



KATHLEEN'S SUPER STARS NEWSLETTER



If it is to be it is up to me!

October 2025 Unit Newsletter



Queen of Wholesale
Corrina
Warwick



Sharing Queen
Corrina
Warwick



Highest Commission
Brenda
Myers



Top Team
Brenda
Anderson

Congratulations to Our Star Consultants!



Corrina Warwick
Sapphire

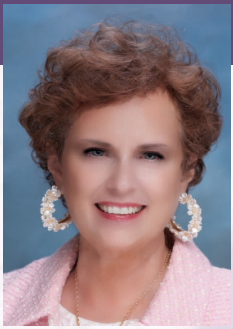
Plan to Sell Your Way to the Stars

- 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!!

Stand Up & Shine





From the Director's Chair

Dear Super Star,

October is one of my favorite months because it brings us back to what matters most: our customers. Since it's Customer Service Month, I'm focusing on being a great consultant: listening to my customers, noticing what will help them most, and offering choices that make their lives easier. Plus, customers love knowing they are part of something bigger, like supporting the Mary Kay Ash Foundation during Breast Cancer Awareness and Domestic Violence Awareness Month. Isn't it wonderful that we get to make women feel confident, support a cause that matters, and get paid for doing it? I LOVE WHAT WE DO. And I love working alongside each of you. If you ever want to brainstorm ideas or need a fresh perspective, call me and we will plan together. Moving forward can be as simple as making one customer call, an in-person delivery, or an invitation to learn more about what we do.

Are you are getting excited for the upcoming eCommerce platform. To help prepare for the new system and the changes coming along with it, you were sent an email from the company called *Pre-work checklist for ecommerce platform preparation* that **MUST be completed by October 31st**. These tasks are grouped by their completion date. The checklist also can be found in the What You Need to Know document found on Mary Kay InTouch® on the Connect Hub (Mary Kay InTouch® > Resources > Connect Hub).

If you haven't already done this, please don't wait. Do it today :-)

The holidays are already popping up everywhere, and our new products are incredible. Between gift ideas, holiday party looks, and our new Retinol 0.3, it's the perfect time to check in with your customers, ask questions, and really listen. When you invite them to share how you can serve them better, you grow as a consultant and small business owner.

This is also the very best season to share the opportunity. Who does not want to shop at 50% off during the holidays? Some women are just looking for a little fun, maybe a few hours a week. Others want part-time income that fits into their schedule instead of pulling them away every night and weekend. Choices matter during the holidays, and Mary Kay is one of the best ones out there. It is a gift that lasts long after December ends.

So let's decide together to rock this month and be the person Younger Me Would Be Proud of. Let's serve with excellence, celebrate our customers, and build the kind of momentum that carries us into the holidays strong and confident.

Love and Belief, Kathleen

Important Dates:

- **October 13:** Columbus Day observed. Postal holiday.
- **October 20 : Meeting in Portage at the Phoenix, 104 West Cook St. Be sure to call me so I can let you in the building. 608-772-0847**
- **October 30:** Last day of the month for consultants to place telephone orders.
- **October 31:** Happy Halloween. Last day of the month for consultants to place online orders. Online agreements accepted until midnight central time.
- **November 1:** Online DIQ commitment form available beginning 12:01am Central until midnight on the 3rd.
- **November 2:** Daylight Saving Time ends.
- **November 5:** Winter PCP customer mailing of The Look begins. (Allow 7-10 business days for delivery.)
- **November 10:** Early ordering of the new winter PCP promotional items begins for Stars who qualified during the June 16 – Sept. 15 quarter and those who enrolled in The Look for Winter through PCP. PLUS Spring PCP online enrollment begins for The Look
- **November 11:** Veterans Day. Postal Holiday.
- **November 15:** Winter PCP early ordering of the new winter items available for all consultants.
- **November 16:** Winter PCP promotion begins. Official on-sale date.
- **November 17: : Meeting in Portage at the Phoenix, 104 West Cook St. Be sure to call me so I can let you in the building. 608-772-0847**
- **November 19:** Women's Entrepreneurship Day!
- **November 27:** Thanksgiving Day! All company offices closed. Postal holiday.
- **November 28:** MK Pink Weekend Begins! Company holiday. All company offices closed.
- **November 29:** Last day of the month for consultants to place telephone orders.
- **November 30:** Last day of the month for consultants to place online orders to count toward this month's production. Online agreements accepted until midnight CST. Last business day of the month.

