

THE SIMPLE SUCCESS OF STARS!

SrNSD Pat Danforth... Seminar 2009 Speech

CONGRATULATIONS FOR HAVING THE WISDOM AND COMMITMENT TO YOUR FUTURE THAT YOU “MOVED HEAVEN AND EARTH” TO BE HERE! I, AND ALL OF MY SISTER NATIONALS, APPLAUD YOU! (APPLAUSE FOR CONSULTANTS)

IN 1973 MY HUSBAND, TIM, AND I DROVE TO OUR FIRST SEMINAR AND HAD SO LITTLE MONEY THAT WE SHARED A ROOM WITH MY NEW TEAM MEMBER AND HER HUSBAND. I WAS PREGNANT WITH OUR FIRST DAUGHTER, JESSICA, AND WORE A HOME-MADE PEPTO BISMAL PINK POLYESTER DOUBLE-KNIT MATERNITY DRESS, PONYTAILS, AND MY OILY, BAD COMPLEXION! AS MARY KAY SUGGESTED, WE TOOK A COOLER WITH... **CHEESE AND CRACKERS!** WE COULDN'T AFFORD TO GO, BUT WE **DID IT ANYWAY.**

I HAD BECOME A MARY KAY CONSULTANT IN MARCH 1973. I WAS 24 YEARS OLD (DO THE MATH... I'M NOW 61), THREE YEARS OUT OF COLLEGE WITH A DEGREE IN HOME ECONOMICS EDUCATION, AND HAD BEEN MARRIED TWO YEARS. IN THOSE TWO YEARS WE HAD ALREADY MOVED TWICE WITH MANY MORE MOVES AHEAD OF US IN TIM'S 20 YEAR AIR FORCE CAREER. I WAS VERY FORTUNATE TO BE INTRODUCED TO THE MARY KAY PRODUCT AND OPPORTUNITY BY NOW FUTURE EXECUTIVE SENIOR DIRECTOR JAN CUSHMAN WHO **LEAD BY EXAMPLE** IN EVERY FACET OF MARY KAY PHILOSOPHY, INTEGRITY, AND TRADITIONS. 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 (DID I SAY, “OILY SKIN?”). 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.** I HAD NEVER PLAYED ON A

TEAM; EXCEPT FOR A WOMEN'S SOFTBALL TEAM AS A NEWLYWED, AND MY ONLY POSITION OF LEADERSHIP WAS PLEDGE CLASS PRESIDENT IN MY COLLEGE SORORITY. THE SELLING, TEAM, AND LEADERSHIP SKILLS I HAVE NOW, I LEARNED IN MARY KAY.

TODAY WE LIVE IN A VERY COMPLICATED WORLD. THERE IS TOO MUCH INFORMATION, TECHNOLOGY, AND OFTEN, STRESS. BUT OURS IS A VERY SIMPLE BUSINESS, NOT "EASY", BUT "SIMPLE!" AN EXPRESSION I HEARD MARY KAY USE HUNDREDS OF TIMES WAS, **"KISS"... KEEP IT SIMPLE SWEETIE!** WHEN WE STAY WITH MARY KAY'S BASICS WE HAVE ALL THE BUSINESS ANSWERS WE NEED. **BOOK, COACH, SELL, BUILD-YOUR-TEAM** WAS MARY KAY'S FORMULA FOR SUCCESS. THINK ABOUT THE SIMPLICITY OF THAT... AND THINK ABOUT WHAT HAPPENS WHEN WE DON'T KEEP THE STEPS IN THAT ORDER... NOTHING MUCH WORKS.

QUOTING MARY KAY'S SIMPLICITY IS SIMILAR TO THE BOOK **"ALL I REALLY NEED TO KNOW, I LEARNED IN KINDERGARTEN.** THROUGH MY 36 YEARS I HAVE LEARNED THIS SIMPLICITY FROM MARY KAY HERSELF, AND FROM THE WOMEN WHO WOULD BECOME MY NSD SISTERS.

