



# KATHLEEN'S SUPER STARS NEWSLETTER

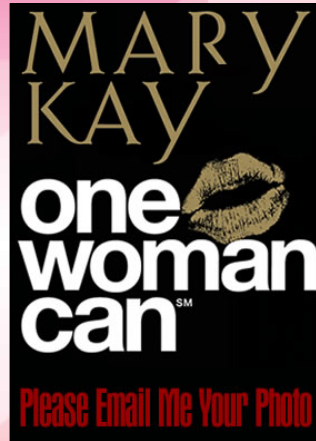


If it is to be it is up to me!

February 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 Powered By Pink Achievers

Brenda Anderson



Beth Davies



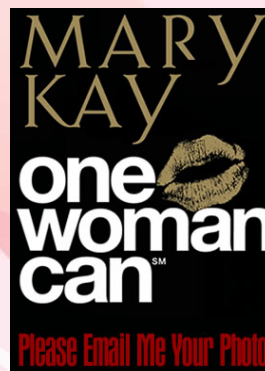
Corrina Warwick



Brenda Myers



Tracy Fonte



Peggy Parish





## From the Director's Chair

Dear Super Star,

We have so many reasons to be excited this month! Whatever your focus, Mary Kay has something extra special to help. Looking for a great sales month? Focus on sharing your love for our skincare, supplements, and all the new products that debut this month. Spring is on the scene, so step into your power this month! Maybe it's time for you to take the leap and focus on your Virtual Self? There are some really great resources on Intouch to help. Check out the Video Library Hybrid Party Tips, Social Media Tricks from the Seminar Class, and How to Power Up Your Team Building!

Speaking of Team Building, Mary Kay is updating their fliers, videos, and playbook to make team building even easier. They're also launching Virtual Guest Events, beginning February 23/24. There will be two FREE virtual guest events in February, one in English on the 24th and one in Spanish on the 23rd @ 7 PM CST. And each will feature an amazing Independent National Sales Director and a top Independent Sales Director who can bring the Mary Kay opportunity to life in powerful ways.

This virtual guest event is for every single member of the Mary Kay independent sales force who wants to grow their team or their unit. And there are NO LIMITS on how many guests you can invite! Be sure to check your email for the invite or pop onto your Intouch home page to register. I'd love to help you debut as a director by Seminar. You know how much I love my job, and I'd love to encourage and support you in any way I can.

You know the thing I'm most excited about this month: CAREER CONFERENCE REGISTRATION is OPEN!! It's been three years since we've all gotten together in person, and I can't wait to see you all there! What a fun way for us to bond and grow together. If you have any questions, just let me know.

Where is your focus? If you focus on the Basics (Book, Coach, Sell, & Share), that will take you wherever you want to go! By working full circle, we not only train others to do what we do, but we earn while they learn! Have you shared your goal with your sister consultants so that you can encourage each other? Mary Kay has always taught that what you THINK ABOUT, YOU BRING ABOUT!

You can truly make each one of your dreams come true this year, starting today. Do you believe you can change your future? What about your family's financial situation? You can pave the way for personal growth for yourself and those around you. I know you can make this your best year ever!

Love and Belief, Kathleen



### Important Dates:

- **February 3:** Career Conference Registration opens for the Madison, WI Monona Terrace Community and Convention Center
- **February 10:** Early ordering of the new Spring 2022 promotional items begins for Star Consultants and Independent Beauty Consultants who enrolled in The Look for Spring 2022.
- **February 14:** Valentin's Day
- **February 15:** Spring 2022 promotion early ordering begins for all Independent Beauty Consultants
- **February 28:** Last day of the month for consultants to place online orders. Online agreements are accepted until midnight CST.??
- **February 21:** President's Day Postal Holiday
- **March 1:** Online DIQ commitment form available beginning 12:01 am CST until midnight on the 3rd.
- **March 8:** International Women's Day!
- **March 13:** Daylight Saving Time begins
- **March 15:** End of the Quarter!! Deadline for Quarter 3 Star Consultant quarterly contest.
- **March 16:** Quarter 4 of the Star Consultant Program begins. PCP summer online enrollment for The Look begins, including exclusive samples.
- **March 17:** Saint Patrick's Day. Have a \$uper Green day!
- **March 18:** Week 1 of Career Conference 2022 begins.
- **March 20:** The first day of spring.
- **March 25:** Week 2 of Career Conference Madison, Wisconsin
- **March 30:** Last day of the month for consultants to place telephone orders.
- **March 31:** Last day of the month for consultants to place online orders. Online agreements are accepted until midnight CST.??

