

Unit Goal: 12 Red Jackets & 2 DIQs



Independent Sales Director  
Dee Russell

# The Starlets

## October 2019 Newsletter

## September 2019 Results



YTD Queen of Retail  
Tera Van Keulen



September Queen of Sharing  
Maggie Dahl



September Queen of Wholesale  
Kris Gillard

## Accelerate Your Success!



## Moving On Up!!



Who will be moving up next?



Wendy Towne



Amber Jensen



Raneisha  
Keeling



Kimberly  
Hansen



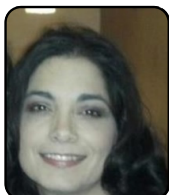
Ruth Anne  
Adams



Tina Hunsucker



Donna Wilke



Liza Grillo



Cindi Wanta







## Be Jeweled!

The October jewelry piece is a chic adjustable beaded bracelet that features sparkling pink and clear crystal drops, a golden bee charm and an inscribed medallion that says "You Can Do It"!

## Be Fearless!

Grab on to the courage it takes to make your dreams come true! That could help you earn the October bracelet from the You Can Do It! Challenge.

Each month during the 2019 - 2020 Seminar year that an Independent Beauty Consultant places a cumulative \$600 or more wholesale Section 1 order, she can earn a monthly jewelry piece from the super chic **You Can Do It! Challenge** Collection by R.J. Graziano. And that's just the beginning!



# October Starter Kit Product Bonus!

Get a FREE\* *TimeWise Repair*<sup>®</sup> Lifting Bio-Cellulose Mask when you start your business in October!

Check InTouch for details!



## On Target Star Consultants

Star Consultant Quarter September 16 - December 15

Consultant Name

Current  
Wholesale  
Production

Sapphire

— Wholesale —  
Production Needed—  
for Star  
Diamond

Emerald

Pearl

Shawna Christianson  
Maggie Dahl  
Shari Kirkham  
Kris Gillard  
Jill Gansch  
Tina Hunsucker  
Raneisha Keeling

\$1215.75  
\$1004.75  
\$871.00  
\$738.00  
\$482.00  
\$470.25  
\$438.00

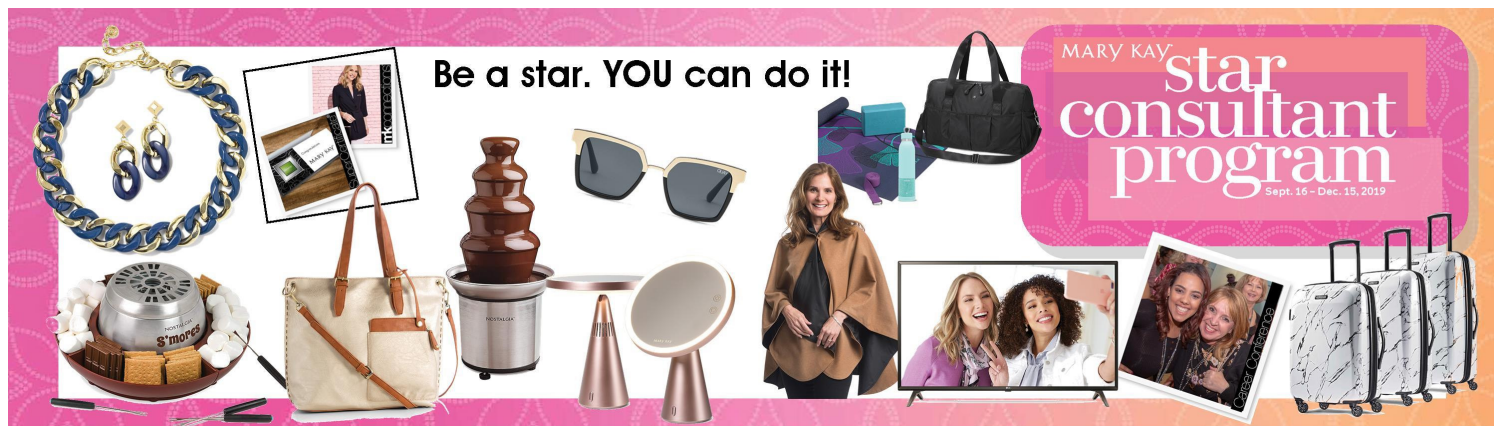
\$584  
\$795  
\$929  
\$1062  
\$1318  
\$1330  
\$1362

\$1184  
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\$1529  
\$1662  
\$1918  
\$1930  
\$1962

\$1784  
\$1995  
\$2129  
\$2262  
\$2518  
\$2530  
\$2562

\$2384  
\$2595  
\$2729  
\$2862  
\$3118  
\$3130  
\$3162

\$3584  
\$3795  
\$3929  
\$4062  
\$4318  
\$4330  
\$4362







## Congratulations

on investing in your business last month!