SOOOO... BECAUSE PEOPLE DON'T SEEM TO GET TIRED OF HEARING MARY KAY'S WORDS... I WILL BE SHARING A LOT WITH YOU TODAY; FOR EXAMPLE, **FAITH FIRST, FAMILY SECOND, MARY KAY BUSINESS THIRD... IN THAT ORDER EVERYTHING WORKS AND OUT OF THAT ORDER NOTHING MUCH DOES.**

HOWEVER, MARY KAY WAS ALWAYS VERY QUICK TO POINT OUT THAT WHEN YOU WANT TO REACH HIGHER GOALS IN THIS BUSINESS, YOUR BUSINESS HAS TO COME THIRD, NOT THIRTY-THIRD. SO OFTEN WE USE THE FIRST TWO PRIORITIES, FAITH AND FAMILY, AS EXCUSES, NOT REASONS FOR BUILDING A CONSISTENT AND THEREFORE SUCCESSFUL BUSINESS.

NSD MICKEY IVEY TEACHES THAT **BALANCE IS REALLY LEARNING TO BE FLEXIBLE, COMPARTMENTALIZE, AND TRANSITION FROM THE “FAITH BOX” TO THE “FAMILY BOX” TO THE “MARY KAY BOX”.**

MARY KAY ALWAYS TALKED ABOUT **DREAMING BIG**... NOT GETTING **PARALYSIS OF ANALYSIS**... THAT **CONSISTENCY IS THE KEY**... AND THAT **YOU CAN EAT AN ELEPHANT A BITE AT A TIME.**

AT MY FIRST SEMINAR NSD RUBY LEE READ HER FIRST YEAR'S **EMPTY DATE-BOOK** AND CONVINCED US THAT **WE BUILD THIS BUSINESS “ONE FACE AT A TIME” AND TO NEVER QUIT.**

NSD MOLLY MORROW WAS RECOVERING FROM A LIFE-THREATENING ILLNESS BUT WAS THERE IN A WHEELCHAIR INSPIRING US TO **TAKE GOD AS OUR PARTNER AND GIVE HIM THE GLORY.**

AT THAT SEMINAR MARY KAY SAID **HITCH YOUR WAGON TO A STAR.** NSD ANITA GARRET-ROE WAS ON-STAGE, ALSO PREGNANT, AND IN HER LITTLE RED RIDING HOOD DIRECTOR SUIT AND CAPE. YOU MAY HAVE SEEN THAT SUIT ON DISPLAY IN THE MARY KAY MUSEUM, IT IS CERTAINLY A **CLASSIC.** WELL, I HITCHED MY WAGON TO THOSE STARS! I WANTED TO BELIEVE THAT **IF THESE WOMEN CAN DO IT, I CAN DO IT TOO.**

AND ALL OF THEM WERE TALKING ABOUT **RELATIONSHIPS**... EVEN THOUGH THEY MIGHT NOT HAVE CALLED IT THAT AT THE TIME. I LEARNED MARY KAY'S AXIOM... **MAKE ME FEEL IMPORTANT**... I BELIEVE A GORILLA COULD HAVE WALKED INTO A ROOM WHEN MARY KAY WAS TALKING WITH YOU AND SHE WOULDN'T EVEN HAVE LOOKED UP. SHE EXPECTED EXCELLENCE OF US, BUT SHE WAS ALSO A KIND WOMAN. SHE ALWAYS CHOSE TO BE **NICE**... *IN THE WORDS OF STEPHEN GRELLET, A FRENCH/AMERICAN RELIGIOUS LEADER IN THE 18TH CENTURY, “I EXPECT TO PASS THROUGH THE WORLD BUT ONCE. ANY GOOD THEREFORE THAT I CAN DO, OR ANY KINDNESS I CAN*

SHOW TO ANY CREATURE, LET ME DO IT NOW. LET ME NOT DEFER IT, FOR I SHALL NOT PASS THIS WAY AGAIN."