# WE'RE POWERED BY PINK!

## Our Top 5 Wholesale for January



## Thank You Consultants Who Invested in Their Businesses in January

|                 |            |
|-----------------|------------|
| Brenda Anderson | \$1,623.13 |
| Beth Davies     | \$1,090.50 |
| Corrina Warwick | \$663.00   |
| Brenda Myers    | \$657.50   |
| Tracy Fonte     | \$633.50   |
| Peggy Parish    | \$600.00   |
| Mumtaz Hashi    | \$434.50   |
| Maria Garcia    | \$363.00   |
| Drea Reichwein  | \$347.50   |
| Kathleen Weier  | \$335.00   |
| Connie Plaumann | \$314.50   |
| Flo Welk        | \$308.00   |
| Daune DeVries   | \$272.50   |
| Debra Finley    | \$271.00   |
| Kay Tinguely    | \$259.50   |
| Pamela Santoro  | \$253.00   |

## Congratulations On-Target Stars:

Here's how much you need to finish your next star by 3/15/22

| Star Achieved | Name                 | WS Needed for Next Star |
|---------------|----------------------|-------------------------|
|               | Brenda Anderson      | \$176.87                |
|               | Beth Davies          | \$709.50                |
|               | Flo Welk             | \$717.50                |
|               | Corrina Warwick      | \$1,137.00              |
|               | Brenda Myers         | \$1,142.50              |
|               | Tracy Fonte          | \$1,166.50              |
|               | Peggy Parish         | \$1,200.00              |
|               | Nancy Bartlett       | \$1,324.50              |
|               | Kassy Solis          | \$1,326.50              |
|               | Spring Fleming       | \$1,363.00              |
|               | Mumtaz Hashi         | \$1,365.50              |
|               | Connie Radel         | \$1,420.00              |
|               | Maria Garcia         | \$1,437.00              |
|               | Kathryn Biadasz      | \$1,445.00              |
|               | Julie Johnson        | \$1,452.50              |
|               | Drea Reichwein       | \$1,452.50              |
|               | Kathleen Weier       | \$1,465.00              |
|               | Patricia Rougeot     | \$1,478.50              |
|               | Connie Plaumann      | \$1,485.50              |
|               | Brenda Peterson      | \$1,506.50              |
|               | Milena Horan Klemens | \$1,513.00              |
|               | Monica Crayton       | \$1,517.50              |
|               | Patricia Berry       | \$1,518.00              |
|               | Daune DeVries        | \$1,527.50              |
|               | Debra Finley         | \$1,529.00              |



### February Prize

This eye-catching bracelet cuff features a row of sparkling hot pink baguette crystals along a sleek golden cuff and can be yours when you achieve a retail selling goal of \$600+ in February.



