

# KATHLEEN'S **SUPER STARS**NEWSLETTER



If it is to be it is up to me!

October 2022 Unit Newsletter



Queen of Wholesale Brenda Anderson



Sharing Queen Michelle Berndt



YTD Sharing Queen Pamela Santoro



YTD Retail Queen Brenda Anderson

## Congratulations to Our Star Consultants!



Corrina Warwick Diamond



Brenda Anderson 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!!







# A Secondary of the Seco

#### From the Director's Chair

Dear Super Star,

Wow! This is a month to get excited about! Mary Kay is pulling out all the stops to make this one of our most successful months yet. Not only do we have some amazing new products that make booking and selling a

breeze, but they want to empower us to change women's lives by offering the career opportunity FOR only \$20 estart this month OR only \$90 for the showcase & estart that comes with a bunch of extra perks. Also, it is again a DOUBLE CREDIT MONTH:-) So 3 new team members = 6 & a \$600 order = \$1200 Yippeeeee

We will be having a Quarterly Workshop in January. The tracking sheets are in this Newsletter. More info to come but you can print off the tracking sheets & get tracking :-)

Don't forget about my Holiday Open House Thursday, November 3rd - Sunday, November 6th where you can either visit in person or schedule a one-on-one zoom to learn about all the holiday products & see gifts & specials you can utilize with your customers. Let me know if you'd like to schedule a Holiday learning session.

October is a fabulous month to begin a Mary Kay career. Holiday gifts are on everyone's mind, fall makeovers are a great way to feel fabulous this season, and who doesn't love shopping at 50% off? Mary Kay has even fine-tuned our best sellers into the Business Debut Assortment for new team members! If you haven't personally tried all those products on the list, now is a great time to do so. It's easy to sell the products you love, and there is a reason they are our best sellers! Our October Start Up Promotions help new consultants seal the deal and decide now is the time! The goal is to help them start their business quickly and easily experience wins right from the start. Our goal is to help everyone develop strong teams and a strong unit. If you'd like to build your team, call me today and we'll strategize to help you build your business and achieve your goals. Maybe you'd like to join me at Leadership in Nashville as a DIQ!

Fall brings a lot of change into our lives. From ever-changing holiday schedules, weather, and daylight hours, it seems that each day can bring its own adventure. I encourage you to utilize your Six Most Important Things list each day this month. Rather than be swept away by life as the falling leaves are, choose where you want to focus your time and intentions each day. You can make your dreams come true with focus and determination. I believe we can choose to make a change. If you need any help or ideas, I'm just a call or text away. I believe in you. I believe that we wake up each morning with a new opportunity to design our lives in the way we choose. Let's make this month one of our best months yet & all of us ROCKTOBER!!

Love and Belief, Kathleen

#### **Important Dates:**

- October 14 16: Fall Retreat/Green Lake, Wisconsin
- October 17: PCP last day to enroll online for winter mailing of The Look, including an exclusive sample (while supplies last).
- October 28: 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 are accepted until midnight central time.
- November 1: Online DIQ commitment form available beginning 12:01 am Central time until midnight on the 3rd.
- November 6: Daylight Saving Time ends.
- November 9: 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. World Quality Day
- 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 19: Women's Entrepreneurship Day!
- November 24: Thanksgiving Day! All company offices closed. Postal holiday.
- November 25: 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.

