



Director Marita McCafferty

Dynamite Unit

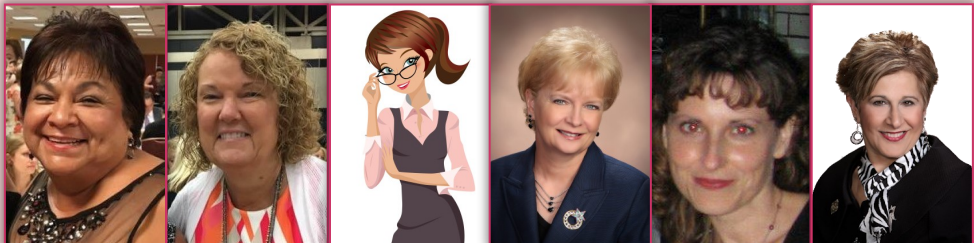


NEW
FACES
take you
PLACES



September

Congratulations Bracelet Achievers!



Dolores & Pat are on-target for the Consistency Bracelet!

Dolores Morrone * Pat Varrone * Peggy Smith-Dobbs
Candida Taylor * Linda Sperring * Marita McCafferty

MARY KAY

STAR
CONSULTANT
PROGRAM



SEPT. 16 - DEC. 15, 2017

FOR ALL THE SEASONS OF YOUR LIFE

Make Your Winter Wonderful

On-Target STAR!!

Total Contest Credit

Sapphire

—Contest Credit Needed—
for Star
Diamond

Ruby

Diamond

Emerald

Pearl

Morrone, Dolores M.	694	1106	1706	2306	2906	4106
Taylor, Candida	644	1156	1756	2356	2956	4156
Varrone, Pat	622	1178	1778	2378	2978	4178
Sperring, Linda J.	601	1199	1799	2399	2999	4199
Bahar, Paulette F.	407	1393	1993	2593	3193	4393

Set Your Sights on STARDOM this quarter!



Logon to www.marykayintouch.com to see all of the amazing prizes!!

Sapphire
1.800



Ruby
2.400



Diamond
3.000



Emerald
3.600



Pearl
4.800

The Ultimate Unit



DIQ



Position Available!

Future Director

8+ Team Members



Position Available!



Position Available!

Team Leaders

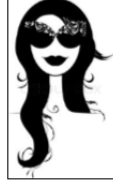
5-7 Team Members



Candida Taylor



Position Available!

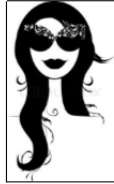


Position Available!



Star Team Builder

3-4 Team Members



Position Available!



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	Dolores Morroni	Linda Sperring	Pat Varrone	Position Available!
Position Available!	Position Available!	Position Available!	Position Available!	Position Available!

Dates Ahead

- 10/30...meeting at Marita's home 6:30pm
- 10/31...Last day of the month to place orders. Contact Marita after 9pm to place
- 11/6...meeting at Marita's home 6:30pm
- 11/13....No Meeting
- 11/20...meeting at Marita's home 6:30pm
- 11/27...meeting at Marita's home 6:30pm
- 11/30...Last day of the month to place orders. Contact Marita after 9pm to place

Valerio Area Workshop
 Tuesday, November 14th
 Blue Bell Country Club
 7pm; \$13

January Jumpstart
 Saturday, January 27th
 Blue Bell Country Club
 9am-3pm
 \$25 includes lunch

Love' Checks

9% Commission	Candida Taylor	\$170
4% Commission	Iris N. Morales	\$16
	Linda Sperring	\$12

(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%

Welcome New Consultants!

MARY KAY

New Consultant
Adrienne Darr

From
Conshohocken, PA

Sponsored By
Candida Taylor

NEW FACES
take you
PLACES



October

Team Building Challenge

Step out with Courage and share the Mary Kay opportunity! If you become the Independent Beauty Consultant with the highest number of new personal team members in

your unit (minimum of two), you will receive this arrow pendant necklace.*
 Be courageous! Logon to InTouch for complete details.

Pink Investors



These consultants invested in product last month!

