

SEMINAR 2007- ARENA SPEECH “THE MARY KAY WAY”

By SrNSD PAT DANFORTH

WHEN I BECAME A MARY KAY CONSULTANT IN MARCH 1973, LITTLE DID I KNOW THE IMPACT THIS COMPANY WOULD HAVE ON ME, AND ON SO MANY LIVES THAT HAVE TOUCHED MINE. I WAS 24 YEARS OLD (YES, DO THE MATH, I AM NOW FIFTY-NINE!), THREE YEARS OUT OF COLLEGE WITH A DEGREE IN HOME ECONOMICS EDUCATION, AND HAD BEEN MARRIED TWO YEARS. IN THOSE TWO YEARS TIM AND I HAD ALREADY MOVED TWICE, WITH MANY MORE MOVES AHEAD OF US IN HIS 20 YEAR AIR FORCE CAREER. I WANTED TO WORK, BUT WOULD NEVER HAVE THOUGHT OF A CAREER IN COSMETICS ... AFTER ALL, MY ENTIRE SKIN CARE REGIMEN WAS SOAP AND WATER FOLLOWED BY RUBBING ALCOHOL. DIRECT SALES WOULD DEFINITELY NOT HAVE INTERESTED ME. THE ONLY THING I HAD EVER *SOLD DIRECTLY* WAS GIRL SCOUT COOKIES AND *I WASN'T GOOD AT THAT*. THE ONLY JOB WHERE I HAD EVER BEEN FIRED WAS *IN SALES* IN A DRESS SHOP; *THEY DIDN'T THINK I WAS AGGRESSIVE ENOUGH*. MY ONLY POSITION OF LEADERSHIP WAS PLEDGE CLASS PRESIDENT IN MY COLLEGE SORORITY, AND I HAD NEVER PLAYED ON A TEAM; EXCEPT FOR A WOMEN'S SOFTBALL TEAM AS A NEWLYWED. THE SELLING, TEAMWORK, AND LEADERSHIP SKILLS THAT I HAVE GAINED ... *I LEARNED IN MARY KAY*. FROM THE DAY WE SIGN OUR AGREEMENTS WE BEGIN A JOURNEY. WE HEAR IT FREQUENTLY THAT THE JOURNEY ITSELF IS MORE IMPORTANT THAN THE

DESTINATION, AND IN MARY KAY THAT IS ESPECIALLY TRUE. THERE ARE MANY WOMEN AND THEIR FAMILIES WITH WHOM YOU WILL MAKE THIS JOURNEY. YOUR OWN FAMILY IS PROBABLY MOST IMPORTANT, AND THE ONES THAT WILL BE MOST INFLUENCED.

TIM AND I HAVE TWO DAUGHTERS, AND WE BELIEVE THAT THEY HAVE LEARNED THEIR SKILLS ABOUT WORKING WITH PEOPLE THROUGH GROWING UP IN A MARY KAY HOME, NOT THROUGH THEIR YEARS OF SCHOOLING. WE ARE PROUD THAT JESSICA HAS FOLLOWED HER LOVE OF LEARNING TO BECOME A PHYSICIAN AND AN ATTORNEY PRACTICING HEALTH-CARE LAW. AND WE ARE PROUD OF REGAN WHO HAS ALWAYS BEEN QUITE A PEOPLE-PERSON, EVEN WHILE GRADUATING FROM BAYLOR UNIVERSITY WITH A DUAL MAJOR. SHE IS NOW A SENIOR DIRECTOR WITH THREE TIMES CIRCLE OF ACHIEVEMENT, AND IS DRIVING A BRAND NEW PINK CADILLAC! BOTH OF OUR GIRLS GREW UP IN A POSITIVE ATMOSPHERE OF ENCOURAGEMENT, AND WITH A LOT OF MARY KAY WOMEN IN THEIR LIVES.

