

Monday, Jan 6, 2025

CONTESTS & PROMOTIONS

☺ **Mary Kay Skin Care Selling Challenge: Jan 1st - Feb 28th** When the Legends Unit has the highest unit avg of MK Skin Care line regimen sales, we will win a \$200 gift card to hold a unit party! The new year provides a great opportunity to help our customers care for their skin!

☺ **#MKJust AddOne Challenge:** Set a goal to have each of your customers add 1 NEW Skin Care Item to their routine and share the NEW product with their friends on social media using #MKJustAddOne and tag @marykayusin IG or TikTok or @marykay on FB. From 1/13 - 1/19 customers can win in the massive product giveaway on Instagram.

☺ **Career Conference 2025 Step UP to DIQ Challenge:** Jan 1-Feb 28th - Step Up to DIQ AND attend Career Conference! The Career Conference with the MOST DIQs will give away a MK Branded Swig cup to each DIQ.

☺ **Power UP and Party Challenge:** Starting Jan 1st consultants can earn a pretty-in-pink vanity mirror with tray when they place a single or cumulative order of \$1,000 or more W/S in one month. Limited inventory - first earned, first rewarded!

☺ **Career Conference 2025 Pearls of Sharing Challenge: Dec 1, 2024 - Feb 28, 2025** When you add 1 or more Great Start Qualified new personal team members AND register for and attend a Career Conference Location, you will earn a Pearls Of Sharing necklace. PLUS you will be entered into a drawing to win a Tory Burch wallet and jewelry set! 3 winners at each location!

Buffalo Area Quarterly Momentum Morning Challenge: Earn reserved seating to the next event on **Sat. March 15th** when you earn the full set of Pearls of Sharing in **January!!**

☺ **Mary Kay "Power Your Sales" Consistency Challenge**

SELLING: July 1, 2024 – June 30, 2025 Each month when you place a cumulative **\$700+** W/S Sect 1 order, you will receive an exclusive Mary Kay-branded item. **January's prize is a Mary Kay branded gardening set with matching gloves.** Who will be the first to earn it??
Congratulations to **Yajaira Toro** for earning the beautiful tote bag in December!

6 Month Consistency Challenge - July thru Dec - Consultants who complete a \$600 W/S order EACH month will receive a special prize from Debby! **On Target Yajaira Toro!**

12 Month Consistency Challenge - Consultants who complete the challenge each month July through June 2025 can earn the Consistency Challenge inspirational Mary Kay Ash Quote of the Day Flip Book! **On Target Yajaira Toro!**

☺ **Star Consultant program!** Stretch to be a Star Consultant between **Dec 16th - Mar 15th** to earn a beautiful prize from Mary Kay! Sell an avg of \$300/week during the 13 weeks of the qtr to reach this goal. Plus you may receive referrals from Mary Kay as only Star Consultants are eligible for referrals! **Congratulations to our 2nd Quarter Stars: Diamond- Angela Jacob Ruby - Yajaira Toro and Linda Cruz!!**

☺ **ALL-STAR Star Consultant Consistency Prizes** – Earn up to 6000 additional credits towards Star Consultant Prizes when you are a Star Consultant every quarter! **On Target: Yajaira Toro**

☺ **New Sales Director In Qualification Program Enhancements**

- To enter the DIQ Program 8 active personal team members
- To debut as an Independent Sales Director 24 or more active team members
- New Sales Director Debut Reward: Kate Spade Burgundy Tote and Theia Jewelry set in Pink Hued gemstones to complement the new Sales Director Perfectly Pink Jacket

☺ **Current Startup Options!**

- eStart \$35
- Pro Start \$90

CALENDAR

☺ **Mondays at 8:00pm ET (7:00pm CT)** - Monday Masking Motivation Meetings on Zoom
<https://zoom.us/j/7169834993> Put on a Mary Kay Mask and Join Us!

☺ **Mon. Jan 13th - 2025 Boss Babe Series** – via Zoom @8pm ET (7pm CT). 7 Weeks of powerful training with accountability and recognition! Sessions will be recorded if you miss one. REGISTER today

https://v.vipecloud.com/vt/3qrhp1jdsbsw4g0kk0_9o8il80qopwkos8cco

☺ **Tues. Jan. 14th at 8PM ET (7pm CT)** – Taxes & Lipstick webinar. Learn how to maximize the tax benefits of a home based business. Watch it LIVE in the FB group:
[facebook.com/groups/taxesandlipstickwithjodyt](https://www.facebook.com/groups/taxesandlipstickwithjodyt)

☺ **Fri. Jan 17th** - Deadline to enroll your customers for the Spring 2025 Preferred Customer Program. For just \$.90 your customers will receive a Look Book along with a product sample! This is a great way to stay in contact with your customers and show them NEW products coming out!

☺ **Fri. Jan. 31st** - Last day to place orders for the month to earn your monthly MK Branded Prize!

☺ **Sat. Mar. 15th Buffalo Area Quarterly Momentum Morning** - 8:30am - 11:30am Consultant recognition and education. \$25 per cons. includes a light breakfast. Buffalo Airport Hotel, 4600 Genesee St, Cheektowaga. RSVP by 3/5 to Debby with your payment.

☺ **Fri. Mar 28 - Sat. Mar 29th - Career Conference** in Columbus Ohio! Registration fee \$125. There will also be a Virtual General Session Viewing - fee \$50.

☺ **July 24-27 Seminar** in Charlotte, NC for Diamond and Ruby divisions. Stay tuned for more info!

RESOURCES

☺ LEGENDS UNIT WEBSITE www.debbylamendola.net Check it for Unit promos & training.

☺ Daily Motivation Calls: Million Dollar Message – 641-715-3900 Access Code 44336#

“Thought For The Week” 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.”