

# Are You Ready to Move Up?

## 10 Steps to your Red Jacket:

**1. Attend all functions:** Weekly meeting is a MUST! Show support for your Director and your Sister Consultants. A guest is more impressed when she sees a full room of excited people.

**2. Have a daily, Weekly, Monthly, Yearly Goal:** This is important in all aspects of life, health, wealth, family, business, spiritual and social.

**3. Say Daily Affirmations:** Every day, in every way I get better and better. Everyone I meet is a prospect for my product or services. I am healthy, I am happy, I am enthusiastic!

**4. Have goal posters** in your office, car, on your mirror, work, etc. reminding you of your goals. Don't forget to put one on the refrigerator.

**5. Evaluate your appearance:** Which areas would you like to improve? Start walking, exercise, get a new hairstyle. Dress professional more often and let your make up reflect your career.

**6. Organize your family:** Make them realize you are serious about this career. Do this by disciplining yourself. Be willing to give up a TV show. Talk with your family about your goals for the family-like vacations paid for by Mary Kay \$\$

**7. Complete your Weekly Accomplishment Sheets** & submit them to your Director: Write your goals in pencil and when you finish them fill them in with pen. Determine how much you earn from your classes, reorders, facials so you know when you are improving

**8. Read Career Essentials & finish those Vouchers:** You get a "Do Over" every day. Listen to training cd's, education, motivation constantly. Do Activity Daily!

**9. Organize your Office:** It is simple. Use shoe boxes, manila envelopes, use voice mail or an answering machine. Make the message short, sweet and business like.

**10. Go TO Work:** Talk to people daily. Practice, Practice, Practice! It will become simpler. Hand out business cards. Put them with bills, give them to a cashier, hand out samples and books. Make sure everything has your name phone and website! Always get referrals and prospective customers. Smile ☺ It's contagious and a great warm chatter tool. People like to be around positive, happy people. Attitude is 98% of your business. Mary Kay always said, "You can do all things right with a wrong attitude and fail, but with the right attitude, you can do all things wrong and succeed."



## Four Point Recruiting Plan

Skin Care Classes and Collection Previews offer the best place to find prospective team members. Mary Kay herself developed the Four-Point Recruiting Plan when she first began holding skin care classes. Since then, it has been used successfully by thousands of Independent Beauty Consultants and Independent Sales Directors.

Before every skin care class and collection preview, ask the hostess, Who is coming today who might be interested in doing what I do?

Present your heartfelt, enthusiastic I-story at every skincare class and collection preview. Share why you began your Mary Kay business and what it means to you.

Select at least one person at every skin care class and collection preview to offer her the Mary Kay opportunity. You may want to plant seeds by sending guests home with the "Something More" CD, then meeting them to tell them more about the Mary Kay opportunity.



Offer the Hostess a special gift for any person she suggests who becomes an Independent Beauty Consultant.