WE REALIZE THAT OUR COMPANY HAS BEEN SUCCESSFUL BEYOND MARY KAY'S WILDEST DREAMS, BEYOND THE FINANCIAL ADVISORS' ADMONITIONS, AND BEYOND THE BUSINESS COMMUNITY'S ABILITY TO COMPREHEND. WHEN WE BELIEVE IN THIS AMAZING SUCCESS STORY, WHY WOULD WE WANT TO DEVIATE FROM THE PATH THAT BROUGHT US HERE? WHEN WE BELIEVE IN "THE MARY KAY WAY" WHY WOULD WE PURPOSELY, OR

INADVERTENTLY, ALLOW CHANGES IN THE PRINCIPLES, IMAGE, AND TRADITIONS THAT HAVE MADE US WHO WE ARE? WE ARE SO VERY MUCH MORE THAN THE **“BEST SELLING BRAND OF FACIAL SKIN CARE AND COLOR COSMETICS IN THE US”**. WE ARE LITERALLY A FORCE TO BE RECKONED WITH ... NOT A RELIGIOUS OR POLITICAL ORGANIZATION, BUT A *FORCE OF POWERFUL WOMEN* WHO CAN AND DO INFLUENCE LITERALLY MILLIONS OF OTHER WOMEN! I OFTEN TALK ABOUT THE FACT THAT A MARY KAY CONSULTANT OR DIRECTOR IS INVITED INTO A HOME WHERE SOMEONE WITH A RELIGIOUS OR POLITICAL AGENDA IS NOT. WE ARE IN THE BUSINESS OF “MAKING MAMA HAPPY” ... AND WE ALL KNOW, “WHEN MAMA AIN’T HAPPY, AIN’T NOBODY HAPPY”! YES, THAT’S AN OLD JOKE, BUT IT’S LASTED BECAUSE IT’S TRUE! J WHAT IS “THE MARY KAY WAY”? THE PATH IS CLEAR WHEN YOU READ MARY KAY’S BOOKS, AND LISTEN TO, OR READ, HER SPEECHES. MARY KAY NEVER HELD BACK WHEN SHE TALKED ABOUT PRINCIPLES, IMAGE, AND TRADITIONS ... AND I BELIEVE HER STANDARDS STILL HOLD TRUE. I ALWAYS TEACH, “WOULD YOU WEAR THAT, SAY THAT, DO THAT, TREAT THAT PERSON THAT WAY, ETC. IF MARY KAY WERE STANDING NEXT TO YOU?” MARY KAY DIED ON THANKSGIVING DAY 2001 ... NOW SHE IS ALWAYS “STANDING NEXT TO YOU”.

THESE ARE SOME OF OUR PRINCIPLES AND TRADITIONS.

GOLDEN RULE – NO, WE ARE NOT A RELIGIOUS ORGANIZATION OR A “CULT”. WE ARE A “CULTURE!” WE ARE A COMPANY THAT WAS FOUNDED ON CHRISTIAN PRINCIPLES SUCH AS THE “GOLDEN RULE”. NOW, BEFORE ANYONE GETS OFFENDED BY THAT, LET ME POINT OUT THAT I BELIEVE EVERY GOD-BASED FAITH AND EVERY PERSON WITH INTEGRITY HAVE SOMETHING LIKE THE “GOLDEN RULE”, NO MATTER WHAT THEY CALL IT. IT IS SIMPLY, “**DO UNTO OTHERS AS YOU WOULD HAVE THEM DO UNTO YOU**”. WHAT A BASIC, YET PROFOUNDLY SUCCESSFUL WAY TO DETERMINE THE ANSWER TO ANY BUSINESS QUESTION YOU MIGHT HAVE, “**WOULD I WANT THAT DONE TO ME?**” WE ARE SO UNLIKE THE “REAL WORLD” WHERE THE GOLDEN RULE IS, “HE WHO HAS THE GOLD, MAKES THE RULES!” THESE, INSTEAD, ARE SOME OF OUR “GOLDEN RULES.”

