Maggie's Apple Corps

You can count the seeds in an apple, but only God can count the apples in a seed! Release God's potential in YOU today!

2024 Unit Goal: $650,000 CIRCLE OF ACHIEVEMENT **FEBRUARY 2024—January Results**

"Soar Like Never Before" January Six Most Important Things Memo Board Winners! ($600 wholesale or more)

Alysen Dirks

Diana Wilding

Christine Huffman

Becky Meredith

Martha Helms

Rachael Crawford

Katherine Soskin

GOAL: $650,000!!

- $650,000
- $500,000
- $400,000
- $300,000
- ~~$200,000~~
- $100,000

YTD SALES As of 1/31/24 **$197,938**

On-Target $tar Consultants!

3rd Quarter - December 16, 2023 - March 15, 2024

Contest Credit Needed

Name	Wholesale $ + Team Building*	Sapphire	Ruby	Diamond	Emerald	Pearl
Alysen Dirks	$3,704.00				STAR!!!	$1,096.00
Diana Wilding	$1,306.00	$ 494.00	$1,094.00	$1,694.00	$2,294.00	$3,494.00
Christine Huffman	$ 891.50	$ 908.50	$1,508.50	$2,108.50	$2,708.50	$3,908.50
Rachael Crawford	$ 838.75	$ 961.25	$1,561.25	$2,161.25	$2,761.25	$3,961.25
Rebecca Meredith	$ 751.50	$1,048.50	$1,648.50	$2,248.50	$2,848.50	$4,048.50
Martha Helms	$ 650.50	$1,149.50	$1,749.50	$2,349.50		
Katherine Soskin	$ 609.50	$1,190.50	$1,790.50	$2,390.50		
Jan Henderson	$ 570.00	$1,230.00	$1,830.00	$2,430.00		
Sheila Leach	$ 494.50	$1,305.50	$1,905.50	$2,505.50		
Maggie Butcher	$1,993.50	STAR!!!	$ 406.50	$1,006.50	$1,606.50	$2,806.50

You can do it! A Power Start or a Perfect Start will help you get there!

Retail Court:

January QUEEN
Alysen Dirks
$3,338.

1st Runner Up
Diana Wilding
$1,765.

2nd Runner Up
Martha Helms
$1,229.

Hello February Gift-Selling Consultants!

ASK everyone if they need gifts for Valentine's Day or birthdays this month! Our body care, satin hands sets, & glamour compacts make super gifts!! Package them with tissue & ribbon in a gift bag!

Thank you to the 36 of our Consultants who placed wholesale orders in January to total $16,129 toward our year long Circle of Achievement Unit Goal---each order adds up to give us this positive, strong result!!! We had 8 winners of the 6 Most Important Things erasable board!! See their pics in this Newsletter and on the Recognition tab of our Unit website maggiebutcher.com. Remember that site is password protected--type in the word *director* and you are in. There is so much training and education on our website along with your InTouch site, too. I am always so proud of our consultants who strive to meet these monthly challenges with their selling strategies!! This month the prize from MK for your $600+ wholesale order is a pair of really pretty silver earrings!!! They match the necklace that was offered last November. And our Early Bird Ordering winner for January is ***Millie Frey*** from Genoa, NE. She has a prize in the mail to her, too! Each month the names of consultants who have ordered before the 25th of the month go into a drawing and one name is drawn for a prize! I do this because the closer to the end of the month that you order, the longer you wait for your products!!

And WOW! Look at our Top Sellers this month! Three consultants who sold over $1000 again--Alysen Dirks saw over 30 new faces and 25 purchased products so she has 25 New Customers and more to follow up with, too! Selling skin care Sets is always our goal as our clients will benefit from using the products correctly. Alysen sold 5 Sets. Diana Wilding sold 6 Sets; Martha Helms sold 1 Set; Becky Meredith sold 2 Sets & Hollie Tenerowicz sold 1 Set~~all to existing customers producing some great reorder sales totals!!!

