



Director Marita McCafferty

Dynamite Unit

YOU HOLD THE KEY



MARY KAY

YOU HOLD THE KEY



MARY KAY



DECEMBER KEY
GOLDEN RULE
CUSTOMER SERVICE

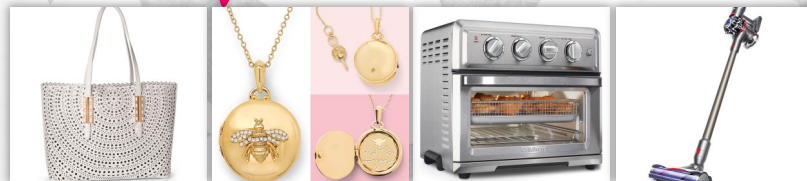


On-Target Stars

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

Name	Contest Amount	Current Won to Date	Needed for Next Star
Linda Sperring	\$1400.50		\$399.50
Marita McCafferty	\$751.90		\$1,048.10
Peggy Smith-Dobbs	\$669.00		\$1,131.00
Dolores Morroni	\$641.50		\$1,158.50

Set Your Sights on STARDOM this quarter!



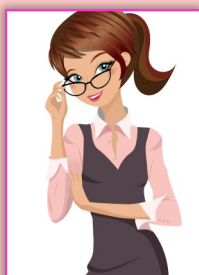
Logon to InTouch to see all of the amazing prizes!!

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

Congratulations Achievers!



Linda Sperring



Peggy Smith-Dobbs



Dolores Morroni



Marita McCafferty



CAREER CONFERENCE CONSISTENCY KEY

YOU'VE GOT TO SHOW UP TO GO UP!



Peggy, Linda, Dolores & Marita are on-target for the Career Conference Consistency!

FALL CONSISTENCY KEY

AND THEN SOME!



Linda Sperring, Dolores Morroni & Marita McCafferty achieved the Fall Consistency Challenge!



The Ultimate Unit



DIQ



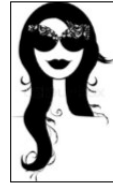
Position Available!

Future Director

8+ Team Members



Position Available!



Position Available!

Team Leaders

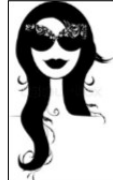
5-7 Team Members



Candida Taylor



Position Available!



Position Available!

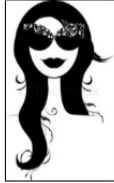


Star Team Builder

3-4 Team Members



Dolores Morrone



Position Available!



Position Available!



Position Available!



Position Available!

Senior Consultants

1-2 Team Members

Barb Dickson	Jo'Anne Every	Carolyn Isaacs	Cathy Larkin	Eileen McEntee
Iris Morales	Linda Sperring	Pat Varrone	Position Available!	Position Available!
Position Available!	Position Available!	Position Available!	Position Available!	Position Available!

TEAM BUILDING TIP

Have you ever wondered what to look for in a new team member? Here's a checklist of attributes that could be helpful for a new team member. If the answer is YES to these questions, you may have an excellent new prospective team member!

- Does she use Mary Kay products? If not, you'll want to book her in a class.
- Is she a woman of her word? Does she return phone calls? Does she show up when and where she says she will? Is she honest?
- Does she have a warm heart? Does she like people?
- Is she someone you would enjoy spending time with?
- Does she want to grow and improve in some area of her life? Does she want to improve her self-esteem, earn more money, have more fun, learn new things or make new friends?
- Would you be proud to personally introduce her to your NSD?

RED JACKET RAISE

Based on personal team production

less than \$1,000=4%

\$1,000-\$1,799=6%

\$1,800 and up=8%

PLUS a first time Red Jacket earns a \$100 Bonus!

Dates Ahead

1/31...Last day of the month to place orders.

2/4...meeting (Marita's home or FB Live TBD) 6:30pm

2/11...meeting (Marita's home or FB Live TBD) 6:30pm

2/18...meeting (Marita's home or FB Live TBD) 6:30pm

2/25...meeting (Marita's home or FB Live TBD) 6:30pm

2/28...Last day of the month to place orders. Career Conference Registration ends

Valerio Area Workshops

March 13th, 7pm

Blue Bell Country Club

Future dates: 11/13, 3/19, 5/7, 6/18
\$12 in advance/\$14 at the door

Career Conference 2019

Week 1: March 22nd & 23rd

Week 2: March 29th & 30th

Atlantic City is Week 2

All Cities available on InTouch

Ruby Seminar 2019

Dallas, TX

July 30th-August 2nd

'Love' Checks

9% Commission

Candida Taylor \$43

4% Commission

Dolores Morrone \$27

Pat Varrone \$12

Carolyn Isaacs \$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%

Pink Investors

These consultants invested in product last month!