PROSPECTIVE CUSTOMERS, HOSTESSES, RECRUITS – I BELIEVE THAT ALL HAVE THE RIGHT TO DECIDE WITH WHOM THEY WILL BOOK, BUY, AND SIGN AN AGREEMENT ... WE JUST DON'T HAVE THE RIGHT TO MANIPULATE THAT DECISION. IF A PROSPECTIVE CUSTOMER HAS A CONSULTANT WHO IS ACTIVELY TAKING CARE OF HER I AM NOT GOING TO BOOK OR RECRUIT HER. IF SHE HAS A FAMILY MEMBER WHO IS LOCAL I AM NOT GOING TO BOOK HER. IF SHE HAS A FAMILY MEMBER *ANYWHERE* I AM NOT GOING TO RECRUIT HER, UNLESS IT IS A DISTANT FAMILY MEMBER AND THEY ARE NOT IN TOUCH. THE COMPANY GUIDELINE IS TO HONOR THE BONDS WITHIN MOTHER/MOTHER-IN-LAW, SISTER/SISTER-IN-LAW, DAUGHTER/DAUGHTER-IN-LAW RELATIONSHIPS. REMEMBER ... THE GOLDEN RULE.

YOUR CUSTOMERS, HOSTESSES – “THE CUSTOMER IS ALWAYS RIGHT.” THIS EXTENDS TO THE HOSTESS TOO, SO BE CLEAR WITH WHAT YOU PROMISE AND WHAT YOU WILL GRACIOUSLY DELIVER.

YOUR RECRUITS – ALWAYS THINK OF HER NEEDS FIRST. SHE SHOULD NOT BE ORDERING PRODUCT THAT SHE DOESN'T WANT OR NEED, JUST TO “HELP YOU”. IF SHE WANTS TO HELP YOU REACH A GOAL AND SHE WILL USE OR SELL THE PRODUCT, THAT IS FINE. AND DON'T “ENABLE” HER AND MAKE HER WEAK BY DOING TOO MUCH FOR HER. GIVE HER YOUR SUPPORT, BUT DON'T DO THE WORK FOR HER.

GO-GIVE SPIRIT – GIVING WITHOUT THINKING OF WHAT WE WILL RECEIVE. MARY KAY WAS FOND OF SAYING, “ALL THAT YOU SEND INTO THE LIVES OF OTHERS COMES BACK INTO YOUR OWN”. THIS CONCEPT IS FROM ONE OF MY FAVORITE VERSES, ECCLIASTES 11:1. “CAST YOUR BREAD UPON THE WATERS AND IN MANY DAYS IT WILL COME BACK TO YOU.” I AM A VERY LITERAL PERSON, SO I WANT IT TO COME BACK RIGHT NOW, IN EXACTLY THE SAME SITUATION ... BUT IT MAY NOT. IT MAY COME BACK IN A DIFFERENT SITUATION, MAYBE MUCH LATER, MAYBE NOT EVEN IN THIS LIFETIME. JUST BE CONFIDENT THAT IT WILL COME BACK.

SISTER CONSULTANTS – WE ARE IN THIS TOGETHER! LET'S SUPPORT AND REINFORCE EACH OTHER THE WAY WE WANT TO BE SUPPORTED AND REINFORCED. SUPPORT YOUR UNIT, YOUR AREA, AND THE COMPANY ... FOR YOUR EVENTS, ARRIVE EARLY AND

STAY LATE, WHENEVER POSSIBLE, TO HELP! BE A TEAM PLAYER NO MATTER WHERE YOU ARE IN YOUR CAREER PATH.

DIRECTORS & NSDs – WE ARE “THE KEEPERS OF THE FLAME.” IT IS OUR RESPONSIBILITY TO LEAD BY EXAMPLE IN ALL ASPECTS OF THIS BUSINESS. IT IS ALSO OUR RESPONSIBILITY TO SUPPORT EACH OTHER AND THE COMPANY.