Here are the winners in my January Spring Product Promotion--all spring new product prizes are in the mail :)

$1500 ws level:
Alysen Dirks from Kalispell, MT

$1200 ws level:
Diana Wilding from Whitestown, IN

$850 ws level:
Christine Huffman from Columbus, IN

$650 ws level:
Martha Helms from Lafayette, IN
Becky Meredith from Noblesville, IN

$300 ws level:
Pat Enevoldsen from Lincoln, NE
Diane Neelly from Weedbury, MN
Sheila Leach from Tolland, CT
Jan Henderson from Los Lunas, NM
Jill Yuill from North Fort Myers, FL
Rachael Crawford from Caledonia, MI
Sandra Minkner from Brownsburg, IN
Katherine Soskin from Los Lunas, NM

Look at our Grand Day entries for January! We had 43 days in total reported from 13 Consultants---two drawings for $25 Cash each and our winners are: *Carla Duerksen and Diana Wilding*

Each week in February in your Pink Link, you will have short videos from NSDs & top directors. The videos are not long--and listen to the introduction by NSD Kim McClure before you start the daily links. The content is training on all areas of your business--and some background of history, etc.--all so good!!

Share your Mary Kay opportunity this month to earn a pretty "chocolate topaz" necklace, or earrings, or ring---with your new team members--plus Bucks For Building, too! Women need the extra $$, recognition, & flexibility MK offers!!

Make February your best February yet~~track & beat your totals from last year!!

Believing in YOU!!!!! 🩷 ***Maggie***

Commit to listening to the Million Dollar Messenger daily.
The Million Dollar Messenger is a daily message from a million dollar unit Director or National Sales Director. The calls are 15 min or less (I often listen in the car or on a walk).
Dial 641-715-3900, when prompted, enter 44336#.

PRICE INCREASE ON FEBRUARY 16, 2024

	Current Retail Price	Suggested Retail as of 2/16/24
Skin Care		
Moisture Renewing Gel Mask	24.00	26.00
3-in-1 Cleansing Bar	24.00	26.00
ClearProof Acne System	50.00	56.00
Blemish Control Toner	16.00	18.00
Acne Treatment Gel	12.00	14.00
Clarifying Cleansing Gel	18.00	20.00
Oil Free Moisturizer	20.00	22.00
Clear Proof Go Set	24.00	26.00
Deep Cleansing Charcoal Mask	25.00	26.00
Customized Skin Care		
Instant Puffiness Reducer	35.00	38.00
Extra Emollient Night Cream	16.00	18.00
Intense Moisturizing Cream	34.00	36.00
Oil-Free Hydrating Gel	34.00	36.00
Color Cosmetics		
Supreme Hydrating Lipsticks	18.00	20.00
Gel Semi-Shine Lipsticks	18.00	20.00
Gel Semi-Matte Lipsticks	18.00	20.00
Unlimited Lip Gloss	16.00	18.00

	Current Retail Price	Suggested Retail as of 2/16/24
Satin Hands Pampering Sets		
Fragrance Free	36.00	38.00
White Tea & Citrus	36.00	38.00
Body Care		
2-in-1 Body Wash & Shave	16.00	18.00
Hydrating Lotion	16.00	18.00
White Tea & Citrus		
Revitalizing Shea Scrub	20.00	22.00
Indulgent Shea Wash	20.00	22.00
Silkening Shea Lotion	20.00	22.00
Whipped Shea Cream	24.00	26.00
Apple & Almond		
Shower Gel	14.00	16.00
Body Lotion	14.00	16.00
Berry & Vanilla		
Shower Gel	14.00	16.00
Body Lotion	14.00	16.00
Beauty Tools		
Pro Palette	25.00	28.00
Perfect Palette	18.00	20.00

CONGRATULATIONS! STAR CONSULTANTS!

