



# Cindy Leone

# Cindy's Celebrities

(609)723-4822

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November Newsletter with October Results

## Our Proud Reds



Beth Griffin  
Star Team Builder



Erin Shaffer  
Star Team Builder



Elena Torsiello  
Star Team Builder

new faces **take you** places



Earned Oct. Bracelet



## Winners



Leah Marley



Donna Pedicord



Michele Knight



Kimberly Bowe



Lisa Perry



Christine Spain



Who will be next?



Who will be next?

## Welcome



## New Consultants

### New Consultant

Samantha D. Hurtt  
Esther Jackson-Pope  
Christina L. Parker

### From

PRESCOTT VALLEY, AZ  
HAMILTON, NJ  
WALDORF, MD

### Sponsored by

L. Marley  
E. Torsiello  
K. Bowe



#teamMK



Consultant	Current	Sapphire	Ruby	Diamond	Emerald	Pearl
MICHELE KNIGHT	\$1,332.25	\$467.75	\$1,067.75	\$1,667.75	\$2,267.75	\$3,467.75
LEAH MARLEY	\$1,291.50	\$508.50	\$1,108.50	\$1,708.50	\$2,308.50	\$3,508.50
DONNA PEDICORD	\$943.50	\$856.50	\$1,456.50	\$2,056.50	\$2,656.50	\$3,856.50
ELENA TORSIELLO	\$882.50	\$917.50	\$1,517.50	\$2,117.50	\$2,717.50	\$3,917.50
ERIN SHAFFER	\$828.00	\$972.00	\$1,572.00	\$2,172.00	\$2,772.00	\$3,972.00
MICHELLE REDFIELD	\$662.50	\$1,137.50	\$1,737.50	\$2,337.50	\$2,937.50	\$4,137.50
LISA PERRY	\$648.00	\$1,152.00	\$1,752.00	\$2,352.00	\$2,952.00	\$4,152.00
KIMBERLY BOWE	\$605.50	\$1,194.50	\$1,794.50	\$2,394.50	\$2,994.50	\$4,194.50
CHRISTINE SPAIN	\$601.00	\$1,199.00	\$1,799.00	\$2,399.00	\$2,999.00	\$4,199.00
EILEEN DELVECCHIO	\$598.00	\$1,202.00	\$1,802.00	\$2,402.00	\$3,002.00	\$4,202.00
DANIELLE NIRDLINGER	\$577.75	\$1,222.25	\$1,822.25	\$2,422.25	\$3,022.25	\$4,222.25
JILL KUFFA	\$515.50	\$1,284.50	\$1,884.50	\$2,484.50	\$3,084.50	\$4,284.50
MAEOZIA SAMUEL	\$452.00	\$1,348.00	\$1,948.00	\$2,548.00	\$3,148.00	\$4,348.00

In his self-help classic, Psychocybernetics, Dr. Maxwell Maltz writes that if you write down your goals, read them repeatedly, and imagine yourself achieving them, eventually a little voice in your subconscious will tell you, "Do that. It will help you get what you want." The same little voice will also signal you, "Don't do that. It will be a hindrance to what you want." You can either program yourself to succeed or you can program yourself to fail.  
(Mary Kay: You Can Have It All 1997 Calendar)

# 3 Big Shopping Days



Black Friday is a huge selling day, so be prepared to make it your best ever. Offer specials all day, but offer bigger discounts early in the morning. Ask them to leave their order on your voice mail or email so you know the time ordered.



There are many ways to promote your business on Small Business Saturday. Maybe offer a specific line of products at a special price or have an open house.



Cyber Monday is for those forgotten items or waiting for the best deals. You could do a BOGO sale or a customer contest drawing. The drawing could be among the first 10 customers to order on Monday and give that person their order at 1/2 price.