**YOU CAN DO IT! BE IN  
THE QUEEN'S COURT  
OF SHARING THIS YEAR!**



Annette Monthey  
Senior Consultant



Beth Davies  
Senior Consultant



Brenda Anderson  
Senior Consultant



Brenda Myers  
Senior Consultant



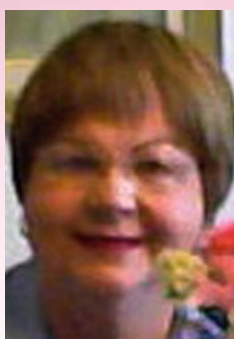
Cathy Carlsen  
Senior Consultant



Debra Finley  
Senior Consultant



Flo Welk  
Senior Consultant



Mary Ann Zielinski  
Senior Consultant



Nancy Bartlett  
Senior Consultant



Sandra Toval  
Senior Consultant

## Our Unit At A Glance

### Senior Consultants

Annette Monthey\*  
Beth Davies  
Brenda Anderson  
Brenda Myers  
Cathy Carlsen\*  
Debra Finley  
Flo Welk  
Mary Ann Zielinski  
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\*  
Deborah Conway  
Donna Cooper\*  
Dorian Loberg Beck\*  
Drea Reichwein  
Elisa Baldock\*  
Emily Jackson\*  
Florence Honang  
Jan Chambers\*  
Janice Watzke  
Jennifer Gutkowski\*  
Judy Cloud-Calloway\*  
Julie Gabris\*  
Julie Johnson  
Karen Taylor\*  
Kassy Solis  
Kathleen Weier  
Kathryn Biadasz  
Kathryn Bohn  
Kay Tinguely  
Laura Roethle\*  
Linda Park\*  
Linda Robinson\*  
Lisa Heltemes  
Lisa Van Roy\*  
Loretta Ziegler\*  
Lori Windham

Malissa Turner\*  
Maria Garcia  
Marianne Lippold  
Marilyn Pientka\*  
Martha Brunner  
Mary Fischer\*  
Mary Goers\*  
Mary McLaughlin\*  
Mary Mertens\*  
Mary Vesperman\*  
Melanie Carlsen\*  
Melissa Boyd\*  
Melissa Claudio\*  
Merodee Buechner\*  
Michelle Berndt  
Michelle Mazola\*  
Michelle Slawny\*  
Milena Horan Klemens  
Monica Crayton  
Mumtaz Hashi  
Nancy Boeder\*  
Nancy Hipp  
Pamela Santoro  
Pat Petrowiak\*  
Patricia Berry  
Patricia Rougeot  
Peggy Parish  
Rebecca Gramer\*  
Sandy Deibert\*  
Sara Grimes\*

Sharon Maginnis\*  
Sherry Soehnlein  
Spring Fleming  
Susan Dos Reis\*  
Susan Draeger\*  
Teresa Fisher  
Teresa Ploch\*  
Terri Skaggs\*  
Tracy Fonte  
Trisha Niesen\*  
Valerie Houk\*  
Vickie Puzach\*  
Wendy Miller\*  
Wendy Zweifel\*

**We all start with the same kit. Who do you know that might be looking for a new opportunity?**

**INDEPENDENT NATIONAL SALES  
DIRECTOR: MONIQUE D. BALBOA**

A down-to-earth success. Independent National Sales Director Monique Balboa is no stranger to success. She was on her way up the corporate ladder before beginning her Mary Kay business.

She soared to the top in just a few years, appearing on the Seminar stage with an elite group of go-getters. Yet when asked what she likes most about her Mary Kay business, she replies with candor and simplicity.

"The women," states Monique. "I worked with all men before. The Mary Kay opportunity creates a bond for us in a noncompetitive environment, and women need that. After all," she laughs, "we live longer than men, so it's really important for us to have friends!"

Her ready sense of humor and quiet determination are two key components to this common-sense leader. She prefers the simple approach and hasn't let success go to her head, and even admits to enjoying the chore of laundry.

While Mary Kay has allowed her to grow professionally beyond her dreams, it's the personal achievements that mean the most to Monique. "I grew up without a mother, so being there for my three children has always been very important to me," she says. "My Mary Kay business has always been a vehicle to support the goals of my family. The commissions afford us more choices, but the opportunity affords us something more valuable: time to be together."



