



Director Marita McCafferty

Dynamite Unit

YOU HOLD THE KEY



MARY KAY

YOU HOLD THE KEY



MARY KAY



AUGUST KEY
BE A GOAL-GETTER!

Congrats Key Achievers!

All August achievers are on-target for the Fall Consistency Necklace this month!



Linda Sperring * Dolores Morroni
Marita McCafferty

★ Congratulations 1st Quarter Stars! ★



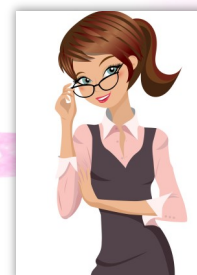
Marita McCafferty
Sapphire



Dolores Morroni
Sapphire



Linda Sperring
Sapphire



Peggy Smith-Dobbs
Sapphire

STAR CONSULTANT PROGRAM



SEPT. 16 to DEC. 15, 2018

MARY KAY®

On-Target STAR!!	Total Contest Credit	—Contest Credit Needed for Star—				
		Sapphire	Ruby	Diamond	Emerald	Pearl
Morroni, Dolores M.	483	1317	1917	2517	3117	4317
Rooney, LeeAnn	440	1360	1960	2560	3160	4360

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

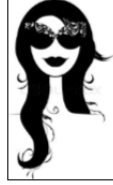
5-7 Team Members



Position Available!



Position Available!



Position Available!



Star Team Builder

3-4 Team Members



Dolores Morrone



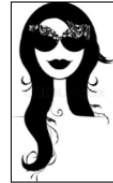
Candida Taylor



Position Available!



Position Available!



Position Available!

Senior Consultants

1-2 Team Members

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

Dates Ahead

9/30...Last day of the month to place orders.

10/1...meeting (Marita's home or FB Live TBD) 6:30pm

10/8...meeting (Marita's home or FB Live TBD) 6:30pm

10/5...meeting (Marita's home or FB Live TBD) 6:30pm

10/17...Winter PCP enrollment ends

10/22...meeting (Marita's home or FB Live TBD) 6:30pm

10/29...meeting (Marita's home or FB Live TBD) 6:30pm

10/31...Last day of the month to place orders.

Valerio Area Fall Advance
October 12th-14th
Wyndham Gettysburg

Valerio Area Workshops
November 13th, 7pm
Blue Bell Country Club
Future dates: 11/13, 3/19, 5/7, 6/18
\$12 in advance/\$14 at the door

Valerio Area January Jumpstart
Saturday, January 26th
Blue Bell Country Club

Ruby Leadership 2019
San Diego, CA
January 16th-19th
DIQs are Invited!



Welcome New Consultants!

New Consultant
LeeAnn Rooney
Lisa Deihl
Victoria Cortez

From
Norristown, PA
Drexel Hill, PA
Humble, TX

Sponsored By
Marita McCafferty
Dolores M. Morrone
Dolores M. Morrone



Make your Big Goals a Reality!
Featuring Sr. National Sales Director Cindy Ivey-Fox.

Available on
www.marykayintouch.com.



'Love' Checks

4% Commission
Dolores M. Morrone \$22

(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%

Pink Investors

These consultants invested in product last month!



Dolores M. Morroni	Candida Taylor
Linda J. Sperring	LeeAnn Rooney
Peggy A. Smith-Dobbs	Denise McDevitt
Pat Varrone	Victoria Cortez
Lisa McGroarty	Lisa A. Chapman
Dawn M. Patterson	Debbie Bracy
Barbara A. Dickson	Mary T. Nelson
Patt Every	Iris N. Morales



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



IT'S REWARDING TO BE IN RED!

NEW \$100 Red Jacket Bonus starts Sept. 1!



Beginning Sept. 1, 2018, any Independent Beauty Consultant or Senior Beauty Consultant who reaches red jacket status (three active[†] team members) by June 30, 2019, will receive a one-time* **\$100 Red Jacket Bonus**.

The Red Jacket 50% Discount is replacing the Red Jacket Rebate. once an Independent Beauty Consultant has three or more active[†] personal team members, she is

eligible to purchase her initial (first time) red jacket at a 50% discount. See www.marykayintouch.com for details!

Seminar Awards 2019



July 1, 2018-June 30, 2019

YTD Court of Sales

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

YTD Court of Sharing

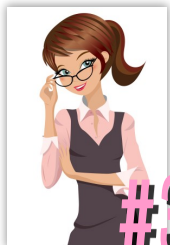
MK: 24 Qualified * Area: 10 Qualified



#1

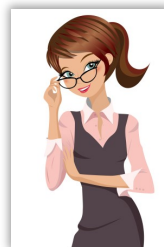


#2



#3

1. Dolores M. Morroni \$2,932.00
2. Linda J. Sperring \$2,423.00
3. Peggy A. Smith-Dobbs \$2,055.00
4. Pat Varrone \$1,335.00
5. Barbara A. Dickson \$1,073.00
6. Lisa McGroarty \$788.00
7. Dawn M. Patterson \$672.00
8. Lilawatie Chin-ahin \$649.00
9. Cassandra Weisbecker \$629.00
10. Lisa A. Chapman \$603.00



1. You this month!

Your positive action
combined with positive
thinking results in success.

