



Cindy's Celebrities

December Newsletter with November Results



A little extra "try" and "oomph" can change your Future.

YOU Hold the Key

Reds



November Winners



Beth Griffin



Leah Marley



Jill Kuffa



Gayle Walsh



Kimberly Bowe



Christine Spain



Kimberly Bowe



Q2 On-Target Stars



Erin Shaffer

Consultant	Current	Sapphire	Ruby	Diamond	Emerald	Pearl
Leah Marley	\$2,572.00	*****	STAR	\$428.00	\$1,028.00	\$2,228.00
Christine Spain	\$1,838.50	STAR	\$561.50	\$1,161.50	\$1,761.50	\$2,961.50
Jill Kuffa	\$1,738.50	\$61.50	\$661.50	\$1,261.50	\$1,861.50	\$3,061.50
Kimberly Bowe	\$1,267.00	\$533.00	\$1,133.00	\$1,733.00	\$2,333.00	\$3,533.00
Donna Pedicord	\$1,107.50	\$692.50	\$1,292.50	\$1,892.50	\$2,492.50	\$3,692.50
Gayle Walsh	\$1,032.50	\$767.50	\$1,367.50	\$1,967.50	\$2,567.50	\$3,767.50
Danielle Nirdlinger	\$1,030.00	\$770.00	\$1,370.00	\$1,970.00	\$2,570.00	\$3,770.00
Tamara Francois	\$934.20	\$865.80	\$1,465.80	\$2,065.80	\$2,665.80	\$3,865.80
Sheila Richardson	\$862.00	\$938.00	\$1,538.00	\$2,138.00	\$2,738.00	\$3,938.00
Lisa Perry	\$833.50	\$966.50	\$1,566.50	\$2,166.50	\$2,766.50	\$3,966.50
Erin Shaffer	\$751.50	\$1,048.50	\$1,648.50	\$2,248.50	\$2,848.50	\$4,048.50
Michelle Redfield	\$750.90	\$1,049.10	\$1,649.10	\$2,249.10	\$2,849.10	\$4,049.10
Swara Shirolawala	\$591.00	\$1,209.00	\$1,809.00	\$2,409.00	\$3,009.00	\$4,209.00
Joanna Whipple	\$588.50	\$1,211.50	\$1,811.50	\$2,411.50	\$3,011.50	\$4,211.50
Sherry Willis	\$587.40	\$1,212.60	\$1,812.60	\$2,412.60	\$3,012.60	\$4,212.60
Elena Torsiello	\$575.00	\$1,225.00	\$1,825.00	\$2,425.00	\$3,025.00	\$4,225.00
Barbara Sokol	\$572.00	\$1,228.00	\$1,828.00	\$2,428.00	\$3,028.00	\$4,228.00
Phyllis Bryant	\$513.50	\$1,286.50	\$1,886.50	\$2,486.50	\$3,086.50	\$4,286.50
Gail Devine	\$508.80	\$1,291.20	\$1,891.20	\$2,491.20	\$3,091.20	\$4,291.20
Denise Kiehn	\$486.00	\$1,314.00	\$1,914.00	\$2,514.00	\$3,114.00	\$4,314.00

shooting for the top in retail sales *Stars* Company Court of Sales



**Leah
Marley**



**Kimberly
Bowe**



**Christine
Spain**

Consultant

- 1 Leah Marley
- 2 Kimberly Bowe
- 3 Christine Spain
- 4 Jill Kuffa
- 5 Donna Pedicord
- 6 Erin Shaffer
- 7 Elena Torsiello
- 8 Lisa Perry
- 9 Danielle Nirdlinger
- 10 Swara Shirolawala

Retail

- \$8,481
- \$6,253
- \$5,576
- \$5,570
- \$3,447
- \$4,412
- \$4,313
- \$2,808
- \$2,930
- \$2,538

YTD PCP

- \$2,093
- \$1,320
- \$1,215
- \$943
- \$2,215
- \$590
- \$457
- \$1,353
- \$370
- \$654

YTD Retail

- \$10,574
- \$7,573
- \$6,791
- \$6,513
- \$5,662
- \$5,002
- \$4,770
- \$4,161
- \$3,300
- \$3,192

We are looking for women to be in the Unit
Court of Sharing.

Share this Career Opportunity with everyone
you facial!

