

KATHLEEN'S **SUPER STARS**NEWSLETTER

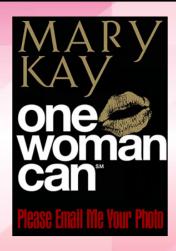


If it is to be it is up to me!

January 2022 Unit Newsletter



Queen of Wholesale Brenda Anderson



Sharing Queen This Could Be You



YTD Sharing Queen Brenda Anderson



YTD Retail Queen Brenda Anderson

Congratulations to Our Star Consultants!



Brenda Anderson Pearl



Corrina Warwick Ruby

Plan to Sell Your Way to the Stars

To be a Sapphire Star Consultant- \$42.86 a day! To be a Ruby Star Consultant- \$57.14 a day! To be a Diamond Star Consultant- \$71.43 a day! To be an Emerald Star Consultant- \$85.72 a day!

Meet your daily sales goals with classes, facials & reorders— see how easy it is! Go the distance each week and you will be a STAR! We love shining stars that shed their light on others, finding the unique potential in every woman!!









From the Director's Chair

Happy New Year Super Star,

2021 ended amazingly & I appreciate each & everyone in our Super Star Unit so much!! Thank you for continuing to work towards your goals & your monthly Bonus Bucks!! Can't wait to see what you choose to spend them on! Also thank you for continuing to enter

your \$100 days & your Weekly Accomplishment Sheets as that is the only way I can give YOU the recognition yoo so deserve :-) Deb Finley won our December \$100 day drawing! WOOT WOOT

It is so awesome that we have had Mike Strong who heads up our *Diamond Sales Force Development* with us once a month on a Thursday supporting us with his knowledge, kindness great ideas, & insight. It is a small group so we can ask questions and he gets to know us personally. Directors fill out a link and get recognized at the beginning and then Mike takes over. He gives us encouragement, recognizes the Super Stars for the month and hints at future exciting things up and coming! The meeting lasts 30-45 minutes. Consultants can join in by achieving one of these. 1. Do 10 parties or 50 facials in the month before. A party is 10 classes where you do a demonstration of a product, with 3 or more people and minimum \$100 in sales. Or 50 facials include the facials at the parties 2. On target for their car 3. DIQ 4. Gold Medal Would LOVE to have you join us:-)

I'm so excited to begin a new year! It's a great chance to start over, dedicate myself to excellence, and make 2022 an amazing year! Will you choose to join me? Mary Kay is encouraging us all to step out of our comfort zone and share the career opportunity this month. Not only have they extended the Startup Options, but there's a fantastic new Powered by Pink Team Building option, too. This is our year to step out, step up, and achieve your career level dreams!

Let's make 2022 the year of Perfect 20s. What will that look like for you? Maybe your goal will be Mary Kay's 20/20 Club. Maybe your goal will be to call 20 customers a week or month, or to warm chatter 20 new contacts this month, in person or virtually through referrals. Maybe your goal is to become a Mary Kay sales director this year and focus on 20 sharing appointments. Maybe you want to fucus on selling 20 products this month and work towards your star goal. It's a great time to share more about your #MyMKLife on social media, so maybe your goal is to post for 20 days this month. What activity will you choose to do to make 2022 your year?

It seems like everyone sets new goals in the new year. We all know how important it is to plan where you are going, or you'll never know when you've arrived! Goals also give you something to measure your success each month so you know if you need to push a little harder or if you're right on track! I encourage you to spend a few days considering what you want from your business as a part of your new year's goals. Make sure to take the next step: write down what you'll need to do to get there and break down your goal into monthly and weekly increments. Will you use your MK money to pay for private school next year? College? A fabulous vacation? A bonus clothes shopping budget for you each month? To spoil your husband with something special for Valentine's Day? Write down everything you'd like to do, prioritize, and work towards making each dream a reality. You can do it! The only person who can hold you back is you! Don't get discouraged when things don't go perfectlyinstead call one more person. Push a little harder. Post your goals so that you see them whenever you're on the phone and will remember to ask for referrals, and people will rally around you to make this a year to remember! Our year of Perfect 20s! I know you can do it!

