



Director Marita McCafferty

Dynamite Unit

It's All About



the FACE!

NEW FACES take you PLACES

August



Congratulations Bracelet Achievers!



All Aug achievers are on-target for the Consistency Bracelet!

Dolores Morroni * Pat Varrone * Dawn Patterson
Paulette Bahar * Marita McCafferty

Congratulations 1st Quarter Stars!



Marita McCafferty
Emerald



Dolores Morroni
Ruby



Pat Varrone
Sapphire

CONGRATULATIONS!

August Prize Winners!

MK placemats:

Margaret Crusciolo, Lori Moore, Joan Doyle, Marlene Phillips, Lila Chin Ahin, Barb Dickson, Elana Sloan, Lisa Chapman, Linda Sperring

Datebook: Debbi O'Hara

Flip Chart: Pat Varrone, Iris Morales, Dolores Morroni, Dawn Patterson

Money Bag: Paulette Bahar



Are you growing with women who are excited about building and working their business?

Remember that team building isn't just about adding new people; it's about building with women who want a business. You want quality people on your team, not just women looking for a discount. This month it's time to really focus in on the goal and build a team to last. Lean in and learn how as September is for sharing! Available at www.marykayintouch.com



The Ultimate Unit

Dates Ahead

- 9/30...Last day of the month to place orders. Contact Marita after 9pm to place
- 10/2...meeting at Marita's home 6:30pm
- 10/9...meeting at Marita's home 6:30pm
- 10/16....No Meeting
- 10/17...Facebook Live Meeting 7pm; Winter PCP enrollment ends
- 10/23...meeting at Marita's home 6:30pm
- 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

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

Valerio & McKeever Areas Fall Advance
Pocono Manor Resort & Spa
 October 20th-22nd
 Pocono Manor, PA

'Love' Checks

4% Commission

Dolores M. Morroni	\$25
Iris N. Morales	\$24
Candida Taylor	\$23
Pat Varrone	\$13

(Commissions of \$10 and up)



How do you earn Commission??

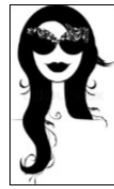
- 1-4 active team members = 4%
- 5+ active team members = 9%
- 5+ team members who place \$225+ w/s ea. in a month & you place \$600 w/s = 13%



Position Available!

Future Director

8+ Team Members



Position Available!



Position Available!

Team Leaders

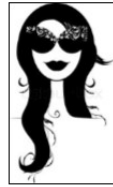
5-7 Team Members



Candida Taylor



Position Available!



Position Available!

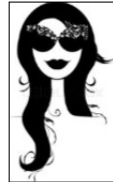


Star Team Builder

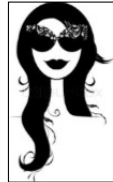
3-4 Team Members



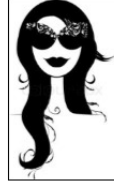
Linda Sperring



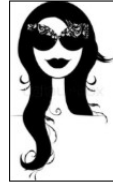
Position Available!



Position Available!



Position Available!



Position Available!

Senior Consultants

1-2 Team Members

Barb Dickson	Carolyn Isaacs	Cathy Larkin	Eileen McEntee	Iris Morales
Dolores Morroni	Kirsten Olson	Amy Prestifilippo	Pat Varrone	Position Available!
Position Available!	Position Available!	Position Available!	Position Available!	Position Available!

Welcome New Consultants!

MARY KAY

New Consultant
 Paulette F. Bahar
 Dawn M. Patterson

From
 Philadelphia, PA
 Springfield, PA

Sponsored By
 Iris N. Morales
 Dolores M. Morroni

NEW FACES take you PLACES



Team Building Challenge

Spread a little **Joy** in September 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 festive picture frame. Be joyous! See *InTouch* for complete details.

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Pink Investors

These consultants invested in product last month!



