



KATHLEEN'S SUPER STARS NEWSLETTER

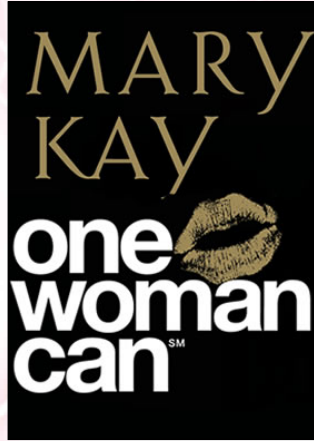


If it is to be it is up to me!

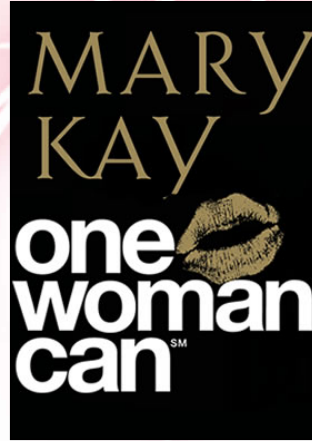
March 2025 Unit Newsletter



Queen of Wholesale
Brenda
Anderson



Sharing Queen
This Could
Be You



YTD Sharing Queen
This Could
Be You



YTD Retail Queen
Brenda
Anderson

Congratulations to our Power Up Achievers



Brenda Anderson



Corrina Warwick





From the Director's Chair

Dear Super Star,

We will be having zoom meetings with Darla Lewis the 1, 3, 4, and 5 Mondays with Darla Lewis at 7 PM. The second Monday of the Month *unless it's a holiday*, we will have Moving on up night with recognition, facials & training with Beth Gallagher in Portage at the Phoenix, 104 West Cook St. Call me so I can let you in the building. 608-772-0847 5:30 to 6:30 is facials then 6:30 to 7:30 is the recognition and meeting. We will be doing FaceBook live when we can.

<http://zoom.us/j/93111089850> If you need a password it is (go) Sometimes it puts you into a waiting room and we have to let you in. Each week when you join us, your name will go in a drawing for completing your weekly accomplishment sheet by Sunday night.??

Our Unit is having so much fun & great results from the monthly b4 and after QVC style sharing PLUS, who doesn't love to win prizes!!! How are you doing/feeling about sharing these? Are you confident with it, or do you need some help? As I offered before, I would LOVE to do one with you personally one on one OR with some of your customers on Zoom, FB Messenger, Whats App, any platform you are comfortable using. We would have so much fun!!

March is the moment for movement, fun, and color! What better time to embrace the vibrant confidence that lies within each of you? This month, as we celebrate the season of renewal, let your inner strength shine through every class you host and every new connection you make.

What color should you paint your world this month? I'm voting for Green or Red! Green reminds us of the freshness of spring and the promise of growth, while Red symbolizes passion, determination, and that extra spark of confidence. While celebrating St. Patrick's Day this month, it's a great time to focus on earning some extra income by hosting classes. This is the perfect month to book your classes and share your unique brilliance with clients and friends alike.

We've got an exciting lineup for you: the March MK Startup Promotion, amazing new products, and changing weather that invites us to step out of our winter hibernation. It's time to dust off your calendar, reach out to your clients, and let your confident, radiant self take center stage. Mary Kay is providing all the tools you need to succeed, so don't hesitate to lean into that inner confidence as you book, coach, sell, and share the Mary Kay magic.

Imagine stepping up in your very own FREE Red Jacket—a symbol of not only style but the bold leap you're taking this month. It's almost Easter, a time of sharing, and just like an Easter basket filled with surprises, every class you host builds a strong foundation that showcases our fabulous products and the joy of connecting with others. Every personalized "piece of candy" you offer—whether it's a call, a meeting, or an online video—reflects the confidence you bring to the table and the unique opportunities that make our Mary Kay careers so enriching.

This month can bring you anything your heart desires if you step forward with conviction and are willing to put in the work. Let's spring into action and make it a shining success. Imagine the thrill of being recognized at Seminar for all the goals you've met and the dreams that have blossomed this year. It's all about facing your fears, taking that next step, and trusting in your abilities. I'm here to support you every step of the way—just ask if you need a little extra boost of confidence.