Love and Belief, Kathleen



Important Dates:

- January 17 Martin Luther King Jr. Day. Postal holiday. PCP last day to enroll online for spring mailing of The Look, including exclusive samples.
- January 21 Get to Know Your Customer Day
- January 31: Last day of the month for consultants to place online orders. Online agreements are accepted until midnight CST. Last business day of the month. Orders and agreements submitted by mail must be received today to count towards this month's production.
- February 1 Online DIQ commitment form available beginning 12:01 am CST until midnight on the 3rd.
- February 2 Groundhog Day
- February 9 PCP spring mailing of The Look begins.
- February 10 Early ordering of the new spring items begins for Stars who qualified Sept 16-Dec 15th and those who participated in PCP for spring.
- February 14 Happy Valentine's Day!
- February 15 PCP spring promotion begins.
 Ordering of the new items available for all consultants.
- February 16 Spring promotion begins. Official on-sale date.
- February 21 President's Day. Postal holiday.
- February 25 Last day of the month for consultants to place phone orders.
- February 26 Last day of the month for consultants to place online orders. Online agreements accepted until midnight CST. Last business day of the month. Orders and agreements must be received by today to count toward this month's production.

WE'RE POWERED BY PINK!

Our Top 5 Wholesale for December



Thank You Consultants Who Invested in Their Businesses in December

Brenda Anderson	\$1,506.20
Corrina Warwick	\$650.90
Anne Nichols	\$486.00
Kathryn Bohn	\$405.50
Connie Radel	\$380.00
Kathryn Biadasz	\$355.00
Brenda Murray	\$348.00
Milena Horan Klemens	\$287.00
Patricia Rougeot	\$280.00
Beth Davies	\$279.30
Julie Johnson	\$252.50
Brenda Peterson	\$252.00
Lori Windham	\$251.50

POWERED PUNK MARY KAY

Silky Setting Powder,

double it to a choker length!

January Prize
This chic necklace features shimmering pink pearls on one side and shining silver chain links on the other. Can be worn long, or you can open the toggle clasp and

\$20 each
This makeup multitasker helps even skin tone and blur minor imperfections while providing a matte finish that smooths your appearance and minimizes shine. The innovative formula delivers whisper-light softness while helping to minimize dryness and flakiness.

Congratulations To Our Powered By Pink Achievers







Corrina Warwick





You Can Do It! Be in THE QUEEN'S COURT OF SHARING THIS YEAR!







Debra Finley



Annette Monthey Team Leader Senior Consultant



Beth Davies



Senior Consultant Senior Consultant Senior Consultant Senior Consultant Senior Consultant



Brenda Anderson Brenda Myers Cathy Carlsen Elisa Baldock







Flo Welk



Julie Johnson









Mary Ann Zielinski Mary McLaughlin Monica Crayton Nancy Bartlett Sandra Toval Senior Consultant Senior Consu

Our Unit At A Glance

Team Leaders Debra Finley

Senior Consultants

Annette Monthey **Beth Davies** Brenda Anderson Brenda Myers Cathy Carlsen Elisa Baldock Flo Welk* Julie Johnson Mary Ann Zielinski* Mary McLaughlin Monica Crayton* Nancy Bartlett Sandra Toval

Consultants

Alicia Toval Amanda Martell* Amber Thome Amy Bergholz Amy Evans Angela McLaughlin Ann Shea Anne Nichols Bonnie Carstens* **Brenda Murray Brenda Peterson**

Cheryl Kok* Cindy Hanson* Cindy Nelson Connie Plaumann* Connie Radel Corrina Warwick Cynthia Radtke* Danette Hicks* Daune DeVries Dawn Endries Donna Cooper* Donna DeHaven* **Dorian Loberg Beck*** Drea Reichwein* **Emily Jackson*** Fayth Block* Florence Honang* Gloria Liska* Jan Chambers* Jennifer Graczyk* Jennifer Gutkowski* Judy Cloud-Calloway Julie Gabris Karen Taylor Kathryn Biadasz Kathryn Bohn Kay Tinguely Laura Roethle Linda Park