## Team Commissions

### 9% Commission Level

Debra Finley \$60.57

### 4% Commission Level

Brenda Myers \$64.93

Annette Monthey \$43.62

Cathy Carlsen \$24.58

Mary Ann Zielinski \$13.40

Nancy Bartlett \$2.28

Julie Johnson \$1.24

#### March Birthdays

|                      |    |                      |    |
|----------------------|----|----------------------|----|
| Jennifer Gutkowski   | 10 | Spring Fleming       | 34 |
| Valerie Houk         | 10 | Susan Dos Reis       | 25 |
| Erika Bernal         | 10 | Janice Watzke        | 23 |
| Kay Tinguely         | 10 | Kay Retzleff         | 20 |
| Laura Roethle        | 12 | Trisha Niesen        | 18 |
| Malissa Turner       | 13 | Brenda Murray        | 17 |
| Lisa Heltemes        | 13 | Milena Horan Klemens | 15 |
| Alicia Toval         | 14 | Terry Arndt          | 13 |
| Dawn Endries         | 16 | Gloria Liska         | 3  |
| Milena Horan Klemens | 18 | Cindy LeClaire       | 2  |
| Patricia Berry       | 23 | Kelly Hernandez      | 1  |
| Pamela Santoro       | 23 |                      |    |
| Nancy Hipp           | 24 |                      |    |
| Sandy Deibert        | 28 |                      |    |
| Mary Mertens         | 29 |                      |    |
| Sandra Margelofsky   | 30 |                      |    |
| Sherry Soehnlein     | 31 |                      |    |

#### March Anniversaries

## Spring 2022 Program PCP Participants

Michelle Berndt

Debra Finley

Cynthia Radtke

Drea Reichwein

Flo Welk

Mary Ann Zielinski

Dorian Loberg Beck

Brenda Myers

Corrina Warwick

Beth Davies

Brenda Anderson

It doesn't matter how long you've waited, there's always time to make a change and strive for more. It is never too late to be what you might have been.

~ George Eliot

## Make It Your Choice

Whatever there is to be done, make it your choice to do it. Rather than resenting that you must do it, or feeling guilty about the fact that you should do it, simply choose to do it.

From all the available possibilities, choose what you know is right. Choose, and put the power and commitment of your intention behind your actions. Choose to do it, and you make yourself vastly more effective. Choose to do it, and be in positive control of your own destiny.

Feeling that you're forced to do it, or obligated to do it, or that you have no choice, will only weigh you down. So choose to do it and free yourself from those useless burdens.

Choose to do it not because you must, not because you should, but because you know it is best. In every moment, in every situation, make it your choice to do what is best. Make it your choice, and you'll make it great.

-- Ralph Marston



**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  | \$22,105.45 |
| 2 Corrina Warwick  | \$10,616.25 |
| 3 Debra Finley     | \$6,034.00  |
| 4 Patricia Rougeot | \$5,866.00  |
| 5 Nancy Bartlett   | \$4,022.50  |
| 6 Beth Davies      | \$3,964.00  |
| 7 Daune DeVries    | \$3,726.00  |
| 8 Brenda Myers     | \$3,665.50  |
| 9 Michelle Berndt  | \$3,398.00  |
| 10 Flo Welk        | \$2,731.00  |
| 11 Cindy Nelson    | \$2,669.50  |
| 12 Lori Windham    | \$2,583.00  |
| 13 Michelle Slawny | \$2,210.00  |
| 14 Kassy Solis     | \$2,195.00  |
| 15 Julie Johnson   | \$2,189.00  |
| 16 Cathy Carlsen   | \$2,173.00  |
| 17 Spring Fleming  | \$2,160.00  |
| 18 Cynthia Radtke  | \$2,029.00  |
| 19 Florence Honang | \$1,929.00  |
| 20 Brenda Peterson | \$1,764.00  |

## ♥ Year to Date Sharing Court



Brenda  
Anderson  
1 Qualified  
\$59.88



Beth  
Davies  
1 Qualified  
\$27.88

**Sharing the opportunity can take you where you want to go! Be in the Queen's Court of Sharing with 24 new qualified personal team members this year!**



**MAKE YOUR SEMINAR DREAMS COME TRUE THIS YEAR!**

# 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](http://www.kathleenkoclanes.com) to check out the calendar for fun zoom and Facebook events.

## Month Of January Winners!

Queen Of Retail: Brenda Anderson \$3976

Weeks Over \$500: Brenda Anderson \$1038, \$966, \$805, \$487, \$680

Party's Over \$200: Brenda Anderson \$506

Facials Over \$100: Set A Goal & Challenge Yourself This February :-)

Reorder Weeks Over \$300: Brenda Anderson: \$532, \$906, \$516, \$386, \$473

On The Go/Personal Appointments: Beth Davies \$244 Brenda Anderson \$40, \$289, \$86, \$142 Corrina Warwick \$144, \$44

PCP/Misc: Brenda Anderson: \$57 Beth Davies \$93

Online Orders: Corrina Warwick \$60

Skincare Sets Sold: Corrina Warwick 1

Interviews: Who Do You Know

# gift card giveaway

JANUARY-MARCH 2022

## CUSTOMER DRAWINGS:



Earn one entry  
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.