I WANTED MARY KAY TO KNOW WHO I WAS BECAUSE I HAD EARNED IT... NOT JUST MARY KAY THE WOMAN, BUT ALSO MARY KAY THE COMPANY AND SALES FORCE. I WAS WILLING TO WATCH, LISTEN, AND LEARN AT EVERY OPPORTUNITY. IS THAT A DREAM IN YOUR HEART? DO YOU HAVE YOUR PICTURE TAKEN WITH EVERY PRIZE AND CAR YOU WANT, AND "EVERYONE WHO IS ANYONE"? DO YOU SHOW UP EARLY AND STAY LATE TO HELP WITH YOUR MARY KAY EVENTS? DO YOU ALWAYS HAVE GUESTS? ARE YOU TAKING NOTES RIGHT NOW IN YOUR SEMINAR NOTEBOOK? BE SURE THAT THEY ARE IN INK! MARY KAY TAUGHT **THAT THE FAINTEST INK IS FAR BETTER THAN THE MOST RETENTIVE MEMORY!**

DO YOU HAVE A GOAL POSTER? DO YOU HAVE A GOAL PLAN THAT YOUR MENTOR HAS SUPPORTED YOU IN CREATING? DO YOU HAVE YOUR FAMILY AND FRIENDS BEHIND YOU, OR DO YOU NEED TO PUT ON A RAINCOAT AND EAR PLUGS?

DO YOU HAVE A POSITIVE MENTAL ATTITUDE? INSTEAD OF SAYING, "I'M NO GOOD AT..." HAVE YOU LEARNED TO SAY, "I'M GETTING BETTER AND BETTER AT..."? I PARTICULARLY LOVE "I THINK I'M TRYING TO GET THE FLU." I ALWAYS ASK, "WHY". WHEN SOMEONE ASKS YOU HOW YOU ARE DO YOU SAY, WITHOUT EVEN THINKING, "GREAT!?" NOW, IF YOU ARE HAVING ONE OF THOSE DAYS, SIMPLY SAY, "UNBELIEVABLE!" OK, SO NOW, WHEN I ASK, RESPOND WITH "GREAT"... HOW ARE YOU? (PAUSE) NOW, WHEN I ASK, RESPOND WITH "UNBELIEVEABLE"... HOW ARE YOU? (PAUSE) GUESS WHAT, YOU WERE SMILING MUCH MORE WHEN YOU SAID "UNBELIEVABLE!"

MARY KAY TAUGHT, **YOU CAN DO EVERYTHING WRONG WITH THE RIGHT ATTITUDE AND SUCCEED... IF YOU THINK YOU CAN, YOU CAN... IF YOU THINK YOU CAN'T, YOU'RE RIGHT**

“KISS”, KEEP IT SIMPLE, SWEETIE WITH YOUR COMMUNICATION. WHEN YOU TELL TOO MUCH ABOUT THE PRODUCT WHILE APPROACHING A NEW CONTACT, YOU HAVE GIVEN HER A “VERBAL FACIAL” AND SHE NO LONGER NEEDS ONE! BEWARE OF T.M.I. TOO MUCH INFORMATION! AN EXAMPLE IS: LITTLE SIX-YEAR-OLD JIMMY WHO ASKED HIS MOTHER WHERE HE CAME FROM. WELL, SHE HAD ALWAYS HEARD THAT WHEN THEY ASK THE QUESTION THEY ARE READY FOR THE ANSWER, SO SHE LAID THE WHOLE TRIP ON HIM. WHEN SHE FINISHED SHE ASKED IF HE HAD ANY QUESTIONS. HE DID: BUT SAMMY COMES FROM OHIO. NOT ONLY HAD SHE GIVEN HIM TOO MUCH INFORMATION, SHE HADN'T EVEN ANSWERED HIS QUESTION!

IT IS EQUALLY IMPORTANT TO BE CLEAR IN OUR COMMUNICATION. WHEN JESSICA WAS STUDYING HER PRE-MED COURSES IN COLLEGE SHE WAS DATING A GUY IN PRE-LAW. WHEN HE ASKED IF SHE HAD ALOT OF WORK TO DO OVER THE WEEKEND SHE TOLD HIM SHE HAD TO WRITE A PAPER ON EUTHANASIA. HE ASKED WHY SHE HAD TO WRITE A PAPER ON YOUTH-IN-ASIA!!