Quarter 1 — June 16—Sept. 15, 2023

Becky Meredith	Pearl
Martha Helms	Emerald
Alysen Dirks	Emerald
Theresa Anderson	Ruby
Katherine Soskin	Sapphire
Christine Huffman	Sapphire
Jan Henderson	Sapphire
Maggie Butcher	Emerald

Quarter 2 — Sept. 16—Dec. 15, 2023

Becky Meredith	Diamond
Martha Helms	Diamond
Alysen Dirks	Diamond
Katherine Soskin	Ruby
Theresa Anderson	Sapphire
Rachael Crawford	Sapphire
Maggie Butcher	Pearl

Quarter 3 — Dec. 16, 2023—March 15, 2024

Sapphire	$1800
Ruby	$2400
Diamond	$3000
Emerald	$3600
Pearl	$4800

Quarter 4 — March 16—June 15, 2024

"Seminar 2024"

Court of Sales is based on the **RETAIL** value of Section 1 product you order from Mary Kay July 1-June 30. Prizes will be awarded for reaching the following courts.

Limitless Ring

National Court	**$40,000 and up**
Princess Court	$20,000—$39,999
Maggie's Court	$10,000—$19,999

1.	Alysen Dirks	$17,795.
2.	Becky Meredith	$12,444.
3.	Martha Helms	$11,941.
4.	Katherine Soskin	$ 8,906.
5.	Rachael Crawford	$ 7,344. *
6.	Diana Wilding	$ 6,371. *
7.	Theresa Anderson	$ 6,249.
8.	Jan Henderson	$ 6,190.
9.	Kathleen Green	$ 4,001. *
10.	Carla Duerksen	$ 3,983.

*** moved up this month**

All Unit Seminar Prizes are personally chosen for YOU from Maggie!

SEMINAR CHALLENGE

Complete 3 or more this week.

Court of Sharing is based on the **24 New Qualified* Team Members**
July 1-June 30. Prizes will be awarded for reaching the following courts.

Small Bee Pin & Bee Charm

National Court	**24**
Maggie's Court	3

Recruiter	New Team Mbrs	New Qlfd Team Mbrs
Linda Hall	**1**	
Alysen Dirks	**1**	

Our Emerald Seminar is the first one this year!
Thursday, July 25th---Sunday, July 28th~~
Now is the time to set the goal to be in Dallas to see your company in action and learn from the BEST! Use this challenge every week & your activity will allow you to save some extra $$ for this trip!!

We Invested in Product in January!

Alysen Dirks	$3,069.	Jan Henderson	$ 335.	Paula Stucker	$ 246.	Christy Bailey	$ 225.
Diana Wilding	$1,306.	Jill Yuill	$ 315.	Irene Morgan	$ 245.	Vickie Proksch	$ 225.
Christine Huffman	$ 892.	Diane Neelly	$ 312.	Hollie Tenerowicz	$ 237.	Carla Duerksen	$ 192.
Rebecca Meredith	$ 734.	Sandra Minkner	$ 297.	Sharon Duffy	$ 236.	Twila Ryan	$ 96.
Martha Helms	$ 651.	Kathleen Green	$ 287.	Charlotte Daron	$ 230.	Bonnie Uber	$ 75.
Katherine Soskin	$ 610.	Deborah Schafer	$ 278.	Jacqueline Washington	$ 228.	Valerie Hoover	$ 67.
Rachael Crawford	$ 609.	Helen Kennedy-Baldwin	$ 264.	Melissa Buckholtz	$ 227.	Joyce Dornbier	$ 56.
Sheila Leach	$ 465.	Shawna Schreiber	$ 257.	Rhonda Zimmerman	$ 227.	Susan Porter	$ 55.
Pat Enevoldsen	$ 347.	Bonny Bray-Johnson	$ 254.	Millie Frey	$ 226.	Maggie Butcher	$1,760.

Spotlight on Team Builders!

Standings are updated as January 31st — this will not reflect February orders or new team members.

Team Leaders

Recruiter: Alysen Dirks
Bonny L. Bray-Johnson
Rachael K. Crawford
Wendy Croxson
Sheila Leach
Kerri Russell
Caitlin Monroe

Star Team Builders

Recruiter: Tracey Hagerbaumer
Nicole A. Burns
Rose Ann Cool
Millie I. Frey
* Joyce A. Carrig
# Karen Humlicek
# Ronda S. Malander
 # Karen E. Wieneke

Recruiter: Rebecca Meredith
Marta Bennett
Melissa Ingalls
Vickie L. Proksch
Hollie J. Tenerowicz
* Merlene L. Sorenson
# Susan Carney

ARE YOU READY TO MOVE UP??