## customer giveaways

4 DRAWINGS TOTAL

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

THE  
WINNERS  
CHOOSE THE  
GIFT CARD  
LOCATION  
OF THEIR  
CHOICE!



## 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

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

THE  
WINNERS  
CHOOSE THE  
GIFT CARD  
LOCATION  
OF THEIR  
CHOICE!



If your customer wins, you win, too!

## NOTES FOR CONSULTANTS:

Please confirm with your  
Director that your Unit is  
participating.

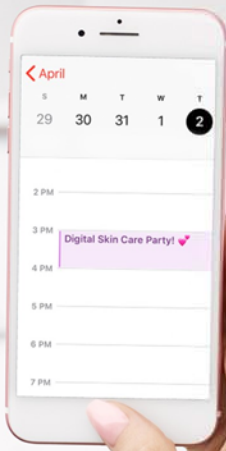
All entries must be submitted  
by April 5th.

<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

It's more how you say it than what you say. We're usually very concerned about saying "the right things." But what you say is far less important than how you say it. Dr. Albert Mehrabian of UCLA's psychology department has quantitatively determined how people communicate their feelings when conversing. Surprise! Only 7% of the feeling communicated in a spoken message is conveyed by the words themselves. 38% comes from how we speak- the tone, volume, inflection, etc. A whopping 55% of meaning is conveyed nonverbally with body language.



# Phone Power

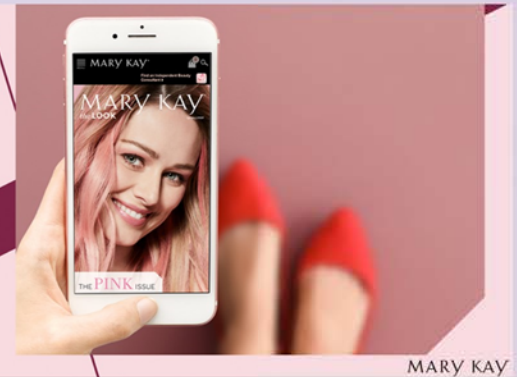
MARY KAY

Why do we prepare thoroughly for face-to-face meetings but expect to "wing it" on the phone? The fact that we spend lots of time preparing for meetings and almost no time preparing for phone calls is especially curious, since we do so much more business on the phone than in meetings.

Fifteen seconds doesn't seem like a long enough time to form judgments about a stranger. But try it yourself. You don't need any blindfold. Just pause fifteen seconds into your next phone conversation with a stranger. Ask yourself to describe the other person, and you'll have no trouble coming up with a complete profile. You'll know if that person is confident, intelligent, a clear thinker, honest, friendly... or not. If the person you're speaking with stopped to perform this same exercise, he'd be able to quickly- and accurately- size you up after just a few seconds. In fact, that's exactly what we all do. What people talk about in the exercise is totally inconsequential. The results are always the same, regardless of the subject discussed. After many rooms full of blindfolded strangers, there are three things of which I am certain:

- We form abundant impressions of others very quickly- in seconds- even though we have only their voices to evaluate. 90% of the people who go through this exercise wish they weren't limited to just four adjectives. Rather than saying, "How do you expect me to describe this stranger in only fifteen seconds?" their primary concern is compressing their profuse observations into just four words.
- Our impressions aren't capricious guesses; they're based on specific, objective criteria. The hardest- and most revealing- part of this exercise is figuring out exactly why each adjective was chosen. At first, nearly everyone says, "Oh, I don't know, she just seemed that way to me." When pressed, there's always a very good reason behind the choices.
  - I rated her as cheerful because she has a lot of variation in her tone of voice.
  - He seemed intelligent because I noticed that he used two unusual and well-chosen words.
  - I checked her as conscientious because I noticed that she was very careful with her enunciation.
  - I marked him as confident because he started talking right away without hesitating, and he also spoke strongly, but not too loudly.
  - He struck me as shy and reserved because I had to strain to hear what he was saying.
- All of the factors that contribute to those impressions are alterable. Your volume, word choice, rate of speech, timing, enunciation, tone, etc. are all within your control. If you want to project an image that differs from the impressions you're currently giving people, you can.