\*You Can Do It winners are bolded

<b>Kris Gillard</b>	<b>\$1446</b>
<b>Shawna Christianson</b>	<b>\$1215</b>
<b>Maggie Dahl</b>	<b>\$1004</b>
<b>Shari Kirkham</b>	<b>\$871</b>
<b>Theresa Derkowski</b>	<b>\$803</b>
<b>Amanda Gronholz</b>	<b>\$665</b>
<b>Amber Jensen</b>	<b>\$646</b>
<b>Wendy Towne</b>	<b>\$624</b>
<b>Tina Hunsucker</b>	<b>\$606</b>
<b>Amanda Erdmann</b>	<b>\$603</b>
Tera Van Keulen	\$598
Jill Gansch	\$482
Raneisha Keeling	\$438
Kim Meissner	\$435
Mary Kapellen	\$431
Heather Schmeckpeper	\$408
Amy Sternweis	\$401
Blanche Smith	\$380
Tammy Gorski	\$377
Rhiannon Goad	\$375
Ana Helget	\$349
Abigail Wiley	\$339
Heather Rokeh	\$337
Heather Hartwig	\$309
Deborah Gough	\$293
Carmen Espino Espino	\$285
Jordan Roedl	\$284
Tracy Vruwink	\$282
Pamela Pearsall	\$280
Susie Krakow	\$278
Karla Haugen	\$277
Natalie Bradshaw	\$266
Terri Doster	\$262
Stacy Frost	\$259
Dawn Meise	\$252
Lauren Brown	\$249
Connie Negaard	\$246
Jenifer Posick	\$242
Kristi Beneke	\$242
Kristin Novinska	\$240
Anna Koktan	\$234
Ranee Welch	\$229
Michele Ekstrom	\$228
Susan Carran	\$228
Lori Heindl	\$227
Linda Stacy	\$227
Krissy Grillo-Hemenway	\$226
Connie Olson	\$226
RaeLyn Parker	\$226
Sarah Lutey	\$225
Kimberly Tallitsch	\$225
Stefanie Wrasse	\$198
Brenda Fritzke	\$177
Jolene O'Brion	\$156
Liza Grillo	\$154
Brodie Herrick	\$143
Jessica De Deker	\$123
Leah Fritsche	\$121
Katie Hosbach	\$94
Alexis Fink	\$88
Faye Tenhaken	\$87
Trish Stofflet	\$70
Stephanie Heltsley	\$66
Tessie Sharrow	\$36
Emilie Fisher	\$32
Esther Borchardt	\$12



## Welcome to our Team!

### New Consultant

Michele Ekstrom  
Jessie Freebreg  
Ana Flores

### From

Eagle Lake, MN  
Rudolph, WI  
Madison, WI

### Recruited by

Maggie Dahl  
Amanda Erdmann  
Mary Gronholz



Here is a great idea  
to raise awareness  
and sales!!!

### Race for The Cure Makeover Marathon!

Make a donation (amount is  
up to you) for each facial/  
class you hold.

Set a goal for how much you  
would like to donate and ask  
your Hostesses to help you  
meet your goal.