# shooting for the

# Stars

top in retail sales

## Company Court of Sales



Leah Marley



Kimberly Bowe



Dana Kuffa

	Consultant	Retail	YTD PCP	YTD Retail
1	Leah R. Marley	\$9,989.00	\$0.00	\$9,989.00
2	Kimberly F. Bowe	\$4,956.50	\$0.00	\$4,956.50
3	Dana L. Kuffa	\$4,643.00	\$0.00	\$4,643.00
4	Erin Shaffer	\$4,621.00	\$0.00	\$4,621.00
5	Elena R. Torsiello	\$4,399.00	\$0.00	\$4,399.00
6	Christine Spain	\$4,292.00	\$0.00	\$4,292.00
7	Jill A. Kuffa	\$4,271.50	\$0.00	\$4,271.50
8	Michele E. Knight	\$4,133.00	\$0.00	\$4,133.00
9	Donna L. Pedicord	\$3,724.00	\$0.00	\$3,724.00
10	Lisa Perry	\$2,289.00	\$0.00	\$2,289.00

## top team

# Builders

## Company Court of Sharing



Erin Shaffer

	Recruiter	New Team Members	YTD Comm
1	Erin Shaffer	1	\$189.66
2	Jill A. Kuffa	1	\$83.76

## national court of sales

- » **National**  
\$40,000 Retail/ \$20,000 whsl
- » **Area**  
\$20,000 Retail/ \$10,000 whsl
- » **Unit**  
\$10,000 Retail/ \$5,000 whsl



## national court of sharing

- » **National**  
24 Team Members
- » **Area**  
12 Team Members
- » **Unit**  
6 Team Members









# steppin' up the Ladder



## Senior Consultants

- 1-2 Active Team Members
- 4% Commissions
- Eligible to order Red Jacket (2 Active)

Michele L. Cressman  
 Trudi Mitana  
 \* Cary S. Fredericks  
 \* Patrice A. Patterson

Gail H. Devine  
 Erin Shaffer

Jill A. Kuffa  
 Dana L. Kuffa  
 # Brenda McGinley

Lisa Perry  
 Beverly Gerberich  
 \* Maria Elliott  
 \* Jo Ann M. Foulks  
 \* Nancy J. Huber  
 # Jackie Rowley

Christine Spain  
 Diana D. Williams  
 \* Yvonne A. Spain  
 # Dorothy M. Sharp

Diana D. Williams  
 Regina K. Toe

## Star Team Builder

- 3-4 Active Team Members
- 4% Commissions
- \$50 Red Jacket Rebate
- \$50 Team Building Bonus

Beth C. Griffin  
 Eileen T. Delvecchio  
 Karen J. Fonollosa  
 Daryl A. Tuccillo  
 # Tracy Foxx

Erin Shaffer  
 Christi Kunzweiler  
 Leah R. Marley  
 Stephanie McCatherin  
 \* Kristen Capps  
 # Angie D. Luker

Elena R. Torsiello  
 Sharron H. Coleman  
 Lori Picinich  
 Florence C. Ugorji  
 \* Joyce-Patryce Clark  
 \* Georgiana Foti  
 \* Carolanne Garstka  
 \* Esther Jackson-Pope  
 \* Cora D. Jones  
 \* Eileen H. Rothstein  
 \* Donna A. Teel-Drake  
 # Diana Becker  
 # Sarah C. Keller  
 # Allison Smith  
 # Grace M. Vasta



## Team Leader/ Future Director/ DIQ

- 5+ Active Team Members
- 9 or 13% Commissions
- \$50 Team Building Bonuses
- Earn the use of a Career Car or Cash Compensation



## Director

- 5+ Active Team Members
- 9 or 13% Unit Commissions
- 9 or 13% Personal Commissions
- \$100 Team Building Bonuses
- Unit Bonuses
- Earn the use of a Career Car or Cash Compensation



### NOVEMBER - Let's Go Places

It all starts when you **Sell**, and that can lead to sharing the Mary Kay opportunity! If you become the Independent Beauty Consultant with the highest number of new personal team members (minimum of two) in your unit, you will receive these trendy coasters.\* **Sell** and go places!