Dolores M. Morroni
Dawn M. Patterson
Pat Varrone
Paulette F. Bahar
Debbi O'Hara
Lori Moore
Lilawatie Chin-ahin
Marlene D. Phillips
Barbara A. Dickson
Elana M. Sloan

Johna K. Lingelbach
Margaret Criscuolo
Linda J. Sperring
Joan M. Doyle
Lisa A. Chapman
Denise McDevitt
Jo'Anne Every
Fabiola Galeno
Debbie Bracy



Oct Birthdays	Day	Oct Anniversaries	Year
Dawn M. Patterson	7	Janet E. Cipoletta	9
Lori Moore	9		
Fabiola Galeno	10		
Debbi O'Hara	11		
Peggy Smith-Dobbs	11		
Debbie Bracy	20		
Tina Filandino	30		



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.



YTD Court of Sales

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

YTD Court of Sharing

MK: 24 Qualified * Area: 10 Qualified



- Dolores M. Morroni** \$2,559.00
- Pat Varrone \$2,447.00
- Dawn M. Patterson \$1,567.00
- Paulette F. Bahar \$1,361.00
- Peggy A. Smith-Dobbs \$1,236.00
- Joan M. Doyle \$900.00
- Debbi O'Hara \$843.00
- Denise McDevitt \$837.00
- Lori Moore \$699.00
- Barbara A. Dickson \$669.00

- Dolores Morroni** 1Q
- Iris Morales 1Q

5 Daily Reminders

- I am amazing.
- I can do anything.
- Positivity is a choice.
- I celebrate my individuality.
- I am prepared to succeed.

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

Ruby

Diamond

Emerald

Pearl

Sperring, Linda

408

1392

1992

2592

3192

4392

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

Top 3 Objections of a Potential Consultant

Your prospective recruit wants a better life and work she can love, but she will often have objections to starting. These objections are very real concerns for her. She may be scared, overwhelmed, or too bogged down in life "stuff" to see a clear picture of her future. You can help her make a life-changing decision by thinking of her objections as 'clues.' When she objects to any part of becoming a Consultant, she is giving you a hint, a clue, a secret into what is holding her back. Acknowledge her objection and then follow it with a question that targets her concern. Remember, the average consultant will stop at the first "no"; the successful one will keep asking questions.

Objection: "I don't have time."

Possible responses: "What would you do if your work gave you MORE free time?"

"Perfect! The best consultants were always way too busy to start!"

"Then let me show you how to get ahead of your busy schedule."

Objection: "I can't afford it."

Possible responses: "We all have the money we need for what we really want. What do you want that financial independence will bring you?"

"Perfect! Let's first start working on getting you a financial reserve!"

"No problem. Let me show you how you can make twice your investment in the first 30 days!"

"What would have to happen for you to afford it?"

"Let's look at the difference between what it costs and what it's worth."

Objection: "I've already got a job."

Possible responses: "What is your job not giving you that this opportunity will?"

"Do you have a financial goal or problem that would benefit from immediate extra income?"

"Wonderful! That will provide a terrific cushion until you become financially independent."

The key is to listen to the objection and use it to ask another targeted question that will address every one of her concerns.





Holiday Action Plan





October

1. Set your goal for holiday sales & recruiting.
2. Make a list of all businesses & people you do business with, talk to them about your gift-buying services
3. Talk to all your customers about helping them with their gift buying needs. Help them see how you can help them. Show them how shopping NOW will offer them the best choices and prevent some of the hassles of their holiday time.
4. Book Holiday Shopping Coffees.
5. Have every customer fill out a Holiday Wish List so you can follow up with their —Santa (This will be done in Nov & Dec)
6. Offer a variety of classes— Skin Care, Glamour, etc. Begin to talk to everyone about preparing for the holidays.
7. Give out Halloween Treats for the Trick-or-Treaters' Moms with a coupon for a New Ghoul-ish Look!
8. RECRUITING! Build your team in October so they can take advantage of the holiday selling season!