Win a trip for 2 to Fashion Week in NYC



#MKColor4LifeContest

The MK Color 4 Life Contest is the perfect reason to call customers:

- Offer Updated Facials
- Schedule Second Appointments while at your appt
- Book a Glamour Party and everyone be entered to win
- New Year, New You

And with the NEW Chromafusion colors, it is just another reason to set an appointment.

NOV. 10 – DEC. 31, 2018

National Court of Sales



National

\$40,000 rs/ \$20,000 whsl

Area

\$20,000 rs/ \$10,000 whsl

Unit

\$10,000 rs/ \$5,000 whsl

National Court of sharing



National

24 Team Members

Area

12 Team Members

Unit

6 Team Members

Celebrate!

we
celebrate
you

Happy Birthday in January

Birthdays	Day
Julie Richards	3
Dorene Nixon	12
Cary Fredericks	23
Jill Kuffa	23
Angela Cosom	25
Tamara Francois	25
Susan Ammirata	28
Heather Donaire	28
Michele Knight	29

MK Anniversary in January

Anniversaries	Years
Cindy Leone	34
Lisa Perry	23
Karen Fonollosa	20
Jo Ann Foulks	20
Jackie Rowley	17
Barbara Sokol	16
Colleen Williams	7

Look Who Invested This Month

Name	Amount	Name	Amount	Name	Amount
Leah Marley	\$1,180.50	Donna Santoianni	\$288.00	Marie Phero	\$238.00
Jill Kuffa	\$917.50	Elena Torsiello	\$277.50	Hillary Paton	\$231.00
Gayle Walsh	\$723.00	Swara Shirolawala	\$264.00	Hope Kelly-Miller	\$230.00
Kimberly Bowe	\$607.00	Sherry Willis	\$262.40	Eleanor Carlino	\$226.50
Christine Spain	\$601.00	Gail Devine	\$258.30	Eileen Delvecchio	\$226.50
Joanna Whipple	\$588.50	Trudi Mitana	\$257.50	Grace Kruse	\$226.50
Michelle Redfield	\$459.90	Christi Kunzweiler	\$250.00	Deborah Campanelli	\$226.00
Tamara Francois	\$332.20	Callye Huf	\$245.00	Carolanne Garstka	\$226.00

Welcome *New Consultants*

New Consultant	From	Sponsored by
Wanda DelValle Pierc	Vineland, NJ	C. Leone
Amani J Morris	Burlington, NJ	K. Bowe



Wear the Brand



a note from

Cindy

You may have heard me talk about this in the past, but I just love sharing this in December; I would love to see us GIVE all during December, showing others the CHRISTMAS PRESENCE with random "Acts of Kindness." This can be shown in many different ways: pay for someone's order behind you in the drive-thru; offer to rake leaves or shovel snow; babysit for a family so the parents can go on a date or for someone that may be a single parent who needs some alone time; buy someone coffee or lunch and sit with great listening ears and make it all about them; the list can go on and on! Christmas all month long!!! I would love to hear about your experiences when you give the CHRISTMAS PRESENCE to another person.

Business Talk: Get appointments on your books NOW, and book their second appointments and parties for January. Wouldn't it be nice to have a JUMP START for the New Year and be on the path to reaching your goals!

This is a time of NEW BEGINNINGS –in our life and in our business. Don't look back at what you wish you had done – LOOK AHEAD to all of the awesome blessings in store for you with the New Year! I am thankful for each and every one of you, and I look forward to an incredible 2019!

Remember, Mary Kay said it costs five times as much to attract a new customer as it does to maintain an established one. So determine to make your customers the happiest in town!

