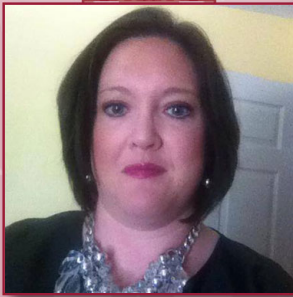


# TOP PERFORMERS

Jeni Tjelle | Independent Sales Director



Newsletter for February 2015  
December Results



Queen of Wholesale  
Megan Williams



Queen of Sharing  
Your name here!

Next month this  
could be you!

Consultant Name	Wholesale
1 Megan Williams	\$660
2 Elizabeth Duran	\$381
3 Andrea Sivertson	\$340
4 Sara Smith	\$243
5 Colleen Michalowski	\$241

## Path to Cash

monthly worksheet

Use this worksheet to help you determine what activity level you need to achieve your financial goals this month!

Goals for the month of:

Income Goal for Month \$ \_\_\_\_\_  
 \_\_\_\_\_ x 2.5

Retail Sales Goal ★ \$ \_\_\_\_\_

Selling Activities Needed to Reach Goal:

Parties: Retail Sales Goal ★ x 0.0025 = \_\_\_\_\_

Facials: Retail Sales Goal ★ x 0.005 = \_\_\_\_\_

Reorders: Retail Sales Goal ★ x 0.00625 = \_\_\_\_\_

Total Selling Activities to Hold = \_\_\_\_\_

Recommend that you make 5 connections to book 1 selling activity (example: phone call, follow up with customers, ask for referrals, hand out business cards, etc.). Break it down into a small daily goal!

Team Building Goal for Month = \_\_\_\_\_

Average interviews needed per new team member x 5 = \_\_\_\_\_

Total Interviews to Hold = \_\_\_\_\_

Business Reinvestments:

Inventory: Retail Sales Goal ★ x 0.5 = \$ \_\_\_\_\_

Business: Retail Sales Goal ★ x 0.1 = \$ \_\_\_\_\_

Business account covers marketing (PCP), party supplies, travel, etc.

This worksheet assumes... 40% profit (income), 50% inventory reinvestment, 10% business marketing/supply/travel reinvestment, 1/2 of your income from parties, 1/4 of your income from facials, 1/4 of your income from reorders, \$200 retail sales for parties, \$50 facials, \$40 reorders. This is not necessarily an average and may not reflect the results you experience in your business. Please adjust figures as needed to fit your personal business results.

Get your star on!

1800 2400 3000 3600 4800

contest ends: 12/15/2014

results date: 1/08/2015

Consultant Name	Credits	Current Star Level	Credits to Next Level
Jeni Tjelle	\$3,368	Diamond	\$232
Megan Williams	\$3,247	Diamond	\$353
Kimberly Mitchell	\$963		\$837
Andrea Sivertson	\$942		\$858
Constance Storey	\$715		\$1,085
Kelly Tondini	\$668		\$1,132
Donna Luce	\$604		\$1,196
Elizabeth Duran	\$508		\$1,292
Ellen McGrady	\$476		\$1,324
Sara Smith	\$474		\$1,326
Lisa Campbell	\$406		\$1,394
Jacque Hall	\$401		\$1,399
Joyce Elaine Collins	\$383		\$1,417
Michelle Diamond	\$362		\$1,438
Jennifer Oliver	\$362		\$1,438

# BOOK YOUR WAY to Career Conference



JANUARY ORDERING PROMOTION

Jan. 1-31, 2015

Did you know there's an easier way to get to Career Conference? You can book your way! All you need to do is add up your estimated expenses and determine how many extra parties you need to hold during February to earn your seat at one of the most exciting and fun-filled events of the year!

**So where do you begin?** Get started by estimating your expenses. Consider registration fee, hotel, food and transportation. Remember, you will receive free products that equal the amount of your registration fee. You can sell or demo these products.

Next, call your director and ask if she can help you find a roommate and a carpool. This is an excellent way to cut the cost and increase the fun! Think about it...a road trip with your girlfriends...what could be better!

Next, calculate how many parties you will need to hold in February to earn the additional profits needed to pay your way. Consider your profit based on 40% to make sure you can reinvest in the inventory you sell.

Last, get on the phone! Remember, you will need to book more parties than your goal to ensure you have enough that hold. Let your customers know what your goal is. Chances are they will want to help you grow in your business and education. After all, they will benefit too!



Shine in the new year with products you can't *Gloss* over!



## Discover What You Love™ Lipstick Case

A sweet but subtle heart pattern adorns the cute, convenient Discover What You Love™ Lipstick Case. The adorable accessory is perfect for carrying a few of your favorite lipsticks. What are you waiting for?

**\$600+**

Wholesale Section 1 Order

- ♥ Place a single wholesale Section 1 order of \$600 or more (\$1,200 suggested retail or more):
- ♥ Receive the **Discover What You Love™ Lipstick Case.\*\***
- ♥ Also receive **NouriShine Plus® Lip Gloss in Rock 'n' Red and Fancy Nancy.\***

**\$250-\$599**

Wholesale Section 1 Order

- ♥ Place a single wholesale Section 1 order of \$250-\$599 (\$500-\$1,198 sug. retail):
- ♥ Receive the **NouriShine Plus® Lip Gloss in Rock 'n' Red and Fancy Nancy.\***

\*Limit one lipstick case per Consultant and available only while supplies last.