November

1. Follow up with all business contacts & leads
2. Continue to book shopping coffees, skin care, and glamour classes.
3. Continue having each customer fill out a Holiday Wish List.
4. Begin talking to the men you have contact with—work, church, friends, etc.
5. Begin following up with Holiday Wish Lists. (They may not be ready to buy— but you are at least making your service known!)
6. Service all of your customers for their personal & holiday needs.
7. RECRUIT! What a great time to begin a business of your own shopping at cost, providing service for those you know & prepare for an exciting New Year of Opportunity!

December

1. Follow up on all husbands & men! They are beginning to get serious!
 2. Follow up on all Holiday Wish Lists.
 3. Book shopping coffees.
 4. Book skin care and glamour appointments. (Help them feel more confident & festive by looking their best for parties and other gatherings)
 5. Talk to men about 12 Days of Christmas or 8 Days of Chanukkah gifts! They love it!
 6. Have gifts with you at all times— in your car— in a basket that you carry— at all appointments & reorders.
 7. Help people think about stocking stuffers & last minute gifts.
 8. RECRUIT!! Still time to get gifts at cost, take advantage of the tax benefits and prepare for an exciting New Year of Opportunity!
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Spread a little Joy!



Mary Kay® Blending Sponge, \$12

This pro-style tool smooths color combinations to create an airbrush-like glow.



Limited-Edition Eye Brush Set, \$25

Set includes an eye blender brush, an angled eye crease brush and a wider eye color brush, all in a beautiful rose gold-tone bag.



Limited-Edition Mary Kay® Eyelash Curler, \$12

A must for the beauty maven! Use before applying your favorite Mary Kay® mascara for an eye-opening effect.



Limited-Edition Mary Kay Eau So Cute™ Eau de Toilette, \$36

This fun and refreshing fragrance expresses your youthful side.



Limited-Edition MKMen® Dopp Kit Bag, \$5

\$5 with the purchase of any men's fragrance or MKMen® product.



Perfectly Pretty Palette, \$65

She'll love these six shades that play nicely together in the perfect palette to create endless looks all year long.



Comfy Cozy, \$49

Treat yourself to head-to-toe pampering with the Comfy Cozy set.



Ultimate Repair Set, \$315

Create the ultimate advanced age-fighting regimen with the powerful skin science behind TimeWise Repair®.

Early Ordering Sept 10th for PCP & Stars Open Ordering Sept 15th

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

Happy 54th Anniversary



To the Dynamic:

SNSD Sandy Valerio



FACES

Take You Places

2018 Valerio Area Consultant Challenge

Be an Achiever in your Category of Choice Each Month!

Gold Circle Diamond Circle Inner 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!

- \$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 mystery gift!

- \$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!

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



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



September
Earrings

All In With 8! DIQ Promotion



October 1 - December 1, 2017

You have a limited-time opportunity for entering and completing the Independent Sales Director-in-Qualification (DIQ) program! 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 Sales Director-in-Qualification program when she has 8 or more active* personal team members!

Here are the limited-time requirements:

- Future Independent Sales Directors must be active* themselves.
- Future Independent Sales Directors must have 8 or more active* personal team members.
- DIQs may qualify in one, two or three months.
- \$13,500 cumulative DIQ unit wholesale production.
- \$4,000 minimum DIQ unit wholesale production each month.
- Must finish with 24 active DIQ unit members.

DIQs may contribute up to \$3,000 in personal wholesale Section 1 orders. (The DIQs' unit members must contribute \$10,500 toward the \$13,500 wholesale production requirement.)

But that's not all! *All* Independent Sales Directors who debut from Aug. 1, 2017, to Jan. 1, 2018, will receive **free registration to Leadership Conference 2018**, as well as an invitation to the **POP-Ianta Party** along with their Independent Senior Sales Director!

See www.marykayintouch.com for complete details!