DO YOU LOOK THE PART OF A SUCCESSFUL INDEPENDENT MARY KAY BEAUTY CONSULTANT OR DIRECTOR? DO YOU REALIZE THAT A WOMAN IN SLACKS IS STILL A WOMAN, BUT A WOMAN IN A SKIRT LOOKS LIKE A LADY!

HOW IS YOUR TOTAL IMAGE, BOTH INSIDE AND OUT? IF MARY KAY WERE STANDING NEXT TO YOU WOULD YOU: WEAR THAT, DO THAT, SAY THAT, TREAT THAT PERSON OR SITUATION THAT WAY? YOU KNOW, I BELIEVE THAT EVER SINCE MARY KAY DIED ON THANKSGIVING DAY 2001, SHE IS WITH EACH OF US EVERYDAY, WATCHING WITH PRIDE AS WE CARRY ON HER DREAM... TO **“PASS IT ON!”**

IN MY 36 YEARS WITH MARY KAY THERE HAVE BEEN SO MANY MORE SEMINARS, LEADERSHIP CONFERENCES, CAREER CONFERENCES, CITY-WIDE

EVENTS, WEEKLY SUCCESS MEETINGS, AND SMALL GROUPS GATHERED AROUND THE KITCHEN TABLE. FROM EACH I GAINED MORE WORDS OF WISDOM.

NSD DALENE WHITE HAS BEEN A WONDERFUL MENTOR TO ME, EVEN THOUGH WE ARE NOT IN THE SAME FAMILY LINE. FOR SOME UNKNOWN REASON SHE TOOK A PERSONAL INTEREST IN ME YEARS AGO, AND FOR THAT I WILL ALWAYS BE GRATEFUL! DALENE'S BASIC AND BRILLIANT APPROACH TO BUILDING YOUR TEAM OR UNIT IS TO **LET THEM LEARN WHILE I EARN**... IN OTHER WORDS, TO KEEP BUILDING YOUR PERSONAL SALES AND TEAM WHILE TAKING OTHERS ALONG WITH YOU TO OBSERVE. WHEN COACHING THEM ABOUT OBSERVING, YOU CAN PUT THEM (AND YOU) AT EASE BY SAYING, **FOR MY SAKE I HOPE IT'S A \$500 CLASS WITH TWO BOOKINGS AND A NEW TEAM MEMBER... BUT IF IT ISN'T, YOU'LL LEARN A LOT MORE!**

BEING WILLING TO TAKE PROSPECTS AND TEAM-MEMBERS IS A PART OF "GETTING OVER YOURSELF"! MY PRECIOUS FRIEND, NSD EDDIE HOWLEY BEGGROW SAYS **YOU WOULDN'T WORRY SO MUCH ABOUT WHAT PEOPLE THINK OF YOU IF YOU ONLY KNEW HOW INFREQUENTLY THEY DID!**

AFTER JESSICA WAS BORN DALENE TOLD ME THAT I NEEDED TO **HIRE HELP...** **TO NOT LET THE PENNIES GET SO CLOSE TO MY EYES THAT I COULDN'T SEE THE DOLLAR SIGNS IN OUR FAMILY'S FUTURE! TO NOT SPEND DOLLAR TIME ON PENNY JOBS. TO DO IT, DELEGATE IT, OR DELETE IT!** I FOLLOWED HER ADVICE AND HIRED A NANNY/HOUSEKEEPER ON A MONDAY. BY FRIDAY I ACTUALLY HAD THE MONEY TO PAY HER! WHAT I BELIEVE WITH ALL MY HEART IS THAT IF HAD PERSONALLY WASHED ALL THE DISHES AND MADE ALL THE BEDS EXACTLY WHEN THEY NEEDED IT, I WOULDN'T BE LOOKING OUT THE KITCHEN OR BEDROOM WINDOWS OF THE AMAZING HOME WE LIVE IN NOW! AND IF I HAD DONE EVERYTHING FOR JESSICA AND OUR YOUNGER

DAUGHTER, REGAN, THEY WOULDN'T BE THE CAPABLE AND RESPONSIBLE WOMEN THEY ARE TODAY.