With Love and Belief,

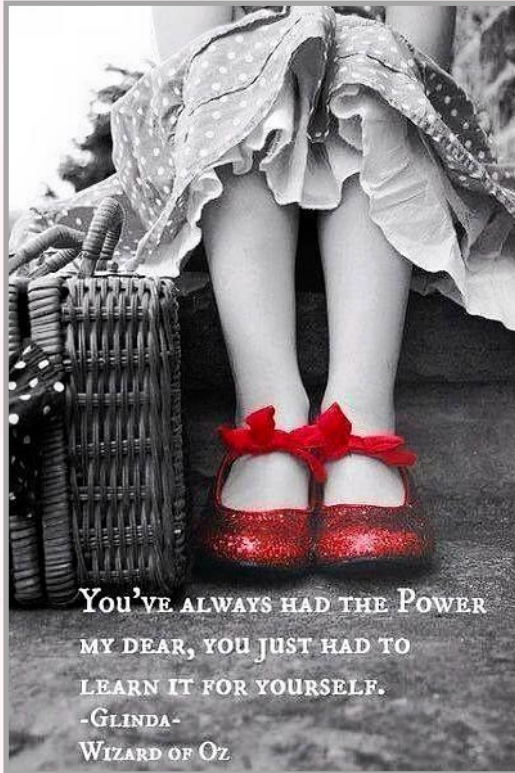
Cindy

December Power Class



THE POWER OF THE SECOND APPOINTMENT

Listen to Tracy Jones, as she talks about having the correct strategy and tools helps to have successful appointments.



Spring PCP



Enroll Customers December 16 to January 17 to receive the Spring Look Book.

ONLY \$.70 PER NAME

Thank you for submitting your Mary Kay Accomplishment sheets on line
Please Submit by the 5th of the following month for Recognition in NL for Prior Month

November Results

Parties/Classes with 3 or more

Elena Torsiello-\$371
Christine Spain- \$195
Leah Marley -\$207

Facials(1 or 2 in attendance)

See your name here! 😊

OTG-On the Go Appointments

Leah Marley- \$55

PWS

Leah Marley - \$86
Kimberly Bowe- \$36

PCP-Preferred Customer Program

Kimberly Bowe-\$1236, 790
Christine Spain-\$55

Skin Care Sets

Kimberly Bowe- 3
Christine Spain- 3
Leah Marley – 1

Weekly Sales

Kimberly Bowe-\$1236,826
Elena Torsiello- \$398,371
Leah Marley - \$431
Christine Spain-\$410

Reorders

Elena Torsiello - \$398
Christine Spain - \$160
Leah Marley-\$83

Basic Skin Care Sets YTD

Christine Spain-20
Kimberly Bowe- 14
Leah Marley-9
Erin Shaffer - 6
Sheila Richardson- 2
Danielle Nirdlinger-1

HotLine Callers Everyday!

Erin Shaffer, Christine Spain
Leah Marley

\$100 Days

Kim Bowe-\$500, 380,103
Leah Marley \$200, 100, 200
Erin Shaffer- \$100, 200
Christine Spain \$100, 100

November 15 Faces



Kim Bowe

November Turkey Challenge

Kim Bowe



28

Christine Spain



21



Celebrities at Fall Advance



Reception Winners
Kimberly and Christine present



Erin and Jill's Team - Winners



Winners of Song game- Michele's Team

\$1000 Month

Kim Bowe



Skit Night!

**YOU HOLD
THE KEY**



MARY KAY

EXPLOSIVE 15!

#yearofexplosivegrowth

**YOU HOLD
THE KEY**



MARY KAY

- Complete 15 new faces monthly* **Must be on the face not on the hand to count**
(They must **be 18 years** or older & currently do not have a Mary Kay Consultant)
- Submit your Weekly Accomplishment sheets to your Director... A Must
- Send a picture of your completed tracking sheet to Cindy via text (609)540-0345 AND Your Sales Director by the 5th of the following month. Please add your Name & Your Director's name 😊
- 15 Faces completed gets you a gift from your National Sales Director Cindy & recognition in the Leone Lifesaver Area Facebook group
- The Beauty Consultant with the most faces over 25 each month gets an additional gift from your National Sales Director Cindy!
- A minimum \$600 order must be placed in the Month to win!

December's Prize!**

A special Surprise this Month!
You will get to choose from NSD Cindy's Collection



*Faces done @ Nursing & convalescent homes do not count towards contest



**due to the amount of winners the prize awarded maybe similar than the one shown here

January Jumpstart

Join

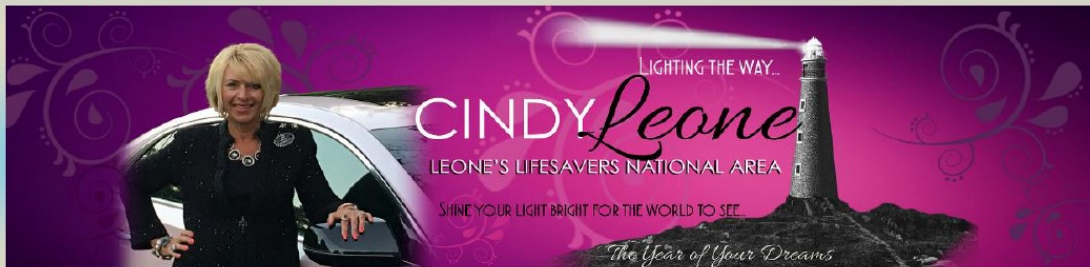
NSD CINDY LEONE
And the Lifesaver
Directors