Lisa Van Roy Loretta Ziegler* Lori Windham Malissa Turner Marianne Lippold* Marilyn Pientka* Martha Brunner Mary Fischer Mary Goers* Mary Mertens Mary Vesperman* Melanie Carlsen* Melissa Boyd Melissa Claudio* Merodee Buechner Michelle Berndt* Michelle Mazola Michelle Slawny* Milena Horan Klemens Nancy Boeder Nancy Hipp Pamela Santoro* Pat Petrowiak Patricia Berry* Patricia Rougeot Patti Mezel* Peggy Parish Rebecca Gramer* Sandy Deibert Sara Grimes*

Sharon Maginnis Spring Fleming Susan Dos Reis* Susan Draeger* Tammy Collins* Teresa Fisher Teresa Ploch* Terri Skaggs* Trisha Niesen Valerie Houk Vickie Puzach* Wendy Miller* Wendy Zweifel*

Linda Robinson*



Welcome New Consultants

1

Team Commissions

Peggy Parish
Sponsored By: Sponsored By:
Kathleen Koclanes
Kathleen Koclanes

Kathleen	Koclanes	



Look Who Shared in December

Kathleen Koclanes





Spring 2022 Program PCP Participants

Cynthia Radtke

9% Commission Level			
Debra Finley	\$21.65		
4% Commission Level			
Brenda Myers	\$60.25		
Annette Monthey	\$11.17		
Beth Davies	\$9.97		
Nancy Bartlett	\$9.22		
Sandra Toval	\$9.16		
Mary McLaughlin	\$5.08		
Monica Crayton	\$1.98		
Cathy Carlsen	\$1.86		

February Birthdays Mumtaz Hashi Susan Draeger Melanie Carlsen Vickie Puzach Teresa Fisher Mary Pekarske Judy Cloud-Calloway Mary McLaughlin Julie Johnson Teresa Ploch Amy Koclanes Mary Kinder Felicia Burks Marilyn Pientka	2 4 4 7 14 15 16 17 18 18 19 21 21 25
February Anniversaries Mary Fischer Melissa Claudio Marilyn Pientka Deborah Conway Donna Cooper Tracy Fonte Melanie Carlsen Jennifer Gutkowski Jalane York	27 20 18 18 13 11 9 5 5

Price Adjustments Coming February 16

We've all experienced the widespread impact of the global disruption caused by the pandemic. Supply chain shortages, transportation issues, and rising costs of ingredients have led to many companies and brands adjusting their prices.

Mary Kay has chosen not to implement a price adjustment since 2019; in fact, the last time a significant number of products were impacted by a price change was over seven years ago. Since then, average costs have significantly increased, especially in the last 12 to 18 months, and Mary

Kay has continued to absorb the rising costs. The growing gap between cost of materials, transportation, and the price points of many Mary Kay products must be bridged to ensure our commitment to you. We believe these adjustments are necessary to help support your personal business and to keep you competitive in the marketplace.

Beginning February 16, Mary Kay US will be adjusting the prices of a number of products. Find a complete list on Intouch. Consider ordering now to take advantage of lower prices.



PINK HAS BECOME A SYMBOL OF POWER, PASSION & PURPOSE. WHEN YOU'RE POWERED BY PINK, IT MEANS YOU'RE LIVING YOUR LIFE AND WORKING YOUR BUSINESS THE MARY KAY WAY.



PINK IS BEAUTIFUL. PINK IS CONFIDENT. PINK IS CONNECTED.



Our Top 5
YTD
Personal
Retail Court
According
to MK
Orders











Brenda Anderson

Corrina Warwick

Debra Finley

Patricia Rougeot

Nancy Bartlett

Year to Date Retail Court

1	Brenda Anderson	\$18,859.20
2	Corrina Warwick	\$9,236.25
3	Debra Finley	\$5,492.00
4	Patricia Rougeot	\$5,115.00
5	Nancy Bartlett	\$3,551.50
6	Daune DeVries	\$3,181.00
7	Michelle Berndt	\$2,948.00
8	Cindy Nelson	\$2,669.50
9	Brenda Myers	\$2,350.50
10	Lori Windham	\$2,335.00
11	Michelle Slawny	\$2,210.00
12	Cathy Carlsen	\$2,173.00
13	Cynthia Radtke	\$2,029.00
14	Julie Johnson	\$1,999.00
15	Beth Davies	\$1,783.00
16	Brenda Peterson	\$1,764.00
17	Mary Goers	\$1,734.00
18	Linda Park	\$1,716.50
19	Julie Gabris	\$1,706.00
20	Kay Tinguely	\$1,679.00

