



KATHLEEN'S SUPER STARS NEWSLETTER

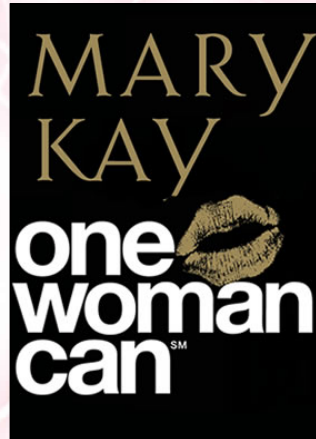


If it is to be it is up to me!

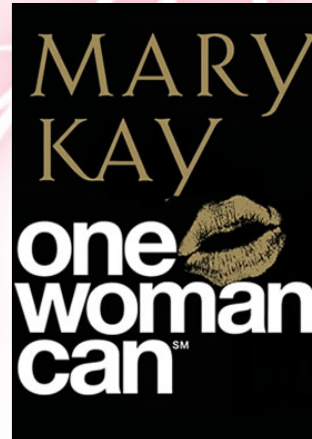
January 2025 Unit Newsletter



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 Star Consultants!



Brenda Anderson
Emerald



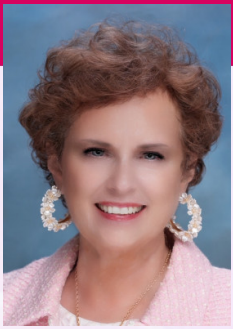
Corrina Warwick
Ruby

Plan to Sell Your Way to the Stars

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

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





From the Director's Chair

Dear Super Star,

Happy New Year! Can you feel the excitement and fresh possibilities that 2025 brings? A brand-new chapter is here, and with it comes the opportunity to dream bigger, set bold goals, and create the success story you deserve. So, let me

ask you: What's your vision for this year? Where do you see yourself 12 months from now?

With the New Year comes changes. We are doing a before and after photo QVC style selling appointment monthly challenge with a different photo each month where you only have to show the pictures. I sent out an email detailing it all along with this month's b4 and after photo featuring our Revealing Radiance Facial Peel. Also a post call asking you to reach out with any questions. Thank you to those who have contacted me!! For those who may still have questions, please call me :-)

Dreaming is powerful, but planning is where the magic happens. If you fail to plan, you plan to fail. So I encourage you to set aside a day this month just for you—a day to reflect, dream, and map out your vision for your Mary Kay journey in 2025. Your habits today will shape your future success, so let's start building those success habits now!

Here's something to consider: If you focus on forming just one powerful habit every three months, by the end of the year, you'll have FOUR habits driving your business forward. Imagine committing to warm-chattering five people each week and following up with two people every day. By the end of 2025, you'll have connected with over 250 potential customers! If just one-third of them become skincare customers, your business will thrive—and that's just the beginning. Think of the possibilities when adding our Dynamic Wrinkle Limiter and other supplements as well as our stunning glamour options.

I know big goals can sometimes feel overwhelming. The key is to break them down—quarterly, monthly, weekly, and daily. Bite-sized goals make the big picture manageable and keep you motivated every single day. Just like a vision board on your fridge keeps your dreams in sight, these smaller milestones will keep you focused and energized.

Remember, consistency is everything. Make warm-chattering part of your daily rhythm, no matter where you are—at the grocery store, the gym, or even while running errands. Every connection is an opportunity. And over time, it becomes second nature. You'll find yourself effortlessly representing your Mary Kay business wherever you go.

So, Superstar, what's your first step? Choose your focus, start building those habits, and let's make 2025 a year of extraordinary growth, joy, and success.

I believe in you, and I'm cheering you on every step of the way!

Love and Belief, Kathleen



Important Dates:

- **January 1:** Happy New Year's Day. All Company offices closed. Postal holiday. Online DIQ commitment form available beginning 12:01 am CST until midnight on the 6th.
- **January 6:** Leadership Conference begins in San Antonio, Texas.
- **January 17:** PCP last day to enroll online for spring mailing of The Look, including exclusive samples. It's also Get to Know Your Customer Day
- **January 20:** Martin Luther King Jr. Day. Postal holiday.
- **January 30:** Last day of the month for consultants to place telephone orders.
- **January 31:** Last day of the month for consultants to place online orders. Online agreements accepted until midnight CST. Last business day of the month. Orders and agreements submitted by mail must be received today to count towards this month's production.
- **REMINDER!** Effective Jan. 31, 2025, all agreements and orders must be submitted and resolved by 11:59 p.m. CT on the last day of each month to count toward that month's business. The option to resolve orders during the first two business days of the following month will no longer be available.