Our Top 5 Wholesale for September



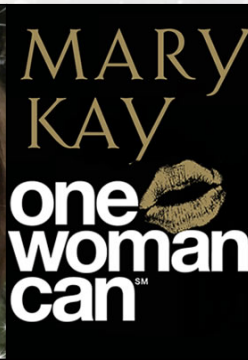
Corrina Warwick



Brenda Anderson



Cindy Nelson



Wendy Miller



Michelle Harrington

Thank You Consultants Who Invested in Their Businesses in September

Corrina Warwick	\$706.00
Brenda Anderson	\$629.00
Cindy Nelson	\$418.50
Wendy Miller	\$292.00
Michelle Harrington	\$270.00
Dana Sackett	\$255.00

Shoutout to these powerhouses who ordered \$600+



Corrina Warwick



Brenda Anderson

What's New?

Limited-Edition Gel Cream Blush

Buildable blush with a dewy finish – radiant color for a wide range of skin tones.



\$20

Goal: Order \$600+ wholesale in September & October to earn this exclusive Mary Kay-branded felt board and 400 star credits.

Power Up & grow



Grow. Celebrate. Lead. Impact.



Beth Davies
Senior Consultant



Brenda Anderson
Senior Consultant



Brenda Myers
Senior Consultant



Cathy Carlsen
Senior Consultant



Corrina Warwick
Senior Consultant



Daune DeVries
Senior Consultant



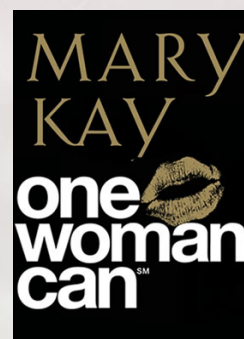
Debra Finley
Senior Consultant



Flo Welk
Senior Consultant



Julie Johnson
Senior Consultant



This Could
Be You

Our Unit At A Glance

Senior Consultants

Beth Davies*
Brenda Anderson
Brenda Myers
Cathy Carlsen
Corrina Warwick
Daune DeVries
Debra Finley
Flo Welk
Julie Johnson*

Cindy Nelson
Connie Plaumann
Connie Radel*
Cynthia Radtke*
Dana Sackett
Donna Cooper
Dorian Loberg Beck*
Drea Reichwein*
Elisa Baldock
Emily Jackson*
Florence Honang*
Jan Chambers*
Jane Steidl
Janice Watzke*
Jennifer Illies*
Julie Gabris
Karen Taylor*
Kathleen Weier*
Kathryn Bohn
Kay Retzleff*

Kay Tinguely*
Laura Erickson*
Laura Roethle
Linda Robinson*
Lisa Van Roy
Lori Windham
Malissa Turner
Maria Martinez
Marianne Lippold*
Marilyn Pientka
Mary Ann Zielinski
Mary Mertens*
Mary Rose*
Mary Schock*
Melanie Carlsen*
Melissa Claudio
Michelle Brennan*
Michelle Harrington
Milena Horan Klemens*
Monica Crayton*

Nikki Eddy
Pamela Santoro*
Patricia Berry
Patricia Rougeot*
Patti Mezel*
Rebecca Orick*
Sandra Toval
Sara Grimes*
Spring Fleming
Susan Dos Reis*
Susan Draeger*
Teresa Fisher
Teresa Ploch
Terri Skaggs*
Trisha Niesen
Wendy Miller

Consultants

Amber Thome*
Amy Bergholz*
Annette Monthey*
Brenda Murray*
Brenda Peterson*
Brenda Schultz*
Cheryl Kok
Christina Blanchard*

Welcome New Consultants

Nikki Eddy

Sponsored By:

Corrina Warwick

Are you ready?

Leadership begins the moment you decide to rise, not just for yourself, but for the women watching you. Debuting as a Director is the single most powerful move you can make for exponential growth—in income, impact, and influence.