Red
Debuts

DIQ's
& Team
March

Raffle
Gifts

**Career Path
Recognition!**



Happy New Year!
Get Your New Year
In Gear!
Get your Battery
Recharged!

Special Gift & Recognition for
Top in Sales &
Top in Team Building
Nov. 1 – Dec. 31st 2018
&
Star Consultant Recognition
quarter ending 12/15/18

Saturday,
January 5, 2019

The Hilton Garden Inn
111 Hancock Lane
Westampton NJ 08060

Doors open at 8:45 AM
9:00 AM – 1:00PM
Price: \$37 per person

Includes: Coffee, Tea, Juice, and
HOT BREAKFAST in the morning

**Our Day will consist of Training,
Ideas, Inspiration & Recognition
& Much More!**

Prelim Counts due 12/22/18 by 10am
Final Counts due 12/31/18 by 9pm
Director Deb Lucash will be taking the counts
Email Deb at D3bby@verizon.net

Special Recognition & Gift for the Director with the most in attendance & Special Recognition & Gift for the Director with the most Star Consultants at this event

Be invited on a special call w NSD Cindy for all that Register & Pay by 12/15

Add a new team member and earn a Mystery Date with your Director!

Add more than 1 team member and earn a gift on your Mystery Date!

A December To Remember!



Mystery Director Prize!



Jewelry Set!



**Going Places
Sunglasses & Case set!**



MK Overnight Bag!

25 Items & \$250 Wholesale Order	50 Items & \$500 Wholesale Order	75 Items & \$750 Wholesale Order	100+ Items & \$1,000+ Wholesale Order
1	26	51	76
2	27	52	77
3	28	53	78
4	29	54	79
5	30	55	80
6	31	56	81
7	32	57	82
8	33	58	83
9	34	59	84
10	35	60	85
11	36	61	86
12	37	62	87
13	38	63	88
14	39	64	89
15	40	65	90
16	41	66	91
17	42	67	92
18	43	68	93
19	44	69	94
20	45	70	95
21	46	71	96
22	47	72	97
23	48	73	98
24	49	74	99
25	50	75	100

Name:

Due: 1/4/19

Scripts for 12 Days of Christmas



Hi _____! This is _____ with Mary Kay.
I'm your wife _____ Mary Kay Beauty Consultant.
Do you have a minute? Great! You know Christmas is just
around the corner, and I'm calling to save your life! No
malls and no decisions; does that sound good to you?

I have a great gift option for _____, She will go crazy over this; and, well, you will look
terrific.

It's a 12 Days Christmas basket. Each day, for the 12 Days prior to Christmas, she will receive a
gift out of her basket and open it. Each Day she will open a special gift hand picked for her.
There are 3 options to choose from: 199, 249, or 299. Would you like to go with the 299, or is
the 199 more of what you had in mind? (Then let him speak first)

Great! Your wife is taken care of; how about your _____? (Insert daughter, mother,
secretary, etc.)

Now, how would you like me to deliver these? (Schedule a delivery time)

I take all major credit cards, checks, or cash... which would you prefer to use?
Thanks so much for your business!!!



Money that can be made from
12 days baskets just using the
\$199 package as an example:

Sell 5
12 Day Baskets @ \$199 =
\$995 in Sales =
profit of \$497.50

Sell 10
12 Day Baskets @ \$199 =
\$1,990 in Sales =
profit of \$995.00

Sell 15
12 Day Baskets @ \$199 =
\$2,985 in Sales =
profit of \$1,492.50

CAREER CONFERENCE
CONSISTENCY KEY

YOU'VE GOT
TO SHOW UP
TO GO UP!



YOU HOLD
THE KEY



MARY KAY

Mary Kay Ash's long-held belief is that showing up to your weekly unit meetings and annual Company events can make that spark of difference in your business. And that spark just might help you achieve the Mary Kay *You Hold the Key* Career Conference Consistency Challenge!