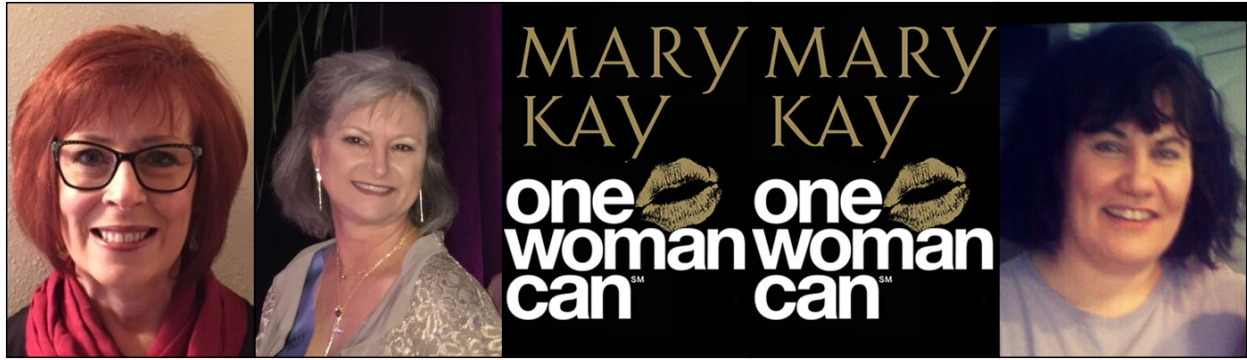
Here's to a month of bold moves, fresh starts, and the type of energy that turns dreams into reality!

Love and Belief, Kathleen

Important Dates:

- **March 1:** Online DIQ commitment form available beginning 12:01am CST until midnight on the 5th.
- **March 3:** 7pm Zoom Meeting <http://zoom.us/j/93111089850> If you need a password it is (go)
- **March 8: International Women's Day!**
- **March 10:** 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
- **March 9:** Daylight Saving Time begins. Career Conference General Session Viewing registration deadline at 11:59 p.m. CT.
- **March 14:** Career Conference begins for March 14-15th cities.
- **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:** 7pm Zoom Meeting <http://zoom.us/j/93111089850> If you need a password it is (go)
- **March 17:** Saint Patrick's Day. Have a \$uper Green day!
- **March 20:** The first day of spring.
- **March 21:** Career Conference begins for March 21-22nd cities.
- **March 24:** 7pm Zoom Meeting <http://zoom.us/j/93111089850> If you need a password it is (go)
- **March 28:** Last day of the month for consultants to place telephone orders. Career Conference begins for March 28-29th cities.
- **March 31:** 7pm Zoom Meeting <http://zoom.us/j/93111089850> If you need a password it is (go)
- **March 31:** Last day of the month for consultants to place online orders. Online agreements accepted until midnight CST.
- **April 1:** Online DIQ commitment form available beginning 12:01 am Central time until midnight on the 3rd.
- **April 7:** 7pm Zoom Meeting <http://zoom.us/j/93111089850> If you need a password it is (go)
- **April 14:** 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
- **April 15:** Tax Day!
- **April 17:** Last day to enroll online for summer PCP mailing of The Look.
- **April 18:** Good Friday. All Company offices closed.
- **April 20:** Easter Sunday
- **April 21:** 7pm Zoom Meeting <http://zoom.us/j/93111089850> If you need a password it is (go)
- **April 22:** Earth Day. Learn about MK's commitment to sustainability at <https://www.marykay.com/en-us/about-mary-kay/our-commitment>
- **April 23:** Happy Administrative Professional's Day!
- **April 28:** 7pm Zoom Meeting <http://zoom.us/j/93111089850> If you need a password it is (go)
- **April 29:** Last day of the month for consultants to place telephone orders.
- **April 30:** Last day of the month for consultants to place online orders. Online agreements accepted until midnight CST.