Peggy Smith-Dobbs	Jo'Anne Every
Dolores Morrone	Barbara Dickson
Linda Sperring	
Dawn Patterson	
Maureen McCormick	
Lisa Deihl	
Iris Morales	
Janet Cipoletta	
Elana Sloan	
Fabiola Galeno	
Margaret Criscuolo	
Kelly Bennett	
Denise McDevitt	
Joan Doyle	
Mary Nelson	
Debbie Bracy	



Celebrate!

<u>Jan Birthdays</u>	<u>Day</u>	<u>Jan Anniversaries</u>	<u>Year</u>
Sherri Bernstein	2	Beth Burkhart	16
Mary Lapetina	3	Lori Moore	11
Cassandra Weisbecker	3	Tina Filandino	6
Diane Dougherty	5	Kathy Frankowski	3
Paradise Waller	6		
Karen Walsh	8		
Joanne Martini	11		



Success is being part of a winning team.
 Are you sitting on the sidelines of success?
 Get yourself out on that field and be part
 of it. You can do it!
 -Mary Kay Ash

Seminar Awards 2019



July 1, 2018-June 30, 2019

YTD Court of Sales

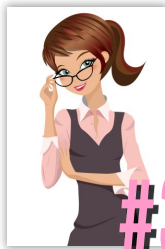
MK: \$40,000 retail * Area: \$20,000 retail



#1



#2

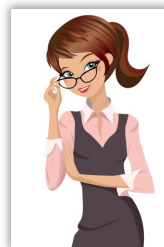


#3

- | | |
|----------------------|-------------|
| 1. Dolores Morrone | \$10,330.00 |
| 2. Linda Sperring | \$10,327.00 |
| 3. Peggy Smith-Dobbs | \$4,913.00 |
| 4. Pat Varrone | \$3,383.00 |
| 5. LeeAnn Rooney | \$3,143.00 |
| 6. Candida Taylor | \$3,120.00 |
| 7. Barbara Dickson | \$3,077.00 |
| 8. Joan Doyle | \$2,906.00 |
| 9. Kelly Bennett | \$2,137.00 |
| 10. Iris Morales | \$2,007.00 |

YTD Court of Sharing

MK: 24 Qualified * Area: 10 Qualified



1. You this month!



Are you on Cruise Control??

Why completing the Destination Red Challenge could be a game changer for you and your Mary Kay business.

Featuring Laura Beittler,
 VP of US Sales

Available on
www.marykaintouch.com.

Valentine's Day Selling Scripts

FESSD Melinda Mercedes Balling

Current Customers:

"Hi, _____, it's _____ your Independent Mary Kay Beauty Consultant. I'm playing Cupid today and wanted to call you to let you know about some special and very sweet gifts I have for Valentine's Day. I have all price ranges for almost everyone on your list from sweethearts to daughters, moms and best friends. I'm happy to gift wrap and deliver and make your life easier. Do you have someone on your Valentine's Day gift list that I can help you with? Listen, ask price ranges, make suggestions. "By the way, _____, I'd also be happy to contact your sweetie and let him know what would make you smile. If you have something in mind, you can let me know and I'll give him a call. Or, you can go to my web site and shop, shop, shop and then when checking out, indicate that you will be contacting me for payment choices and that will be my cue that's your wish list." If she's interested in you contacting her husband/boyfriend, get his number and best time to call.

Calling Husbands/Significant Others:

"Hi, _____, this is _____ and I am _____'s Independent Mary Kay Beauty Consultant. With Valentine's Day right around the corner I thought you might like to know about some special Mary Kay products that _____ loves (or mention something she has been wanting). If you are needing something special for _____ for Valentine's Day I wanted to offer you my special gift service. Because _____ is one of my preferred customers, you would automatically receive a 10% discount. I have all price ranges. I also offer gift wrapping and delivery. Or, if you prefer, a gift certificate is always greatly appreciated and she can pick choose exactly what she wants. Either way, gifts are always exchangeable. Tell me _____, may I help you with a Valentine's Day gift for _____? "

Are you up for the challenge?

by NSD & Million Dollar Director Tammy Crayk

Imagine your 50% profit being over \$1600 for 1 week! HOLY COW!