*Save the Small Talk! Once you've determined your objective, achieve it before squandering your time with small talk. Consider beginning important business calls with a quick overview of the main subject you plan to cover. Reach agreement with the other person item by item. With your objectives achieved and business out of the way, you can enjoy the small talk. Business first. Then the informal exchanges that cement our long-term business relationships.*



MARY KAY

**There are a lot of direct, explicit techniques for developing rapport. They include:**

- Using the other person's name during the conversation (in moderation).
- Mentioning acquaintances by name, or making reference to mutual experiences or backgrounds.
- Asking questions about the other person's viewpoint. This demonstrates that you're not self-centered, but that you are interested in understanding his position.
- Stating openly that your aims are the same, that you both share common goals, and that this conversation is an opportunity to reach mutual satisfaction.

*By: George R. Walther*

by Darlene Rutledge

## Sharing is Just A Transference of Feeling

So why not transfer those good feelings about Mary Kay to others? I didn't say share YOUR opportunity.... because you may not be working your business to its fullest extent. You are not giving her YOUR opportunity. You are giving her the Mary Kay opportunity. You are giving her an opportunity to become an NSD or a part-time or personal use consultant. The important thing is that you are giving her the chance to hear about the opportunity she can have with a Mary Kay Career and giving her a CHOICE of whether she decides to be a consultant. Your job is only to offer her a chance, and then if she fails (only way to fail in MK is to quit), it is not your fault. If she becomes that top NSD, you can't really take credit for that, but she will be forever grateful to you for giving her the opportunity choice!

**There may be two types of consultants. Type A** is wanting to move up the success ladder. You are the Team Builders and you will want to take on the recruiter responsibilities, as you are in training for management. If you learn to lead your small team, you can lead a unit. **LEAD YOURSELF WITH YOUR HEAD--LEAD OTHERS WITH YOUR HEART.**

**Type B** has no career advancement goals at this time and doesn't want or cannot handle the recruiter responsibilities at this time. I ask you to still care about others enough to still share this opportunity with them. Care enough about your Director and your unit to want to help it grow. It is so important to share this opportunity with others.

- How do you feel about your company, Mary Kay Cosmetics?
- Do you love it? Do you think it is the best company to work for?
- Do you enjoy being a consultant?
- Do you love seeing the changes in women's faces with the product?
- Do you enjoy seeing lives change with the opportunity?
- How DO YOU FEEL about the Mary Kay opportunity? GOOD?

Ladies, we are in a position to change lives. We can offer our services to pamper these poor, lost souls. They are silently screaming for MK consultants to offer them a FREE pampering session and an alternative lifestyle.

Are you listening????

- Many professional businesswomen today, especially those between the ages of 30 and 50, feel that the time to establish a good retirement income is running out.
- Salaries that looked good 10 or 20 years ago buy less today.
- Many of these women are bored with their careers and can't imagine doing the same thing for another 15 years.
- They are tired of the long hours away from their families that the corporate world expects. Often they are subjected to a lot of stress with little fun, excitement or recognition.
- If they begin to look for another job, they encounter other people who will work for less and are younger. Many are discovering that their secure jobs aren't really secure. Thousands of oil and gas company secretaries found this out the hard way.
- Where can you find these women? They are bank vice presidents, real estate agents, secretaries. They work in doctors' offices, schools, department stores. They are everywhere. Look around you! ...but you won't find them in your house.. unless you have a class there!

## Did you know:

**80%** of employees do not want to go to work on Monday morning.

**97%** of workers, if they become financially independent, would not continue with their current employer or in their current occupation.