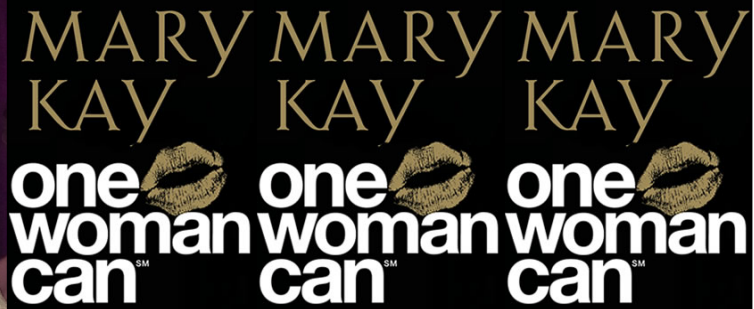
Our Top 5 Wholesale for December



Brenda
Anderson



Corrina
Warwick



Julie
Gabris

Linda
Robinson

Jeanna
Schowalter

Thank You Consultants Who Invested in Their Businesses in December

Brenda Anderson	\$748.00
Corrina Warwick	\$705.00
Julie Gabris	\$642.00
Linda Robinson	\$467.50
Jeanna Schowalter	\$431.50
Patricia Rougeot	\$421.30
Mary Fischer	\$395.70
Drea Reichwein	\$333.00
Donna Cooper	\$332.00
Melissa Boyd	\$325.25
Angela McLaughlin	\$280.20
Janice Watzke	\$276.00
Amber Thome	\$256.50

Congratulations To Our Power UP Achievers



Brenda Anderson



Corrina Warwick



POWER YOUR SALES
Earn a MK-branded gardening set, including carbon steel tools and matching gloves, when you achieve the Power Your Sales January Challenge!





Annette Monthey
Senior Consultant



Beth Davies
Senior Consultant



Brenda Myers
Senior Consultant



Cathy Carlsen
Senior Consultant



Daune DeVries
Senior Consultant



Debra Finley
Senior Consultant



Elisa Baldock
Senior Consultant



Flo Welk
Senior Consultant



Julie Johnson
Senior Consultant



Sandra Toval
Senior Consultant

Our Unit At A Glance

Senior Consultants

Annette Monthey*
Beth Davies
Brenda Myers
Cathy Carlsen
Daune DeVries
Debra Finley
Elisa Baldock*
Flo Welk
Julie Johnson
Sandra Toval

Brenda Anderson
Brenda Peterson
Cheryl Kok
Christina Blanchard
Cindy Hanson
Connie Radel
Corrina Warwick
Cynthia Radtke
Donna Cooper
Donna DeHaven
Dorinda Maybury
Drea Reichwein
Emily Jackson
Fayth Block
Florence Honang*
Jan Chambers*
Janice Watzke
Jeanna Schowalter
Jennifer Gutkowski*
Judith King*

Judy Cloud-Calloway*
Julie Gabris
Karen Taylor*
Kathleen Weier*
Kathryn Bohn*
Kay Retzleff*
Kay Tinguely*
Laura Roethle*
Linda Robinson
Lisa Heltemes
Lisa Van Roy
Lori Windham
Malissa Turner
Maria Garcia
Marianne Lippold*
Marilyn Pientka*
Mary Ann Zielinski*
Mary Fischer
Mary Mertens*
Mary Pekarske

Mary Schock*
Mary Vesperman
Melanie Carlsen*
Melissa Boyd
Melissa Claudio
Merodee Buechner
Michelle Brennan
Michelle Harrington*
Milena Horan Klemens*
Monica Crayton*
Nancy Boeder*
Nancy Hipp
Nikki Eddy*
Pamela Sheldon*
Patricia Berry
Patricia Rougeot
Rebecca Gramer*
Sara Grimes*
Sharon Maginnis*
Spring Fleming*

Stacia Star*
Susan Dos Reis*
Susan Draeger*
Teresa Fisher
Teresa Ploch*
Terri Skaggs
Trisha Niesen*
Valerie Houk
Wendy Miller*

Consultants

Alicia Toval
Amanda Martell*
Amber Thome
Amy Bergholz*
Amy Koclanes
Angela McLaughlin
Anne Nichols

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

Meet Your NSDs



Maribel Barajas

"When you take Mary Kay Ash's mission and make it your own, you will see entire families being enriched."



