filled each with the following:

- 25 Beauty Books (Pass these out to find new prospects for facials.)
- 8 Class Envelopes (This will remind you to hold a minimum of eight classes a month.)
- 40 Sales Tickets (Have this be your minimum sales activity.)
- 5 Independent Beauty Consultant Agreements (Challenge yourself to share the marketing plan fifteen times.)

Only put one bag on your desk per month and challenge yourself to empty that bag during the month. If you empty the bag that month, then your work is finished. However, if you should fall short and not be able to empty the bag, simply put the unused contents in a 13th bag. This way you may begin each month fresh. Should you finish a bag early, go back to the 13th bag and begin to work on it.



# How do **i** love free?

## valentine's day ideas

once the holiday season is over and the hussle and bussle is brought down, it's time for you, as a beauty consultant, to focus on promoting your valentine's day services to husbands and wives; to miss out on this selling opportunity is to miss out on tons of extra sales - which means money!!

### Men's Valentine's Gift Show

Pick a weeknight or a Saturday morning and invite men you know: husbands of customers, your husband's or boyfriend's work associates, friends and neighbors - to a gift show FOR MEN! A men's gift show can turn out to be one of your most successful yearly events. Simply invite them by phone or send an invitation (on something masculine that would appeal to a man's taste). When inviting men, promote free Valentine's Day gift wrapping and delivery and your personalized gift suggestion services.

### Tower of Love

This is a great idea for Valentine's Day, it's similar to the 12 Days of Christmas idea. Each box includes a Mary Kay product gift that is wrapped. The gifts are placed on top of each other to form a tower. Call your customers' husbands to sell this romantic gift idea. Explain to him that each day his wife will get to unwrap a gift starting 5 to 12 days before Valentine's Day ... she'll absolutely love this! This awesome idea can help boost your sales tremendously, so start calling husbands today!

### Basket of Love (like Tower of Love, but without the tower)

Offer your customers a unique, fun-filled surprise basket from the love of their life. Fill a beautifully decorated basket with gifts with a numbered tag attached. Their sweetheart will open one gift each day. The tag will tell her which gift to open on which day (#1 on the first day, #2 on the second, etc.). She is to keep the tag with the number on it. There is a RED letter on each tag. On Valentine's Day, the red letters will be put together to spell, "BE MY VALENTINE" or "BE MINE!" A card will be in the basket which will read: "You are my one and only! You make my life worthwhile! How empty my days and nights would be without your warm sweet smile! So open one gift each day, my dear, and think of what to say! So you can give me your answer on St. Valentine's Day!" Let your customer know that as part of your service, each gift will be individually wrapped with the tag for that day attached. The basket of gifts will be delivered at his convenience in plenty of time for him to make the appropriate presentation!

### Anyone can afford this idea:

Speak with men that you know or those that are husbands' of your customers and offer them this affordable service of yours. On Valentine's day, you will deliver a beautiful rose (or a dozen if they want to spend a bit extra) to their wife. With the rose will be a card (sprayed with one of MK's scents) with a beautifully handwritten note and inside the card, will be a gift certificate anywhere from \$5-\$500+ to shop with you, the consultant, after Valentine's Day; also include a gift certificate for a free facial and free personalized color services. You may also want to include add on gifts like chocolates, bottle of eau de parfum, sparkling grape juice, etc. etc. Be creative and most importantly, make sure that you are giving the wife/girlfriend exactly what she wants, while making the husband look awesome!






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



**Coming Soon!**  
**Details inside!**

*To the Dynamic:*

**VALERIO AREA**  
**Dream Team**  
 2017 Consultant Challenge



**Be a Dream Team Achiever in your Category of Choice Each Month!**

**Gold Circle**

- \$400 Personal Wholesale\*
- 15 faces or 4 parties
- \$800 retail sales\*
- 1 new pers. Q or 2 new recruits
- 5 interviews/guests to events

Complete 4 of 5

Complete Gold Circle  
 3 months in a row to  
 earn bracelet

**Diamond Circle**

- \$600 Personal Wholesale\*
- 20 faces or 6 parties
- \$1000 retail sales\*
- 1 new pers. Q or 2 new recruits
- 10 interviews/guests to events

Complete 4 of 5

Complete Diamond  
 Circle 2 months in a row  
 to earn bracelet

**Inner Circle**

- \$800 Personal Wholesale\*
- 25 faces or 8 parties
- \$1400 retail sales\*
- 1 new pers. Q or 2 new recruits
- 15 interviews/guests to events

Complete 4 of 5

Complete Inner Circle  
 1 month in to earn  
 bracelet

\* These items MUST be completed



Earn this bee bangle  
 when you achieve  
 Inner Circle Status!

Qualify for a Bracelet,  
 recognition at Area Workshop  
 AND a monthly Advanced  
 Training Session via Google by  
 completing Gold, Diamond or  
 Inner Circle!

Plus  
 recognition  
 on area site  
 & in area  
 newsletter!



Earn your Embrace  
 Your Dreams bracelet  
 when you place  
 \$600 w/s in a month!



\*\$600 w/s can be cumulative. Bracelet inscription changes each month.

**Debut as a NEW Director**

from Feb. 1, through Jul 1, 2017,  
 and you will receive these  
 fabulous rewards:

- A beautiful Ali Khan®  
 Class Ring
- A fabulous Ralph Lau-  
 ren® handbag
- Gorgeous Ali Khan®  
 necklace and earrings  
 set
- \$500 bonus in the form  
 of a check when you at-  
 tend Seminar 2017 as an  
 Ind. Sales Director



**Start Building Your Team Now!**

*By NSD Pamela Shaw*

Widen your focus and look at those around you.  
 Who do you know that:

- needs extra income?
- could benefit from a social outlet?
- could benefit from building her self confidence?
- just moved to the area and needs to meet peo-  
 ple?
- is trapped by her current job, needs money, but  
 needs to be home with her children too?
- is single, credit cards to the limit, and needs to  
 get out of debt?
- is looking for personal recognition and self-  
 fulfillment?

*"The key to happiness is having dreams. The key to success is making your dreams come true." Anonymous*