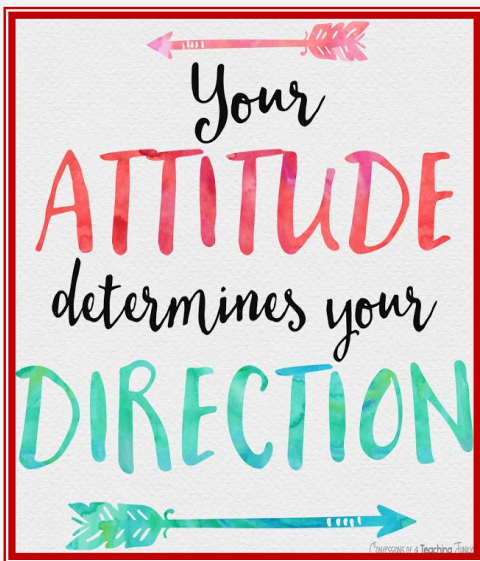
## \$5000 Dream Vacation...

that is where NEW Faces Can Take YOU!

The five IBC's in each Seminar with the highest number of qualified\*\* new personal team members during the challenge period (July 1 – Dec. 31, 2017) will earn a trip voucher valued at \$5,000.

For each month during the challenge period (July 1 – Dec. 31, 2017) the IBC with the highest number of new personal team members in her unit (minimum of two) will receive a prize.\*





a note from

.....Cindy

Because you worked with great purpose and passion in October, we have huge momentum going into November! Just imagine if each month you do a little more than the last, where will you be by Career Conference? Will you have earned your RED Jacket, earned your FREE car, DIQ or perhaps even have become a DIRECTOR? Where you will be by Career Conference is up to you, so work now while you have momentum going into the best selling season.

Is your November and December planned? Some business ideas to focus on this month are:

1. Be prepared with product and making your Open House(s) beautiful and inviting.
2. Mark your calendar for Career Conference, find a location and date near you on marykayintouch. This is an event put on by the Company and is one you DO NOT want to miss!
3. Continue to work your business FULL CIRCLE; sharing the product, booking and sharing the opportunity.
4. Have your on-the go baskets with you at all times along with pre-packaged stocking stuffers.
5. Have your Thanksgiving Virtual Hostess information to the Hostesses and show them how to help their guests sign up and how the Virtual MakeOver works on your website.
6. Talk to husbands about your gift giving services, remember, they are looking for convenience and great gift ideas that their women will love.

Be sure to take some time over Thanksgiving to reflect on all the things that you have to be thankful for ~ family, health, home, church, career. I am so thankful for every single one of you, and I hope that you will stay connected to me so that I can help you reach your dreams in Mary Kay!

With Love,

*Cindy*

Power Class of the  
november.....  
Month

Since bookings can come from bookings, why not maximize your skin care parties and offer the opportunity while you're there? Your follow through, consistency and working your business full circle are critical business basics. Watch this month's show featuring Independent Senior National Sales Directors Cyndee Gress and Brittany Kaps and learn more about the lifeline of your business. It's time to be full circle fabulous!

*Click here to Watch*

# TURKEY TALK!

November Unit Contest  
ALL Consultants

... or Talk MARY KAY  
and WIN!!

Color in each part of the Turkey as you complete the contest. Return this page to me before December 3rd with your prize circled! Coloring Counts!!!!!!

Color in 6 Parts AND place a \$250 Wholesale Order and WIN...

Win a goody bag of Section 2

Color in 12 parts AND place a \$400 Wholesale Order and WIN...

