100 NOs Challenge

Why are some people more successful than others? It's a one-word answer. The word is **NO**. Some people have a really tough time accepting the fact that they are going to hear the word **NO** fairly often. They get discouraged and feel rejected because they look at the word **NO** as a negative. Nothing could be further from the truth. The word **NO** simply means that nothing changes. Think about it. You approach your neighbor and ask her if she would like to be a hostess for you or if she would enjoy a FREE facial. She says **NO**. What changed? Is she still your neighbor? **YES**. Did your income go up or down? **NO**. Nothing changed. It can't be a negative. To be negative, things would have gotten worse. But they didn't. Everything remained exactly the same.

Each time someone tells you **NO**, cross out one of the **NO**'s listed below. Set yourself a goal to get all 100 **NO**'s crossed out within the next 30 days. (**NO** kidding!) If you want to see your business explode with growth, take this little exercise seriously.

Ask someone to:

1. Attend a Mary Kay Success Meeting
2. Listen to the Mary Kay Opportunity
3. Become an Independent Beauty Consultant
4. Become a Hostess (facial, skin care class, or on-the-go)
5. Purchase a product
6. Give their name and number
7. Give a customer referral

You'll never be better at getting **NO**'s than you are right now. The more you do this, the tougher it will become to get those 100 **NO**'s. You'll find that a **YES** will creep in here every once in a while. Don't let the occasional **YES** distract you from your primary goal of 100 **NO**'s!

NO	**NO**	**NO**	**NO**	**NO**	**NO**	**NO**	**NO**	**NO**	**NO**
NO	**NO**	**NO**	**NO**	**NO**	**NO**	**NO**	**NO**	**NO**	**NO**
NO	**NO**	**NO**	**NO**	**NO**	**NO**	**NO**	**NO**	**NO**	**NO**
NO	**NO**	**NO**	**NO**	**NO**	**NO**	**NO**	**NO**	**NO**	**NO**
NO	**NO**	**NO**	**NO**	**NO**	**NO**	**NO**	**NO**	**NO**	**NO**
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NO	**NO**	**NO**	**NO**	**NO**	**NO**	**NO**	**NO**	**NO**	**NO**
NO	**NO**	**NO**	**NO**	**NO**	**NO**	**NO**	**NO**	**NO**	**NO**

Celebrate YES!

YES	**YES**	**YES**	**YES**	**YES**	**YES**	**YES**	**YES**	**YES**	**YES**
YES	**YES**	**YES**	**YES**	**YES**	**YES**	**YES**	**YES**	**YES**	**YES**