ADOPTEE PROGRAM – THIS IS ANOTHER PRINCIPLE THAT THE “REAL WORLD” OF BUSINESS CANNOT UNDERSTAND. WE HAVE A SUCCESSFUL ADOPTEE PROGRAM THAT ASKS US TO TAKE CARE OF OTHER CONSULTANTS AND DIRECTORS EVEN WHEN THEY ARE NOT OUR OWN. I WAS ALWAYS ADOPTED AS A CONSULTANT AND AS A DIRECTOR. MY UNIT AND MY AREA GREW ACROSS THE COUNTRY DUE TO THE SUCCESS OF THIS PROGRAM, AND I ENTHUSIASTICALLY SUPPORT AND PRACTICE IT. I BELIEVE THAT THERE IS NO EXCUSE FOR NOT ACCEPTING AND EMBRACING ADOPTEES. WHEN I HEAR OF A DIRECTOR WHO “DOESN'T HAVE ROOM FOR ADOPTEES” I KNOW THAT HER MEETING ISN'T WHERE I WOULD WANT MY CONSULTANT TO GO ANYWAY. IT IS THE SELFISH DIRECTOR THAT LOSES, FOR SOMETIMES ADOPTEES APPRECIATE YOU MORE THAN YOUR OWN MARY KAY FAMILY! THE ADOPTEE PROGRAM IS THE LIVING EXAMPLE OF THE PRINCIPLES OF MARY KAY ASH AND MARY KAY, THE COMPANY. IF YOU ARE ADOPTED INTO A UNIT, MAKE YOURSELF USEFUL. BE THE “AMEN CORNER”. A DIRECTOR WOULD BE CRAZY TO NOT WANT TO KEEP YOU THERE!

PRINCIPLES/ETHICS/INTEGRITY – MARY KAY BUILT OUR COMPANY ON THIS FOUNDATION. SHE HELPED CHANGE THE WAY THE WORLD LOOKS AT BUSINESS. SHE ALWAYS ENCOURAGED US TO “**DO THE RIGHT THING**” IN THE DIFFERENT FACETS OF OUR BUSINESS ... TO “**PUT PEOPLE AND LOVE BEFORE PROFIT AND LOSS**”. TO THIS DAY, THE BEST QUESTION YOU CAN ASK YOURSELF IS, “IN THIS SITUATION, WHAT WOULD MARY KAY DO ... SAY ... WEAR?” I FIND THAT USUALLY, IF YOU HAVE TO ASK THE QUESTION, YOU ALREADY KNOW THE ANSWER. IF STILL IN DOUBT, OR YOU JUST WANT ANOTHER OPINION, CALL YOUR DIRECTOR OR YOUR NATIONAL AND RUN IT BY HER. ONE OF MY FAVORITE QUOTES IS FROM A PLAQUE WHERE TIM AND I ATTENDED COUPLES BIBLE STUDY YEARS AGO. IT READ, “IT’S MUCH EASIER TO DO THE RIGHT THING THAN TO TRY TO EXPLAIN WHY YOU DIDN’T.”

CHARACTER – DOESN’T CHANGE. TOUGH TIMES DON’T CHANGE CHARACTER, THEY REVEAL IT.

COMMON COURTESY – BEING NEW IN A SITUATION (IE. MK) IS NO EXCUSE FOR LACK OF IT. THIS INCLUDES:

BEING ON TIME – WHEN WE ARE LATE WE ARE SAYING THAT OUR TIME IS MORE IMPORTANT THAN OTHER’S.

BE IN THE MOMENT – TURN OFF YOUR CELL PHONE, QUIT TEXT-MESSAGING, QUIT TALKING TO EACH OTHER, LISTEN TO THE PERSON YOU ARE TALKING WITH, OR TO THE SPEAKER IN THE MEETING.

CHILDREN – UNLESS INVITED FOR A SPECIFIC EVENT, THEY NEED TO BE LEFT AT HOME.

MONEY – PAY ON TIME. GET A CHECKING ACCOUNT THAT WILL NOT BOUNCE YOUR CHECKS! DON'T MAKE PEOPLE TRACK YOU DOWN FOR MONEY YOU OWE FOR SOMETHING!

A REALLY GOOD QUESTION TO ASK YOURSELF IN ALL OF THE ABOVE FACETS OF OUR BUSINESS IS, "WHAT IF EVERYONE?"