Year to Date Sharing Court







Beth Davies 1 Qualified \$27.88



EARN YOUR MK BUCKS

EARN 1 MK BUCK FOR EVERY \$100 WHOLESALE ORDER
PLACED IN THE MONTH
FOR EXAMPLE:

A \$122 ORDER = ONE (1) MK BUCK EARNED A \$593 ORDER = FIVE (5) MK BUCKS EARNED

July 1 2021—July 30 2022



- \$25 Gift Amazon Gift Cards
- Toward Unit & Company functions
- Product
- Samples
- Link: https://www.facebook.com/groups/371648670251637
- Also go onto www.kathleenkoclanes.com to check out the calendar for fun zoom and Facebook events.

Month Of December Winners

Retail Queen for the month Brenda Anderson \$3536

Weeks over \$500 Brenda Anderson \$1001, \$744

Party's over \$200 LET'S GET BOOKING :-)

Facials over \$100 Corrina Warwick \$165

Reorder weeks over \$300 Deb Finley \$1082, \$380 Brenda Anderson \$655, \$612, \$595

On the go/personal appointments Brenda Anderson \$322, \$78 Corrina Warwick \$324, \$101, \$292

PCP/Misc. Corrina Warwick \$70

Online orders *Send an email to your customers with your 24/7 shopping link* Skin Care Sets sold Brenda Anderson 4

Interviews for the month *who do you know? Ask for referrals*

Kathleen Koclanes's Skin Care Class Closing:

- 1. I would like to go through the sets and tell you what we have to offer and my discounts for today. Would that be alright with you? Please turn your place mats over.
- 2. You can get your Mary Kay in different ways, cash, check, postdated checks, husband unawareness program, which is part cash, part check and part credit or debit card and he has no idea what is going on. Then there is the fold and hold program with no interest. You write 2 to 5 checks every pay period and put the date on the back when you want them cashed. I will fold them and hold them at no interest to you. Or there is the no interest loan, where we take it out of a debit or credit card every pay period and you can start taking your products home with you today. Here are the sets and my discounts for today. They are changed all the time. (Go through the sets.)

FIRST: Circle the Roll Up Bag and write FREE, When you purchase 4 sets you receive the roll up bag for FREE!

I DESERVE IT ALL is all 8 sets for \$667 and today is only 440, (don't say dollars when you say 499) saving \$127.