Winter 2025 Program PCP Participants

Flo Welk
Debra Finley
Daune DeVries
Cynthia Radtke
Corrina Warwick
Mary Ann Zielinski
Beth Davies
Dorian Loberg Beck
Brenda Myers
Drea Reichwein

Team Commissions

9% Commission Level

Debra Finley \$20.43

4% Commission Level

Brenda Myers \$25.16
Beth Davies \$19.84
Brenda Anderson \$16.74
Cathy Carlsen \$10.44
Daune DeVries \$9.52
Corrina Warwick \$9.08

November Birthdays

Brenda Murray 6
Jane Steidl 12
Cindy Nelson 22
Beth Davies 30

November Anniversaries

Laura Erickson 25
Linda Robinson 25
Sara Grimes 21
Fayth Block 20
Merodee Buechner 14
Dorinda Maybury 1

Insight from Helen Keller

When one door of happiness closes, another opens; but often we look so long at the closed door that we do not see the one which has been opened for us.

Grow & Celebrate: Your Season to Shine

The holidays are the perfect season to step into leadership. The holidays bring opportunities, new customers, and fresh conversations that make growing your team natural and exciting. Stage Three of MK's Grow & Celebrate Challenge runs through January. Debuting as a Director by Leadership in January means you'll start the new year with recognition, rewards, and a business that is thriving!

Becoming a Sales Director is not just a promotion, it is the chance to lead, inspire, and shape the future of your business.



Now is your time to

Stand Up & Shine!

This is the year for grit, grace, and unstoppable belief in your dreams. Choose to take the stage as a radiant example of what's possible when you go all in. Stand tall. Shine bright. Shine with a confidence that turns heads and lands you on the Seminar stage!



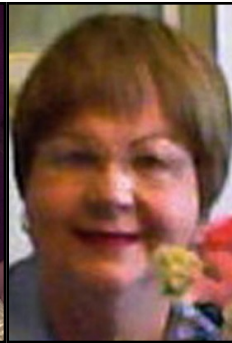
Our Top 5 YTD Personal Retail Court According to MK Orders



Brenda
Anderson



Corrina
Warwick



Mary Ann
Zielinski



Cathy
Carlsen



Elisa
Baldock

Year to Date Retail Court

1 Brenda Anderson	\$6,505.00
2 Corrina Warwick	\$2,642.00
3 Mary Ann Zielinski	\$2,573.00
4 Cathy Carlsen	\$2,501.00
5 Elisa Baldock	\$1,900.00
6 Melissa Claudio	\$1,880.00
7 Marianne Lippold	\$1,594.00
8 Beth Davies	\$1,284.00
9 Linda Robinson	\$1,216.00
10 Sara Grimes	\$1,168.00
11 Brenda Myers	\$1,080.00
12 Trisha Niesen	\$1,016.00
13 Lori Windham	\$998.00
14 Patricia Berry	\$990.00
15 Cheryl Kok	\$962.00
16 Susan Draeger	\$896.00
17 Emily Jackson	\$840.00
18 Cindy Nelson	\$837.00
19 Marilyn Pientka	\$836.50
20 Monica Crayton	\$805.00



Queen's Court of Sharing is a celebration of women who dare to lead generously and believe in others. Earning your own Diamond Bee Pin is an honor rooted in sharing, leadership, and legacy.

Will you rise to the challenge?



Rise. Radiate. Redefine what's possible.

Look who worked their business and submitted their Weekly Accomplishment Sheet in August. PLEASE even if it's a \$1 week or \$0 week, get in the habit of submitting them to me. If you are unsure how to do this or need help, please reach out to me :-)



Español | Log Out

Review Consultants Preview Scoreboard

Select the week and what you want to view

Week of: 7/27/2025 - 8/2/2025 Show Last Seminar Year

Show: Not Reviewed Submitted Not Submitted

Check the box to indicate that you have reviewed the accomplishment. Checking the box on the title will select all.