**78%** of workers wish they had more time to smell the roses.

**49%** of workers complain that they are on a treadmill.

**24%** of sick days are taken for illness.

**75%** of sick days are taken for other reasons.

**70%** of workers desire to own their own business.



### This tells me at least 2 things:

1. Women need more fun and pampering in their lives.
2. They need to be shown the alternative to the above.

# Let's Finish This Month Strong!

## ATTITUDE IS THE CONTROL CENTER OF OUR LIVES

Why does Suzi book and hold 20 classes in a month and Nellie struggles to get one booking? Why does Sally find 5 team members in a month and Nellie can't seem to get one? How does Silvia manage to get 2-3 guests to sales meeting and other functions every week and Nellie never has guests week after week after week?

### THE ANSWER IS ATTITUDE!!

But you say, "I have a good attitude." Ask yourself... Do I have a DETERMINED attitude? Are you DETERMINED to make things happen? You need a total MIND SET that ENOUGH IS ENOUGH and you will "fix" whatever it takes.

How BIG do you think? Are you thinking about one class or prospect? Are you hoping for one guest and maybe to put in a \$210 order? Do you say, "The meetings are too far to drive and besides, I went a couple of weeks ago"?

### BIG THINKERS HAVE A DETERMINED ATTITUDE

#### THEY THINK:

- 3-5 classes per week for part-time, and 8-10 classes per week for full time.
- \$500 -\$1,000 weeks— every week.
- 5-10-20 team member prospects at one time.
- \$600 to \$1,200 wholesale orders regularly.
- 5-6 guests who accept with a yes means having 2 show up.
- "I'll drive anywhere to learn more and get motivated for the week.  
I'll hold an extra facial to pay for the gas or the babysitter."

#### THEY SAY:

- "I'm so excited— my date book is getting fuller every day!"  
**NOT-** "I have a class booked."
- "I'm so happy to have Mary as my special guest!"  
**NOT-** "I was supposed to have 4 guests, but I only have one."
- "I'm on target for my STAR Consultant goal— making every day count!"  
**NOT-** "Maybe next quarter I'll work more."
- "I'm learning to work more effectively every day!"  
**NOT-** "I haven't done much lately," or "I've been lazy."

At meetings, we all want to hear what you ARE doing, not what you're not doing. Tell us what you're excited about, not what you're not happy with. **Meetings are for uplifting!** If you have some negative feelings you need to talk about, call your director and we can work it out!

## ATTITUDE DETERMINES YOUR ALTITUDE— HOW HIGH DO YOU WANT TO FLY?



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**WORDS OF WISDOM**  
BY MARY KAY ASH

It is important to remember that although change entails uncertainty, it also brings opportunity. Each of us must engage in a lifelong self improvement program, continually seeking more knowledge and newer methods. We must be open to new ideas; never be satisfied with the status quo.

## Reasons to Encourage Your New Team Members to Join Us at Career Conference

- **POWERFUL START:** I've watched many consultants jumpstart their career after attending Career Conference. Can you imagine beginning your career by seeing all that Mary Kay has to offer? The prizes, the recognition, the big picture, etc. Talk about the perfect start! She'll come back excited and ready to take on the world. With the skills we all learn while attending, and her new consultant excitement, she truly can!
- **INSPIRATION:** We're all looking for someone to touch our hearts and inspire our minds. She'll hear so many stories that inspire her to want more! The best part is because our company is so go-give, she will then hear stories from those same people on how to get the same results she'll want to achieve!
- **LEARNING FROM THE BEST:** Career Conference brings some of the best and brightest Mary Kay minds together in one place! Each person teaches valuable tips and suggestions, and she'll find teachers and speakers that she may personally relate to more than her sponsor or director. She'll also hear great training and ideas for what's coming from Mary Kay, Inc. directly!
- **GOOD HABITS:** By attending her first Career Conference, it starts the habit of attending each event. This helps grow and expand her business when she applies the many skills she learns!
- **EDUCATION:** Career Conference is a little more personal than Seminar— she'll have the opportunity to ask speakers questions, as well as all the fabulous ladies sitting around you! And the education and speakers Mary Kay hand selects are top notch! It's a great way to learn from the best!
- **CLOSER THAN DALLAS:** Dallas may seem a long way off, depending on where she lives. Career Conference is close, usually within a short drive, and it's also short— just one day off from work, which most people can manage. It's a great first step, and everyone enjoys a fun weekend off with the girls!