Cyndee Gress

"Mary Kay Ash taught me to love the person I am and to have the courage to be true to myself."

Spring 2025 Program PCP Participants

Debra Finley

Team Commissions

4% Commission Level

Brenda Myers	\$29.92
Debra Finley	\$18.81
Flo Welk	\$17.26
Sandra Toval	\$0.56

February Birthdays

Susan Draeger	4
Melanie Carlsen	4
Teresa Fisher	14
Mary Pekarske	15
Judy Cloud-Calloway	16
Michelle Brennan	17
Teresa Ploch	18
Julie Johnson	18
Amy Koclanes	19
Marilyn Pientka	25
Sara Grimes	27

February Anniversaries

Mary Fischer	23
Melissa Claudio	21
Marilyn Pientka	21
Donna Cooper	14
Tracy Fonte	12
Jennifer Gutkowski	8
Melanie Carlsen	8
Tamera South	2

Important Reminders:

January Month End:

As a reminder, on January 31, all Agreements and all product orders must be submitted and resolved by 11:59 p.m. CT on the last day of each month to count toward that month's business. You can no longer resolve orders during the first two business days of the following month.

myCustomers+ App Update February 2025 Reminder:

Beginning in February, the myCustomers+ App will no longer be able to manage or track inventory. The current inventory tracking and reporting are provided by a third-party vendor that will no longer provide these services after Jan. 31, 2025. To prepare to manage your inventory, please plan on downloading your inventory report from the myCustomers+ App. See Intouch for details.



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**



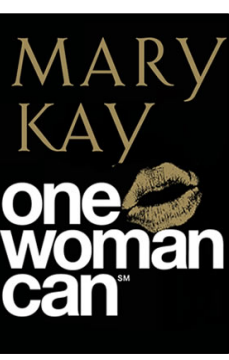
Brenda
Anderson



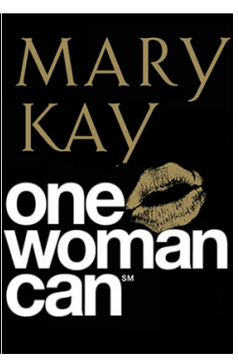
Corrina
Warwick



Beth
Davies



Linda
Robinson



Florence
Honang

Year to Date Retail Court

1 Brenda Anderson	\$13,682.00
2 Corrina Warwick	\$12,181.00
3 Beth Davies	\$5,084.00
4 Linda Robinson	\$3,265.00
5 Florence Honang	\$3,183.00
6 Cathy Carlsen	\$2,999.00
7 Patricia Rougeot	\$2,793.00
8 Lori Windham	\$2,732.00
9 Julie Gabris	\$2,382.00
10 Kathryn Bohn	\$2,368.00
11 Daune DeVries	\$2,272.00
12 Mary Ann Zielinski	\$2,076.00
13 Brenda Myers	\$2,034.00
14 Debra Finley	\$1,934.00
15 Flo Welk	\$1,851.00
16 Spring Fleming	\$1,778.00
17 Judith King	\$1,635.00
18 Marilyn Pientka	\$1,609.00
19 Melissa Claudio	\$1,451.00
20 Marianne Lippold	\$1,408.00

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.

Seminar Seminario 2024 - 2025 POWERUP

July 1 2024—June 30 2025 [from Weekly Accomplishments submitted on Mary Kay Intouch](#)



**Queen Of Retail
\$1628.00**



This can be you!!