Our Top 5 Stars and Future Stars This Quarter



Brenda
Anderson
Sapphire

Corrina
Warwick
Sapphire

Florence
Honang
On-Target

Tracy
Fonte
On-Target

Brenda
Peterson
On-Target

Thank You Consultants Who Invested in Their Businesses in February

Brenda Anderson	\$825.25
Corrina Warwick	\$701.00
Cindy Nelson	\$633.50
Daune DeVries	\$450.00
Brenda Peterson	\$415.00
Trisha Niesen	\$322.50
Maria Martinez	\$293.00
Dorian Loberg Beck	\$280.00
Flo Welk	\$266.00
Debi Alheim	\$265.00
Cheryl Kok	\$254.00
Mary Mertens	\$250.00

Congratulations On-Target Stars:

Here's how much you need to finish your next star by 3/15/25

Star Achieved	Name	WS Needed for Next Star
Sapphire	Brenda Anderson	\$4.25
Sapphire	Corrina Warwick	\$380.50
	Florence Honang	\$941.00
	Tracy Fonte	\$1,009.00
	Brenda Peterson	\$1,154.00
	Cindy Nelson	\$1,166.50
	Marianne Lippold	\$1,224.50
	Sara Grimes	\$1,324.00
	Daune DeVries	\$1,332.00
	Linda Robinson	\$1,332.50
	Jeanna Schowalter	\$1,368.50
	Linda Wapneski	\$1,374.00
	Beth Davies	\$1,386.50
	Cathy Carlsen	\$1,410.00
	Elisa Baldock	\$1,410.50
	Debra Finley	\$1,466.00
	Drea Reichwein	\$1,467.00
	Trisha Niesen	\$1,477.50
	Jan Chambers	\$1,483.50
	Kay Tinguely	\$1,487.00
	Patricia Berry	\$1,496.50
	Donna DeHaven	\$1,506.50
	Maria Martinez	\$1,507.00
	Dorian Loberg Beck	\$1,520.00
	Connie Plaumann	\$1,520.00

POWER YOUR SALES
Earn a hand towel and
washcloth embroidered with
the MK logo when you achieve
the Power Your Sales Monthly
Selling Challenge in March!





Debra Finley
Team Leader



Cathy Carlsen
Star Team Builder



Annette Monthey
Senior Consultant



Brenda Anderson
Senior Consultant



Brenda Myers
Senior Consultant



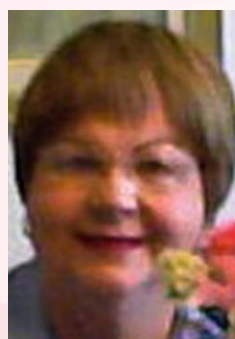
Corrina Warwick
Senior Consultant



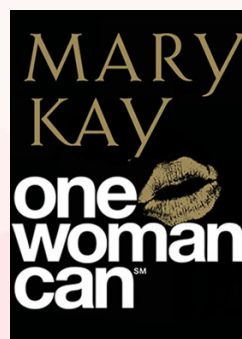
Daune DeVries
Senior Consultant



Julie Johnson
Senior Consultant



Mary Ann Zielinski
Senior Consultant



This Could
Be You

Our Unit At A Glance

Team Leaders

Debra Finley

Star Team Builders

Cathy Carlsen

Senior Consultants

Brenda Anderson
Brenda Myers
Corrina Warwick
Daune DeVries
Julie Johnson
Mary Ann Zielinski

Consultants

Alicia Toval*
Amanda Martell*
Amber Thome*
Amy Bergholz
Amy Koclanes*

Angela McLaughlin*
Anne Nichols*
Beth Davies
Brenda Peterson
Cheryl Kok
Christina Blanchard*
Cindy Hanson*
Cindy LeClaire
Cindy Nelson
Connie Plaumann
Connie Radel*
Cynthia Radtke*
Dana Sackett
Dawn Endries
Debi Alheim
Donna Cooper*
Donna DeHaven
Dorian Loberg Beck
Dorinda Maybury
Drea Reichwein*

Elisa Baldock
Emily Jackson*
Fayth Block*
Flo Welk
Florence Honang
Jan Chambers
Jane Steidl
Janice Watzke*
Jeanna Schowalter*
Judy Cloud-Calloway*
Julie Gabris*
Karen Taylor
Kathryn Biadasz
Kathryn Bohn*
Kay Tinguely
Laura Roethle*
Linda Robinson*
Linda Wapneski
Lisa Heltemes*
Lisa Van Roy*

Lori Windham
Malissa Turner*
Maria Martinez
Marianne Lippold
Mary Fischer*
Mary Mertens
Mary Pekarske*
Mary Schock*
Mary Vesperman*
Melissa Boyd*
Melissa Claudio*
Merodee Buechner*
Michelle Berndt
Michelle Brennan*
Monica Crayton*
Nancy Hipp*
Pamela Sheldon
Patricia Berry
Patricia Rougeot
Rebecca Gramer*

Rebecca Orick
Sandra Toval*
Sandy Deibert
Sara Grimes
Spring Fleming*
Stacia Star*
Susan Dos Reis*
Susan Draeger
Teresa Fisher*
Teresa Ploch*
Terra Wachs
Terri Skaggs*
Tracy Fonte
Trisha Niesen
Valerie Houk*
Wendy Miller*

Welcome New Consultants

Kathryn Biadasz

Sponsored By:

Kathleen Koclanes

Meet An NSD!