AND SPEAKING OF OUR AMAZING DAUGHTERS, JESSICA IS NOW A DOCTOR AND AN ATTORNEY, PRACTICING HEALTH-CARE LAW. REGAN IS AN HONOR SOCIETY, FOUR-TIME UNIT CLUB DIRECTOR.

THE AIR FORCE MOVED US TWELVE TIMES DURING MY FIRST FIFTEEN YEARS IN MARY KAY. TWO YEARS AFTER THAT FINAL MILITARY MOVE WE DEBUTED AS A NATIONAL AREA. BECAUSE OF THOSE MOVES I NEVER HAD THE OPPORTUNITY TO GET “**EXECUTIVITIS**” ... I HAD TO KEEP BUILDING NEW CUSTOMERS, NEW TEAM MEMBERS, AND NEW UNIT MEMBERS OR I WOULDN'T HAVE HAD ANY LOCAL FRIENDS TO HANG OUT WITH. NSD ANN NEWBURY SAYS THAT EXECUTIVITIS IS **SITTING AT YOUR COMPUTER EXPECTING TO BROADEN YOUR BASE OF CUSTOMERS, AND TEAM OR UNIT MEMBERS WHEN ACTUALLY THE ONLY THING YOU ARE BROADENING IS YOUR BEHIND!** I CALL EXECUTIVITIS **REARRANGING THE DECK CHAIRS ON THE TITANIC**. THAT SHIP IS GOING DOWN AND ALL THOSE PRETTY LITTLE DECK CHAIRS WILL GO WITH IT!

NSD BARBARA SUNDEN SAYS **STAY CLOSE TO THE PRODUCT... EVERY FACET OF OUR BUSINESS BEGINS WITH SHARING THE PRODUCT!**

ONE OF THE MOST CREATIVE AND FUN WOMEN I KNOW IS NSD CINDY WILLIAMS. CINDY ENCOURAGES US TO “**FIND OUR JOY**” AND MAKE IT ALWAYS AN IMPORTANT PART OF HOW WE BUILD OUR MARY KAY BUSINESS. MY JOY HAS ALWAYS BEEN WORKING WITH THE PRODUCT AND PEOPLE, PLUS TRAVELING. WITH ALMOST 200 AREA DIRECTORS I HAVE LITTLE TIME FOR A PERSONAL SALES BUSINESS, BUT MY TRAVEL SCHEDULE IS PACKED THIS FALL WITH TRIPS TO OUR INDEPENDENT SALES DIRECTORS AND CONSULTANTS ALL ACROSS THE UNITED STATES AND I AM SOOOO EXCITED!

I HAVE A VERY INDEPENDENT HUSBAND WHO LOVES HIS OWN PROJECTS ON OUR PROPERTY, I HAVE NO CHILDREN AT HOME, AND I HAVE WONDERFUL OFFICE STAFF. TRAVEL IS NOT DIFFICULT FOR ME! TRAVEL MAY NOT BE YOUR DREAM... IF IT ISN'T DON'T DO IT. MARY KAY ALWAYS TOLD US **DON'T COMPLAIN ABOUT DRIVING ACROSS TOWN FOR AN APPOINTMENT UNTIL YOU HAVE BOOKED ALL THE WOMEN IN YOUR NEIGHBORHOOD!**

ANOTHER BEST FRIEND FOREVER IS NSD SUZANNE BROTHERS WHO HAS THE BIGGEST HEART, AND A SENSE OF HUMOR TO MATCH. SHE SUGGESTS THAT WE **TAKE OUR BUSINESS SERIOUSLY BUT TAKE OURSELVES WITH A SENSE OF HUMOR.** SHE TEACHES TO **BE IN THE MOMENT** AND THAT **STUDIES SHOW OUR PRODUCTIVITY DOES NOT INCREASE WHEN WE MULTI-TASK, IT ACTUALLY DIMINISHES... BY MORE THAN 20%!**