Senior Consultants

Recruiter: Lisa Cole
Tracey Hagerbaumer
Susan Porter
* Mary Muller
* Shelly Smith
# Ashley Lombardi
# Mary Susan Powers
# Julie Schroder
# Rose Sena

Recruiter: Charlotte Daron
Diane Fricker
Paula Stucker
Becky Louton

Recruiter: Sharon Duffy
Shirley Gibson
Sheila Nelson
* Lisa Kastanek

Recruiter: Pat Enevoldsen
Kristi Bourke
* Kelly Johnson

Recruiter: Kathleen Green
Melissa Buckholtz
Pat Enevoldsen
* Viola Kroeger

*Inactive Member
(N1,N2,N3,I1,I2,I3)
#Terminated Member
To become ACTIVE you must place a $225 wholesale order.

Senior Consultants

Recruiter: Martha Helms
Sue Bellaver
Kimberly Jones
* Linda Thompson
# Jennifer Kline

Recruiter: Katherine Soskin
Jan Henderson
* Angela Moret
* Janell Sebolt
# Anita Dansker
# Towanda Anderson
# Azalea Delgado
# Elyse H. Freed
# Linda Leonard
# Denise A. Malayeri

Recruiter: Diana Wilding
Charlotte Daron
Linda Riley

$ LOVE CHECKS $

Just for offering the Mary Kay Opportunity to others!

13% Recruiter Commission Level

Maggie Butcher	$448
Maggie's Director Check	$4,159

9% Recruiter Commission Level

Alysen Dirks	$119

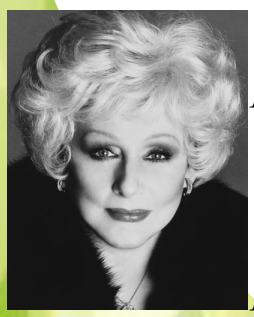
8% Recruiter Commission Level

6% Recruiter Commission Level

Becky Meredith	$ 28

4% Recruiter Commission Level

Kathleen Green	$ 23
Katherine Soskin	$ 13
Charlotte Daron	$ 10
Diana Wilding	$ 9
Tracey Hagerbaumer	$ 9
Lisa Cole	$ 2



"I have often said that successful people are just ordinary people with extraordinary determination. When someone rises to the top in our Company, I know the perseverance and dedication that have been nurtured to reach success."

~ Mary Kay Ash

Our MK Legacy Leaders!

(25+ years a consultant)

Jennifer Field
34 years

Janet Chisolm-Richard
31 years

Diane Neelly
26 years

February Celebrations

BIRTHDAYS

Diana Wilding	1st
Peggy Kitchens	5th
Teresa Johnson	7th
Sandra Minkner	13th
Susan Porter	14th
Charlotte Daron	16th
Michelle Provaznik	18th
Viola Kroeger	20th
Jennifer Field	21st
Susan Carney	22nd
Lynn Smith	22nd
Kewaune Hall	23rd
Sue Bellaver	24th
Anita Dansker	24th
Carolyn James	24th

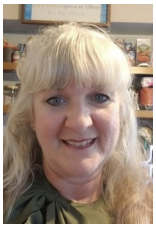
ANNIVERSARIES

Jennifer Field	34 yrs
Janet Chisolm-Richard	31 yrs
Diane Neelly	26 yrs
Joyce Carrig	22 yrs
Paula Stucker	22 yrs
Deborah Schafer	20 yrs
Melinda Keske	20 yrs
Mary Little	19 yrs
Christy Bailey	5 yrs
Darlene Stratton	4 yrs
Patty Elbert	3 yrs

Let's Celebrate!!

Grand Days! January

Two Drawings---Two Prize Winners!



Charlotte Daron
$218

Alysen Dirks
$518, $485, $321, $245, $209, $183, $146, $140, $132, $116, $116, $103

Winner!

