



# Cindy Leone

# Cindy's Celebrities

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October Newsletter with September Results

## Our Proud Red



Erin Shaffer  
Star Team Builder



This Could be YOU!!

new faces take you places

## Winners



Earned Sept. Bracelet



Leah Marley



Christine Spain



Jill Kuffa



Michele Knight



Elena Torsiello



Kimberly Bowe



Erin Shaffer



Who will be next?

## Quarter 1 Stars



Leah Marley  
Diamond



Elena Torsiello  
Ruby



Erin Shaffer  
Ruby



Jill Kuffa  
Ruby



Dana Kuffa  
Sapphire



Kimberly Bowe  
Sapphire



Christine Spain  
Sapphire



Consultant	Current	Sapphire	Ruby	Diamond	Emerald	Pearl
MICHELE KNIGHT	\$680.75	\$1,119.25	\$1,719.25	\$2,319.25	\$2,919.25	\$4,119.25
ELENA TORSIELLO	\$626.50	\$1,173.50	\$1,773.50	\$2,373.50	\$2,973.50	\$4,173.50
ERIN SHAFFER	\$601.50	\$1,198.50	\$1,798.50	\$2,398.50	\$2,998.50	\$4,198.50
MICHELLE REDFIELD	\$510.00	\$1,290.00	\$1,890.00	\$2,490.00	\$3,090.00	\$4,290.00

Welcome

.....  
*New Consultants*

**New Consultant**  
 Wanda DelValle

**From**  
 VINELAND, NJ

**Sponsored by**  
 C. Leone



**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



*All in with 8!*

# shooting for the

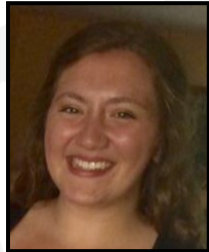
# Stars

top in retail sales

## Company Court of Sales



Leah Marley



Dana Kuffa



Erin Shaffer

	Consultant	Retail	YTD PCP	YTD Retail
1	Leah R. Marley	\$8,003.00	\$0.00	\$8,003.00
2	Dana L. Kuffa	\$4,643.00	\$0.00	\$4,643.00
3	Erin Shaffer	\$4,168.00	\$0.00	\$4,168.00
4	Elena R. Torsiello	\$3,887.00	\$0.00	\$3,887.00
5	Kimberly F. Bowe	\$3,720.50	\$0.00	\$3,720.50
6	Jill A. Kuffa	\$3,664.50	\$0.00	\$3,664.50
7	Christine Spain	\$3,090.00	\$0.00	\$3,090.00
8	Michele E. Knight	\$2,830.00	\$0.00	\$2,830.00
9	Donna L. Pedicord	\$1,787.00	\$0.00	\$1,787.00
10	Danielle Nirdlinger	\$1,638.00	\$0.00	\$1,638.00

## top team

# Builders

## Company Court of Sharing



Erin Shaffer

	Recruiter	New Team Members	YTD Comm
1	Erin Shaffer	1	\$150.54
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*

*Gail H. Devine*

*Beth C. Griffin*

*Jill A. Kuffa*

*Lisa Perry*

*Elena R. Torsiello*

*Diana D. Williams*

*Sherry A. Willis*

## Star Team Builder

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

*Erin Shaffer*

*Christi Kunzweiler*

*Leah R. Marley*

*Stephanie McCatherin*

\* *Kristen Capps*

# *Angie D. Luker*



## 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



### OCTOBER - Let's Go Places

Step out with **Courage** and share the Mary Kay opportunity! If you become the Independent Beauty Consultant with the highest number of new personal team members in your unit (minimum of two), you will receive this arrow pendant necklace.\* Be courageous!

## \$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.\*



# Pink

## October is Breast Cancer Awareness Month

An Early Detection Plan for Breast Cancer helps you to be proactive about your health by reminding you to perform routine breast self-exams, and to schedule clinical breast exams and mammograms, depending on your age and health history.

### Symptoms and Signs ~ A change in how the breast or nipple feels:

- Nipple tenderness or a lump or thickening in or near the breast or underarm area
- A change in the skin texture or an enlargement of pores in the skin of the breast (some describe this as similar to an orange peel's texture)
- A lump in the breast (It's important to remember that all lumps should be investigated by a healthcare professional, but not all lumps are cancerous.)

