



*The Beth English*  
**ABUNDANTLY**  
**PINK Unit News**



November 2013 Recognition & Results

**Make Your Holiday a Success  
 by Using Your Time Wisely!  
 Got a few extra minutes?**

**In The Evenings:**

- 🌲 Wrap any extra, discontinued or "quick sale" products. If they're wrapped, people will buy them just because they are pretty!
- 🌲 Prepare gift certificates, postcards, gift product tags, etc.
- 🌲 Prepare and address Open House invitations.
- 🌲 Check your PCP list to make sure you have followed up with everyone.
- 🌲 Check over your calendar and see when you can schedule classes/coffees/trunk shows/ etc. Make sure to highlight them so that they are easy to see when booking and don't get filled by other things.
- 🌲 Make notes of what products you need to order. Don't forget to shop for your own personal holiday needs.
- 🌲 Send an e-mail to customers reminding them to think of you for their holiday needs.
- 🌲 Make a list of husbands, friends and others whom you have not yet approached for a holiday gift idea or look.
- 🌲 Refill your purse with fragrances, looks, & business cards. Make sure you are ready for that person waiting behind you in line!



**Mandy Kirwan**  
 Queen of Wholesale



**Please Email Me  
 Your Photo**

**This Could  
 Be You  
 Queen of  
 Sharing**



**Erin Weathers**  
 Top Love Check



Great rewards are in store for those who want to become a director! When you become a DIQ January 1st- attend Leadership Conference 2014 and then debut as a new Director between February 1– July 1, you will earn a free\* director suit!!! (valued at \$300)!

There's more - not only will you get to see the new suit up close and personal at Leadership, you will also be invited to try on all three new 2014 jacket styles! Get your cameras ready, and we will see you in New Orleans!

\* A \$300 check will be mailed to the new Director during the month in which she debuts to use toward the purchase of a Director jacket, skirt and blouse.



Celebrating 50 years: Mary Kay Ash taught us how—go live your dream!  
**One Woman Can!**

Dear Abundantly Pink Unit,

I am so grateful for my Mary Kay business this time of year. With all the talk of brown Thursday, black Friday fiascos, and so many people out there working so hard this season, I always take a moment to stop and think- that could be me. I'm grateful our business is based on the Golden Rule, where we try to treat everyone the way we'd want to be treated. That kind of focus extends well past my personal business into my life every day. Giving a free sample with a smile to the frustrated clerk who just got yelled at by the customer in front of me isn't just about building my business. It's about making her day a little brighter and maybe even offering a better career opportunity after she's held a class and seen how much fun it can be. I know how much fun I have holding classes, calling my customers who've become my friends, and working with amazing unit members like you! This is truly my dream job- and I hope it is yours too!

I can't believe we've already reached the last month of the year! Where has it gone? If you're like me- you wish you had a little more time and that you had worked a little harder in 2013. Most people set their New Year's Resolutions to begin January 1st. Most experts say it takes 21 days to form a habit. Why not start working now towards what you want to begin in January? It will give you a great jump start to the new year, and if you're anything like me, it will keep you from feeling bad about the work you haven't done that you "should" have been doing before. Each day is a new chance to begin again. We can't do anything about the past- but we can change our future by starting small today. Learn to ask yourself, "What's the next step to get what I want?" All you have to do is figure that little part out- now how to arrive, but what the next thing would be. If you want to be a director- start by booking interviews. If you want Queen's Court of Sales, start by calling \_\_\_# of customers every day and asking to book appointments. Take the overwhelming elephant size away from the goal by focusing on the small part you can do right now. It's amazing how much progress you can make by just beginning.

With all this talk of work, I don't want you to think I'm encouraging you not to spend time with your family and friends this month. Of course not. Our company is based on God first, Family second, and your Career third. But sometimes I lose sight of the fact that holidays actually last a few days, and I can make the time around them count for my family by working my business too. A few hours of phone calls to mail orders won't be missed by my kids while they're watching a movie, but they could help me pay for the perfect gift I've been looking at. I've also learned to combine the two- check out Christmas lights on the way to dropping off an order, going out to dinner, or asking my friends if they need any last-minute gifts on the way to the party we're attending together. I know you're a smart and capable business woman that can make this month count if you choose. If you want to wait and begin again in January, that's okay too. However you choose to work your business, I'm here to help and support you in any way I can. We'll make this a great month and start the new year off right!

Love and Belief, Beth

## How to Think Like a Retailer in December



- **MEN!** Now is the time to close men for the holidays! Be willing to work the week before Christmas and you will double your sales! Take gifts with you wherever you go! Approach men at the garage while getting your oil changed, at the grocery store, wherever you go! Wear your pin! If you have gifts there with you, you **WILL SELL THEM!** The key is having product gifts made up and on hand!
- Take stocking stuffers and last-minute gifts with you everywhere. Take a list of "Who have you forgotten?" with you to classes and appointments. Have gifts available that fill those needs!

