

TEN STAGE OF GOAL SETTING

1. Excitement...Yahoo! I'm so excited about being in my power start, red jacket, etc. I'm committed to myself and my Director to complete this goal!!! I need the income and a new care and I'm ready to make it happen.
2. Making Plans...I can see it now! I've made my list of 25 contacts for booking and recruiting. I just know my best friends will book a party or want to be on my team. WOW, I'm so excited I just know I'm going to be successful!
3. Beginning...I've set the start date, beginning is winning and I'm going to get on that phone!
4. Shaky Beginning...I finally got someone to answer the phone (the first 10 didn't answer) and I have my first booking. I'm happy to have one on my datebook. I'm going to do this my way and I know that car will be mine soon!
5. I can see it happening...I have my first five classes and two interviews booked!!! This is definitely my time, why not me, why not now, I'm excited!!!
6. This is harder than I thought...four of my five classes cancelled. The two interviews held but they both said NO. I did get two more bookings for the month. I still have people on my list to cal, but I'm finding this a bit challenging, maybe no one really wants to book with me.
7. THE BIG ONE: DENIAL OF THE GOAL AND RATIONALIZING...I Really Don't need my red jacket, or that car. We could use the extra money, but it isn't a necessity, we are doing fine. My family really doesn't want me on the phone so much or gone two or three nights a week. They are beginning to complain, the house is a mess, the clothes need washing, I haven't cooked three meals a day lately, and besides, I can do this in the summer or start fresh next year.
8. Paralysis...I do nothing, I don't even want to return my Directors phone calls. I duck and hide in the isles at the grocery store so I don't have to talk to my sister consultants. I'm not going to meetings, I really don't need them anyway and I'm tired. I might try to make one next week. Most of all, I really question if I have what it takes to do this. Other's tell me I can, but do they really know I can? Maybe I just picked the wrong time to start something like this.
9. Recommitment...I really DO want this in my life! My sister consultants are GREAT!! They truly want me to succeed and my family will be so proud of me when I do. This really could make a big difference in our lives. I'm going to work until I achieve this! I may even become an NSD and drive a pink Cadillac! I can do it and I will do it so look out!
10. I DID IT!...The thrill of achievement and the joy from helping others!

Every goal you ever set will go through these stages or similar ones. It does get easier each time you go through them. Which stage are you at right now in your business? If you are at 7 or 8 how long do you plan on staying there? The best things to do is reach up! Someone has been where you are and has probably experienced what you are feeling. The more maturity we have in our business the easier it is to reach up rather than give up!

How To Achieve Success With a 16 Hour Work Week

There Is No Greater Freedom Than the Freedom That Comes From Self-Discipline

The following plan will work if you do. Consistency for four weeks is the key. Choose four days a week to work your business. Four hours per day (in addition to unit meetings) will do it, if you get organized.



Make a minimum of 10 telephone calls per day:

- New contacts: friends, relative, acquaintances you have not contacted for a facial or skin care class. Offer them something special.
- Ask for referrals when you call anyone.
- Call customers—have something new or special to talk to her about. Offer her a glamour or check-up facial. Offer her a gift for having friends join her.
- Choose a list to call—cold calling: church, new mothers, brides, newcomers.
- Call prospective recruits: invite to unit meeting, set a time for coffee, or ask her to go with you to a skin care class to assist you.
- Check on your hostess: coach her, mention outside orders, get guests' names.
- Call guests for next classes and fill out skin care profile on telephone.

Make a minimum of three personal contacts per day:

- Warm chatter: talk to everyone you see while you are out.
- Facials and classes count as personal contacts.
- Deliver a recruiting packet, have coffee with your prospect, take prospect to unit meeting.
- Deliver product to your customers: suggest new product, mention the opportunity, ask for referrals for facials or prospective recruits.
- Coach a hostess in person. Give her outside order goal with extra incentive to sell a particular amount or 10 of her favorite product. Cover the opportunity.

Write a minimum of 10 personalized notes per day:

- Thank you notes to all who attend your classes or facials.
- Thank you notes to each new customer you obtain also to whoever referred her to you.
- Birthday cards to customers at the beginning of the month, offering a discount.
- Appreciation notes to people who have helped you in your business.
- Congratulation notes to people who have done something special that you have read or heard about. Offer a complimentary facial.
- Notes to out-of-town prospects—including recruiting packets. Follow up by phone in three days.
- Hostess packets mailed to anyone who does not have one. Re-excite her about her special gift or new glamour look. Thank her in advance for holding the class.
- Notes to your personal recruits or sister Consultants who are doing great or need a boost.