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

Annaka Krafka

"It's a calling on my life to elevate
myself to a platform where I can
truly elevate others."



Spring 2025 Program PCP Participants

Flo Welk
Debra Finley
Daune DeVries
Corrina Warwick
Mary Ann Zielinski
Beth Davies
Dorian Loberg Beck
Brenda Myers
Brenda Anderson
Sandra Toval
Dorinda Maybury

Team Commissions

9% Commission Level

Debra Finley \$108.63

4% Commission Level

Brenda Myers \$33.01
Brenda Anderson \$25.34
Julie Johnson \$12.90
Cathy Carlsen \$11.72
Corrina Warwick \$10.60
Daune DeVries \$10.16
Mary Ann Zielinski \$1.44

April Birthdays

Spring Fleming	7
Debra Finley	12
Michelle Harrington	12
Fayth Block	15
Kathleen Weier	16
Patti Mezel	16
Mary Rose	22
Debi Alheim	24
Laura Erickson	27
Loretta Ziegler	27
Brenda Peterson	28
Christina Blanchard	28

April Anniversaries

Flo Welk	46
Nancy Hipp	44
Patricia Berry	40
Dawn Endries	29
Anne Nichols	21
Malissa Turner	21
Connie Radel	20
Marianne Lippold	19
Drea Reichwein	17
Florence Honang	14
Mary Pekarske	11

Use Social Media to Ring in Spring!

The **My Mary Kay Facebook group** has dedicated its focus to social media education to help amplify your business in an ever-changing social landscape! What you can expect this month:

- **Product giveaway** for best social media caption
- **'Ask Me Anything'** social media Q&A
- **Facebook Live** featuring a Director who leverages social media to showcase the opportunity
- **Join the group** and turn on your notifications so you do not miss these exciting learning opportunities and more!



2025

What's
Your
Vision?

GLOWING
UP!

When you choose to
unlock your unlimited
potential and believe in
the power of your
dreams, the results can
be transformative.

Your trajectory is not
simply going up:
It's glowing up!

**Our Top 5
YTD
Personal
Retail Court
According to
MK Orders**



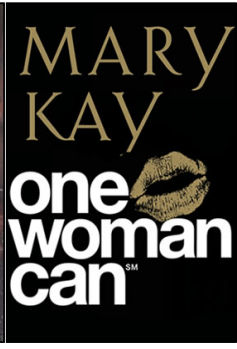
Brenda
Anderson



Corrina
Warwick



Beth
Davies



Florence
Honang



Patricia
Rougeot

Year to Date Retail Court

1 Brenda Anderson	\$17,009.50
2 Corrina Warwick	\$15,061.00
3 Beth Davies	\$5,911.00
4 Florence Honang	\$4,511.00
5 Patricia Rougeot	\$3,340.00
6 Lori Windham	\$3,284.00
7 Linda Robinson	\$3,265.00
8 Cathy Carlsen	\$3,207.00
9 Daune DeVries	\$3,172.00
10 Julie Gabris	\$2,752.00
11 Debra Finley	\$2,602.00
12 Marianne Lippold	\$2,559.00
13 Mary Ann Zielinski	\$2,548.00
14 Brenda Myers	\$2,516.00
15 Flo Welk	\$2,383.00
16 Kathryn Bohn	\$2,368.00
17 Brenda Peterson	\$2,089.00
18 Kay Tinguely	\$1,958.00
19 Sara Grimes	\$1,870.00
20 Spring Fleming	\$1,778.00

MK QUEEN'S COURT OF SHARING



Qualified Team Members

"YOU CAN HELP PASS ON OUR SPECIAL WAY OF LIFE
TO OTHERS; AND IN DOING SO, YOUR OWN DREAMS
WILL COME TRUE, TOO!" "MARY KAY ASH



**IMAGINE YOURSELF
DEBUTING AS A
DIRECTOR. ENTERING
THE DIQ PROGRAM IS
THE FIRST STEP ON
YOUR JOURNEY AND IT
ONLY TAKES 8 TO BE
GREAT WHEN
BEGINNING! ARE YOU
READY TO PINK UP
AND SHOW UP?**

With Seminar Awards, you can embrace the you of your dreams – bringing her into the spotlight as her community cheers her on, wrapping her in immaculate rewards of diamonds and gold and taking her to vacation destinations beyond imagination.