Interview Queen

Week over \$500

Brenda Anderson \$506
Corrina Warwick \$523

Party's over \$200

a party is only 3 faces

Do NEW YEAR, NEW YOU Classes

Faces Over \$100

Corrina Warwick \$289

Reorder Weeks over \$300

Brenda Anderson \$464
Deb Finley \$328

Skincare Sets Sold

Corrina Warwick 2

On the Go/Personal appointments over \$200

Brenda Anderson \$42, \$180, \$310
Deb Finley \$328

PCP/Misc. over \$300

Follow Up With Look Books

PWS/Online Orders

Corrina Warwick \$16

Interviews for the month

Share Our Company Opportunity

Submit \$100 Days on www.kathleenkoclanes.com (under contests)

**We will be replacing the 100 days with the Monthly b4 and
after challenge**



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*

Seminar Unit
Awards 2025



5 Min
Rec

QUEEN OF SHARING



COURT OF SHARING

*Retail value of Wholesale Orders 3 or 4 Rec

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

JANUARY BEFORE & AFTER 2025 CONTEST

New Year New 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 5th 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.

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

Name	Interest
15.	
15.	
16.	
17.	
18.	
19.	
20.	
21.	
22.	
23.	
24.	
25.	
25.	
27.	



Susan 58 years old has used the TimeWise Revealing Radiance Facial Peel with glycolic acid to impact multiple surface layers 8 times. Can you tell which is the before and which is after?



1
PRODUCT
+
2
FRIENDS
+
3
WEEKS
=
SKIN
GOALS

Booking Basics: Unlock Your Full Potential

1. Booking is an Attitude

Your mindset shapes your success. Believe you are a **MASTER BOOKER** and approach every conversation with confidence. Say it loud: *"I can book anyone, anytime, anywhere, because I'm prepared and excited to share!"*

2. Rejection Isn't Personal

A "no" isn't about you—it's about timing, priorities, or their day. Keep your smile, stay positive, and remember: every "no" brings you closer to the next "yes."

3. Keep It in Perspective

It's just makeup and a fun experience. Some will say yes, some will reschedule, and some will pass—and that's okay. Overbook to account for changes and keep moving forward.

4. Own Your Script

Scripts are your secret superpower. Learn them, love them, and then make them your own. The key isn't just speaking—it's listening, connecting, and being *present* in the conversation.

5. Focus on the Experience

Make it about *them*. A free makeover, no pressure to buy, and a moment of self-care—who can resist? Remind them it's not just about products; it's about *feeling special*.

6. Be Bold and Clear

Confidence is magnetic. Offer specific choices: *"Would Tuesday at 6 PM or Saturday morning at 10 work better for you?"* Make it easy for them to say yes!

7. Build and Use Your Booking List

Your booking list is your goldmine. Don't let it collect dust! Follow up regularly, keep notes, and treat every name like an opportunity waiting to shine.

8. Everyone is Busy—Make It Easy

Time is precious, but so is self-care. Be flexible, offer quick options, and show them how a little time with you is a moment they'll treasure.

9. Address Past Experiences

Bad experience? New chapter! Reassure them, be authentic, and show how *you* are bringing something fresh and fun to the table.

10. Speak Their Language: 'What's In It For Me?'

Every woman wants to feel valued. Highlight the benefits: a moment of self-love, a fun experience, and products tailored *just for them*.

11. Follow Up Like a Pro

A great booking doesn't end at "yes." Confirm, remind, and follow up with care. A personal touch makes all the difference.

12. Coaching Makes Magic Happen

No one succeeds alone. Lean on your mentors, share your wins, and learn from every experience. Growth happens when you stay coachable and open.

Every conversation is an opportunity. Every "yes" is a celebration. Believe in yourself, believe in your customers, and remember: you have everything you need to succeed. Now go out there and shine!





KATHLEEN KOCLANES
IND. FUTURE EXECUTIVE SENIOR SALES DIRECTOR
KATHLEEN'S SUPER STARS!

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

Return Service Requested

**WORDS OF WISDOM
BY MARY KAY ASH**

The best salespeople work with their customers as facilitators and create a partnership that enhances the selling relationship. Your motivation for maintaining a solid relationship with your customers is powerful: It costs five times as much to attract a new customer as it does to maintain an established one.

POWERUP



**Bold Dreams,
Beautiful Results
2025 is Your Stage!**