Shiv Khera

Valerio Area Selfie Contest



UNLOCK

your chance to win \$100 Cash!



Contest Goals

1. CONNECT with your clients via Social Media!
2. PROMOTE your business without sharing an "advertisement"!
3. USE the hashtag to enter the contest! #SweetheartSelfie1

The Contest

- Anytime you CONNECT with a client (party, facial, on-the-go sale, etc)...take a SELFIE with your client and their favorite product!
 - Ask your client what she likes best about the product!
- Then, post the selfie on Instagram or Facebook! In your caption, include your clients name, a detail about your client connection, why she likes the product (preferably holding the product in the photo) and include a promotion of your choice!
- IMPORTANT: To be entered into the contest, you MUST use the contest hashtag! #SweetheartSelfie1
- All entries will be entered into a drawing to win \$100 CASH! And if you win...your client wins! (Please note, each client can only be entered once)
 - All entries must be submitted by 6pm on September 30th.
 - The winners will be announced on Saturday, October 13th, during Fall Retreat! (You do not need to be present to win)

PRO TIPS:

1. Selfies...keep your chin down and your camera up. When taking a selfie, hold the phone so that the bottom of it is level with your eyes
2. Social Media...as a business owner, you should have both a Facebook and an Instagram account. Each of these platforms appeals to a different demographic.
3. Album...after the contest, create a selfie album to share on your social media accounts. This will allow you to promote your business and your favorite products.

Contest Dates: September 1-30, 2018

The Key is a Selfie!



#ValerioArea

#SweetheartSelfie1

#myMKlife



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!



Merry Gifting

Customers can get a FREE Mary Kay® terry cloth headband when they purchase of a mask or the facial peel.



NEW! Limited-Edition Blissful Pomegranate Satin Hands® Pampering Set, \$36

Powered by nourishing shea butter, this lush scent features juicy pomegranate blended with a medley of wild berries, apples, pears and passion fruit. **\$36**

Blissful Pomegranate Shea Cream, \$12



NEW! Live Fearlessly® Eau de Parfum

A delightful new fragrance for the woman who's confident, feminine and fearless. **\$44**



NEW! Limited-Edition Mary Kay® Eyelash Curler

Great stocking stuffer and a must for the beauty maven! **\$12**



NEW! Limited-Edition Mary Kay® Matte Lipstick

A bold new lipstick that instantly intensifies any look with a velvety veil of pigment-packed color. Available in four fashion-forward shades! **\$18 each**

**Holiday Gift Box
\$6, pk/3**



NEW! Limited-Edition Mary Kay® Lash Love® Mascara

Mary Kay is committed to bringing an end to domestic violence. In the United States, from Aug. 26 through Dec. 31, 2018, when you purchase this limited-edition† mascara, Mary Kay Inc. will donate \$1 from each sale of the mascara to The Mary Kay Foundation, which supports women's shelters and survivors of domestic abuse **\$15**



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 \$15 Starbucks Gift Card!

* these items must be completed



September

Prize

Tassel
Necklace

Faces/Selling Appointments/Parties

Name (put an H next to hostesses)	Party/ Facial	\$\$ sold	Book- ings	Name (put an H next to hostesses)	Party/ Facial	\$\$ Sold	Book- ings
1.				16.			
2.				17.			
3.				18.			
4.				19.			
5.				20.			
6.				21.			
7.				22.			
8.				23.			
9.				24.			
10.				25.			
11.				26.			
12.				27.			
13.				28.			
14.				29.			
15.				30.			
Totals				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



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



To the Dynamic:

September Starter Kit Product Bonus



The true beauty of the September Starter Kit Product Bonus is that it can unlock the door to so many great possibilities!

New Independent Beauty Consultants can get a FREE* TimeWise Repair® Revealing Radiance® Facial Peel when they start their businesses in September!

Within the Starter Kit is everything they need to help connect with their first hostesses and customers! For only \$100,† they'll receive products for demonstration and literature that can put them on the path to success in their Mary Kay businesses. Plus, they'll get this FREE* product! What a great way to get started on the path to success!

Spread the word about this special offer at parties, on the go and anytime you meet a new face 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!

See
marykayintouch.com
 for complete details!



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.