## MIX GOLD INTO YOUR GOALS!

Our Top 5 Wholesale for September



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

Brenda Anderson \$1,188.00 **Debra Finley** \$728.00 \$603.00 Corrina Warwick \$502.00 Lori Windham Kay Tinguely \$497.00 Marilyn Pientka \$491.50 \$409.00 Mary Ann Zielinski \$385.00 Patricia Berry Linda Robinson \$383.00 \$361.00 **Beth Davies** \$336.00 Pamela Santoro Lauretta Bell \$328.00 \$326.00 Rebecca Gramer Judy Cloud-Calloway \$293.50 Judith King \$277.50 Loretta Ziegler \$270.50 \$263.00 Malissa Turner



#### Congratulations To Our Golden Rule Achievers



Brenda Anderson



**Debra Finley** 



Corrina Warwick



#### You Can Do It! Be in the Queen's Court of Sharing this year!







Debra Finley Star Team Builder



Amber Thome Senior Consultant



Brenda Myers Senior Consultant



Cathy Carlsen Senior Consultant



Daune DeVries
Senior Consultant



Flo Welk Senior Consultant



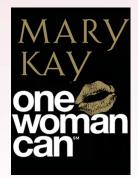
Mary Ann Zielinski Senior Consultant



Michelle Berndt Senior Consultant



Monica Crayton Senior Consultant



This Could Be You

#### Our Unit At A Glance

Star Team Builders
Debra Finley

#### **Senior Consultants**

Amber Thome\*
Brenda Myers
Cathy Carlsen
Daune DeVries
Flo Welk\*
Mary Ann Zielinski
Michelle Berndt
Monica Crayton\*

#### Consultants

Amanda Martell Amy Bergholz\* Amy Koclanes Angela Emmons\* Angela McLaughlin\* Beth Davies **Bonnie Carstens** Brenda Anderson Brenda Peterson Cindy Hanson\* Cindy Nelson\* Connie Plaumann\* Connie Radel\* Corrina Warwick Dana Sackett\* Dawn Endries\* Debi Alheim\* Donna Cooper\* Dorian Loberg Beck Drea Reichwein Elisa Baldock Fayth Block\* Florence Honang\* Gina Ripp\* Gloria Liska\* Jan Chambers\*

Jennifer Gutkowski Jennifer Heath\* Judith King Judy Cloud-Calloway Julie Gabris\* Julie Johnson\* Kassy Solis\* Kathleen Weier Kathryn Bohn Kay Retzleff\* Kay Tinguely Laura Erickson\* Lauretta Bell Linda Robinson Lisa Van Roy\* Lisbeth Bergman Loretta Ziegler Lori Windham Malissa Turner Maria Garcia\*

Marianne Lippold Marilyn Pientka Mary Fischer\* Mary Goers\* Mary Mertens Mary Vesperman Melanie Carlsen Melissa Boyd\* Melissa Claudio\* Michelle Jirousek\* Michelle Mazola\* Pamela Santoro Pat Petrowiak\* Patricia Berry Patricia Rougeot Patti Mezel\* Rebecca Gramer Sandra Margelofsky Sandra Toval Sara Grimes\*

Sarah Huffsmith Shannon Howery\* Sherry Soehnlein\* Spring Fleming Stacey Lingo Susan Dos Reis Susan Draeger Terry Arndt\* Trisha Niesen\* Valerie Houk\* Wendy Zweifel\*

## V Welcome New Consultants

V Team C

### Team Commissions

#### Lauretta Bell

Sponsored By:

Michelle Berndt

#### 6% Commission Level

Debra Finley \$27.69

#### 4% Commission Level

Brenda Myers	\$47.52
Michelle Berndt	\$13.12
Cathy Carlsen	\$9.84
Monica Crayton	\$9.00



Michelle Berndt



November Birthdays						
Brenda Murray	6					
Kassy Solis	11					
Michelle Mazola	15					
Cindy Nelson	22					
Amanda Martell	23					
Shannon Howery	27					
Beth Davies	30					
November Anniversaries						
Laura Erickson	22					
Linda Robinson	22					
Sara Grimes	18					
Fayth Block	17					
Merodee Buechner	11					
Pat Petrowiak	5					
Amanda Martell	5					
Michelle Mazola	1					
4						

#### THE NUMBERS DON'T LIE!

A big part of our business is dependent on HOW MANY CONTACTS we make (close together)... It's easy to TRICK ourselves into thinking we are doing MORE than we actually are when it comes to putting forth ENOUGH EFFORT.