# Seminar Scoreboards

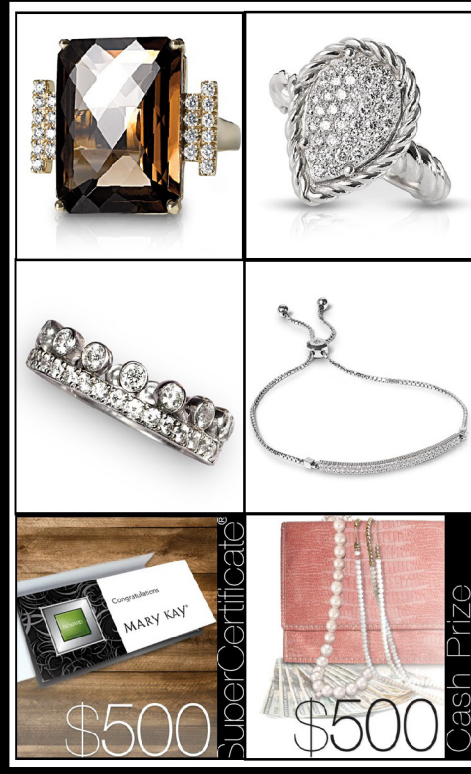


## Mary Kay Queen's Court of Sales

Achieve at least \$40,000 in Retail production during the contest year 7/01/19-6/30/20 & earn your Diamonds



Name	YTD Total
1. Tera Van Keulen	\$5556.50
2. Kris Gillard	\$5086.00
3. Theresa Derkowski	\$5029.00
4. Amber Jensen	\$3870.00
5. Tina Hunsucker	\$3797.90
6. Amanda Gronholz	\$3309.50
7. Wendy Towne	\$3079.00
8. Liza Grillo	\$2719.00
9. Amanda Erdmann	\$2636.00
10. Raneisha Keeling	\$2496.80
11. Shawna Christianson	\$2481.50
12. Brenda Fritze	\$2225.50
13. Maggie Dahl	\$2029.50
14. Shari Kirkham	\$1944.00
15. Stefanie Wrasse	\$1796.00
16. Jill Gansch	\$1659.00
17. Carmen Espino Espino	\$1619.00
18. Jordan Roedl	\$1616.00
19. Melissa Madsen	\$1612.50
20. Jessica Larsen	\$1542.50



## Mary Kay Queen's Court of Sharing

Qualify for your Diamond Bumble Bee from Mary Kay Inc. by reaching 24 Qualified New Recruits 7/01/2019-6/30/2020



Name	Seminar Qualified Recruits	Earned Recruit Commission Credit
Tina Hunsucker	1	\$69.68
Raneisha Keeling	1	\$25.62
Hannah Miller	1	\$24.16



# See you at the TOP



# TEAM BUILDING

## DIQ / FUTURE DIRECTOR



Wendy Towne



## TEAM LEADER



Amber Jensen



## STAR TEAM BUILDER



Raneisha Keeling



Kimberly Hansen



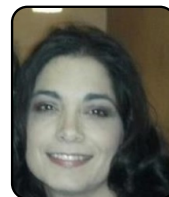
Ruth Anne Adams



Tina Hunsucker



Donna Wilke



Liza Grillo



Cindi Wanta

## SENIOR CONSULTANTS

Hannah Miller  
Amy Helton  
Stefanie Wrasse  
Kris Gillard

Maggie Dahl  
Theresa Derkowski  
Jordan Roedl  
Linda Stacy

Lori Heindl  
Ana Helget  
Heather Schneckpeper



# Congratulations to our 1st Quarter Stars!

## RUBY STAR



Theresa  
Derkowski



Wendy Towne

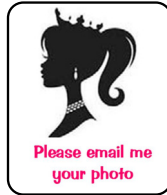
## SAPPHIRE STAR



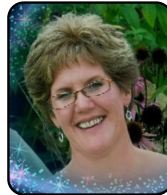
Tera Van  
Keulen



Amber Jensen



Amanda  
Erdmann



Kris Gillard



Amanda  
Gronholz

Be a star. YOU can do it!

You can earn exciting prizes in the Star Consultant Program while building your Mary Kay® business. And the achievements you enjoy through the Star Consultant Program can help you earn rewards in other Mary Kay programs!



MARY KAY  
star  
consultant  
program  
Sept. 16 - Dec. 15, 2019



# How to Get to Leadership

By NSD Tammy Crayk

Finish DIQ Strong by January 1st  
to attend Leadership!

Shoot for 30 Active Team Members!

$$30^* \text{ — NUMBER OF ACTIVE RIGHT NOW } = \text{ NUMBER OF NEW ACTIVES YOU NEED }$$

\*24 is the minimum - but who wants the minimum?



1 out of 5 interviews recruit!

NUMBER OF  
NEW ACTIVES  
YOU NEED  
(ABOVE)

$$\times 5 =$$

**Your Magic  
Number**

This is the number of people to share the business with!