### How are you helping spread the word about early detection?

1. Create a Sachet for women to keep in their drawer as a reminder
2. Have customer complete a survey and be entered into a drawing once they perform their self examination
3. Hold Pretty in Pink Benefit Parties

# a note from

.....*Cindy*

Are you ready for an Outrageous October? Our September was spectacular and I am so proud and honored to be working with such an amazing group of women. I absolutely love seeing you stretch, learn and achieve. So many times when we stretch, step out of our comfort zone, is when we learn more about ourselves and what we are truly capable of. We also learn that the more we do something we fear, the more confident we become in that area. And then from stretching and learning comes achieving our goals. It may not be in the time frame you are wanting, but with determination and perseverance, you will achieve!

For most retail businesses October, November & December are their most profitable months. Is there any reason why it shouldn't be for your Mary Kay business? Set a goal now for what you want this season; money for a winter vacation, a debt-free Christmas for your family, the ability to assist less fortunate families during the holidays? Whatever you decide you want, can be yours with some planning and WORK! Take some time to decide when you would like to hold your open house, holiday coffees and holiday makeovers. In addition, take time to make customer service calls to help your customers with their holiday shopping. We have great products and service, which people are always looking for along with convenience.

With Love,

*Cindy*

# Power Class of the october..... Month Education

12 Days of



*Click here to Watch*



Thank you for submitting your Mary Kay Accomplishment sheets on line

### September Results

#### Parties/Classes with 3 or more

Jill Kuffa-\$257,193,170,79  
Leah Marley-\$261,74  
Kimberly Bowe-\$325

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

Jill Kuffa-\$168,144,97  
Kimberly Bowe-\$233  
Christine Spain-\$227  
Elena Torsiello-\$136

#### OTG-On the Go Appointments

Leah Marley-\$500  
Kimberly Bowe-\$129  
Christine Spain-\$120  
Jill Kuffa-\$91

#### PWS

Jill Kuffa-\$445  
Elena Torsiello-\$245

#### PCP-Preferred Customer Program

Kimberly Bowe-\$550  
Elena Torsiello-\$141  
Jill Kuffa-\$85,64,36

#### Skin Care Sets

Kimberly Bowe-6  
Jill Kuffa- 4  
Christine Spain – 3

#### Weekly Sales

Jill Kuffa-\$445,350,311,278  
Leah Marley-\$500,319,261  
Kimberly Bowe-\$687,550  
Christine Spain-\$347  
Elena Torsiello-\$277

#### Basic Skin Care Sets YTD

Christine Spain - 11  
Kimberly Bowe- 11  
Leah Marley – 9  
Erin Shaffer-5  
Jill Kuffa-4  
Dana Kuffa-4  
Elena Torseillo-2



### \$1,000 Selling Month

Jill Kuffa

Leah Marley

Kimberly Bowe



### September Contest Winners!



Jill Kuffa 80 Items Sold

Leah Marley 70 Items Sold

Erin Shaffer 31 Items Sold

10 Faces Completed-Elena Torsiello

#### \$100 Days

Christine Spain, Christi Kunzweiler  
Michele Knight, & Leah Marley  
Everytime you have a \$100 Day  
Call Cindy and leave me a message

#### HotLine Callers Everyday!

Christine Spain & Erin Shaffer


























MK5K in Somerset NJ with VP of Sales from Dallas Sean Key  
Christine & the Great Grand kids w Sean, Elena & Director Deb w Sean





# OUTRAGEOUS OCTOBER CONSULTANT CONTEST

Circle  
The  
Activity  
as you  
complete  
them!

				
Have a \$100 Day	Call into hotline 10x	Place 3 new facial bags & put them out	Sell a Roll up Bag	Bring A guest To TNL
				
Do an Interview & give info to Dir	Hold MK party with 3 or more	Hold MK party with 3 or more	Bring A guest To TNL	Do a recruiting interview
				
Hand your goal sheet into your Director	Do an Interview & give info to Dir	Get 5 bookings on your books	Have a \$300 week	Attend All MK Meetings in Oct
				
Do an Interview & give info to Dir	Have a \$500 week	Finish the 21 day thought conditioner	Bring A guest To TNL	Earn your October Bangle
				
Have a \$300 week	Do a Restaurant event or table event to get new leads	Be on NSD Cindy's Call the entire time 10/8 9pm (515)739-1015 Meeting id 777-221-687	Do an Interview & give info to Dir	Sell 5 Holiday items

Your Name: \_\_\_\_\_ # of Activities Achieved \_\_\_\_\_ Oct. Whl order placed\$ \_\_\_\_\_

Level 1 – Complete 8 Activities & \$225 order  
Level 3- Complete 18 Activities & \$650 order

Level 1- Complete 12 Activities & \$400 order  
Level 4- Complete 22 Activities & \$800 order

A min. order must be placed in Oct. to win!