These are just a few examples of ways to make contacts. Remember this is a people business. Stay in contact with them at all times. Work every hour of your business and it will grow so quickly that you will not have enough hours in the day to take care of the business you have generated! Soon you will not have to wonder who to call, see or write. Be sure to make your list of six most important things to do that night before! Then you will know each day exactly what you are going to do. With this plan working for you, you cannot help but be SUCCESSFUL! It's the consistency that counts and that pays off, not the thinking about it! Remember: I CAN, I WILL, IT MUST! Then you will find yourself enjoying the price you are paying for SUCCESS!

Money Management *by Bea Millslagle*

Guard your heart while you are reading this, it might hurt. But looking at the bright side, YOU'LL HAVE MORE MONEY!!!

Please read carefully and share with your husband. Let's take a careful look at money matters as a business owner and Mary Kay consultant.

Part 1:

Zero in on your original MK loan balance and what it really means. First, your original loan balance should be just that—the original loan balance. If you did put some additional charges on your card, work from the total you now have. The goal is to pay cash for future purchases and begin paying own the entire balance. You don't want to keep charging inventory on your credit card unless you have cash from sales to pay for it. In other words, your balance should not keep increasing. Once you have your original inventory of \$2400-\$2600 w/s, all future inventory purchases are done with cash from your sales using the 60:40 rule.

Part 2:

This is also important. Think of your loan balance as a MONTHLY cost of doing business, not a lump sum. That can be overwhelming. Even a \$5000 loan may equate to a \$100/month cost of doing business. The first \$250 you sell in the month will cover your \$100 payment (60:40 rule). Why not hold a class on the 1st of each month, sell \$250 and be paid in full for 30 days! Owning a business and having a loan balance is new territory, especially if you started MK to make money and now you have debt. It's important to rethink the working of business ownership you invest in a consumable product that you buy for \$1 and sell for \$2. You double your money. The loan is a manageable cost of doing business. You can eat an elephant one bite at a time! Most loan payments are \$80-\$120 per month. Focus on that, not the entire balance and remember: All interest is tax-deductible and you could pay your balance off faster by selling more if you want.

Part 3:

It's very important to have sales goals each week to generate cash flow for you loan payment, profit and to reorder inventory. I repeat, consistent weekly sales goals. On \$600 sales per week, you'd have \$240 for your loan payment, profit per week, expenses per week. In one month you would have \$960. Even if you paid \$260 to your original loan, you would have \$700 cash profit for your family. The key is to ask "How can I sell \$600 per week consistently", 2 classes of \$300 or 3 classes of \$200. Let reorders and facials fill in.

Be willing to think of creative ways to make \$600 week happen consistently and before long it will be easy! Use your mind to work for you! It's important not to change the goal and give up. Other people have figured it out and so can you! I truly believe it's not how much time you spend, it's what you do with your time that counts.

Learn to work smart. Book within 7 days for follow up facial skin care classes. Send reminder post cards that your hostess addresses to herself when she books (like the dentist office). Get her guest list so you can confirm. Etc.

Let's look at a \$300 per week goal. In one month, your 40% loan payment and profit will be \$480. If you paid extra on your loan, say \$200, you'd still have \$280 in profit.

My point is, consistent sales equal consistent profit and consistent cash flow.

Your Mary Kay business is there to provide enjoyment for you and your family, and understanding money management will take the stress out of managing your business, and allow you to keep things in perspective, and empower you to create money!!! Manage your money so there's lots more of it to enjoy! I like that part!

PERSONAL GROWTH IS INEVITABLE

You'll experience personal growth on the road to success.

All growth means change and change involves risk.

You grow because you struggle, learn and overcome your obstacles.

Difficulties in life are the things that show you what you are.

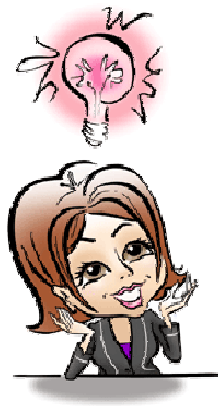
Trouble is the common denominator of living.

It's the greater equalizer of life.

What happens to you is not as important as how you react to what happens.

Everything you'll experience good or bad has value.