Consultant	Interviews Held	New Team Members	Appts Next Week	Skin Care Sets Sold	Facials	Classes	OTG Appt	PWS	Shows	PCP Misc	Reorders	Total Sales	Sec 1 Wholesale	Sec 2 Cost
☐ Consultant														
☐ Beth A. Davies	0	0	0	0	0					\$541.00		\$541.00		
☐ Corrina A. Warwick	0	0	0	0	0		\$140.00				\$78.00	\$218.00		

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Preview Scoreboard



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Review Consultants Preview Scoreboard

Select the week and what you want to view

Week of: 8/3/2025 - 8/9/2025 Show Last Seminar Year

Show: Not Reviewed Submitted Not Submitted

Check the box to indicate that you have reviewed the accomplishment. Checking the box on the title will select all.

Consultant	Interviews Held	New Team Members	Appts Next Week	Skin Care Sets Sold	Facials	Classes	OTG Appt	PWS	Shows	PCP Misc	Reorders	Total Sales	Sec 1 Wholesale	Sec 2 Cost
☐ Consultant														
☐ Beth A. Davies	0	0	0	0	1			\$44.00		\$47.00		\$91.00		
☐ Corrina A. Warwick	0	0	0	0	0			\$56.00			\$160.00	\$216.00		

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Preview Scoreboard



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Review Consultants Preview Scoreboard

Select the week and what you want to view

Week of: 8/10/2025 - 8/16/2025 Show Last Seminar Year

Show: Not Reviewed Submitted Not Submitted

Check the box to indicate that you have reviewed the accomplishment. Checking the box on the title will select all.

Consultant	Interviews Held	New Team Members	Appts Next Week	Skin Care Sets Sold	Facials	Classes	OTG Appt	PWS	Shows	PCP Misc	Reorders	Total Sales	Sec 1 Wholesale	Sec 2 Cost
☐ Consultant														
☐ Beth A. Davies	0	0	0	0	0					\$68.00		\$68.00		
☐ Corrina A. Warwick	0	0	0	0	\$170.00		\$167.00					\$337.00		

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Preview Scoreboard



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Review Consultants Preview Scoreboard

Select the week and what you want to view

Week of: 8/17/2025 - 8/23/2025 Show Last Seminar Year

Show: Not Reviewed Submitted Not Submitted

Check the box to indicate that you have reviewed the accomplishment. Checking the box on the title will select all.

Consultant	Interviews Held	New Team Members	Appts Next Week	Skin Care Sets Sold	Facials	Classes	OTG Appt	PWS	Shows	PCP Misc	Reorders	Total Sales	Sec 1 Wholesale	Sec 2 Cost
☐ Consultant														
☐ Beth A. Davies	0	0	0	0	0					\$144.00		\$144.00		
☐ Corrina A. Warwick	0	0	0	0	\$710.00	\$14.00						\$724.00		

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Preview Scoreboard



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Review Consultants Preview Scoreboard

Select the week and what you want to view

Week of: 8/24/2025 - 8/30/2025 Show Last Seminar Year

Show: Not Reviewed Submitted Not Submitted

Check the box to indicate that you have reviewed the accomplishment. Checking the box on the title will select all.

Consultant	Interviews Held	New Team Members	Appts Next Week	Skin Care Sets Sold	Facials	Classes	OTG Appt	PWS	Shows	PCP Misc	Reorders	Total Sales	Sec 1 Wholesale	Sec 2 Cost
☐ Consultant														
☐ Corrina A. Warwick	0	0	0	0	\$210.00					\$40.00	\$34.00	\$284.00		

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Preview Scoreboard

Mary Kay Winter 2025 BUZZ KITS

**Products are top secret until November,
but you can earn them ALL in October!**

**Earn NEW full size winter products shipped directly
to you EARLY based on your October production.
(cumulative orders October 1-31, 2025)**