EVERYONE'S INVISIBLE SIGN – "**MAKE ME FEEL IMPORTANT!**" I WOULD LIKE TO ADD TWO MORE SIGNS: "MAKE ME FEEL COMFORTABLE" AND "WHAT'S IN IT FOR ME?" SINCERELY HEARING AND LISTENING ... EYE CONTACT ... BODY LANGUAGE ... RELATING TO THEM, NOT EXPECTING *THEM* TO RELATE TO *YOU*.

PRAISE PEOPLE TO SUCCESS – THERE WAS NEVER A PLACE FOR NEGATIVITY TOWARD OTHERS. ONE OF MARY KAY'S FAVORITE SAYINGS WAS, "**YOU CAN DO IT**". SHE SAID THAT ABOUT EVERYTHING!

GOSSIP – NO ROOM FOR GOSSIP ABOUT CUSTOMERS, CONSULTANTS, DIRECTORS, NATIONALS ... ANYONE. KNOW THAT SOMEHOW IT WILL GET BACK TO HER.

CRITICISM – MARY KAY SAID, "IF WE MUST CORRECT SOMETHING, SANDWICH IT BETWEEN TWO THICK LAYERS OF PRAISE."

PRIORITIES: FAITH, FAMILY, MARY KAY – THESE SUGGESTED PRIORITIES ARE TO PROVIDE A GUIDELINE FOR BUILDING YOUR BUSINESS, NOT A WAY OF CREATIVELY AVOIDING THE WORK. MARY KAY SAID, "**I HAVE FOUND THAT WHEN I PUT MY FAITH FIRST,**

MY FAMILY SECOND, AND MY CAREER THIRD, EVERYTHING SEEMS TO WORK OUT, WHEN I DON'T, NOTHING MUCH SEEMS TO WORK OUT". IT IS AN ON-GOING BALANCING ACT. JUST WHEN YOU THINK YOU HAVE IT FIGURED OUT, SOMETHING CHANGES. "IT'S ALWAYS SOMETHING!" IT IS SOMETHING GOOD, SOMETHING BAD, SOMETHING NEUTRAL, BUT IT IS ALWAYS SOMETHING, AND IT ALWAYS WILL BE! WE SIMPLY HAVE TO DECIDE IF WE ARE WILLING TO MAKE THE ADJUSTMENTS TO MAKE THIS WORK. MARY KAY SAID WE "PAY THE PRICE FOR SUCCESS." I FEEL THAT WE ENJOY THE PRICE OF SUCCESS, WE PAY THE PRICE FOR MEDIOCRITY!

PRIORITIES AND TIME MANAGEMENT – WITHIN THE MARY KAY BUSINESS ... WORK WHEN YOU CAN. USE YOUR WEEKLY PLAN SHEET, DATEBOOK, WEEKLY ACCOMPLISHMENT SHEET, AND SIX MOST IMPORTANT THINGS LISTS. THESE WERE PRIMARY BUSINESS TOOLS THAT MARY KAY USED, AND TAUGHT US TO USE. WEEKLY PLAN SHEET: CREATE AN "IDEAL WEEK" THAT HAS YOUR PRIORITIES IN ORDER. IT WILL NEVER BE JUST LIKE THAT IN A GIVEN WEEK, BUT AT LEAST YOU HAVE A GOAL. WRITE IN FAITH ACTIVITIES FIRST, THEN IF YOU HAVE A "REAL JOB" WRITE IN THOSE NEXT (NOTICE HOW THAT HAD TO COME BEFORE FAMILY, AND IN SOME CASES FAITH?). NOW WRITE IN FAMILY ACTIVITIES. NOW WRITE IN MK ACTIVITIES. MARY KAY INSTRUCTED US TO WRITE IN OUR WEEKLY MEETING AS OUR MOST IMPORTANT MK ACTIVITY OF THE WEEK. THIS IS WHERE WE NEED TO BE, ESPECIALLY WHEN WE DON'T WANT TO GO. AND IF YOU THINK YOU COULD DO THE