I challenge every one of you to contact just 10 people a day—yes or no—for ONE WEEK. Just dial enough numbers each day (throughout the day in small timeslots if necessary....or all at one sitting) to CONTACT 10 people a day, and JUST ASK for the facial, class, or interview.

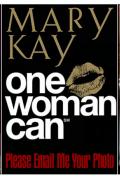
Will you TRICK yourself by procrastinating and putting things off OR TREAT yourself to amazing results by investing time into your business consistently? By: NSD Tammy Crayk



Our Top 5 YTD Personal Retail Court According to MK Orders











Brenda Anderson

Corrina Warwick

Judith King

Debra Finley

Lori Windham

## Year to Date Retail Court

1 Brenda Anderson	\$5,256.00
2 Corrina Warwick	\$3,907.50
3 Judith King	\$3,109.50
4 Debra Finley	\$2,639.00
5 Lori Windham	\$1,815.00
6 Beth Davies	\$1,457.00
7 Patricia Berry	\$1,342.00
8 Marilyn Pientka	\$1,303.00
9 Mary Ann Zielinski	\$1,278.00
10 Amanda Martell	\$1,266.00
11 Daune DeVries	\$1,120.00
12 Kay Tinguely	\$994.00
13 Susan Dos Reis	\$960.00
14 Marianne Lippold	\$937.00
15 Cindy Nelson	\$867.00
16 Judy Cloud-Calloway	\$828.00
17 Linda Robinson	\$766.00
18 Cathy Carlsen	\$760.00
19 Spring Fleming	\$749.00
20 Sherry Soehnlein	\$747.00

## Year to Date Sharing Court



Pamela Santoro 1 Qualified \$0.00



OCTOBER

CUSTOMERS EARN ONE ENTRY

CARD

GIFT

വ

2

8

CARD

വ

\$2

2

9

25

Earn one entry for having a facial. CUSTOMERS EARN ONE ENTRY

for every five names and phone number referrals shared with Beauty Consultant.

CUSTOMERS EARN ONE ENTRY

for every
\$50 retail
purchased
after
attending
a party
or facial.

CUSTOMERS EARN FIVE ENTRIES

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

book a party

CUSTOMERS

EARN FIVE ENTRIES

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

be more knowledgeable

CUSTOMERS EARN TEN ENTRIES

Earn ten
entries for
becoming an
Independent
Beauty
Consultant.

become a Beauty Consultant

## CONSULTANTS, WHEN YOUR GUEST WINS, YOU WIN, TOO!

Please confirm with your Sales Director that your Unit is participating.
All entries must be submitted by November 5th.
https://bit.ly/mandpgiveaway

Virtual & in-person facials count for this drawing!