You find these people at classes. An average of 1 person from every class will listen to the business, so you also know that the **Magic Number** is how many classes you & your team need to hold between now & December 15th!

DEBUT BY *January 1st* & ATTEND LEADERSHIP  
PLUS RECEIVE:

- Costume Pearl Jewelry Set
- Ted Baker Bow Tote Bag



# What It Means to Wear **RED!**

**RED** SIGNIFIES VIBRANCY AND CONFIDENCE. IT IS AN EXCITING COLOR THAT AROUSES EMOTION AND REPRESENTS VITALITY AND INTENSITY. HOW APPROPRIATE THAT OUR COMPANY SELECTED THIS COLOR TO IDENTIFY THOSE WHO EMPLOY THESE QUALITIES TO MAKE THEIR CAREER A SUCCESS. THOSE WITH **RED JACKETS** FEEL VERY SPECIAL ABOUT THEM. YOUR **RED JACKET** EVOKES A DEEP SENSE OF PRIDE WHENEVER YOU WEAR IT.



## It means several things:

**SELF-CONFIDENCE** Your Red Jacket shows trust, belief, boldness and assurance. Many of us have lacked in this area at one time or another. Your Red Jacket gives you confidence. It tells you that you have reached a certain level of achievement. You have set a goal and attained it, and you are making a success out of your career.

**DETERMINATION** It shows that your work is purposeful and worthwhile, and that what you are doing is a credit to yourself and those represented by this jacket. It gives you determination to keep going forward and to let nothing hinder you from becoming successful.

**PERSISTENCE** It shows that you can hurdle obstacles that appear in your path and keep your mind shut against negativity. It means stick-to-it-iveness.

**Your Red  
Jacket  
Symbolizes  
Success!**

**So How Do YOU Go RED?**  
It's Easy! All you need is 3 new Active Team Members!  
Who can you think of that you would love to share our great opportunity with?  
Building a team is fun!  
Why do you want to earn your Red Jacket?

## Ways to share the career opportunity:

- Have your prospect take a CD, DVD or marketing packet home, and call for follow up.
- Take guests to weekly Success Meeting.
- Take guests to special guest events.
- Make three-way calls with your director, guest on Live Marketing or Marketing Hotline.







# Holiday Party Tips & Gifting Ideas



This holiday, Mary Kay is helping you become the Merry-maker for your customers! You can be their one-stop shop for hostess gifts, gift sets and stocking stuffers! Now is the perfect time to start reaching out to your customers to let them know you are their all-in-one beauty go-to for Black Friday.

You can schedule pop-ins at their homes or even at their workplaces. Ask them to invite friends or co-workers to check out fun gift ideas such as a cute coffee mug containing a small ornament, candy and the new limited-edition Mary Kay **Ultra Stay™ Lip Lacquer Kit**. Or a stocking containing the new limited-edition Mary Kay **Mad About Masking™ Mask Pod Gift Set** and the new Mary Kay® **Mask Applicator**! Your customers will appreciate the convenience you provide by bringing the shopping to them.

Holiday open houses can be fun treats for you and your customers! Plan ahead by sending save-the-date emails to your customers. On the day of the event, have festive music playing and offer light refreshments like hot cocoa and cookies to get shoppers into the holiday spirit! You could feature different gift bundles that vary in price for all your customers' shopping needs.



Fragrance is always a popular and thoughtful gift. Consider highlighting the new limited-edition Mary Kay® **Fragrance Travel Sprays** along with the new limited-edition Cityscape® **Silkening Dry Oil**. Display them with festive ribbons and bows or even fake snow, as seen in the Holiday 2019 edition of The Look.

As weather gets cooler, skin gets drier, so products that provide moisture are sure to be a hit! Display the limited-edition **Be Delighted® Body Mousse** for an all-over softening experience!

When you feature the holiday Product Spotlight, Mary Kay® **Oil Mattifier**, at your open houses, you can talk to your customers about how this product controls shine for hours, making it a beauty must-have for holiday parties.

Consider making copies of the Holiday Wish List! You can share the copies with your customers to help make shopping with you fun and easy!



OCTOBER

be  
fearless!

Mary Kay Ash believed that action cures fear. So pick up the phone to book, stand up at a party or at a meeting to speak, share the opportunity, say yes to your dreams. **Be Fearless!**, and earn the October bracelet in the **You Can Do It! Challenge**.