- 3. Now I am going to help you compare prices. Turn you profile over and on the back of it:
- 1. Write A, B, C, M on your profile, (point where you want them to write.) On the left side of the profile, A then B under A then C under B then M under B). A is One of the higher priced cosmetics out there, if you purchased all of these things from an expensive cosmetic you would pay at least \$100-\$2000, write that next to A. By the way, they wouldn't be getting patented products and several items that none of them have.
- 2. B is the middle of the road cosmetic. You would pay at least \$1200 to \$1500. Write that next to B. Again none of them have our patented products.
- 3. C is one of the less expensive cosmetics, it would be a minimum if not much more than \$700, and you wouldn't be able to get everything from any of them, because a lot of it is patented and no one has satin lips.
 - 4. M is for Mary Kay. Today it is a value of \$667 in Mary Kay prices and is only \$440 with a saving \$127.
- 4. Now I want you to take a minute to X off what you wouldn't use and you can replace it with something you would use. I don't want you to take something home and not use it. (take a few minutes and let them do this.)
- 5. Now I'm going to ask you 4 questions. Write 1, 2, 3, 4 there on your profile. (again point where you want to have them write it.) 1 then 2 under 1, then 3 under 2, then 4 under 3. Point this out on their profile. Or they won't get it right.)
- 1. If money were no object and you just won the lottery, what sets would you start with today? (Read the sets off), or possible the "I DE-SERVE IT ALL SET", just write ALL (spell it out A L L) Write that next to #1.
- 2. Write **FREE** (spell it out FREE) next to number 2, and put a dash next to free. When you share your second facial with 3 or more friends, you get products completely **FREE** or at least a discount. What would you like to get completely **FREE** or at a discount at your follow up facial? Maybe you would like to get a cologne, body care, Serum + C, brush set, more glamour which I never have enough of or maybe the men's skin care set for that favorite man in you life. Write that next to **FREE**.
 - 3. If you would like to get # 2 FREE or at least at a discount by sharing your follow up facial with 3 or more friends write YES next to #3.
- 4. #4 is about our company, "If I have intrigued you just a little bit on how we make our money. JUST A TINY LITTLE BIT, put a ? Mark next to #4 and we will talk later. (If you haven't done your 2 minute I story yet, do it here.)
- 6. Now I am going to talk to you individually because I believe money and skin care is personal and it is easier for me so I don't make any mistakes, and I will have your <u>FREE</u> goodie bag waiting for you and you are not obligated to anything. Is anyone in a hurry? Please bring your place mat, profile, and sales ticket with you, and the hostess can bring out her goodies now.
- 7. As you come talk to me to get your <u>FREE</u> goodie bag please bring your place mat, profile & sales ticket. (Then ask the 5 questions, very important! As you are asking the questions, start transferring her name and information onto the sales ticket from the profile sitting down and back in your chair so you are not pressuring her.)
 - A. Did you have a good time? (nod and smile)
 - B. How does your face feel? (take your hand and gentle rub it on your face)
 - C. Do you have any questions I haven't answered? (be quite and smile)
 - D. What did you like best about your skin care program? (wait patiently and answer without adding anything else)
- E. I see you have the _____ written next to #1, is there any reason why you wouldn't like to get started on that tonight? (If they say they can't remind them of the husband unawareness program or the fold and hold program. Over Come objections from there.)
- 8. First sell then book then recruit.

gift card

JANUARY-MARCH 2022

CUSTOMERDRAWINGS:



for having a facial. (virtual or in person)

Earn five entries for hearing about the Mary Kay opportunity and doing a follow up with the Director.





Earn five entries for hosting a virtual or in person Mary Kay party.



Earn ten entries for becoming an Independent Beauty Consultant.

instoher giveaways

4 DRAWINGS TOTAL

THE
WINNERS
CHOOSE THE
GIFT CARD
LOCATION
OF THEIR
CHOICE!

\$200 gift card \$125 gift card \$100 gift card \$100 gift card



CONSULTANT DRAWINGS:

Consultants earn one entry into the drawings for each personal customer entry.

EXAMPLE: Your customer has 14 entries into customer drawing. You then have 14 entries into the drawings.

consultant giveaways

4 DRAWINGS TOTAL

THE
WINNERS
CHOOSE THE
GIFT CARD
LOCATION
OF THEIR
CHOICE!

\$200 gift card \$125 gift card \$100 gift card \$100 gift card



If your angtoner wing, you win, too!

NOTES FOR CONSULTANTS:

Please confirm with your Director that your Unit is participating. All entries must be submitted by April 5th.

https://bit.ly/mandpfall

Virtual facials count
for this drawing!
(customer must participate through
comments if it's a virtual Facebook party)

Contest dates: January 1, 2022 - March 31, 2022

MARY KAY ASH FIRMLY BELIEVED THAT AT EVERY PARTY YOU HOLD, YOU ARE SOWING SEEDS FOR YOUR FUTURE BUSINESS.

Not only in product sales, but also in potential future team members. That's why Mary Kay Ash hoped that every Independent Beauty Consultant would work her business full circle. Book parties, sell the fabulous *Mary Kay** products and share this incredible opportunity. And now, if you do this consistently from January through March 2022, you could achieve the *Powered by Pink Power Up Your Team-Building*Consistency Challenge.

When you achieve this consistency challenge, you can earn an exclusive jewelry piece specially designed by R.J. Graziano. This beautiful bracelet is a triple strand of pink and gold perfection! Wear this alone or to coordinate with other pieces from the *Powered by Pink* Jewelry Collection you can earn when you achieve your monthly goals.