Madson Area & Pankow Area Sales Directors & Consultants

#### **Central Wisconsin**

#### ~ Quarterly Tracking Sheet ~ Sept 16, 2022 - Dec 15, 2022

\*\* Please read back of this form or page 2 for instructions on catagories

Please complete this worksheet to receive Quarterly Recognition

Week	* Total Weekly Retail Sales (A)	**# of Parties Held - (3-6 in attendance) (B)	Highest Party (C)	# of Faces Seen (including parties) (D)	***# of Skin Care Sets Sold (1st time) (E)	# of qualified guests brought to a MK function (F)	# of Full Interviews Held (G)	# of \$600 + New Qualified Team Members (H)	Amount of Sec. 1 wholesale orders placed (I)
Sept 16 - Sept 17									
Sept 18 - Sept 24									
Sept 25 - Oct 1									
Oct 2 - Oct 8									
Oct 9 - Oct 15									
Oct 16 - Oct 22									
Oct 23 - Oct 29									
Oct 30 - Nov 5									
Nov 6 - Nov 12									
Nov 13 - Nov 19									
Nov 20 - Nov 26									
Nov 27 - Dec 3									
Dec 4 - Dec 10									
Dec. 11 - Dec 15									
TOTALS									
(A)Total Weekly Retail Sales  Minimum of \$2400 or above  (from col. A)Highest Weekly Sales			(D)Total # of Faces seen  Minimum of 30 or more  (E)Total # Skin Care Sets sold			· · · · · · · · · · · · · · · · · · ·			
Minimum of \$500 week or above (B)Total # of Parties held		?	Minimum of 10 or more  (F)Total # of Qualified Guests				Star Con	sultant \$1800 or abo	ove
Minimum of 10 or more			Minimum of 8 or more			MASTER CONSULTANT			
(C)Highest Party			(G)Total # of Qualified Interviews held			received recognition for 6 or more of 10 categories			
PARADE OF ST	CARS (min. 1,800 whls	+ 600 credit for each qu	nalified recruit) Sap	phire(1800)	Ruby(2400)	Diamond(3000)	Emerald(3	600) Pearl(4	1800)

#### Central Wisconsin Quarterly Tracking Sheet Information

#### What qualifies as a "face"?

Skincare class and facial attendees in person or on Zoom (or similar format)

On-the-Go participants

FaceBook LIVE participants commenting and/or purchasing

FaceBook Party participants (with follow-up conversation)

Guests to a unit event with product shared

Pamper packs sent with a follow-up conversation

#### What qualifies as a "party"?

3+ people at a skincare class or facial

- 3+ people commenting and/or purchasing from a Facebook LIVE
- 3+ people participating in a FaceBook party with follow-up
- 3+ pamper packs sent for the same event or to the same home with follow-up
- 3+ guests to a unit event

#### What qualifies as an "interview"?

In-person, phone, or Zoom (or similar format) conversation with director follow-up

Information sent with conversation & director follow-up

Participants of a sharing event (e.g. VirtuWow, guest event, etc.) with director follow-up

Guests to a unit event with marketing shared

#### What qualifies as a "1st Time Set"?

(Full size) Basic TW3D, Mir. Set, Ult. Mir. Set, TW Repair Set, Botanical Set, Clear Proof Set, Naturally Set, Mens Set sold to a customer for the FIRST time only

#### What qualifies as a "Sales Total"?

Sales columns should be money collected after discount, if any given & without sales tax

### MARY KAY

## Flexible opportunity. INCREDIBLE Options.

Special Mary Kay Startup Options • Oct. 1-31, 2022

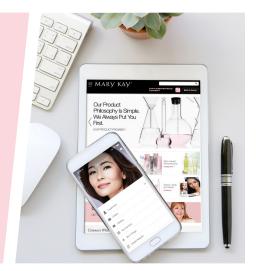
A Mary Kay business can **fit your life** and meet you where you are right now. It's fun and best of all, it's flexible. **YOU** choose how you start earning a little extra income with your Mary Kay business. And these **hard-to-pass-up startup options** can help get you started toward your goals – whatever you envision!

Oct. 1-31, 2022

Any New or returning
Independent Beauty Consultant
Independent Beauty Consultant
Agreement is received and accepted by
the Company may choose from these
exciting, limited-time startup options!

## eStart, \$20

The Mary Kay\* eStart' is a great way to work your business from the comfort of home and still have the opportunity to connect virtually with your customers on a personal level. At a **special price** of only \$20, it's an opportunity worth considering!



## Starter Kit, \$90

This Starter Kit includes everything in *Mary Kay*\* eStart, plus retail-sized products for sampling (a more than \$400\* value), **additional products** and samples for October only, business resources, and tips and selling techniques designed to help you empower your sales. You'll be ready to connect with your first hostesses and customers with confidence!



 $These \ startup \ options \ are \ a \ limited-time \ offer; \ the \ promotion \ is \ subject \ to \ change \ with \ advance \ notice.$ 

## HURRY! LIMITED-TIME OFFER! New Business Debut Assortment\*\*

You can get your business off to a great start with a convenient, curated assortment<sup>++</sup> of *Mary Kay*\* must-haves for only \$603 wholesale!