I WILL NEVER FORGET NSD WYNNE LOU FERGUSON TEACHING ABOUT **GOLDEN RULE THINKING**... NOT HE WHO HAS THE GOLD MAKES THE RULES... BUT TRULY FOLLOWING THE PRINCIPLE OF DOING UNTO OTHERS THE WAY YOU WOULD HAVE THEM DO UNTO YOU. SHE BELIEVED THAT WE ARE CREATING THE LEGACY FOR OTHERS TO FOLLOW... IT IS LIKE A RIPPLE EFFECT ON THE WATER.

I HAVE ALSO LEARNED... THE HARD WAY... TO **NEVER MISS A PRIZE OR RECOGNITION!** THERE WAS A COMPANY CONTEST FOR A SEMINAR IN THE MID-SEVENTIES AND ALL THE DIRECTORS IN THE COMPANY WERE DIVIDED INTO TEAMS. MY TEAM CAPTAIN WAS NSD ARLENE LENARZ. SHE CALLED, SHE COACHED, I DIDN'T DO IT... AND I DIDN'T GO ON THE TRIP TO ENGLAND WITH MY TEAM. I WATCHED THEM GO ON-STAGE AND GET THEIR TICKETS AND I VOWED TO NEVER LET THAT HAPPEN AGAIN. YES, I MISSED MANY OTHER FUTURE GOALS, BUT FEW THAT DEPENDED SOLELY ON MY ACCOMPLISHMENTS. MY BE A **GLAD I DID INSTEAD OF A WISH I HAD** DECISION EARNED ME MY VERY FIRST SAPPHIRE STAR CONSULTANT AWARD WHEN

THE LADDER PROGRAM BEGAN IN JANUARY 1977. I DIDN'T NEED THE PRODUCT BUT I WAS SO WILLING TO COMMIT AND TO SELL IT. THAT THE VERY NEXT QUARTER I NEEDED A RUBY STAR ORDER AND RARELY MISSED A QUARTER IN SPITE OF THE MOVES!

PROBABLY MY BIGGEST "GLAD I DID" WAS WHEN TIM AND I MADE THE DECISION THAT I WOULD COMMUTE WITH OUR FIVE AND ONE YEAR OLDS TO VISIT HIM DURING HIS THREE YEAR F-15 FIGHTER ASSIGNMENT IN GERMANY. I HAVE TO SAY THAT DURING THOSE YEARS MY "THEME SONG" WAS GLORIA GAYNOR'S "I WILL SURVIVE"!!!

PART OF WHAT GOT ME THROUGH THOSE THREE YEARS WAS HEARING NSD SUE KIRKPATRICK SPEAK FROM THE #1 UNIT QUEEN'S THRONE, SAYING DON'T WORRY ABOUT THE RESULTS, FOCUS ON THE EFFORT. SUE DIDN'T KNOW ME, BUT SHE WAS SPEAKING TO ME AS I SAT IN THE NOSE-BLEED SECTION RIGHT UP THERE. (POINT) MY EFFORTS REALLY WERE ALL I COULD CONTROL IN MY LIFE, BUT WE MADE IT HAPPEN AND THOSE THREE YEARS ENDED AS I EARNED THE USE OF MY SECOND PINK CADILLAC AND MY THIRD DIAMOND BAR PIN. INCIDENTLY, WE EARNED THE USE OF OUR FIRST CADILLAC BY ONE ORDER... WHAT DOES A "ONE ORDER" DIRECTOR DRIVE? A PINK CADILLAC. WE NEVER MISSED ONE FROM THEN ON.

AFTER THAT ASSIGNMENT WE CELEBRATED WITH THE GIRLS AT DISNEY WORLD FOR OVER A WEEK ON THE WAY TO OUR NEXT ASSIGNMENT CLEAR ACROSS THE COUNTRY... AGAIN!