## Recipe of the Month!

## CHOCOLATE MINT COOKIES

### Ingredients:

- 1 cup 60% cacao bittersweet chocolate baking chips
- ½ cup butter, cubed
- 2 eggs
- ¾ cup brown sugar
- 1 tsp vanilla extract
- ¾ cup all purpose flour
- ½ tsp baking powder
- ½ tsp salt
- 1 cup (6oz) semisweet chocolate chips
- 36 Andes candies, chopped

### Directions:

1. Melt bittersweet chocolate chips and butter in a microwave; stir until smooth
2. Cool slightly
3. Beat eggs and brown sugar in a large bowl
4. Stir in vanilla and chocolate mixture
5. Combine the flour, baking powder and salt; gradually add to chocolate mixture
6. Stir in semisweet chocolate chips and candies
7. Drop by teaspoonfuls 3 inches apart onto greased baking sheets
8. Bake at 350 degrees for 8-10 minutes until edges are set
9. Cool for 2 minutes and move to wire racks

**Makes 3 dozen**

# Team Builders!

Career and Status Levels as of 01/01/2015

\*You must place a minimum \$225 wholesale order to become active.

# Career Path

## SENIOR CONSULTANTS

### Joyce Elaine Collins

Kellie Tucker  
Megan Williams  
Sara Duede\*  
Laurel Faulhaber\*  
Stephanie Kincaid\*  
Marissa Kozel\*  
Larisa Rivera\*  
Alohilani Sanft\*

### Donna Luce

D Nunez  
Michelle Webb  
Jonie Dowden\*  
Dixie Bettis\*  
Becky Callihan\*  
Melanie Mahaffey\*  
Gretchen Stone\*  
Sheila YBarbo\*

### Rochelle Ruff

Andrea Sivertson  
Lisa Corrado\*  
Candice Phillips\*

### Constance Storey

Jennifer Oliver

### Megan Williams

Debra Madrie  
Antonia Delgado\*  
Dionisia Esquivel\*  
Jacquelyn Lair\*  
Wedde Smythe\*



Now more than ever, customers seek great value for their dollars and the value Mary Kay® products represent is what women want! There are so many Mary Kay® products value-priced at \$10 suggested retail or less. Show her how she can fill her cosmetic bag without emptying her wallet.

## SENIOR CONSULTANT

### Requirements

- 1 - 2 active personal team members.
- You must be active.

### Compensation

- 4% personal team commission.

## STAR TEAM BUILDER

### Requirements

- 3 - 4 active personal team members.
- You must be active.

### Compensation

- 4% personal team commission.
- Eligible to begin earning \$50 team-building bonus.



## TEAM LEADER

### Requirements

- 5 - 7 active personal team members.
- You must be active.

### Compensation

- 9% or 13% personal team commission.
- \$50 team-building bonus.

Welcome New Business Owners!



### Melissa Peterson

Naperville, IL  
rec... Jeni Tjelle

make it a  
**Power Start**  
this month!



30 faces in 30 days will boost your business to the next level! Make a list of your 30 faces and start booking today!

you can do it!

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## CAREER CAR

### Requirements

- 14+ active personal team members.
- \$5,000 monthly personal team production.
- You must be active.

### Compensation

- 9% or 13% personal team commission.
- \$50 team-building bonus.
- Career Car or \$375 per month.



## FUTURE DIRECTOR

### Requirements

- 8+ active personal team members.
- You must be active.

### Compensation

- 9% or 13% personal team commission.
- \$50 team-building bonus.

## February Birthdays

Name	Day
Marissa Kozel	9
Jacque Hall	15
Larisa Rivera	19
Gina Morgan	22
Khristina Hanel	26

## February Anniversaries

Name	Years
Melanie Mahaffey	5
Dana Lardi	2
Jacquelyn Lair	1
Gretchen Stone	1

2015-2016

Career Apparel  
Collection

A powerful  
balance of  
city sleek  
and urban  
edge.

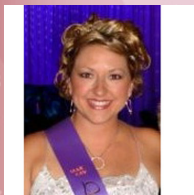
Check out  
the entire  
collection  
on InTouch  
today!

Over the course of my career, I have worked with thousands and thousands of women. An objective observer would have predicted failure for a number of those who ended up succeeding. Relying on their instincts, they saw a path where no path had been charted, and they had the faith to take it. Their stories reaffirm my belief in women's intuition that has helped me so much.



Mary  
Kay Ash

TOP PERFORMERS



JENI TJELLE  
Independent Sales Director

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Coal City, Illinois 60416

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mobile 815.276.3430

email jtjelle@marykay.com  
web www.jenitjelle.com

to the beautiful...

What's Inside

Book Your Way to Career Conference...

There's an easier way to get there!

January Ordering Promotion...

Shine in the new year with products you can't gloss over!

December 2014 Results

Products From  
the Heart

Thinking of Love™  
Eau de Parfum

This perfume is the perfect gift for celebrating the one you love. It even comes with a love note for a heartfelt message and a gorgeous gift box that she'll always cherish. Consider reaching out to your customers' significant others and suggesting this floral fragrance for a Valentine's Day gift.



Calling All Reds by Career Conference

RACE FOR RED  
PHASE TWO

December 1, 2014 - February 28, 2015

This fall you got **Ready for Red**, and now Mary Kay is **Calling All Reds!** This is your chance to build momentum and take your business to the next level. Enjoy riveting recognition at *Career Conference 2015* by sharing what you love and building your team.

**Add 1 qualified\* new team member** and receive a ravishing red bracelet, a name badge ribbon and standing recognition at *Career Conference 2015*.

**Add 2 qualified\* new team members** and receive everything listed above PLUS an invitation to the special function at *Career Conference 2015*.

**Add 3 qualified\* new team members** and receive everything listed above PLUS a pair of radiant red and black earrings to match your red and black bracelet.

**Plus, NEW qualified\* team members can reap the rewards as well...**  
Log onto InTouch for all the details!

\*A qualified new team member is one whose initial order with the Company is \$600 or more in wholesale Section 1 products.