Jump into holiday sales with easy-to-sell, much-loved products!





## What's Included in these Limited-time Startup Options

#### MARYKAY® eStart® for \$20 includes:

- Access to a Mary Kay® Personal Web Site for one year.
- Access for one year to ProPay®, a credit card processing service to securely process credit card and debit card orders.
- Access to Mary Kay InTouch\*, your backstage pass to all things Mary Kay, full of information, education and branded materials to get your business moving.
- Access to FREE Mary Kay® apps.

#### *MARY KAY*° Starter Kit<sup>†</sup> for \$90 includes:

Everything in Mary Kay® eStart, PLUS:

#### **RETAIL-SIZED PRODUCTS\***

- TimeWise® Age Minimize 3D® 4-in-1 Cleanser in Normal/Dry
- TimeWise® Age Minimize 3D® 4-in-1 Cleanser in Combination/Oily
- TimeWise\* Age Minimize 3D\* Day Cream SPF 30 Broad Spectrum Sunscreen\*\* in Normal/Dry
- TimeWise\* Age Minimize 3D\* Day Cream SPF 30 Broad Spectrum Sunscreen\*\* in Combination/Oily
- TimeWise® Age Minimize 3D® Night Cream in Normal/Dry
- TimeWise\* Age Minimize 3D\* Night Cream in Combination/Oily
- TimeWise® Age Minimize 3D® Eye Cream
- Mary Kay\* Translucent Loose Powder
- Mary Kay® Oil-Free Eye Makeup Remover
- Mary Kay\* CC Cream Sunscreen Broad Spectrum SPF 15\*\* in Very Light
- Mary Kay\* CC Cream Sunscreen Broad Spectrum SPF 15\*\* in Light-to-Medium
- Mary Kay\* CC Cream Sunscreen Broad Spectrum SPF 15\*\* in Medium-to-Deep
- Mary Kay\* CC Cream Sunscreen Broad Spectrum SPF 15\*\* in Deep
- Mary Kay\* CC Cream Sunscreen Broad Spectrum SPF 15\*\* in Very Deep
- White Tea & Citrus Satin Hands® Pampering Set
- Mary Kay® Ultimate Mascara™ in Black

#### **PRODUCT SAMPLES**

- Blue Eyes Look Color Cards, pk./5 (2)
- Green/Hazel Eyes Look Color Cards, pk./5 (2)
- Brown Eyes Look Color Cards, pk./5 (2)

#### ADDITIONAL PRODUCTS FOR OCTOBER ONLY

- Retail-sized TimeWise® Microdermabrasion Refine
- Retail-sized TimeWise® Pore Minimizer
- TimeWise Miracle Set 3D\* Sample Sets in Normal/Dry, pk./3 (2)
- TimeWise Miracle Set 3D\* Sample Sets in Combination/Oily, pk./3 (2)

#### LITERATURE AND EDUCATION

- Welcome Card
- I Chose Mary Kay Sign
- Skin Care Party Flip Chart Binder With Pages
- Laminated Place Card Set, pk./4, and Laminated Satin Hands\*
   Pampering Set Instructions for Use Card (1)
- Skin Care Place Mat Set, pk./4
- Sales Tickets, pk./30
- Beauty Profile, pk./30
- Start Something Beautiful® Magazine
- Second Appointment Laminated Place Mat Set, pk./4
- Great Start: Ready, Set, Sell! Brochure
- Miracles Happen Mary Kay Autobiography
- The Look Catalog, pk./10

#### **PARTY SUPPLIES**

- Mirror With Tray, (4)
- Disposable Trays, pk./30
- Facial Cloths (Disposable), pk./30
- Dry Erase Markers, pk./4
- Disposable Mascara Sample Wands, pk./15 (2)
- Foundation Finder Tool