Win a Business Card Case, money bag or checkbook cover

Color in 20 parts and place a \$650 whl. Order

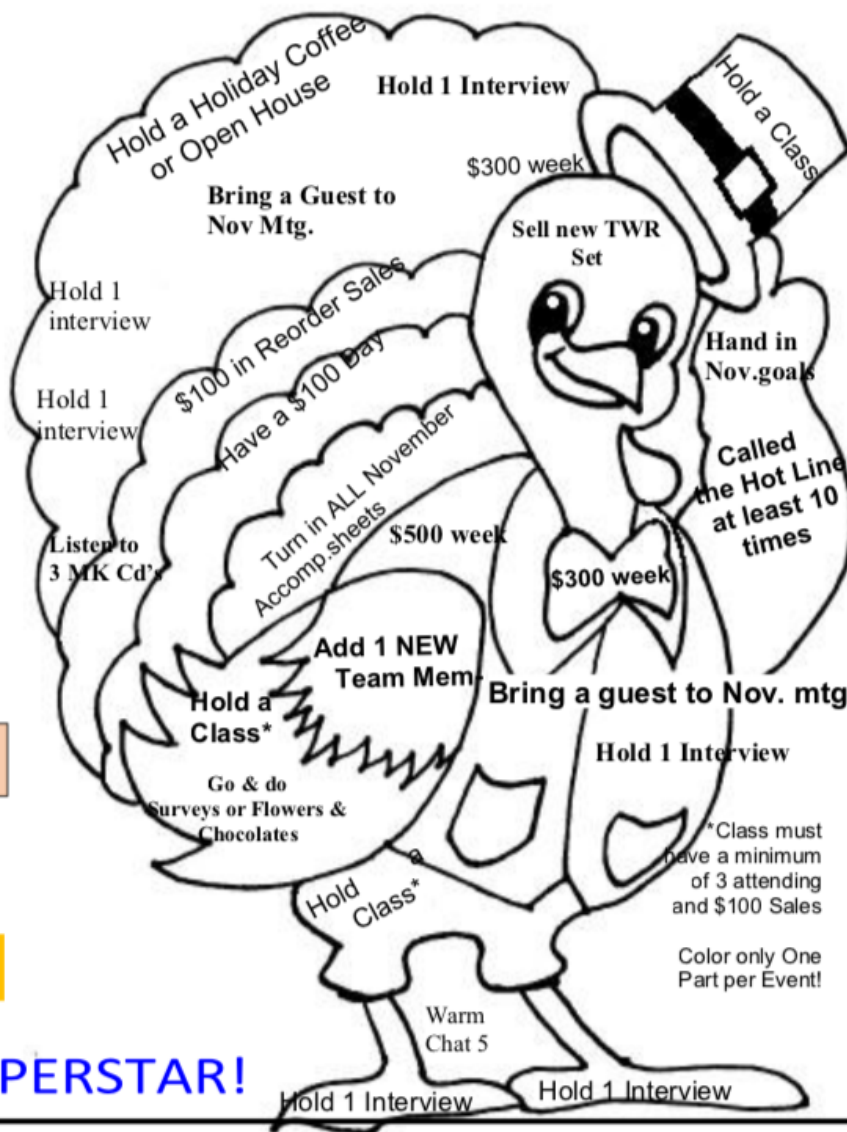
Special Jewelry from the Director Collection

Color in the WHOLE TURKEY (25 chall) AND place an \$800 Wholesale Order and WIN...

Lunch or Dinner with your Director & Jewelry

You're not a TURKEY...

You're a SUPERSTAR!



Name: \_\_\_\_\_

How many spots filled? \_\_\_\_\_ Amount of Whl; order for Nov. \_\_\_\_\_

How Many New Team Members you added for November \_\_\_\_\_

**Challenge Paper due to your Director no later than December 3, 2017**

**Contest dates November 1 - 30<sup>th</sup> 2017**



Thank you for submitting your Mary Kay Accomplishment sheets on line

### October Results

#### Parties/Classes with 3 or more

Kimberly Bowe-\$577  
Leah Marley-\$162  
Christine Spain-\$95

#### Facials(1 or 2 in attendance)

Kimberly Bowe-\$476  
Samantha Hurtt-\$202  
Jill Kuffa-\$184  
Christine Spain-\$106, 98  
Elena Torsiello-\$30