MEETING BETTER THAN YOUR DIRECTOR, IT IS TIME TO BECOME A DIRECTOR YOURSELF! MARY KAY ALSO INSISTED THAT WE ATTEND OUR OWN UNIT AND AREA MEETING UNLESS WE WERE LITERALLY TOO FAR AWAY. THINK ABOUT THE IMPACT OF CONSULTANTS GOING FROM MEETING TO MEETING. MARY KAY CALLED IT “SHOPPING AROUND”. ONE UNFORTUNATE CONSEQUENCE IS THAT A CONSULTANT’S TEAM WILL DO THE SAME TO HER WHEN SHE IS A DIRECTOR.

DATEBOOK: MARY KAY TAUGHT US TO TRACK OUR SALES AS WELL AS OUR APPOINTMENTS IN OUR DATEBOOKS, AND TO SHOW THE SALES AMOUNTS TO PROSPECTIVE RECRUITS.

WEEKLY ACCOMPLISHMENT SHEET: THIS IS NOT ONLY THE WAY YOUR DIRECTOR RECOGNIZES YOUR ACCOMPLISHMENTS FOR THE WEEK, IT IS A VALUABLE DOCUMENT FOR DOING YOUR INCOME TAX.

SIX MOST IMPORTANT THINGS: YOU CAN CREATE YOUR OWN IN YOUR DATEBOOK. IT WILL USUALLY BE MORE THAN SIX!

COMMUNICATION –

LISTEN MORE THAN YOU SPEAK. WHEN YOU ASK A QUESTION, WAIT FOR, AND LISTEN TO, THE ANSWER. ANOTHER WISE MARY KAY THOUGHT, “PEOPLE DON’T CARE HOW MUCH YOU KNOW, TILL THEY KNOW HOW MUCH YOU CARE.” IN ONE OF MY FAVORITE MOVIES, “BEACHES”, THERE IS A LINE BY BETTE MIDLER, “BUT ENOUGH ABOUT ME, LET’S TALK ABOUT YOU ... TELL ME, WHAT DO YOU THINK ABOUT ME?!” I’M SURE YOU’VE MET PEOPLE LIKE THAT!

USE THE DISC PROGRAM. DO NOT JUDGE PEOPLE BY THEIR PERSONALITY TYPE, BUT CONSIDER THE DISC WHEN YOU ARE COMMUNICATING WITH THEM. DO NOT UNDERESTIMATE THE IMPORTANCE OF MAKING PEOPLE ALL FEEL IMPORTANT AND COMFORTABLE IN ORDER TO COMMUNICATE EFFECTIVELY WITH THEM. WHEN DOING A MK PARTY OR AN INTERVIEW CONSIDER THIS:

DOMINANT WANTS YOU TO START AND END ON TIME, GET TO THE POINT, AND FOLLOW THE OUTLINE.

INFLUENCING WANTS EXCITEMENT, COLOR, PICTURES AND LOTS OF ATTENTION FOR HERSELF.

STEADY WANTS BITE-SIZED GRADUAL CHANGE, AND FOR ALL OF IT TO RELATE TO HER FAMILY NEEDS.

CONSCIENTIOUS WANTS TO KNOW THAT EVERYTHING IS IN ORDER, THERE IS A PLAN, AND THAT THE INFO AND RULES ARE ACCURATE.

COMMUNICATE CLEARLY: EUTHANASIA VS YOUTH IN ASIA

COMMUNICATE WHAT THEY NEED TO KNOW: WHERE DID I COME FROM?

WHEN YOU HAVE QUESTIONS: ALWAYS “**ASK UP**”. DO NOT ASK FOR OR TAKE ADVICE FROM SOMEONE WHO IS NOT WHERE YOU WANT TO BE, OR DOING THINGS THE WAY YOU KNOW THEY SHOULD BE DONE.