Carla Duerksen
$200, $105

Winner!

Diana Wilding
$563, $462, $215, $168, $128, $128, $112

Pat Enevoldsen
$158

Martha Helms
$292, $270, $225, $149, $136

Rachael Crawford
$279, $136, $120

Becky Meredith
$224, $146, $136, $130, $111

Jan Henderson
$184, $136, $116

Helen Kennedy-Baldwin
$108

Paula Stucker
$269

Katherine Soskin
$219

Hollie Tenerowicz
$361

$5 *New Customer Coupon* $5

If you currently do not have a consultant,
Take $5 off your first order placed with me!
Call, text, or email when you're ready to order.

$5 Credit

To use on your first order of $35!

Contact your Mary Kay Independent Beauty Consultant

$5 $5

Study while others are sleeping.
Decide while others are delaying.
Prepare while others are daydreaming.
Begin while others are procrastinating.
Work while others are wishing.
Save while others are wasting.
Listen while others are talking.
Smile while others are frowning.
Persist while others are quitting.

Working with Accountability!

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January High Weeks! ($300+)

Alysen Dirks	$1,110, $1,016, $722, $612
Martha Helms	$936
Diana Wilding	$803
Becky Meredith	$481

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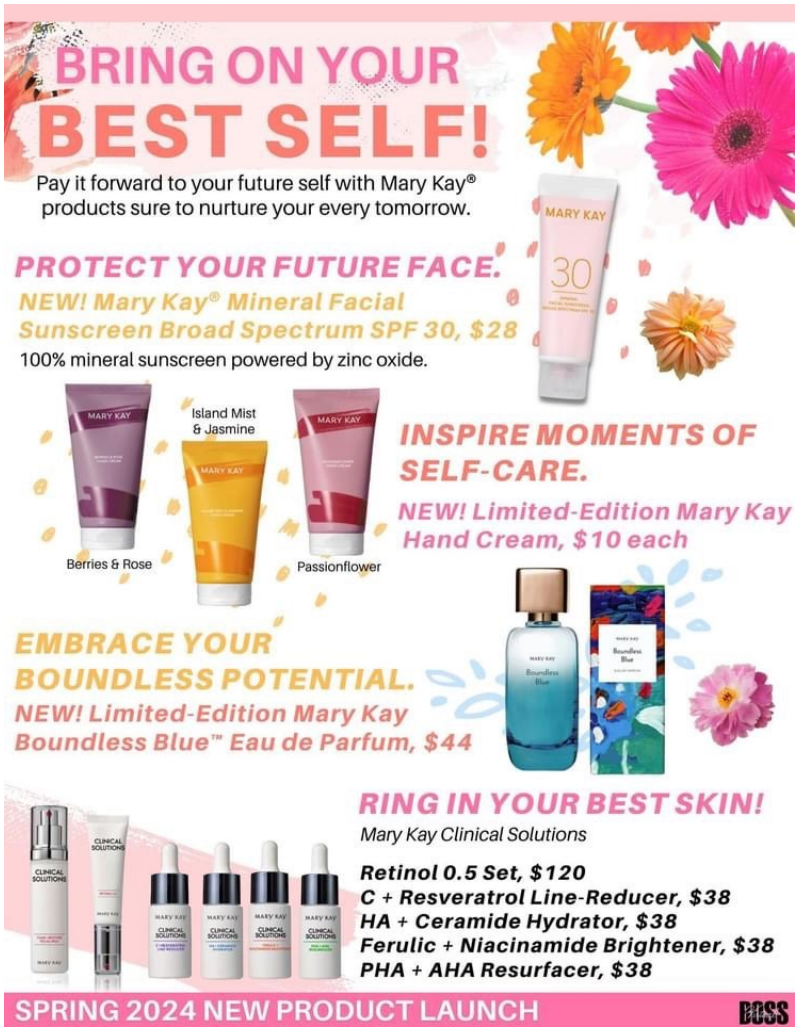
January Retail Sales, Sets Sold, New Customers & IPAs!

