

## RULES OF SUCCESS IN MARY KAY

by Linda Quillin

I have a question for YOU...WHY do some consultants & directors achieve more than others? Have you ever wondered this? Why does NSD Gloria Mayfield Banks earn over \$60,000 a month??? We all have the same showcase! Of course the length of time in MK makes a difference as well as the Sovereign will of God. But other than that, WHAT IS IT??

In every part of life there are **RULES**...so to speak. If you want to play baseball, you have to know and play by the rules. If you don't, you're out of the game. Not everyone will hit home runs like Babe Ruth did, but if you hang in there, have an overwhelming PASSION for the game, practice a lot and do what he did to train, who knows?? (Remember, he struck out more than anyone in the league, too.)

You also must realize that there is not a big difference between success and failure. The winner of the Kentucky Derby and 2nd place was only miniscule inches! The gold medalist and 10th place was just a few points.

In Mary Kay, it is just a few more hours a week, a few more people asked, or the smart use of those hours. There's a big difference over a year in the consultant who held 3 facials a week and the one who held 3 classes a week. The same amount of time is spent preparing and really even presenting the product, but the results are very different. It's also much easier to book more classes when you are at a class, because you have 3 chances instead of the one! You can use the correct booking approach at a class and the 4-Point Recruiting plan neither of these work as effectively at a facial. Again, facials are not bad, just not as effective.

Here are the **Mary Kay Rules** you must abide by in order to move up and ahead:

1. **Develop & Control your Attitude.** This is a daily effort and a daily decision. It's not what happened to you, as much as what happens IN you! Expect to win, expect the best, expect a yes. No, you won't actually win every single time, but you will a lot more than the person who doesn't expect to. Remember, a baseball player who bats .300 is considered outstanding at

bat, but it also means he struck out 7 out of 10 times. Have a goal with a burning desire to reach it. It makes a difference for your attitude!

2. **Hold Skin Care Classes.** Classes, not facials. Facials are great. Facials re fillers. Classes must be held to move ahead. Read the 3rd paragraph above again! If you just said, "but my people won't book classes" go back to rule #1!

3. **Use the Correct Booking Approach.** ...word for word at every class to keep having classes. And by all means... EVERY single new skin care set must be rechecked... make this a smart way to increase those bookings... (You sell 3 new skin care sets, then you must have 3 new bookings with them) Other booking ideas are fine, but none are as effective as this one. It's a rule...don't leave a class without a class!!

4. **Use the Four Point Recruiting Plan at EVERY class.** YOU are the messenger with a story to tell. You don't have any idea if she'll be good or not. JUST ASK! You could be the answer to her prayer. ASK!!!

5. **Attend ALL Success Meetings and Advanced Trainings.** Be wise enough to know that you don't know it all. Be eager enough to constantly want to learn more about yourself and this business. School is NEVER out for the pro. If you don't learn something new, you still need the energy that's put out from all the achievers and dreamers and doers in that room. We need each other.

6. **Think EXCELLENCE!** Use positive thoughts to propel you forward. Cancel all negatives and refuse to accept negativity from anyone around you. Use positive affirmations to let go of disappointments, no's and frustration. The faster you can move thru disappointment, the faster you will move up the Ladder of Success. You don't worry, you work and pray.

7. **This should be #1...Successful people have a daily personal walk with God.** That's how you can do #6! Every National Sales Director and Top Director is a master at these things. Gloria Mayfield Banks just held more classes and taught more people how to hold classes than anyone else. YOU could too!

"If you are lucky enough to find a way of life you love, you have to find the courage to live it." -- John Irving

Champions, pray for that courage... *GO TO WORK TODAY!* A magnificent future awaits you...the game has begun, you know the rules, let's play it **FULL OUT!**

I challenge you to put these 7 rules up on your mirror...and commit to following them. Everything else will follow...and your success is guaranteed!!! Here's a condensed list of the above 7 for you to print out:

### **Mary Kay Rules**

- 1. Develop & Control your Attitude.**
- 2. Hold Skin Care Classes.**
- 3. Use the Correct Booking Approach.**
- 4. Use the Four Point Recruiting Plan at EVERY class.**
- 5. Attend ALL Success Meetings and Advanced Trainings.**
- 6. Think EXCELLENCE!**
- 7. Successful people have a daily personal walk with God.**