CONTROL YOUR EMOTIONS – THIS IS A BUSINESS THAT CAN IMPROVE YOUR LIFE, AND IT’S A LOT MORE FUN ALONG THE WAY WHEN WE LEARN TO LIGHTEN UP AND NOT TAKE EVERYTHING

PERSONALLY! ONE OF MARY KAY'S OFTEN-TOLD JOKES WAS THAT OF THE MAN WHO SAID TO A WOMAN, "YOU WOMEN TAKE EVERYTHING PERSONALLY" TO WHICH THE WOMAN CRIED, "WE DO NOT L!" I AM SO GLAD THAT MY RECRUITER, (NOW FUTURE EXECUTIVE SENIOR DIRECTOR" JAN CUSHMAN, HAD ALREADY LEARNED NOT TO TAKE THINGS PERSONALLY WHEN I ATTENDED HER SKIN CARE CLASS. I WAS THE HECKLER! WHEN SHE TURNED THE FLIP CHART TO THE PAGE WITH A PICTURE OF A PINK CADILLAC I ACTUALLY SAID OUT LOUD, "YOU'VE GOT TO BE KIDDING ME, I WOULDN'T BE CAUGHT *DEAD* IN A PINK CADILLAC!" SHE LAUGHED AND THREE HOURS LATER HAD HER FIRST RECRUIT! HAD SHE TAKEN MY COMMENTS PERSONALLY WE WOULD HAVE BOTH LOST OUT! USE THE Q-TIP PRINCIPLE ... QUIT TAKING IT PERSONALLY! I LEARNED EARLY ON NOT TO GIVE SOMEONE THE SATISFACTION OF KNOWING THEY GOT TO ME. THAT IS A MAJOR PART OF THE REASON MARY KAY SAID THE ANSWER IS ALWAYS, "GREAT!" HOW'S YOUR BUSINESS, "GREAT!" REMEMBER, SUCCESS IS THE BEST REVENGE! J TAKE THE BUSINESS SERIOUSLY, WHILE TAKING YOURSELF, AND SOMETIMES YOUR CIRCUMSTANCES, WITH A SENSE OF HUMOR. I HAVE HAD MANY OPPORTUNITIES TO DO THAT! WE OFTEN INVEST WAY TOO MUCH TIME WORRYING ABOUT WHAT OTHERS THINK OF US. ONE OF MY DEAREST FRIENDS AND MENTORS, NOW NSD EMERITUS EDDIE HOWLEY BEGGROW HAD A GREAT WAY OF LOOKING AT THAT. SHE WOULD SAY, "YOU WOULDN'T WORRY SO MUCH ABOUT WHAT OTHERS THINK OF YOU, IF YOU ONLY KNEW HOW INFREQUENTLY THEY DID!"

MANAGE YOUR TIME - ONE OF THE MOST IMPORTANT CONCEPTS THAT I LEARNED FROM MARY KAY WAS WHEN I WAS A NEW SALES DIRECTOR. MARY KAY SAID, “**LET OTHERS LEARN WHILE I EARN.**” BY THIS, SHE SIMPLY MEANT FOR US TO CARRY ON WITH OUR PERSONAL SALES AND RECRUITING AND INVITE *PROSPECTIVE, LEARNING, OR EVEN EXPERIENCED* CONSULTANTS OR DIRECTORS, TO COME ALONG AND OBSERVE US AT WORK. ANOTHER OF MY PRECIOUS MENTORS, THE VERY FIRST CONSULTANT, DIRECTOR, AND NOW NSD EMERITUS, DALENE WHITE, TAUGHT ME TO DO THIS FOR A NUMBER OF REASONS. (1) PEOPLE LEARN MORE OBSERVING THAN JUST HEARING OR READING, AND (2) YOU HAVE CONTINUED TO BUILD YOUR OWN BUSINESS WHILE TEACHING AND MENTORING THEM.