LAST DAY TO EARN: OCTOBER 31



QUEEN

Queen Buzz Kit

**\$2,000 October Wholesale
5 NEW Products + Large Business Supply Pack
+ 1 Section 2 Surprise!**



\$115 VALUE



PRINCESS

Princess Buzz Kit

**\$1,000 October Wholesale
4 NEW Products + Medium Business Supply Pack**



\$85 VALUE

Unit Achiever Buzz Kit

**\$700 October Wholesale
3 NEW Products + Small
Business Supply Pack**



\$60 VALUE

Power Up Buzz Kit

**\$600 October Wholesale
2 NEW Products**



Basic Buzz Kit

**\$500 October Wholesale
1 NEW Product**



Mini Buzz Kit

**\$350 October Wholesale
NEW Catalog and
sample(s)**

TARGETED-ACTION TONING LOTION

Enhances
collagen

Stimulates
proteins

Helps break
down fat cells

Boosts skin
energy levels

Hydrates for
24 hours



MARY KAY



Left leg no treatment

**Right leg Mary Kay
toning lotion for 30
days**

Look who worked their business and submitted their Weekly Accomplishment Sheet in September. PLEASE even if it's a \$1 week or \$0 week, get in the habit of submitting them to me. If you are unsure how to do this or need help, please reach out to me :-)

inTouch

MAKAT

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Review Consultants

Preview Scoreboard

Select the week and what you want to view

Week of : 9/21/2025 - 9/27/2025 ☐ Show Last Seminar Year

Show: ☐ Not Reviewed ☒ Submitted ☐ Not Submitted

Check the box to indicate that you have reviewed the accomplishment. Checking the box on the title will select all.

☐ Consultant	Interviews Held	New Team Members	Apts Next Week	Skin Care Sets Sold	Facials	Classes	OTG Appt	PWS	Shows	PCP Misc	Reorders	Total Sales	Sec 1 Wholesale	Sec 2 Cost
☐ Brenda L. Anderson Edit Print	0	0	0	0							\$664.00	\$664.00		
☐ Corrina A. Warwick Edit Print	0	0	0	0				\$80.00		\$344.00		\$424.00		

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Preview Scoreboard

inTouch

MAKAT

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Review Consultants

Preview Scoreboard

Select the week and what you want to view

Week of : 9/14/2025 - 9/20/2025 ☐ Show Last Seminar Year

Show: ☐ Not Reviewed ☒ Submitted ☐ Not Submitted

Check the box to indicate that you have reviewed the accomplishment. Checking the box on the title will select all.

☐ Consultant	Interviews Held	New Team Members	Apts Next Week	Skin Care Sets Sold	Facials	Classes	OTG Appt	PWS	Shows	PCP Misc	Reorders	Total Sales	Sec 1 Wholesale	Sec 2 Cost
☐ Brenda L. Anderson Edit Print	0	0	0	0		\$654.00					\$606.00	\$1,260.00		
☐ Corrina A. Warwick Edit Print	0	0	0	0			\$170.00	\$54.00				\$224.00		

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Preview Scoreboard

inTouch

MARY KAY

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Review Consultants

Preview Scoreboard

Select the week and what you want to view

Week of : 9/7/2025 - 9/13/2025 ☐ Show Last Seminar Year

Show: ☐ Not Reviewed ☒ Submitted ☐ Not Submitted

Check the box to indicate that you have reviewed the accomplishment. Checking the box on the title will select all.

☐ Consultant	Interviews Held	New Team Members	Apts Next Week	Skin Care Sets Sold	Facials	Classes	OTG Appt	PWS	Shows	PCP Misc	Reorders	Total Sales	Sec 1 Wholesale	Sec 2 Cost
☐ Corrina A. Warwick Edit Print	0	0	0	0			\$44.00	\$142.00			\$112.00	\$298.00		

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Preview Scoreboard

inTouch

MARY KAY

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Review Consultants

Preview Scoreboard

Select the week and what you want to view

Week of : 8/31/2025 - 9/6/2025 ☐ Show Last Seminar Year

Show: ☐ Not Reviewed ☒ Submitted ☐ Not Submitted

Check the box to indicate that you have reviewed the accomplishment. Checking the box on the title will select all.

☐ Consultant	Interviews Held	New Team Members	Apts Next Week	Skin Care Sets Sold	Facials	Classes	OTG Appt	PWS	Shows	PCP Misc	Reorders	Total Sales	Sec 1 Wholesale	Sec 2 Cost
☐ Brenda L. Anderson Edit Print	0	0	0	0							\$522.00	\$522.00		
☐ Corrina A. Warwick Edit Print	0	0	0	0						\$208.00		\$208.00		

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Preview Scoreboard

New Year! Step up to New Goals!