"The seeds you plant in the hearts and minds of others will be what you receive in return – 100-fold. Only sow that which you wish to receive in return. Sow good, receive good! Plant seeds daily in your Mary Kay business, and your Mary Kay business will return to you."

- MARY KAY ASH



TO PLAN MY PERSONAL BEST YEAR

- 1) How are you feeling about your business right now?
- 2) What would you need to achieve in the seminar year to feel really good about yourself?
- 3) Why is this particular goal meaningful for you now?
- 4) What are you determined to hold weekly in personal selling and sharing business to support this goal?
- 5) What potential obstacles do you foresee?
- 6) What will you do when that happens?
- What role do you want me to play in support of you as your director? (Build confidence, personal accountability, etc.)
- 8) What system do you have in place to keep you focused on this goal?
- 9) Specifically how many selling and team building appointments are needed to stay on your date book at all times, regardless of life circumstances and how you are personally feeling?
- 10) What do you have now for the next 7-10 days in personal business?
- 11) What is your next correct step?
- 12) How do you plan to hold yourself accountable?



For those of you who aren't sure where to start with your customers...here are two dialogues to get back in touch with each of them, by master booker, EENSD Kathy Helou:

"Sue, this is Kathy with MK Cosmetics; do you have a second? I wanted to take a minute to tell you how much I appreciate your confidence IN ME as your personal consultant. I was looking at your profile and realized we months ago and you have placed reorders with me since that 1st time, and I want to thank you again! I just had a goal session with my director, and I'm dedicating myself to the best possible customer service you could ever want, and customer awareness...Just as the stores are showing the new spring products, so is MK, and I'll have mine to show in weeks! I thought I'd ask your permission to put a * on your profile and call you when they are here to show them to you or have you stop by...(Wait for answer.) And by the way, speaking of customer service, are you running low on anything?"

Another Idea:

"I've started a new Customer Referral Reward System. What better way to meet a new Mk customer than through someone like you who loves this product? For each referral, I'll discount your next



reorder purchase _____% or give you a fun gift, and since I know your face will go with me the rest of your life....that could really add up. Just think of the comments you've received on your skin, or on your new eye or lip colors."



Kathleen Koclanes IND. FUTURE EXECUTIVE SENIOR SALES DIRECTOR Kathleen's Super Stars!

5005 Maher Ave Madison, WI 53716 Phone: (608) 772-0847 kkoclan@aol.com

Conference Call: 605-313-5106 Passcode: 1097823# Playback CC: 605-313-5099 Passcode: 1097823#

http://kathleenkoclanes.com

Return Service Requested



WORDS OF WISDOM BY MARY KAY ASH

Whatever you need information, encouragement, motivation, advice-don't hesitate to turn to those who have the knowledge and experience to guide you.

The Power of Jew Beginnings

Happy New Year! 2022 is full of opportunities and exciting challenges. to help you achieve

new goals and new

heights.

SSC-BIBICION COLORS

Now's the time to consistently work your business full circle so you

can earn these fabulous rewards!

NEW! Powered by Pink Power Up Your Team-Building Consistency Challenge

January 1 - March 31, 2022

Earn this three-strand golden and pink pearl bracelet when you:

Achieve the monthly Powered by Pink Challenge January- March by setting and achieving a retail selling goal to support a \$600 or more wholesale Section 1 order each month.

> AND Develop three Great Start-qualified new personal team members in the challenge time frame.

AM-BUIL

NEW! Powered by Pink 6-Month Spring Consistency Challenge January 1 - June 30, 2022

Achieve the Powered by Pink Challenge each month to be eligible to earn this bracelet featuring a pale pink crystal encrusted ball reminiscent of the ball that drops on New Year's Eve.





Powered by Pink 12-Month Year-Long Consistency Challenge Earn the monthly challenge each month to add this festive necklace to your collection.

Power Up Your Knowledge

January 1 - 31

This chic necklace features shimmering pink pearls on one side and shining silver chain links on the other and can be yours when you sell enough products to support placing a \$600* or more wholesale Section 1 order in January.