OUR UNIT'S NEXT BIG ACCOMPLISHMENT WAS A TOP DIRECTOR TRIP, WHICH WE ALSO EARNED BY ONE ORDER. AS I STOOD ON STAGE NEXT TO MY SWEET FRIEND NSD JAN HARRIS, COMPARING OUR ONE ORDER WINS, LITTLE DID I KNOW THAT IN EXACTLY FIVE YEARS JAN AND I WOULD SHARE THE STAGE DEBUTING AS NSDS! WHAT DO THEY SAY TO A BARELY-MADE-IT TRIP

WINNER? BON VOYAGE!!! AND WHAT DO THEY CALL A BARELY MADE IT NSD? A NATIONAL. JAN ADMONISHES US TO LEAD WITH OUR HEARTS AND TO ALWAYS BE IN THE MOMENT WITH WHOMEVER IS PRESENT OR ON THE PHONE WITH US.

THROUGH IT ALL, I HAD NO MAGIC APPROACH. I BEGAN MY CAREER WITH NO CONFIDENCE IN MEETING WOMEN; I WOULD RATHER “EAT A WORM” THAN ASK SOMEONE FOR A BOOKING. BUT MARY KAY HAD SAID, YOU PAY THE PRICE FOR SUCCESS... I WAS WILLING TO DO THAT, AND IN THE PROCESS I LEARNED THAT YOU ALSO ENJOY THE PRICE OF SUCCESS OR YOU PAY THE PRICE FOR MEDIOCRITY. SOMEWHERE ALONG THE LINE I HAD HEARD A GUEST SPEAKER AT A WORKSHOP SAY AN OBSTACLE IS SOMETHING THAT DETERMINES WHETHER YOU REALLY WANTED SOMETHING OR JUST THOUGHT YOU DID. I REALLY DID WANT SUCCESS IN MY CAREER. DO YOU?

SURE, I HAD OBSTACLES, JUST AS YOU WILL. ALL OF US HAVE DIFFERENT OBSTACLES. SOME OF MINE WERE: MULTIPLE MINOR SURGERIES, AS WELL AS PLASTIC SURGERIES FOR SKIN CANCER ON MY FACE (FROM SUN ABUSE DURING MY PRE MARY KAY YEARS), JAW SURGERY, BACK SURGERY, AND BREAST CANCER. I KNOW THAT I AM ALIVE TODAY BECAUSE OF NSD RENA TARBET MODELING FOR US ACCEPTANCE, ACTION, DETERMINATION, AND PERSISTENCE. I ALSO HAD SHINGLES, BELL'S PALSY, AND EYE SURGERY. FORTUNATELY, FROM MY FRIEND NSD KATHY RASMUSSEN, I HAD LEARNED THAT WE NEED TO WORK WHEN WE CAN SO THAT WHEN WE CAN'T OUR COMPANY, OUR ORGANIZATION, AND OUR MOMENTUM CARRY US. IN OUR CAREER PATH, “SOMETIMES SURVIVAL IS SUCCESS.”

BUT, WOULD YOU LIKE TO KNOW THE MOST IMPORTANT “SECRET” TO SUCCESS IN MARY KAY? (PAUSE) WHEN YOU WANT TO BE A STAR IN MARY KAY... YOU HAVE TO BE A STAR... CONSULTANT! I BELIEVE THAT. THE SIMPLE ANSWER TO ANYTHING IN OUR BUSINESS IS TO SELL SOMETHING.

MARY KAY RIGHTLY INSISTED THAT **NOTHING HAPPENS UNTIL SOMEONE SELLS SOMETHING**. DON'T JUST GO SHOPPING, OUR VERSION OF "RETAIL THERAPY" NEEDS TO BE US RETAILING THE PRODUCT TO OUR CUSTOMERS!!!