July 1 2025—June 30 2026 [from Weekly Accomplishments submitted on Mary Kay Intouch](#), by the end of each Month!



**Queen Of Retail
\$2446**



Interview Queen



**Queen of
Before & After**

Week over \$500

Brenda Anderson \$522, \$606, \$664

Party's over \$200

a party is only 3 faces

Brenda Anderson \$654

Face's over \$100

Book Your Fall Facials Ladies

Reorder Weeks over \$300

Brenda Anderson \$522, \$606, \$664

PCP/Misc. over \$300

Brenda Anderson \$654
Corrina Warwick \$344

On the Go/Personal appointments over \$200

Warm Chatter With Your Samples Ladies

Interviews for the month

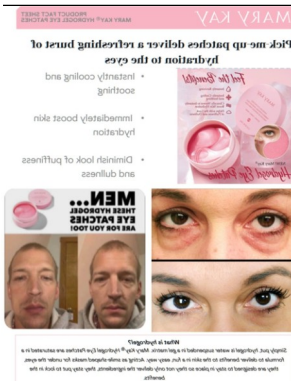
Share Our Wonderful Opportunity!!

PWS

Corrina Warwick \$142

2025 New Before & After Contest!

Congratulations Corrina Warwick for showing the b4 and after photo to 25 people and winning the Hydrogel Eye Patches in September



UNIT TOP 10 SALES AND SHARING COURTS



QUEEN OF UNIT SALES



UNIT SALES



#4-5 UNIT SALES

Seminar Unit Awards 2026



QUEEN OF SHARING

LAUREL EARRINGS



#6-7 UNIT SALES

LENNOX EARRINGS



#8 UNIT SALES

ROYAL EARRINGS



#9-10 UNIT SALES

PINK FLIGHT EARRINGS



COURT OF SHARING

ALL JEWELRY REAL 18K GOLD LAYERED OVER STAINLESS STEEL; YOU CAN SHOWER IN IT!

Listen to the "Mary Kay Story"

\$500 CASH
Giveaway

**one lucky customer's name
will be drawn for \$500!!!**



and

**the winner's consultant
wins \$100, too !**



Super Stars you don't want to miss this!!! Get your reservation in this month for only \$10

QUARTERLY WORKSHOP & RECO!

JANUARY JUMPSTART

SAT JAN 3RD 2026

DOORS OPEN AT 8:30AM
9-12PM CST

REGISTER HERE

HOSTED BY BETH



PARDEEVILLE WI



\$10 by 10/31 | \$20 11/1-12/31 | \$25 cash at the door

BEFORE & AFTER 2025 CONTEST

2025 Contest

Sooooo Easy!!!! Just Show the Before & After Picture to Everyone!

Write their name and interest in product

Text me a picture of this form filled out by the 3rd of each month to 608-772-0847

1. Show 5 people get a surprise glamour item from me for free as long as I receive this form from you by the 5th of the month.
2. Show 10 people and receive 2 glamour items free from me.
3. Show 25 people and receive that months featured product free from me.
4. Show 50 people the Repair before and after and receive the Repair eye cream and the lifting serum for free.

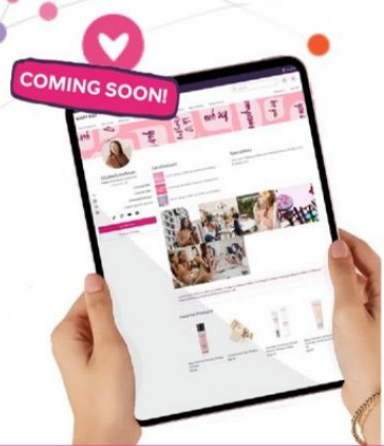
(You can request a particular item of \$15 value by the fifth of each month)

Name	Interest	Name	Interest	Name	Interest	Name	Interest
1.		1.		1.		1.	
2.		2.		2.		2.	
3.		3.		3.		3.	
4.		4.		4.		4.	
5.		5.		5.		5.	
6.		6.		6.		6.	
7.		7.		7.		7.	
8.		8.		8.		8.	
9.		9.		9.		9.	
10.		10.		10.		10.	
11.		11.		11.		11.	
12.		12.		12.		12.	
13.		13.		13.		13.	
14.		14.		14.		14.	