- | | |
|----------------------|---------------------|
| Dolores M. Morroni | Lisa A. Chapman |
| Peggy A. Smith-Dobbs | Carolyn J. Isaacs |
| Candida Taylor | Debbie Bracy |
| Pat Varrone | Joan M. Doyle |
| Linda J. Sperring | Laurie Kibelstis |
| Paulette F. Bahar | Eileen S. McEntee |
| Barbara A. Dickson | Mary T. Nelson |
| Virginia Farnell | Patt Every |
| Adrienne Darr | Debbi O'Hara |
| Denise McDevitt | Fabiola Galeno |
| Beth A. Burkhart | Marlene D. Phillips |



<u>Nov Birthdays</u>	<u>Day</u>	<u>Nov Anniversaries</u>	<u>Year</u>
Monique R. Uribe	8	Linda J. Sperring	21
Paulette F. Bahar	12	Nicole Miller	7
Beth A. Burkhart	15	Julie B. Warrington	1
Kathy Frankowski	18		
Nicole Miller	23		



NEW
FACES
take you
PLACES

Surprise
& **Delight**
October



When you earn the October bracelet during the New Faces Take You Places Challenge, you'll be entered into a drawing to win this diamond Michele® watch (4 Winners!) or a \$100 gift card (100 Winners!)

See InTouch for complete details!

Seminar Awards 2018



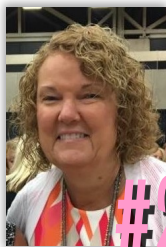
July 1, 2017-June 30, 2018

YTD Court of Sales

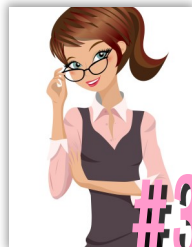
MK: \$40,000 retail * Area: \$20,000 retail



#1



#2

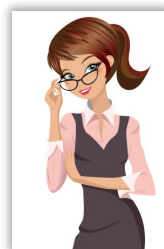


#3

- | | |
|-------------------------|------------|
| 1. Dolores M. Morroni | \$5,063.00 |
| 2. Pat Varrone | \$3,676.00 |
| 3. Peggy A. Smith-Dobbs | \$2,554.00 |
| 4. Paulette F. Bahar | \$2,184.00 |
| 5. Candida Taylor | \$1,758.00 |
| 6. Linda J. Sperring | \$1,653.00 |
| 7. Dawn M. Patterson | \$1,567.00 |
| 8. Denise McDevitt | \$1,449.00 |
| 9. Barbara A. Dickson | \$1,347.00 |
| 10. Joan M. Doyle | \$1,347.00 |

YTD Court of Sharing

MK: 24 Qualified * Area: 10 Qualified



- | | |
|--------------------|----|
| 1. Iris Morales | 1Q |
| 2. Dolores Morroni | 1Q |

COURAGE



October

For each month during the 2017 - 2018 Seminar year that an Independent Beauty Consultant places a cumulative \$600* or more wholesale Section 1 order, she will earn an exclusive designer charm bracelet that features a different power word to focus her business on for that month.

Hunt for **Red** October! Steps to **RED!**



- 1. Attend all functions:** Weekly meeting is a MUST! Show support for your Director and your Sister Consultants. A guest is more impressed when she sees a full room of excited people.
- 2. Have a daily, Weekly, Monthly, Yearly Goal:** This is important in all aspects of life, health, wealth, family, business, spiritual and social.
- 3. Say Daily Affirmations:** Every day, in every way I get better and better. Everyone I meet is a prospect for my product or services. I am healthy, I am happy, I am enthusiastic!
- 4. Have goal posters** in your office, car, on your mirror, work, etc. reminding you of your goals. Don't forget to put one on the refrigerator.
- 5. Evaluate your appearance:** Which areas would you like to improve? Dress professional more often and let your make up reflect your career.
- 6. Organize your family:** Make them realize you are serious about this career. Do this by disciplining yourself. Be willing to give up a TV show. Talk with your family about your goals for the family-like vacations paid for by Mary Kay \$\$
- 7. Complete your Weekly Accomplishment Sheets** & submit them to your Director: Write your goals in pencil and when you finish them fill them in with pen. Determine how much you earn from your classes, reorders, facials so you know where you are improving
- 8. Organize your Office:** It is simple. Use shoe boxes, manila envelopes, use voice mail or an answering machine. Make the message short, sweet and business like.
- 9. Go TO Work:** Talk to people daily. Practice, Practice, Practice! It will become simpler. Hand out business cards. Put them with bills, give them to a cashier, hand out samples and books. Make sure everything has your name phone and website! Always get referrals and prospective customers. Smile ☺ It's contagious and a great warm chatter tool. People like to be around positive, happy people. Attitude is 98% of your business. Mary Kay always said, "You can do all things right with a wrong attitude and fail, but with the right attitude, you can do all things wrong and succeed."