There are REAL Women out there doing this with their Mary Kay businesses! I was so inspired by this story that I'm passing it

along! This Consultant did 55 faces in just 18 work hours, for a face average of \$51 and an hourly income of \$89, she was a STAR Consultant and kept a great paycheck!!

First, she made a list of 25 people, and then she called them all and said: "I am building a portfolio of before and after pictures of models and my goal is 100 by the end of February. I think you'd look so good in my book that I'd like to feature you, so could you do that?" Then she said, "I'm looking for different face shapes, skin tones and hair color, and of course, I need lots of faces this week, so if you know anyone who could come with you, that would be WONDERFUL! I have 12 places for ladies in each time slot, so if you could just bring one, or even two, that would be so helpful! What do you think? Who could you bring?" No one turned her down to be in her book, and some even brought a friend!

Her sales and faces were:

4 faces Monday - \$250 in sales

9 faces Tuesday - \$203 in sales

7 faces Wednesday - \$177 in sales

12 faces Thursday - \$531 in sales

7 faces Friday - \$867 in sales

20 faces Saturday - \$1074 in sales

Notice how her sales at the end of the week were higher than the first of the week?? I believe that is because her momentum built and her confidence increased. It was thereby reflected in her sales. As she said, "I started thinking of how many times over the past few years "I tried" to do 30 faces in a month or how many times I "tried" to schedule a high number of classes in a week and how many times it did not work out." But you know what? She has not given up, and in Mary Kay the only way a person can fail is to quit. Mary Kay has told us that numerous times. What was the difference this time? Why did people say "yes" when she had tried so many times before???

1. She made a decision that she was going to be successful - no matter what.
2. She didn't let herself even feel the fear. You leave your comfort zone to change someone else's life.
3. She used her family as a reason. She used her financial situation to her advantage. Instead of getting stressed over bills, she decided to "do" something about it.





SNSD
Sandy
Valerio

The Keys to Success

2018-19 Valerio Area Consultant Challenge



Be an Achiever in your Category of Choice Each Month!

Bronze Key

\$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!

Silver Key

\$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!

Gold Key

\$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

Monthly Prize



Mystery Prize

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 Key did you Achieve?

GOLD: _____

SILVER: _____

BRONZE: _____

Name: _____ Dir. Name _____

Email: _____ Month: _____

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



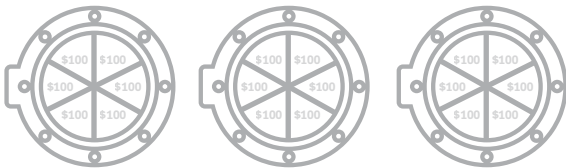
TRACKING SHEET

I'm Cruisin' for a *Cruise!*^{††} Jan. 1 – June 30, 2019

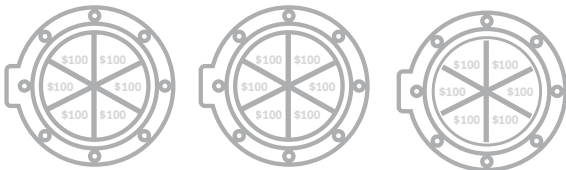
QUALIFICATION ONE:

Minimum of \$3,600 in adjusted personal wholesale Section 1 production.* REMEMBER: There is not a \$600 monthly requirement, since this qualification is cumulative.

I'm all in!



Halfway to my goal!



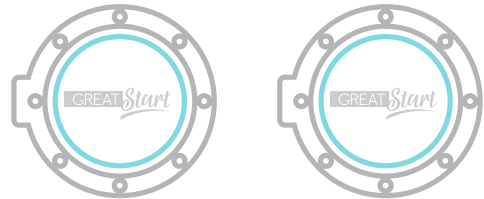
I can feel the warm ocean breeze!