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## Holiday Recruiting in Dec:

- Why not play in makeup while spending time with family? Each hostess is looking for another great idea to entertain her family while they are in town. MK facials are a great solution! Not only do facials offer a great time, but they give her a chance to have each family member try our great new products in person! It's a great chance to take orders and get a jump-start on her career!
- There is still time to purchase gifts at cost! She might want to start her new career as a Christmas gift to herself and her family. Think of all the doors it opens!
- There are also great end-of-the-year tax benefits! Also remind her that she will be starting the new year off right!



MARY KAY  
**one woman can**<sup>SM</sup>  
 50 YEARS

# Our Top 5 Wholesale Orders For November



Mandy Kirwan



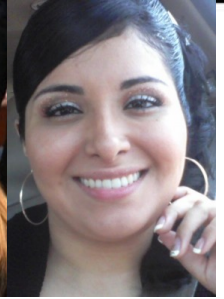
Joni Smith



Carol Thomas



Katrina Calleiro



Rosa Macias

Year To Date Court of Personal Sales

1	Joni Smith	\$10,429.00
2	Mandy Kirwan	\$8,855.00
3	Katrina Calleiro	\$7,484.50
4	Carol Thomas	\$5,547.00
5	Kay Shoaf	\$3,063.00
6	Cindy Falkenberry	\$2,216.00
7	Gina Wood	\$2,070.50
8	Lauren Stringer	\$1,781.50
9	Phoebe Bermudez	\$1,713.50
10	Tina Ellis	\$1,675.00
11	Charlotte Hof	\$1,667.50
12	Renee' Gordon	\$1,496.50
13	Danean Crawford	\$1,398.50
14	Michele Gillardon	\$1,394.00
15	Piper Hill	\$1,368.00
16	Janet Stringer	\$1,366.00
17	Erin Weathers	\$1,131.00
18	Rosa Macias	\$1,093.00
19	Sandy Riley	\$779.00
20	Brittany Jackson	\$773.00



## Thank You Consultants Who Invested in Their Business in November

Mandy Kirwan	\$2,364.25
Joni Smith	\$1,794.25
Carol Thomas	\$434.00
Katrina Calleiro	\$426.50
Rosa Macias	\$346.50
Kay Shoaf	\$322.00
Gina Wood	\$312.50
Danean Crawford	\$264.00
Tina Ellis	\$230.50
Renee' Gordon	\$204.50
Charlotte Hof	\$203.50
Connie Wilkes	\$203.00
Michele Gillardon	\$202.00
Laura Jeffcoat	\$201.00
Renee Collins	\$61.00
Brittany Jackson	\$52.00

## PCP Participants:

- Carol Thomas
- Joni Smith
- Rosa Macias
- Renee' Gordon
- Tina Ellis
- Katrina Calleiro
- Beth English



## Welcome Back Consultants

- Laura Jeffcoat
- Rosa Macias



# Recruiters and Their Teams

## Senior Consultants

### Erin Weathers

- Carol Thomas
- Renee' Gordon
- \* Gennel Lassen
- \* Lindsey Graham

### Janet Stringer

- Laura Murphy
- \* Lauren Stringer

### Kay Shoaf

- Sheral Styles

### Tina Tipton

- Sandy Riley



Time management is even more important as the holiday season quickly approaches. Begin each day with your Six Most Important Things list. Mary Kay taught us to push a little harder and do six quality things each day rather than stopping at five. She also taught us to tackle the hardest thing first each day, and the rest of the day would follow and feel so rewarding! I encourage you to make sure to schedule sharing, bookings, classes and PCP follow up as part of your Six Most Important Things list this month! You'll achieve holiday success and a great jump start for the New Year- including many personal/ financial rewards!



**Make plans now to be in the Queen's Court of Sharing! Just 24 qualified new team members for the year!**

Earn Your Own Small Bee Fabulous Diamond Pin  
14-karat yellow gold Diamond body, .75 carats



## Love Checks: Sharing the Opportunity

### 4% Recruiter Commission

Erin Weathers \$25.54



### January Birthdays

Carolyn Trousdale	2
Linda Entrekin	28

### January Anniversaries

Danean Crawford	4
Jane Herr	4
Carol Thomas	1

"Happiness does not depend on outward things, but on the way we see them."

~Leo Tolstoy

# Are you ready to E-Party?

Hi Everybody!

I am so excited about what I am about to share with you! I am hosting an E-Party with Mary Kay for my consultant, \_\_\_\_\_. I would love to later do a fun girlfriend party in person, but this is a way to let you know what I already know... how great Mary Kay products are! My consultant's personal website address is [www.marykay.com/](http://www.marykay.com/) . Her site has the full Mary Kay catalog, lots of great gift ideas for every holiday, product education and great links about health and beauty.