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 or more people and receive that months featured product and 2 glamour items free from me.

(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.	

A picture of my (Kathleen Koclanes) neck after using the Mary Kay Bio-Cellulose Mask 4 times in 2 weeks. Suggested to use Before a special event.
www.Kathleenkoclanes.Com



Talk about a Korean-Beauty booster – see a visible lift in just two weeks*!

Mary Kay Bio-Cellulose Mask

- Skin looks lifted and firmed.

*Results based on a four-week independent consumer study in which 300 women used the product twice a week **Based on a clinical skin-measurement study

- Skin is visibly more radiant.
- Plus, this pampering mask also increases skin moisture levels for 24 hours.**



FIGHTS ADVANCED SIGNS OF AGING After two weeks of use,* a majority of women agreed: ☑ Skin looks lifted and firmed.

☑ Skin is younger-looking. ☑ Skin appears more luminous.

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 !



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



QUEEN OF UNIT SALES



#2-3 UNIT SALES



UNIT QUEEN'S COURT
\$5000 Retail* and above



UNIT PRINCESS COURT
\$3500-\$4999 Retail*



JR PRINCESS COURT
\$2500-\$3499 Retail*



LOYALTY COURT
\$1500-\$2499 Retail*

*Retail value of Wholesale Orders 3 or 4 Rec

Seminar Unit
Awards 2025



QUEEN OF SHARING



COURT OF SHARING

National Area Princess

Court of Sales
\$20,000 Retail



You are Royalty!

National Area Princess

Court of Sharing
12 Qualified Recruits



You Deserve
Princess Bling

It's More Than Luck:

Knowing Your Target Audience for Social Media Success

In the world of social media, success isn't about luck—it's about strategy. Just like a well-played game of chess, every move you make should be intentional, especially when it comes to **knowing your target audience**. Simply throwing content out into the digital universe and hoping it sticks is about as effective as relying on a four-leaf clover to grow your business. Instead, smart content curation is the key to creating engagement, building relationships, and ultimately, **getting results**.

- **Be Consistent:** Success isn't accidental; it's built over time through **consistent, relevant, and engaging content**.

Engagement is a Two-Way Street

Posting the right content is just one piece of the puzzle—you also need to **actively engage** with your audience.

- Respond to comments and messages promptly.
- Ask open-ended questions in your posts to spark conversations.
- Create interactive content like polls, quizzes, or live Q&As to **make your audience feel seen and valued**.
- Social media isn't just about broadcasting—it's about building relationships. The more you engage, the more **your audience will trust you and stay connected**.

Who Are You Talking To?

Before you post, ask yourself: **Who is my ideal audience?** Consider factors like:

- **Demographics:** Age, gender, location, profession, and interests matter! A post that resonates with a 22-year-old college student won't necessarily attract a 45-year-old entrepreneur.
- **Pain Points & Goals:** What problems does your audience need solved? What motivates them to take action?
- **Content Preferences:** Do they engage more with **short-form videos, long captions, interactive polls, or behind-the-scenes content**?
- When you understand your audience's needs, **you're no longer just posting—you're connecting**.

Curate, Don't Just Create

Once you've identified your audience, it's time to tailor your content accordingly.

- **Speak Their Language:** Use tone and messaging that aligns with your audience's values and experiences.
- **Show Up Where They Are:** If your audience loves Instagram Reels but ignores long Facebook posts, prioritize video content.

Test, Analyze, and Adjust

Even with the best strategy, **not every post will be a winner**—and that's okay! The key is to track performance and refine your approach.

- Use analytics to see what types of posts get the most engagement.
- A/B test different styles of content to learn what resonates.
- Stay flexible—**social media trends change**, and so should your strategy!

Success Isn't About Luck—It's About Strategy

This March, remember: **building a strong social media presence is more than luck—it's about intention, effort, and consistency**. When you take the time to understand who you're talking to, **your posts won't just get seen—they'll get results**. So, ditch the lucky charms and start curating content that truly speaks to your audience!