†Prices are as shown plus applicable sales tax. Mary Kay\* eStart offer cannot be combined with any other discounts or promotions. Mary Kay Inc. reserves the right to extend, modify, eliminate or reduce this offer at any time. In addition to the terms, conditions, rights and/or restrictions set forth in the Independent Beauty Consultant Agreement with Mary Kay Inc. ("Mary Kay"), your use of and access to all products and services contained in the Mary Kay\* Starter Kit and Mary Kay\* eStart are subject to the following terms: The Mary Kay\* Starter Kit and Mary Kay\* eStart include access to certain resources that are not provided by Mary Kay; rather, they are provided by third-party providers. You agree to comply with all applicable third-party provider terms and fees including, but not limited to, providing your Social Security number or Taxpayer Identification Number, when necessary, and paying a \$1 account setup fee with a valid credit card or debit card to verify your account and identity. Depending on the identity verification information provided, the third-party provider may request additional information to substantiate your identity; however, providing any verification information is not a guarantee the third-party will grant you access. Those terms may be supplied to you within the Mary Kay\* Starter Kit and Mary Kay\* eStart service or directly by the third-party provider. If you are unwilling or unable to comply with third-party providers' terms, conditions and fees, Mary Kay is relieved from guaranteeing access to such third-party services. Third-party terms, conditions, fees and obligations are not considered when Mary Kay calculates its obligations under the Company's 90% Repurchase Policy.

\*†This limited-time assortment is available to Independent Beauty Consultants Oct. 1 at 12:01 a.m. CT through Dec. 31, 2022, at 11:59 p.m. CT. No limits apply to this assortment. Tax will be charged on the suggested retail price of each product in this assortment. Not available through Customer Delivery Service through myCustomers\*\*, marykay.com, Guest Checkout or EZ Ship.

\*Mary Kay\* products contained in the Mary Kay\* Starter Kit are not intended to be purchased from the Company for resale and are for demonstration purposes only. All terms, conditions, rights and/or restrictions set forth in the Independent Beauty Consultant Agreement with Mary Kay Inc., including the Company's 90% Repurchase Policy, apply.

\*\*Over-the-counter drug product

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## 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



What a marvelous change comes about when we go the second mile and make that 10 percent extra effort. It is well said that triumph is just a combination of 'try' and 'umph,' and that's really not so hard.



Get ready to rock October in a BIG way! Women are looking for what YOU offer: the potential for extra income, a community that values what matters most, and a way forward with options during challenging times. And these offers are designed to help you share the Mary Kay opportunity and really rock October!

### For ALL Consultants:

- October Double Credit
- Golden Rules Challenge new non-jewelry collection piece for October!

#### For NEW Consultants:

Limited-time only: These crowd -pleasing offers make starting a MK business more attractive than ever and make it easier to get that "YES!" when sharing the Mary Kay opportunity!

- October Startup Options Promotion
- October Initial Order Product Bonus Promotion
- Business Debut Assortment
- Business Debut Wish It to Win! Contest

Seminar Awards 2023 Double Credit Promotion: Oct. 1–31 It's true! DOUBLE CREDIT is yours for the taking when you focus on building sales and sharing the opportunity during this special promotion. You have the chance to earn double credit toward the Queens' Courts of Personal Sales and Sharing. Don't miss this opportunity to double up on your sales, develop your team, and shine forever with Seminar Awards!

## MARY KAY it just fits!" #MYMKLIFE

## October 20: it just fits! YouTube Premiere

Encourage all new consultants and your prospective new team members to watch and invite their friends too! There are NO LIMITS on how many people they can invite! Plus, there's no need to register for these events – just tune in and watch!

English: 7 pm CT
National Crisette Ellis and
Director Morgan Hacker
Spanish: 7:30 pm CT
Sr. National Rosibel Shahin
and Director Adriana Hill