Prizes Vary Based on Activities Achieved and amount of Whl order Prizes maybe Sec.II, jewelry, lunch with Director  
**BONUS-ADD 1 NEW TEAM MEMBER IN OCTOBER & BE INVITED TO A MYSTERY**

**DATE CELEBRATION WITH YOUR DIRECTOR**

**Contest due back by 11/3**



# Holiday Business Planning



## MY 2017 HOLIDAY GAME PLAN

### SEPT

1. Plan your next 4 months in detail.
2. Get on the books! Achieve Faces Take You Places Challenge!
3. Contact businesses.
4. Finish your STAR!
5. Bring a new team member on board!
6. Order inventory for holiday sales.
7. Adopt-a-Grandparent begins.
8. Plan for your Open House(s).
9. Purchase gift wrapping supplies.
10. Plan Stop and Shop/ Holiday Coffees and Previews with best customers.

### OCT

1. Achieve Faces Take You Places Challenge!
2. Carry your On-the-Go baskets everywhere with samples and stocking stuffers - 3 per day.
3. Work on Adopt-a-Grandparent fundraiser.
4. Contact men for gift sales.
5. Schedule silent shows; MK Angels.
6. Book Holiday Coffees/ Previews.
7. Build your team so can take advantage of holiday selling.
8. Schedule and/or Send Open House Invites.
9. Follow up with businesses.
10. Holiday Wish Lists for everyone.

### NOV

1. Achieve Faces Take You Places Challenge!
2. Prepare Open House.
3. Business Sales deliveries and up sell.
4. Continue with all sales; Men's gifts; Shopping Coffees; web shows; silent shows; MK angels, glam shows, etc.
5. Holiday Wish Lists for everyone!
6. Finish up Adopt-a-Grandparent.
7. Plan for Black/Pink Friday sale.
8. Send Open House Invites/ Follow up with ALL customers so they do not miss out.
9. Share with everyone your holiday gift wrapping and delivery services.
10. Book Holiday Coffees/ Previews.

### DEC

1. Achieve Faces Take you Places Challenge!
2. Last minute open house or 'men's only' open house.
3. Holiday Glam parties!
4. Personal gifts for your family and friends.
5. Finish your STAR!
6. Have Holiday Themed parties or contests.
7. Have stocking stuffers and gifts with you at all times.
8. Follow up with Wish Lists.
9. Share with everyone your holiday gift wrapping and delivery services.
10. Book "New Year, New You" parties.

Get excited about this holiday season and make a BIG plan for what to accomplish. It will require a plan and a goal to work towards. This is the time to get ahead on your goals; pay off debt; work for something you want for you or your family. The sky is the limit! **THING BIG! GO TO WORK!**

Plan for  
**SUCCESS**



# 2017 Holiday Products

## LIMITED-EDITION<sup>†</sup> *EAU SO CUTE* EAU DE TOILETTE - \$36



This fun and refreshing fragrance expresses your youthful side.

## LIMITED-EDITION<sup>†</sup> EYE BRUSH SET - \$25

Set includes an eye blender brush, an angled eye crease brush and a wider eye color brush, all in a beautiful rose gold-tone bag.



## LIMITED-EDITION<sup>†</sup> *MKMEN* DOPP KIT BAG - \$5



\$5 with the purchase of any men's fragrance or MKMen<sup>®</sup> product.

## LIMITED-EDITION<sup>†</sup> EYELASH CURLER - \$12

A must for the beauty maven! Use before applying your favorite Mary Kay<sup>®</sup> mascara for an eye-opening effect.



## BLENDING SPONGE - \$12



This pro-style tool smooths color combinations to create an airbrush-like glow. Featuring an easy-to-grip ergonomic design and custom dual edges, it's perfect for precision application and blending of liquid and cream foundations, concealers and more.

# Cindy's Celebrities



*Cindy Leone*

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## important Dates

**October 17** - Last day to enroll for the Winter PCP

**October 30** - Last day to place telephone orders for October

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

**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

## UNMASK A NEW OPPORTUNITY!

OCTOBER OFFER: Get **TWO FREE\*** MASKS when you start your Mary Kay business this month!



**Hurry!**  
Product bonus offer ends  
**OCT. 31.**



*Courage*



October Bracelet