\$20

† TO START A
MARY KAY BUSINESS?
Glow for it!

MARCH 1-31, 2025

Oh, hello!
Your star power is showing.

How do we know? You're practically glowing. It's time for you to **take center stage and start an iconic beauty business with Mary Kay!** Imagine the passion your heart would bring to a small business that changes everything. From building your brand to expanding your role, you'll be creating opportunities while achieving your goals. Just think of sharing *Mary Kay*® products and influencing others in the beauty market. And when it's time to make sales, **you can enjoy up to 50% profit* on everything you sell** when you place a \$225 or more wholesale Section 1 product order. Plus, you'll make meaningful connections, support local shopping and experience personal growth – sending positive vibes wherever you go!

SO WHAT ARE YOU WAITING FOR?
GRAB \$20 AND GLOW FOR IT!

Get glowing!

Start your business with
Mary Kay® eStart
for \$20* (regularly \$35).

Plus, customize your business
with **Mary Kay® Pro Start**
for \$80* (regularly \$90).

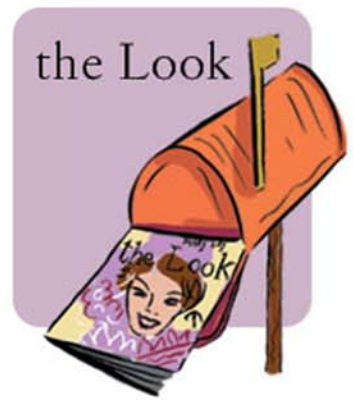
Contact your Independent Beauty Consultant or go to marykay.com/sellmarykay now!

*The 50% profit potential is based on a minimum \$225 wholesale Section 1 product sales volume. An Independent Beauty Consultant is considered active with personal retail sales of \$225 in wholesale Section 1 products and will remain active for two months following any month with this amount in sales.

†Price is 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. *Mary Kay*® products contained in the *Mary Kay*® eStart and *Mary Kay*® Pro Start 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. The Company grants all Mary Kay Independent Beauty Consultants a limited license to duplicate this page in connection with their Mary Kay businesses. This page should not be altered from its original form nor incorporated into other materials.

Build More Customers for Life with the Preferred Customer Program



Growing a successful Mary Kay business is all about building strong customer relationships. The **Preferred Customer Program (PCP)** is a powerful tool designed to help you maximize your sales and retain loyal customers. With professional-quality mailings, personalized messages, and exclusive product samplers, this program makes it easier than ever to keep customers engaged and excited about the latest MK products.

Why Use the Preferred Customer Program?

Increase Sales & Customer Loyalty

- **30% Business Growth** – Consultants who use the PCP see an average **30% boost in sales**.
- **Higher Spending** – Customers who receive six or more mailings a year spend **75% more** annually.
- **Top Performers Use It** – Over **93% of Queens' Courts of Personal Sales** leverage the PCP to reach their sales goals.

Preferred Customer Program

Enroll March 16– April 17

Mails May 7.

Arrives in 7 to 10 business days.

Only 95¢ per name.

Visit Intouch and Enroll Now!

Save Time & Money

- **Cost-Effective** – Sending *The Look* through the program costs **only \$0.95 per issue**, including a product sampler, compared to **\$1.55** when mailing it yourself.
- **Hassle-Free Process** – No need to label, write personal messages, or handle postage—the program does it all!
- **Flexible Enrollment** – Add customers as you meet them, with no minimum requirement for online enrollment.

Get Started Today! Log in to Intouch to enroll and watch your customer base grow.



Participating in PCP is a powerful way for you to increase sales, enhance customer relationships, and grow your business with ease. By enrolling, you can provide a **seamless, professional shopping experience** for your customers through beautifully designed mailers, product samplers, and messages—all delivered directly to their doorsteps. Research shows that customers who receive frequent mailings **spend 75% more annually**, and consultants using PCP **see an average 30% increase in sales**. This program helps you keep customers engaged with new products and promotions while creating **easy follow-up opportunities** that lead to more sales and stronger connections. With exclusive selling tools and **cost-effective, hassle-free enrollment**, you can maximize your earning potential while saving time and effort. Whether you are just starting out or looking to take your business to the next level, the PCP is a proven strategy to boost your success and build lasting customer loyalty.