		Sets	New Cust	IPAs
Alysen Dirks	$3,338	5	25	10
Diana Wilding	$1,765	6		
Martha Helms	$1,229		1	5
Becky Meredith	$ 801	2	1	6
Rachael Crawford	$ 773		2	
Carla Duerksen	$ 533			
Jan Henderson	$ 462			
Hollie Tenerowicz	$ 419			
Christine Huffman	$ 370			

Maggie's Personal Retail: $2,466

I serviced 25 customers: 8 sales over $100, 11 local to me, 2 CDS, 12 orders mailed from my inventory



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January Bucks for Building Year Long Totals!

Totals really increased for Stars & Cons Club winners!

Alysen Dirks	$335
Becky Meredith	$305
Martha Helms	$275
Rachael Crawford	$190
Katherine Soskin	$185
Jan Henderson	$120
Theresa Anderson	$110
Diana Wilding	$ 95
Carla Duerksen	$ 65
Kathleen Green	$ 60
Linda Hall	$ 50
Christine Huffman	$ 45
Pat Enevoldsen	$ 35
Hollie Tenerowicz	$ 15

All Consultants ordering before the 20th of the month are in a drawing to win a prize!

Early Bird Winner for January

Millie Frey
From Genoa, NE

Go to your Pink Link to print out!!

SWEETEST MONTH!

WE'RE MAKING FEBRUARY OUR

Sweetest Month Ever

EARN THIS
Elegant Topaz Necklace*
When you **Move into RED!**

EARN
Elegant Topaz Earrings*
When you add **1 NEW Active** *Team Member this month! You must also be an active consultant.*

EARN A
BEAUTIFUL CZ Topaz Ring
When you add **3 NEW GS Qualified** *Team Members this month!*
(sizes 5-10)
Necklace & Earring Set may be substituted for ring.

*prizes may vary based on availability

I have a Goal *and I need your help!*

24-24-24 Challenge

I need to be the first to sell $24 to 24 customers in the next 24 hours!

What do you need to keep you Gorgeous?

Be one of my first customers to help & choose any one additional item at 50% off as a "thank you"!

Shopping IS ALWAYS A GOOD IDEA

Every order helps!

Lipstick Personality Test

1. Slant keeps close to original slant and tip shape.
- Abides by the rules
- Great follower
- Does not like too much attention
- A little self-conscious
- Somewhat reserved
- Likes a schedule
- May occasionally color hair to attract attention

2. Rounded, smooth tip.
- Easy going
- Peacemaker
- Even-tempered
- Steady
- Likable
- Generous

3. Sharp-angled tip.
- Opinionated
- High-spirited
- Dislikes schedules
- Selective of friends
- Outgoing
- Likes attention
- Argumentative

4. Sharp-angled, but curved tip.
- Creative
- Enthusiastic
- Energetic
- Talkative
- Loves attention
- Falls in love easily
- Helpful
- Needs schedule, but dislikes one

5. Rounded tip to a point.
- Lovable
- Family-oriented
- A "doer"
- Can give orders easily
- Domestic
- Exaggerates sometimes
- Stubborn over little things
- Needs people around

6. Flat top.
- To the point
- High morals
- Needs approval
- Careful about appearances
- Very dependable
- Conservative
- Quick mind
- Loves challenges

7. Flat top concave.
- Makes a great detective
- Makes friends easily
- Inquisitive
- Adventurous
- A prober
- Complex
- Exciting

8. Sharp angles both sides.
- Spiritual
- Curious
- Seeks attention
- Mysterious
- Big ego
- Faithful
- Looks for easy way
- Loves life

EVERY WOMAN WANTS 14 DAYS OF love

WHAT IT IS:
14 individually wrapped gifts you sell as a set. One gift is opened each day from Feb. 1-14.

WHO TO SELL TO:
Husbands, Boyfriends, Dads & Parents!

WHERE TO BUY PACKAGING SUPPLIES:
nashvillewraps.com, Peters Packaging, Walmart, Target, Dollar Tree, Michaels or Hobby Lobby.