For a limited time, you can enter DIQ with the **All In With 8!** DIQ promotion!

From Oct. 1 through Dec. 1, 2017, a Future Independent Sales Director will be eligible to enter the Independent Sales Director-in-Qualification program when she has 8 active* personal team members.

Pre-Qualification

- ~~Star Consultant previous or current quarter~~
- Must be active
- ~~X~~ 8 active* personal team members

Qualification

- Qualify in 1, 2, or 3 months ~~or 4 months~~
- 24 total active* DIQ unit members
- ~~X~~ **NO** qualified** personal team members
- ~~\$18,000~~ **\$13,500** total DIQ unit wholesale production
- ~~\$4,000~~ **\$3,000** maximum personal wholesale production
- \$4,000 monthly DIQ unit wholesale production minimum to remain in DIQ.

Unmask a New Opportunity!



Within the Starter Kit is everything they need to connect with their first hostesses and customers! For only \$100, they'll receive products and literature that can put them on the road to success, plus they'll get two FREE* masks as a limited-time bonus.

Spread the word about this special October offer at parties, on the go and anytime you meet a woman who has the potential to reimagine her future with an opportunity that can increase **confidence** and **empower** her life. Now *that's* the **Start** of Something Beautiful!

Logon to intouch for FAQs and a printable flyer!





tips for a successful

Holiday Open House

by Senior Consultant Denise Ruby

Here are some ways to make your Holiday Open House profitable and fun!

I was able to have over \$1,400 in sales with only 11 customers attending at mine, just by focusing on the following key points:

WHEN TO HOLD IT: Weekends in early to mid-November are best. It's early enough for your customers to start their Holiday shopping and they still have lots of people to buy for. Send invitation and then follow up by phone to get commitments. Don't rely on your customers to call you to RSVP.

HOW TO "SELL" IT: Emphasise to your customers that you will have lots of pre-wrapped gifts, under \$15, 20, 25 dollars that are appropriate for teacher gifts, co-worker gifts and stocking stuffers. Let them know that you will also have gift baskets made up and ready to go. Make sure your customers are aware that you can make custom gift baskets and gift wrap and deliver any products that they want to give as gifts.

ATMOSPHERE: We buy with the eye and the rest of our sense, so pump up the "Christmas" sight, sounds and smells! So many people said they felt like they had "walked into Christmas" when they entered my home and that put them in the mood to buy! Have strong fragranced candle burning: Yankee's Balsam Fir" and Renuzit's Christmas Tree scents really set the mood. Play holiday music and have your home fully decorated for the the holidays. Have your wrapped sets placed in cute groupings. Use baskets, trays, tulle and sparkles to show off the product. Place your larger gift baskets under your Christmas tree and on your fireplace mantle. Serve light refreshments; decorated holiday cookies and punch are more than enough, but an easy way to make things a little more special is to have warm spiced cider on hand as well. Simply empty a container of fresh apple cider into your crock-pot and add cinnamon!

WHAT TO SELL: Gift sets under \$25 sell best, but wrap a variety of price ranges. Make sure you have your inventory in and wrapped so your customers can take their selections with them. Have LOTS of sets pre-wrapped. Use cello-wrap instead of regular wrapping paper. Your customers want to see what they're buying. Things that don't sell can be easily unwrapped and placed back into your inventory. The easier it is for them to get their shopping finished, the more they will buy! Use dollar store props to package with products to make them extra cute and Christmas-y! Santa-head mugs cello-wrapped with a hand cream or similar lotion are big sellers; place a cute Christmas mini-candle with a lip and nail set or stuff a mini Christmas stocking with eye, cheek and lip color. The possibilities are endless! Remember, only charge your customer for the product and the cost of the extra. Trying to make a profit on the props you use isn't worth it; it makes the gifts more expensive and will cut into your bottom line. Make sure you have a gift with purchase! Have a different one for different price points; over \$30, \$60, \$100. As each guest enters your home, hand her a "shopping basket." This creates a need to fill something with purchases! I used inexpensive wicker baskets from the craft store and re-used them later for product baskets.