It all starts with setting and achieving a retail selling goal to support a \$600 or more monthly wholesale Section 1 order. Each month during the 2019 – 2020 Seminar year that an Independent Beauty Consultant places a cumulative \$600\* or more wholesale Section 1 order, she can earn a monthly jewelry piece from the must-have **You Can Do It! Challenge Collection by R.J. Graziano**. That \$600 wholesale Section 1 order a month could be just what you need to help you achieve other Mary Kay challenges, too, like earning quarterly Star Consultant status or crossing the Seminar stage in the Queen's Court of Personal Sales.



Everyone is  
buzzing about  
the **You Can Do It!**  
Challenge!



Mary Kay Ash always  
believed a woman could do  
whatever she put her mind to.  
And we know  
**You Can Do It!** too.

Go to **Mary Kay InTouch**<sup>®</sup>  
for complete challenge  
rules and details.

you can

do it   
MARY KAY

\*The \$600 or more wholesale Section 1 order requirement can be placed in one single order or placed in cumulative orders as long as the orders are placed in the same calendar month. Customer Delivery Service, Guest Checkout and EZ Ship order amounts will also count toward your \$600 or more wholesale Section 1 order requirement. You'll receive your jewelry inside your qualifying order. One jewelry piece per achiever each month.



Educational,  
Inspirational,  
Interactive

Take *MK University*™  
to the Next Level.

GET STARTED



## It's a Special November Celebration

### **Birthdays**

Cindy Stillman  
Stefanie Wrasse  
Teresa Radke  
Jodie Arkin  
Kimberly Hansen  
Hannah Rosin  
Linda McCullen  
Renaee Heesch  
Ana Flores  
Melissa Mangan  
Anna Koktan  
Amy Flemister  
Kristi Beneke  
Amy Paff  
Sarah Lutey  
Amber Nieman  
Cynthia Birr  
Maria Drazkowski  
Victoria Redecker  
Marybeth Imperiale  
Bonnie Oftedahl  
Karen Homb  
Kathy Hans  
Tanya Schulz  
Linda Stacy  
Meagan Meier

### **Day**

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### **Anniversaries**

Tammy Laska  
Jaclyn Effert  
Maggie Dahl  
Julie Rodriguez  
Mary Beth Kelly  
Traci Meyer  
Kristin Novinska  
Amy Flemister  
Stacy Walz  
Liza Grillo  
Ann Frazier  
Katie Hosbach  
Meagan Meier

### **Year**

22  
18  
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9  
9  
2  
1





Independent Mary Kay Sales Director

**Dee Russell**

2013 Meadowview Lane  
Mary Kay, MI 20134  
blingbling@million.com  
(123) 456-7890

PRESORTED  
FIRST CLASS MAIL  
U.S. POSTAGE PAID  
EVART, MI  
PERMIT NO. 9

## Start With a Bonus!

New Independent Beauty Consultants can get a FREE *TimeWise Repair*® Lifting Bio-Cellulose Mask when they start their businesses in October with a \$100 Starter Kit!



**Special Delivery for**

## HO HO HELLO, October!

Plan now to reap big in November and December.

**INDEPENDENT FUTURE EXECUTIVE SENIOR SALES DIRECTOR KARLA PLANTAN, LAKEWOOD, COLO.**, shares tips on how to find excited new customers and team members when you start planning now!

**Mark calendar with personal commitments.** Organize and slot family commitments to help you schedule your work availability over the next three months.

**Book parties.** Keep skin care and second appointment color bookings going strong. See as many faces as possible now, and reach out later with holiday giftables.

**Share the Holiday Wish List.** It can help generate sales leads in November and December.

**Update your Mary Kay® myCustomers+™ App.** Organize your customer information to make it easier to target your communications next month.

**Share Mary Kay.** Other women may want the opportunity to make extra holiday cash.

**Plan and prepare inventory.** Getting sales this month can help you reorder and stock products and giftables so you're ready next month.

**Set your holiday business goal.** Pay for all Christmas spending, take family on a dream vacation, earn the use of MK career car, enter Sales DIQ or complete the National Sales Court.

## Words of Wisdom

"Many times, the things we fear most happen because we expect them to happen. Fortunately, the opposite also is true. When we expect great things, great things will happen! We are surrounded by abundance, and we can draw it to us by expecting it."



Mary Kay  
WISDOM