#### OTG-On the Go Appointments

Kimberly Bowe-\$476  
Christine Spain-\$106, 98  
Jill Kuffa-\$65  
Leah Marley-\$45

#### PWS

Leah Marley-\$343, 79, 24, 24  
Kimberly Bowe-\$117  
Jill Kuffa-\$112

#### PCP-Preferred Customer Program

Elena Torsiello-\$279  
Kimberly Bowe-\$116  
Christine Spain-\$95,45

#### Skin Care Sets

Kimberly Bowe-9  
Christine Spain - 6  
Leah Marley-3

#### Weekly Sales

Kimberly Bowe-\$648,694  
Leah Marley-\$388,186,79  
Christine Spain-\$384,315  
Jill Kuffa-\$361  
Elena Torsiello-\$309  
Samantha Hurtt-\$202

#### Basic Skin Care Sets YTD

Christine Spain - 17  
Kimberly Bowe- 20  
Leah Marley - 12  
Erin Shaffer-5  
Jill Kuffa-4  
Dana Kuffa-4  
Elena Torsiello-2

### \$1,000 Selling Month

Kimberly Bowe



**HotLine Callers Everyday!**  
Christine Spain & Leah Marley

### October Contest Winners!

\$600 Order & 18 Activities    \$600 Order & 13 Activities



Christine Spain



Leah Marley

\$225 Order & 10 Activities- Elena Torsiello

**New Team Members Leah Marley & Elena Torsiello & Kimberly Bowe**



#### \$100 Days

Christine Spain, Erin Shaffer, Jill Kuffa  
Michele Knight & Leah Marley

**Everytime you have a \$100 Day  
Call Cindy and leave me a message**

Leah Marley in Arizona w New TM Samantha Hurtt



Elena & Christine winning at TNL



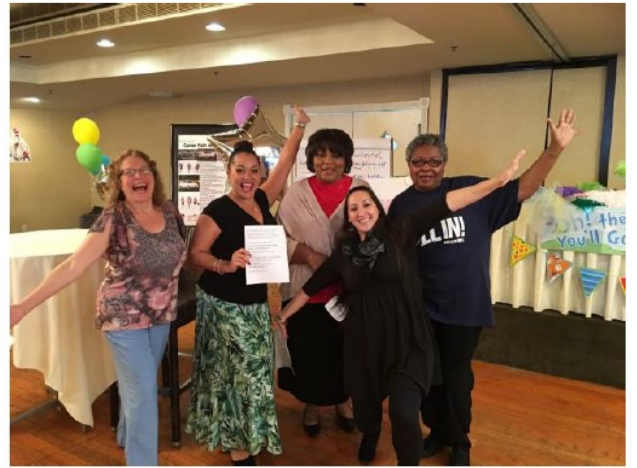
Elena & New TM Shaaron



Kimberly & New TM Christina Parker in MD



# FALL ADVANCE CAPE MAY NJ



**ANOTHER REASON  
TO BE A MARY KAY STAR!**



**MYSTERY DATE FOR OUR STAR CONSULTANTS**

**QUARTER 9/16/17-12/15/17!**

Based on your STAR STATUS by December 15<sup>th</sup>, (Pearl Star, Emerald Star, Diamond Star, Ruby Star, or Sapphire Star) you will win a Mystery Date with your Director AND different prize categories depending on which STAR you are!!

**ALL STARS ARE INVITED!!**

**We will have a BLAST!!!**

**And I can't wait to treat you like the  
Star that You Are and celebrate YOU!**

Star Status by 12/15: PEARL or EMERALD or DIAMOND or RUBY or SAPPHIRE  
(circle your STAR STATUS and return to your Director by 12/16!!)

STAR CONSULTANT: \_\_\_\_\_



# happy Thanksgiving!

## Two Days...Two Amazing Specials

Choose your Mary Kay Discount

### THANKSGIVING VIRTUAL MAKEOVERS

As the day winds down and the men are gathered around the TV, gather the women in front of the computer and have fun giving yourself a FREE VIRTUAL MAKEOVER on my website. Play with colors! Try a new hairstyle!