Embrace Your Confidence

Confidence isn't just an attitude—it's a way of life. It's the spark that ignites creativity, the force that propels you toward your goals, and the quiet inner strength that turns challenges into opportunities. In this focus on confidence, I invite you to take a moment to appreciate the power that lies within you and to harness it for a more vibrant, successful life.

Discovering Your Inner Strength

Every journey begins with the belief that you are capable. Confidence grows when you recognize your unique talents and achievements, no matter how small they may seem. Remember:

- **Celebrate Small Wins:** Every step forward is progress. Acknowledge your victories, and let each one serve as a building block for future success.
- **Embrace Learning:** Challenges are lessons in disguise. Whether you succeed or face setbacks, every experience enriches your journey.
- **Visualize Success:** See yourself thriving. Visualization isn't just daydreaming—it's about setting a clear mental image of your success and working steadily toward it.

Strategies to Boost Your Confidence

1. **Daily Affirmations:** Start your day with empowering statements. Example: "I am capable, I am strong, and I can overcome any obstacle."
2. **Set Realistic Goals:** Break your ambitions into manageable steps. Small, consistent achievements build a foundation of trust in your abilities.
3. **Surround Yourself with Positivity:** Connect with people who inspire you and environments that nurture growth. Positive influences fuel your self-belief.
4. **Practice Self-Care:** Physical, mental, and emotional well-being are all intertwined with confidence. Regular exercise, mindful practices, and healthy habits reinforce a positive self-image.

Inspiration to Carry Forward

Confidence is not about being perfect; it's about embracing your imperfections and knowing they make you uniquely you. Every day is an opportunity to reaffirm that your value is inherent, not measured by external standards or fleeting opinions. Step forward with intention, knowing that your confidence shapes not just your day, but your entire future.

As you dive into this month, let your confidence be your compass. Reflect on your achievements, set your sights on your dreams, and never underestimate the impact of a positive mindset. Whether you're taking on a new project, exploring a personal passion, or simply reaffirming your self-worth, remember that your journey is uniquely yours—and it begins with confidence.

Embrace the power within, and let your light shine brightly for all to see.

Keep believing, keep achieving, and above all, keep being unapologetically you.





A Quick Summary: Eben Osaze brings her insight into the significance of the Red Jacket status in Mary Kay, highlighting it as a launchpad to greater leadership rather than a final destination. She emphasizes the importance of leading by example, setting the pace for others through consistent business activities, and fostering a positive and encouraging team culture. Personal growth is essential in this role, with a focus on communication, emotional intelligence, and time management skills. A key part of leadership is staying disciplined, resilient, and adaptable, ensuring that team members feel supported and inspired. The role of a Red goes beyond sales—it's about mentoring, motivating, and creating a culture of success that drives both personal and team achievements.

To maintain and grow beyond Red Jacket status, Osaze provides a structured approach through strategic time management and SMART goal setting. She outlines the importance of consistent booking, selling, and recruiting, along with setting clear sales and team-building objectives. Prioritizing high-impact activities, such as customer follow-ups and coaching, helps sustain a thriving business while maintaining work-life balance. Leadership is not about authority but influence—empowering others to succeed while continuously striving for greater impact. By focusing on personal development, mentoring team members, and maintaining momentum, Reds can transform their businesses and elevate themselves toward higher leadership roles within Mary Kay.

I encourage you to visit Intouch and watch this fabulous video on The Power of Red this month!

Key Concepts Covered:

1. **The Power of Red & Leadership Mindset** – The role of a Red Jacket in Mary Kay is not just a position but a stepping stone to greater leadership, requiring confidence, professionalism, and personal growth.
2. **Leading by Example** – Success comes from setting the pace, inspiring others, and maintaining consistency in personal business activities, which includes booking, selling, and mentoring.
3. **Developing Essential Skills** – Leadership sharpens communication, time management, goal setting, coaching, and emotional intelligence.
4. **Creating a Culture of Success** – Reds play a role in fostering a positive, supportive, and motivating team culture that encourages growth and recognition.
5. **Daily, Weekly, and Monthly Business Activities** – Structured time management, including affirmations, team meetings, and personal sales activities, is key to maintaining momentum.
6. **SMART Goal-Setting Framework** – Goals should be **Specific, Measurable, Achievable, Relevant, and Time-bound**, breaking down large ambitions into manageable steps.
7. **Team Building & Growth Strategies** – Sustaining Red Jacket status requires maintaining at least three active team members, mentoring them effectively, and ensuring continuous recruitment.
8. **Prioritizing High-Value Activities** – Focusing on income-generating activities such as lead generation, customer follow-ups, and team coaching ensures steady business growth.
9. **Time Management & Work-Life Balance** – Effective scheduling, minimizing distractions, and incorporating personal time prevents burnout and maximizes efficiency.
10. **Leadership Through Influence** – True leadership is about empowering others to succeed, developing a coaching mindset, and helping team members take ownership of their business.