QUALIFICATION TWO:

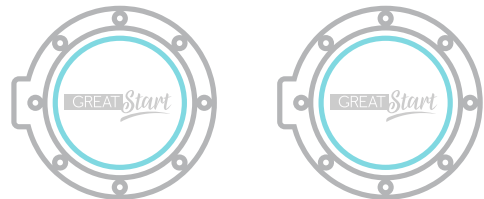
Add six *Great Start*-qualified* new personal team members.



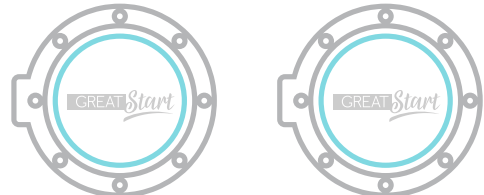
January new personal team members will count **DOUBLE** toward *Destination Red!*



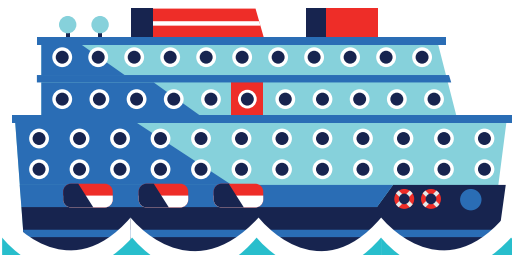
White sands, here I come.



Four, down. Two to go.



Packing my swimsuit now!



QUALIFICATION THREE:

Have three personal first-time Star Team Builders.**



Yes, yes, yes!



The REDDER, the BETTER!



I'm a Bahama mama!

SAVE THE DATE: The cruise^{††} sets sail Oct. 7-11, 2019, from Miami!

♥ *I'm so there!* ♥



WHY IS EARNING THIS TRIP REALLY IMPORTANT TO ME?

[Example: I've never done anything this amazing for myself. My family believes in me, and I want to show them what I can do. I want to treat my husband to a vacation!]

WHAT COULD EARNING THIS TRIP MEAN FOR MY MARY KAY BUSINESS?

[Example: The qualifications set me up for success! Making it to the next step in my career path. Breaking through the barriers. Make more connections with go-getters like me!]

HOW WILL I CHART A COURSE TO BE ON THE BOAT?

[Example: Commit to adding three new personal team members in January to get a strong start. Hold a 10-show week or a Power Start to jump-start my sales. Tell my Sales Director about my goal in order to stay accountable.]

♥ *Don't forget, you can do it!* ♥

MARY KAY

** Cash option available. See Destination Red FAQs for details, located on *Mary Kay InTouch*®.

* To participate in *Destination Red*, you must place a minimum of \$3,600 in wholesale Section 1 orders within the qualification time frame.

* For purposes of *Destination Red*, a *Great Start*-qualified new personal team member is one whose Independent Beauty Consultant Agreement is received and accepted by the Company from Jan. 1 through June 30, 2019, and whose initial order or cumulative orders are \$600 or more in wholesale Section 1 products, and the orders are received and accepted by the Company in the same or following three calendar months, that her Independent Beauty Consultant Agreement is received and accepted by the Company or by June 30, 2019, whichever comes first.

** A Star Team Builder must be active and have at least three active personal team members at the end of any single calendar month during the qualification time frame, and it must be her first time to achieve Star Team Builder status.



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

To the Dynamic:



Week 1:
 Registration
 begins Jan 29th!

Week 2:
 Registration
 begins Jan 31st!
Cities on InTouch

Are you on board?



MARY KAY



There is absolutely, positively, without a doubt, no time to lose. Girl, you gotta get yourself on this cruise! Anyone (**psst ... that's YOU**) can achieve **Destination Red!** Can you imagine five wonder-filled days and four adventuresome nights on a cruise for two to the Bahamas? To get there, you'll be working a plan that can add more faces to your team and more money in your pocket.

Just achieve the following qualifications from Jan. 1 through June 30, 2019:

- Have a minimum of \$3,600 in adjusted personal wholesale production.†
- Add six *Great Start*-qualified* new personal team members – **They count DOUBLE toward Destination Red in January.**
- And have three personal first-time Star Team Builders.**

SAVE THE DATE! The Royal Caribbean International® cruise‡ sets sail from Miami, Oct. 7–11, 2019!

So, are you in? Who's going with you? Cruise on over to *Mary Kay InTouch*® for full *Destination Red* details and qualifications!

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 ‡Cash option available. See *Destination Red* FAQs for details, located on *Mary Kay InTouch*®.
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