There is no obligation to buy, but if there are products you'd love to have I have a great deal for you. After completing your look, select the e-mail option and send your picture to me. This will earn you 10% off any order you place on Thanksgiving. When 2 of your friends or family (18+) submit theirs too, your discount will bump up to 20% off.

### MK PINK FRIDAY

The biggest shopping day of the year. Black Friday, and you're in for such a treat!!! You can earn amazing discounts on your orders during different times of the morning on Friday, November 24<sup>th</sup>. Place your order by phone, email, text or my website...You choose! The earlier you shop, the more you can save. If you'd like to place your order online that morning, just be sure to also text or email me with a quick "I just placed my order" so that I'll have confirmation of the time your order was placed.

The discounts will start at 6am and end at noon.

#### AND THERE'S MORE

All Shoppers on Friday between 6am and 8pm will be placed into a drawing. One name will be selected, and that customer will receive their entire order FREE! The winner will be notified the next day! Check out the morning discounts and then check out my site today to preview what you'd like to order on Friday!

#### Place your order between:

6am-7am... 30% discount  
7am-8am... 25% discount  
8am-9am... 20% discount  
9am-10am... 15% discount  
10am-11am... 10% discount  
11am-noon... 5% discount

discover what you  
**LOVE**<sup>TM</sup>



# YOU

-and-

# improved

**NEW! TimeWise Repair® Lifting Bio-Cellulose Mask, \$70, pk./4**

**A Korean beauty-inspired mask that gives your skin the ultimate beauty boost. Use this treatment as a supplement to your TimeWise Repair skin care regimen.**

**NEW! TimeWise Repair® Volu-Firm® The Go Set™, \$35**



**A travel-sized set of this age-fighting ingredient powerhouse! Travel beautifully.**



**NEW! Limited-Edition\*\* Mary Kay® Beauty That Counts® Blanket, \$10 with purchase**

**Get this blanket for only \$10 with your purchase of a skin care regimen. \$5 will be donated to The Mary Kay Foundation. Oct. 26-Dec. 31, 2017**



**NEW! Mary Kay® Gel Semi-Shine Lipstick, \$18**

**The gel semi-shine finish delivers soft light reflection and radiant color with luminous shine. Comes in 12 vibrant shades!**



**Early Ordering Nov 10th for PCP & Stars / Open Ordering Nov 15th**

# Cindy's Celebrities



*Cindy Leone*

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Columbus, New Jersey 08022  
(609)723-4822

## important Dates

**November 11** - Veterans Day - Postal Holiday

**November 23** - Happy Thanksgiving - All Company Offices Closed

**November 24** - Company Holiday - All Company Offices Closed

**November 29** - Last day to place telephone orders for November

**November 30** - Last day to place on-line orders for November

**December 15** - Quarter 2 Star Contest Ends

**December 16** - Quarter 3 Star Contest Begins

**December 25** - Merry Christmas

**December 29** - Last day to place telephone orders for December

**December 31** - Last day to place on-line orders for December

## DIQ PROMOTION OCTOBER 1- DECEMBER 1, 2017

### PRE-QUALIFICATION

- ~~Star Consultant~~ previous or current quarter
- Must be active
- ~~10~~ 8 active\* personal team members

### QUALIFICATION

- Qualify in 1, 2, or 3 months ~~or 4 months~~
- 24 total active\* DIQ unit members
- ~~5~~ NO qualified\*\* personal team members
- ~~\$18,000~~ \$13,500 total DIQ unit wholesale production
- ~~\$4,000~~ \$3,000 maximum personal wholesale production
- \$4,000 monthly DIQ unit wholesale production minimum to remain in DIQ

### BENEFITS

- Free Leadership Registration
- Invitation to attend POP-LANTA
- Prizes



**SELL**



All in with 8!