DEC. 1, 2018 –
FEB. 28, 2019

Independent Beauty Consultants
and Independent Sales Directors

who achieve the Mary Kay *You Hold the Key* Challenge in December, January and February and attend Career Conference, will receive the special Mary Kay *You Hold The Key* Career Conference Consistency Challenge earnings by R.J. Graziano.

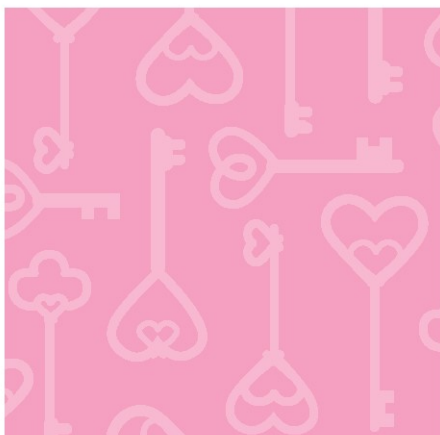


Independent Beauty Consultants
and Independent Sales Directors

who achieve the Mary Kay *You Hold the Key* Career Conference Consistency Challenge **AND** have one or more new personal team members who became *Great Start*-qualified* during the challenge timeframe will also be invited to attend the **Career Conference VIP Luncheon**.

*A *Great Start*-qualified new personal team member is one whose initial order or cumulative orders with the Company are \$600 or more in wholesale Section 1 products, and the order(s) are received and accepted by the Company in the same or following three calendar months that her/his Independent Beauty Consultant Agreement is received and accepted by the Company.

Go to *Mary Kay InTouch** for complete challenge rules and details.



Star Consultant Quarter 2 ENDS December 15th!

What is STAR Consultant?

You become a Star Consultant when you place a minimum of \$1,800 in wholesale orders within a quarter.

At that level, each time you add a New *Qualified Team Member, you can earn an additional 600 contest credits.

**BE GREAT!
BE BOLD!
BE A STAR!**

Why You Should Be a STAR:

- * Star Consultant Prizes from Mary Kay
 - * Ladder of Success Jewelry
- * Recognition at our Quarterly Awards Event
- * Customer Referrals from Mary Kay on your Personal Shopping website
- * Stars earn Cars & Become Directors
- * You'll have a Loyal ReOrdering Customer Database & More



Use these ideas to help you reach your STAR Consultant Goals:

- * Contact Customers with December Birthdays & offer them a discount to get together with you to try the NEW Winter Products!
- * Challenge 5 of your BEST Customers to sell \$100 Each and reward them with a Special Gift from you when they sell \$100!
 - * Sell \$24 to 24 People in 24 Hours
- * Demo Satin Hands on 30 People to sell 15 sets! You can visit schools on lunch break to treat the teachers to a FUN start to the year!
- * Book 5 Guests/Models to your meeting this week and offer her a Special Gift when she brings 1 Friend with her!
- * Contact your Customers to provide them with excellent Customer service! Check in with them, see how their doing with their existing products, ASK what they want to replenish and ASK if they'd like to get together with you to try the NEW HOLIDAY Products!

STAR Levels:

4800 - PEARL
3600 - EMERALD
3000 - DIAMOND
2400 - RUBY
1800 - SAPPHIRE

**Being a Star Consultant every
Quarter is not a goal...
it is a STANDARD!** EDENSSITE

Cindy's Celebrities



Cindy Leone

203 Heritage Dr
Columbus, New Jersey 08022
(609)723-4822

important *Dates*

- December 15** - Quarter 2 Star Contest Ends
- December 16** - Quarter 3 Star Contest Begins
- December 25** - Merry Christmas
- December 28** - Last day to place telephone orders
- December 31** - Last day to place on-line orders
- January 15** - Martin Luther King Jr. Day - Postal Holiday
- January 17** - Spring PCP Enrollment Ends
- January 27** - Last day to place telephone orders for January
- January 29** - Registration opens for 1st week of CC
- January 31** - Registration opens for 2nd week of CC
- January 31** - Last day to place on-line orders for January

December *Key* of Success

When you order \$600+ whsl in DECEMBER, you will receive these EARRINGS from the You Hold the Key Collection



Fall *Consistency*

When you achieve the YOU HOLD THE KEY CHALLENGE July-December, you receive this Fall Consistency Challenge Necklace.