USE THE OPPORTUNITY: Have each guest fill in a Christmas Wish List with the products they would like to receive themselves! Include a space for them to fill in their husband's name, work phone #, and work email address so you can approach him with your gift service of 12 Days of Christmas basket ideas! You can also use her Wish List to offer her a Hostess Gift for booking a class or attending an event! Make up a product gift basket to use for a drawing! Give entries for booking a class, spending \$200 at the Open House, for 5 referrals, listening to the facts.

Plan ahead and your Holiday Open House can be fun, profitable and an event your customers look forward to every year!

SNSD Sandy Valerio



FACES

Take You Places



2018 Valerio Area Consultant Challenge

Be an 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 to earn the monthly prize!

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 to earn the monthly prize & a 15 min Goal session!

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 to earn the monthly prize & a \$15 Starbucks Gift Card!

Achievers will also earn recognition on area site & in area newsletter!



Necklace & Earring Set

Earn your "New Faces Take You Places" Bracelet from Mary Kay when you place \$600 w/s in a month!



COURAGE

October

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

Faces Take You Places Tracking

Name: _____ Dir. Name _____

Email: _____

Month: _____

*Tracking sheets must be received by the 3rd of the month
Please e-mail to nsdsandyv@gmail.com or fax: 215-699-8573

Which did you achieve this month?
Inner: ___ Diamond: ___ Gold: ___

Personal W/S: _____ Retail Sales: _____
Pers. Recruits Not Qual: _____ Pers. Recruits Qual: _____

Interviews

Name/Phone	Follow-Up / Recruited?
1.	
2.	
3.	
4.	
5.	
6.	
7.	
8.	
9.	
10.	
11.	
12.	
13.	
14.	
15.	

Inner Circle **COMPLETE 4 OF THE 5**

\$800 Personal w/s* \$1400 retail sales*
25 faces or 10 parties 15 interviews/guests
1 new pers. Q or 2 new recruits

Diamond Circle **COMPLETE 4 OF THE 5**

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

Gold Circle **COMPLETE 4 OF THE 5**

\$400 Personal w/s* \$800 retail sales*
15 faces or 4 parties 5 interviews/guests
1 new personal recruit

* these items must be completed

Faces/Selling Appointments

Name/Phone	Class/Facial	\$ Sold	Bookings
1.			
2.			
3.			
4.			
5.			
6.			
7.			
8.			
9.			
10.			
11.			
12.			
13.			
14.			
15.			
16.			
17.			
18.			
19.			
20.			
21.			
22.			
23.			
24.			
25.			
26.			
27.			
28.			
29.			
30.			
Totals			

Parties

Hostess/Date	Hostess/Date
1.	5.
2.	6.
3.	7.
4.	8.



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

To the Dynamic:



Welcome to the 2017 Twelve Days of Education for the Holidays series.

Our theme is **All In for the Holidays 2017**. Topics include effective holiday booking scripts, selling to men, selling in bundles and more!
 Available at www.marykayintouch.com

Looking for some Holiday Jingle?

This program puts you in charge of how much money you will make this holiday season!! Make your own schedule, work as little OR as much as you want and have FUN while sharing Mary Kay's wonderful products with others.

DEVOTE...

5 HOURS A WEEK teaching & showing the products
3 HOURS A WEEK for education & support

INVEST...

STARTER KIT \$100 (+tax & shipping) includes over \$318 in retail product, samples, and material
OPTIONAL INVENTORY ORDER of \$225-\$4,800 can't sell from an empty wagon!

TEACH...

2 SKIN CARE CLASSES A WEEK
3+ women & 2 hours each
1 FACIAL A WEEK 1-2 women

PROFIT...

Estimate \$674 - 50% cost of product = \$337.50 gross profit/week for only 5 hours of actual teaching time!
 Average = \$47.50/hour
 \$337.50 x 12 week = \$4,050 gross profit for 60 hours of actual teaching & training!

At the end of the year you may put your business on hold and just take reorders. OR, you may have been having so much fun earning extra money that you decide to continue doing what you have polished & perfected. You can always pick up this business to depend on when you need it! PLUS, order all your products at 50% off.

After the 12 week Program, assess your results. If you haven't had lots of fun, made an excellent hourly income, helped women feel better about themselves, or just decide that a career with Mary Kay is not for you, you can always stop working your business! No strings - totally risk-free!