Your Roadmap to Success:

Set Your Destination & Lead with Purpose

Success in Mary Kay isn't just about dreaming—it's about **deciding, planning, and taking action**. Follow this roadmap to accelerate your journey, build a strong team, and have fun along the way!

1. Set Your Destination

Where do you want to go? Red Jacket? Team Leader? Director? Choose your next level and commit to it. **Your destination should excite you!**

2. Map Your Timeline

How long will it take to get there—30 days, 2 months, 3 months? Set a deadline that challenges you while keeping you focused.

3. Define Your Why

What's driving you? More income? A dream vacation? Paying off debt? More free time? **Tie your goal to something meaningful** so that every step forward feels like a step toward something bigger.

4. Build Your Success Squad

Look at your team—who are your **key players**? Who can you mentor and uplift? Success isn't a solo journey. **Support others in reaching their goals, and yours will follow.**

5. Track Your Progress & Make It Visible

- Display your numbers—whether they're pretty or not. **Awareness leads to action.**
- Use leaderboards, team goal trackers, or a vision board to **see your progress in real time.**
- Don't just track results—track **effort and activity**. Every conversation, every booking, every follow-up counts!

6. Visualize Your Success Daily

Keep a **picture** of your goal in front of you—a vision board, a note on your mirror, a phone wallpaper. **See it, believe it, achieve it.**

7. Share Your Journey Loud & Proud

Tell your team, your family, and your customers where you're headed. **Speaking your goals aloud creates accountability and excitement.**

8. Keep the Energy High & Make It Fun

- **Your excitement is contagious!** If you're having fun, your team will too.
- Make progress celebrations **exciting**—balloons, small prizes, virtual shout-outs. Recognize every milestone!

9. Lead by Empowering Others

People take action for **their** reasons, not yours. Ask your team members:

- “Where do **YOU** want to go?”
- “What does success look like for you?”
- “How can I support you?” Your leadership shines when you **help others win.**

10. Take Action & Make It Happen!

Your roadmap is set—now it's time to drive. Stay focused, stay energized, and **help your team grow along the way.**

Now, go for it—your success story starts TODAY!



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Words of Wisdom by Mary Kay Ash

I truly believe that serving customers is one of the great factors that sets us apart from every other company. We are dedicated to serving our customers in the very best possible way

POWERUP[!]

Building Confidence With Each Win

Confidence isn't something you're born with—it's something you build, one step at a time. In your Mary Kay journey, success comes from **taking action, learning from experience, and celebrating progress**. The more you step forward, the stronger your confidence grows!

1. Action Creates Confidence

You don't have to wait until you feel "ready." Confidence comes from **doing**—having that first conversation, booking that first event, or inviting someone to explore an opportunity. With promotions like **the \$20 MK eStart**, now is the perfect time to share how simple it is for someone to begin their own journey.

2. Focus on Progress, Not Perfection

Success isn't about never making mistakes—it's about learning and growing. When you focus on **what you're achieving**, rather than what's not perfect, your confidence soars. Whether it's reaching your next sales goal, **earning the MK Power Your Sales Hand Towel & Wash Cloth**,

or helping a team member move up, progress builds momentum.

3. Celebrate Every Step

Confidence grows when you **acknowledge your wins**—big and small. Did you make a new connection? Gain a new customer? Inspire a team member? Every step forward is proof that you're capable of even more. And remember, key milestones—like reaching **Red Jacket or Team Leader status**—come faster when you take consistent action.

4. Surround Yourself with Positivity

Confidence is contagious! Stay around people who uplift and encourage you. Plug into **Career Conference, Seminar** and upcoming training events to fuel your mindset and connect with those who inspire you. As you build your confidence, you'll naturally inspire others to do the same.

Take the next step boldly—your confidence will grow with every action you take!