MARY KAY IS FAMOUS FOR ALWAYS SAYING, **NOTHING HAPPENS TILL SOMEBODY SELLS SOMETHING** - I HAVE HELD HUNDREDS AND HUNDREDS OF SKIN CARE CLASSES OVER THE YEARS. EACH ONE WAS *WORTH IT* ... AND THEY CAN BE FOR YOU TOO! IN DECEMBER 1977, WHEN I HAD STARTED OVER YET AGAIN, I WAS FACING SNOW-BLINDNESS IN MY DATE BOOK AND BEGGED THREE OF MY FRIENDS TO COME OVER FOR HOLIDAY LOOKS. I MADE UP A PROGRAM CALLED “CHRISTMAS MORNING, CHRISTMAS DAY, AND NEW YEAR’S EVE”. I SAT OUR THREE-YEAR-OLD JESSICA AT THE TABLE WITH PLENTY OF SNACKS AND SHE OBSERVED HER FIRST SKIN CARE CLASS. OF COURSE SHE WAS A BABY WHO WAS “BORN FORTY”

AND I COULD HAVE TURNED HER LOOSE AT THE WHITE HOUSE. MY FRIENDS THOUGHT THEY ALREADY HAD ALL THE MARY KAY THEY NEEDED BUT THEY SURPRISED THEMSELVES AND BOUGHT \$125 ANYWAY. THAT WAS WHEN THE BLUSH ROUGE WAS THE ONLY CHEEK COLOR WE HAD AND IT COST ABOUT \$2.50. FROM THAT CLASS I NOW HAVE 11 AREA DIRECTORS. HOWEVER, MY BEST EXAMPLE OF THE LONG-TERM BENEFITS OF A SKIN CARE CLASS WAS IN 1979 IN GLENDALE, ARIZONA WHILE TIM WAS IN TRAINING TO FLY THE F-15 FIGHTER. WE LIVED IN A TINY, FOUR ROOM, ROACH INFESTED APARTMENT, JESSICA WAS NOW FOUR, AND REGAN WAS EIGHT MONTHS. REMEMBER, JESSICA WAS ONE OF THOSE PERFECTLY BEHAVED CHILDREN THAT YOU COULD HAVE TAKEN TO THE WHITE HOUSE ... REGAN, YOU WOULDN'T HAVE TAKEN TO A DOG FIGHT! REGAN IS THE ONE THAT DRIVES A PINK CADILLAC NOW! I HAD BEEN A DIRECTOR FOR ALMOST FOUR YEARS, AND HERE I WAS, STUCK IN VERY UNAPPEALING CIRCUMSTANCES THAT I COULD NOT CONTROL. THE ONLY THING THAT I *COULD* CONTROL WAS MY PERSONAL ACTIVITY LEVEL. I DECIDED TO HOLD A SKIN CARE CLASS AT THE KITCHEN TABLE WHILE REGAN TOOK HER AFTERNOON NAP. FOUR OF MY AIR FORCE WIFE NEIGHBORS CAME OVER WITH THEIR *EIGHT CHILDREN*, AND JESSICA ENTERTAINED THE CHILDREN. MIND YOU, THIS WAS LONG BEFORE VIDEOS AND DVDS. I WAS JUST ABOUT TO CLOSE THE CLASS ... *THE MOST IMPORTANT PART* ... WHEN REGAN WOKE UP SCREAMING. NO ONE COULD HOLD HER, NO ONE COULD PACIFY HER, EXCEPT ME. SO, I PUT HER IN HER BACKPACK AND

SHE ATE GRAHAM CRACKERS IN MY LONG HAIR FOR THIRTY MINUTES WHILE WE FINISHED THE CLASS. MORE IMPORTANT THAN THE *FOUR BASIC SKIN CARE CUSTOMERS* WAS THE RECRUIT THAT CAME FROM THAT CLASS. FROM THAT ONE RECRUIT I NOW HAVE 18 AREA DIRECTORS. WAS THE CLASS PERFECT, AND IN PICTURE-BOOK SURROUNDINGS? DEFINITELY NOT! BUT WAS IT *WORTH IT*? ABSOLUTELY!

MARY KAY ASKED US TO HONOR THE PRINCIPLES, IMAGE, AND TRADITION OF OUR COMPANY. BUT THE MOST IMPORTANT THING THAT SHE ASKED WAS THAT WE ...

PASS IT ON!