SO MARY KAY HAD TAUGHT ME... WHEN ALL ELSE FAILS... **SELL SOMETHING!** AND ALL SHE ASKED US WAS TO **PASS IT ON**

WHEN YOU CAN'T BELIEVE IN YOURSELF, **LEAN INTO THE BELIEF OF OTHERS**. YOU WILL NOT ONLY SURVIVE YOU WILL THRIVE , BECAUSE **WHEN YOU DO THE THINGS YOU OUGHT TO DO WHEN YOU OUGHT TO DO THEM, THEN SOMEDAY YOU CAN DO THE THINGS YOU WANT TO DO WHEN YOU WANT TO DO THEM. WHATEVER YOU DO... OR DREAM YOU CAN DO... BEGIN IT.**

SOMETIMES PEOPLE ASK HOW TIM HAS FELT ABOUT MY SUCCESS. IT'S IMPORTANT TO REALIZE THAT WE ARE NOT OVERNIGHT SUCCESSES IN THE SPOTLIGHT. OUR FAMILY RELATIONSHIPS GROW AS OUR BUSINESS GROWS. WHEN TIM WOULD NEED TO DRIVE MY CADILLAC AND PARK IN THE COMMANDER'S SPACE OTHER FIGHTER PILOTS WOULD SAY TO HIM, HOW CAN YOU DRIVE A PINK CADILLAC, AND HE WOULD SAY, "WHAT COLOR CADILLAC DOES YOUR WIFE EARN THE USE OF?" WHEN THEY WOULD DISCOVER MY INCOME AND ASK, "DOESN'T IT BOTHER YOU THAT YOUR WIFE MAKES MORE MONEY THAN YOU DO?" HIS REPLY WAS ALWAYS, "NO, SHE ALSO MAKES MORE MONEY THAN YOU DO!" IN A SPEECH ONCE, OUR DIRECTOR DAUGHTER, REGAN, SAID, "THE AIR FORCE AND DELTA AIRLINES PROVIDED OUR LIVING, BUT MARY KAY ENHANCED OUR LIFESTYLE!"

I AM SO PROUD OF OUR MARY KAY CORPORATE EXECUTIVES FOR SETTING SUCH AN AUDACIOUS GOAL: "5 by 50!" WOW! WE WILL DO \$5 BILLION IN WHOLESALE SALES BY THE COMPANY'S 50TH ANNIVERSARY. LET ME ASK, WHAT OTHER COMPANY IN THE UNITED STATES IS SETTING AND REACHING GROWTH GOALS? HMMMMM... LET ME THINK... THAT WOULD PROBABLY BE

NONE. THIS IS A GOAL FOR WHICH WE ALL MUST STEP UP TO THE PLATE!
WE WILL ABSOLUTELY DO THIS FOR OUR COMPANY PRIDE AND FOR MARY
KAY, BUT WE WILL NEED STARS IN OUR EYES. WE MUST EMBRACE THE STAR
CONSULTANT PROGRAM AS NEVER BEFORE. WE MUST INDIVIDUALLY
COMMIT TO THE CONSISTENCY AND WORK ETHIC THAT WILL EARN US STARS
EVERY QUARTER. YOU MAY HAVE \$0 WHOLESAL IN FOR THE QUARTER
TODAY, BUT YOU CAN BE A STAR AT THE END OF THIS QUARTER. AND WHEN
YOU ARE IT WILL JUST BE THE BEGINNING. YOU WILL GO FAR!

I WOULD LIKE TO END WITH A VERY APPROPRIATE MESSAGE. I WOULD SING
THIS FOR YOU, BUT MY GOAL IS TO MOTIVATE YOU, NOT CLEAR THE ARENA!

WHEN YOU WORK AND EARN YOUR STAR
MAKES NO DIFFERENCE WHO YOU ARE
ANYTHING YOUR HEART DESIRES
YOU'LL EARN FOR YOU

WHEN YOUR HEART IS IN YOUR DREAM
NO CHALLENGE IS TOO EXTREME
WHEN YOU WORK AND EARN YOUR STAR
AS WINNERS DO

LIKE A BOLT OUT OF THE BLUE
FAITH STEPS IN AND SEES YOU THROUGH
WHEN YOU WORK AND EARN YOUR STAR
YOUR DREAMS COME TRUE!