MK's New eCommerce Experience

A Quick Summary: What You Need To Know



The Connect Hub on Mary Kay InTouch is your go-to resource for all things eCommerce! Be sure to review the available assets, guides, and videos now, and check back often as more resources, tutorials, and updates are added.

Go to: Mary Kay InTouch > Resources > Connect Hub

Your New Online Shop

- My Shop is replacing the Personal Web Site (PWS). Customize it in Shop Manager with your I-Story, photos, and special offers.
- All My Shop orders are shipped directly by Mary Kay, making fulfillment easy and reliable.
- Customers can now find you more easily through the upgraded Consultant Connector search tool.

Payment Processing

- Mary Kay is moving from ProPay to Stripe.
- Stripe deposits your online profits directly into your bank account (or to a Mary Kay Pre-Paid Visa Card if you choose).
- Stripe supports modern payment methods like Apple Pay and Google Pay, giving customers more flexibility.

Tiered Discount Structure

- Active Consultants (with \$450 retail sales in a month) receive a 50% discount on Section 1 products. Active status lasts for two months after placing a qualifying order.
- Non-Active Consultants (new, inactive, or terminated) receive a 30% discount on Section 1 products when ordering \$100–\$449.99 retail. Orders under \$100 retail receive no discount but still count toward regaining active status.
- This structure allows new consultants to earn right away while building toward the 50% level.

Customer & Business Tools

- myCustomersSM is being updated. Most customer data will transfer, but only birthdays will remain as date fields. Add anniversaries or other important dates into the Notes section before Oct. 31.
- Only the last two years of orders will migrate to the new system, so export or update older records if needed.



5005 Maher Ave
Madison, WI 53716
Phone: (608) 772-0847
kkoclan1@gmail.com
Conference Call: 605-313-5106 Passcode: 1097823#
Playback CC: 605-313-5099 Passcode: 1097823#
<http://kathleenkoclanes.com>

Return Service Requested

October Programs:

- Power UP & Grow/ Grow & Celebrate
- Social Media: Miss Conceptions, Younger Me Would Be Proud, Breast Cancer & Domestic Violence, MKAF
- It's time to think holidays!
- New eCommerce Experience

Are you out there making it happen?



A Great Lesson on Rejection from Ann Vertel

I remember the first time I was allowed to go out trick-or-treating on Halloween night with just my friends. (Of course, I'm sure my dad was following along at a safe distance, but he'll neither confirm nor deny that accusation!) Our mission was a singular one: get as much candy as possible in the shortest amount of time. In other words, I wanted my big plastic orange pumpkin overflowing with goodies.

We literally ran from house to house as we scoured our neighborhood intent upon our goal. On occasion, we approached a house, rang the bell, and nothing happened. The lights were on but no one answered the door. Put in that situation, what do most kids do? They move on to the next house.

- "Come on, let's go," and they're headed down the block.
- They don't stop for a second to wonder why the owners didn't answer the door.
- They don't take it personally.
- They don't think that they're wearing the wrong costume.
- They don't walk around the house peering in the window trying to see why the owners didn't answer the doorbell.
- They don't sit down on the front step and pout.
- And can you even imagine that they would just quit and go home? No way.

You see, kids are neat people to observe with regard to how they handle rejection. It just never occurs to them that the rejection is about them! And why? Because it's not. Kids have a unique ability to observe the world just the way it is. As we grow up, our self-esteem takes a few hits, and we start to think that everything that happens to us is about us. It's not.

When you hear “No, no thanks, I'm not interested, it's not for me, I don't like selling, please don't ever, ever, ever, ever, ever call me again for any reason whatsoever”...it is about them, not you, and not the opportunity you have to offer. Run to the next house, and the next one, and the next one. That's where the candy is. Remember, your goal is a full plastic pumpkin, and you don't care which houses or how many houses it takes to make that happen.