$199 PACKAGE

Satin Lips Scrub	$12
Satin Lips Balm	$12
Chromafusion Eye Color	$8
Chromafusion Eye Color	$8
Chromafusion Eye Color	$8
Chromafusion Cheek Color	$14
Perfect Palette w/Applicators	$22
2-in-1 Body Wash & Shave	$16
Hydrating Lotion	$16
Mint Bliss Foot Cream	$12
Oil-Free Eye Makeup Remover	$20
Indulge Soothing Eye Gel	$18
MK Mascara	$16
Lip Gloss	$16

WHOLESALE PRICE: $99

$299 PACKAGE

Satin Lips Set	$22
Lip Gloss	$16
Satin Hands Set	$36
Lip Liner	$14
Hydrating Lotion	$16
2-in-1 Body Wash & Shave	$16
Oil-Free Eye Makeup Remover	$20
MK Mascara	$16
Eyeliner	$14
3 Chromafusion Eye Colors	$24
Chromafusion Cheek Color	$14
Perfect Palette w/Applicators	$22
Indulge Soothing Eye Gel	$18
Thinking of Love Perfume	$36

WHOLESALE PRICE: $142

Package Includes Gift Wrapping!

Did you Know?

Did you know or did you realize that

If you added 2-3 new customers per week, that would give you over 100 at the end of the year?

And if your customers reordered on average between **$100-$200 a year that could potentially bring you $10,000-$20,000 in reorder sales for the year?**

And if through new sales and consistent appointments,

you could sell $400 a week, that could potentially bring you $20,000 in new sales for the year?

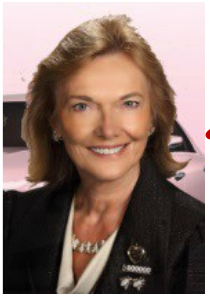
What if you added those numbers together? How much would that be in a year?

And did you realize that if you added 2 new customers per week (on average) for five years you could potentially have more than **400 customers** *(allowing for some drop-offs). And that* **400 X $100-$200** *average in potential reorder sales equals more than* **$40,000 in sales?**

Consistency is the key! *Plus, chat with each of those new customers and share the perks of our opportunity, and you could potentially be adding new team members, team commissions, bonuses, prizes, and MORE to your income!*

Did you also know that **10** *is a starting magic number?*

Give yourself **5 hours of face-to-face time** *per week with new & existing customers and then* **5 hours of accessory time** *for booking, customer care & sales, advertising efforts, education, and office/inventory work, and* **watch what happens! See how it plays out for you!**



Apple Corps
Maggie Butcher

Sr. Sales Director
904 Lindgren Blvd.
Sanibel Island, FL 33957
Phone: 317-509-6014
Email: butchermaggie@gmail.com
Unit Website: maggiebutcher.com

To the Cadillac Unit Consultant...

Earn CASH from me each month or cash credit saved for your Career Conference and/or Seminar Registrations & Expenses!

$$$ mailed monthly or "banked" until year end---you choose!

Consistent Efforts in Selling & Team Building are rewarded!

Bucks For Building Year Long Promotion

- **$50 for New Team Member who starts with a $600+ WS Order**
- **$20 for New Team Member who starts with a $225+ WS Order**
- **Q-Consistency Club Prize can be $25 CASH or Target Gift Card**
- **Q-Star Consultants earn $25 CASH for Sapphire $1800 Level**
- **Additional $5 for each higher Star level: Ruby – Pearl**
- **$5 each month your Retail Sales are over $500**
- **$5 each month for reporting 3 or more Grand Days**
- **$5 each month for 5+ New Customers**
- **$10 each month your Retail Sales are over $1000**
- **$20 each month your Retail Sales are over $2000**

Must have your total Retail Sold, Sets Sold, & Grand Days reported by the 5th of the following month to be credited with these Cash Prizes!

WS	Skin Care Sets	Retail	Prize
$225	1	$300	$ 5
$400	3	$600	$10
$600	6	$1000	$15
$800	8	$1300	$20
$1000	10+	$1500	$25