Only when you are not longer afraid will you begin to live.



10 STEPS TO ORGANIZE YOUR LIFE—Kathy Helou

Psychological studies show that people are more productive when working in an organized environment. That's great news for the neat freaks, but what about organizationally deficient folks? Are they destined to wallow in their debilitating clutter for eternity? Of course not! With a little effort, anyone can learn organizational skills and reap the benefits of an orderly life. If your mess has bested you, give this 10-step program a shot.

1. **Fix the leak.** It doesn't do any good to repair a water-damaged ceiling until after the leak in the roof is fixed. Likewise, you will make no progress in organizing your life if you continue to practice disorderly habits. Examine your lifestyle and determine where the bulk of the mess is coming from, then make a conscious effort to break those habits. Set some guidelines for yourself and your family. "No new messes!" Being the primary rule. The first step in changing messy ways is to stop contributing to the problem.
2. **Assess the mess.** Take a look around and decide what areas of your home or office need your attention. Maybe just one or two rooms have started to clutter, or maybe every square inch of your property is packed and piled with possessions. Whatever the case, begin with a good look-see.
3. **Do the daily dozen.** I know the thought of sorting through those closets and corners makes you shudder, so don't overwhelm yourself by trying to tackle the job all at once. The hit-and-run approach works much better. Set aside twelve minutes a day to do something simple like cleaning up your medicine cabinet or organizing your lawn and gardening tools in the garage. When your daily dozen is up, walk away. It may not seem like you are accomplishing much, but like running water wears away at a rock, after a few weeks, you will begin to see the effects of your efforts.
4. **Localize.** If you are disorganized, chances are your mess has crept through your entire house, with pieces and projects all mixed together in a jumble. Don't despair! It's fixable. Start by localizing your messes. Choose a place for each "category" of mess. Paperwork should go by the filing cabinet, tools in the garage, music and videos with the entertainment center. Don't worry about organizing them yet; just stash them in a box, basket, or plastic tub in the general vicinity of their final destination. Think of it as a giant puzzle. If you put all the pieces of one section in the same place, the final assembly is faster and easier.
5. **Reduce, recycle, resale.** Admit it! You don't even use the stuff you're hoarding in that basement storage room, and half the clothes in your closet don't fit you anymore. And when was the last time you listened to the music cassettes you purchased in 1983? As you begin to sort and localize your mess, find a giant box and write "garage sale" on the side. As you uncover something you can live without, stash it in the box. Recycle old papers, magazines and plastics, and make weekly donations to a charitable resale shop.
6. **Choose a corner.** Pick one area or room and concentrate your twelve-minute organizational spurts on that place until it is finished. Those jam-packed dresser drawers might be your first focus. Or maybe the cupboard below the bathroom sink demands top priority. If your whole house is in chaos, make a project list, placing high-priority jobs at the top. As you clean and organize each area, cross a line off the list and pat yourself on the back for a job well done. Seeing the list dwindle will keep you motivated!
7. **Categorize.** When organizing, it's often easiest to remove everything from its container or cupboard and sift through all the pieces that need to fit into the space. Sort through and separate your stuff into categories. If you're tackling the bedroom closet, maybe you want work clothes in one section, formal outfits clustered together and casual digs in a separate cubby. Once your clothes are categorized, you can see how much space you will need for each grouping.
8. **Case the space.** Take a look at your closet and determine the most efficient way to store your possessions. Which items do you use the most? You'll want those in an easy-to-reach location. How much space will the items in each category take up? You'll want to choose a shelf or drawer that will accommodate them. If needed, add shelves, hooks, closet rods and other gadgets that will improve the organization of a space.
9. **Clean and replace.** Since an empty space is easy to clean, this is a good time to pull out a sponge and a vacuum. Once you've vanquished the dirt, start replacing the items on category at a time. Work at it until you've found the right mix of organization and convenience. When one area is finished, move on to the next until the work is done.
10. **Maintain.** Your house or office is organized, but it won't stay that way unless you do the upkeep. Now that you're in the habit of spending a dozen minutes a day organizing, spend that time eliminating little areas of mess or disorganization that appear. While putting bath towels in the linen closet, take an extra 30 seconds to straighten the other shelves. Is that Tupperware cupboard starting to overflow? It only takes two minutes to restack the containers in a neat and orderly fashion. Spending a few minutes each day to stay on top of the mess is much easier than reorganizing the whole house each year.