An E-Party is where you visit her website within a certain time frame. And I earn Free Product for any orders that are placed from your during that time just as if we had the party in person!

What is in it for you? When your order totals \$40 or more, you get an awesome gift with purchase. For each \$40 of your order, your name goes in a drawing for the Mary Kay Brush set... (a must have). And you have the opportunity to schedule your own appointment with her to enjoy some in person pamper time and have the opportunity to get FREE product or great discounts!

I know that you will enjoy your online shopping 'experience. Simply go to her site at the above address, enjoy shopping in your pjs, and choose either in person payment or online. In addition, in the comments section, tell her that you are part of my E-Party so I will get credit. She will deliver it to your door or mail it to you if you live out of town or out of state... You will love working with \_\_\_\_\_. She is fun, helpful and never pressure or pushy.. Thank you in advance for your support.

Oh, just one more thing. If you have a consultant who works regularly with you for your skin care, color and gift Needs, \_\_\_\_\_ would never take your business. You can shop for this class but she won't keep a file on your for future reference, so please tell her when you speak or email.

Our E-Party will begin on \_\_\_\_\_ and continue until \_\_\_\_\_. Feel free to email \_\_\_\_\_ with any questions.



Today is the day...my E-Party has started! It will run until \_\_\_\_\_ (date, time). So, be sure to visit \_\_\_\_\_ site at [www.marykay.com/](http://www.marykay.com/) \_\_\_\_\_ before my time expires.

Her site has a full online catalog with some interactive things as well. She accepts Visa, MasterCard, Discover, Check or cash and it is totally secure. As a reminder, for each \$40 of orders on your ticket, your name will be entered into a drawing for an awesome set of Mary Kay brushes.. See online. And when your ticket is \$40 or more, you get a great gift with purchase.

If you decide to host your own E-Party, or a group appointment, you will get an additional gift and you will help me as well. Make sure to email \_\_\_\_\_ directly from the site and tell her that I am your hostess!  
Her email is \_\_\_\_\_  
@marykay.com. Thanks everybody!  
**Have fun!**



## TAKE RISKS

and emphasize the positive side. If you want to make room for the impossible, you have to focus on the positives. Talk about what God is doing in your business, look for the best, and the great will follow.



## GET YOUR ORDERS FROM HEADQUARTERS

If you want the impossible to be possible this year, you have to do what God has told you to do. Stop thinking and start doing. Learn how to hear from God. Read His Word and study it. Meditate on it and seek His guidance.



## CONTROL YOUR THOUGHTS

The Bible says in Proverbs 23:7 that as a man thinks in his heart, so is he. It's important you guard your words, but it is equally important for you to control your thoughts. That's why the Bible is very specific about what things we should hold in our mind.... Phil 4:8...Whatsoever things are true... honest... just... pure... lovely... of good report... think on these things. Get your thoughts and your words lined up with God's Word.

# 6

## Here are steps that can help you reach your goals this seminar year!!!

By: Mary Pat Raynor

## GUARD THE WORDS YOU SPEAK

If you don't want to see it , don't say it.



## BELIEVE

If you want to make room for the impossible... no more pity parties!!! You cannot afford them! They are total time suckers. The Bible tells us in Isaiah 43:2 that we will pass through the waters, but they will not overtake us. We will walk through the fire, but it won't kindle a flame on us.

## TAKE RESPONSIBILITY FOR YOUR OWN ACTIONS



Do you remember the story of the man at the pool of Bethesda who had an infirmity? He complained to Jesus that no one would help him into the healing waters. Complain, complain. You would think that after 38 years the man could have gotten someone to shove him into the pool. His real problem was the fact that he always blamed his troubles on everybody else. Too many people get stuck because they play the blame game. Realize that you are exactly where you should be because of what you have done or not done, said and not said, thought and not thought.

*Page Created for the clients of [www.unitcommunity.com](http://www.unitcommunity.com)*

*IF YOU DON'T BRAND YOURSELF, SOMEONE ELSE WILL.*

# MAKE A NAME FOR YOURSELF:

EIGHT STEPS EVERY WOMAN NEEDS TO CREATE A PERSONAL BRAND STRATEGY FOR SUCCESS

BY ROBIN FISHER ROFFER, ONE OF AMERICA'S LEADING BRAND STRATEGISTS.

## STEP 1

**Dig Deep to Unearth Who You Are**

## STEP 2

**Define Your Dreams and Put Them Into Action**

## STEP 3

**Go After Your Target Audience with a Vengeance**

## STEP 4

**Don't Crash & Burn— Figure Out What's Stopping You**

## STEP 5

**Recruit a Squad of Cheerleaders**

## STEP 6

**Learn the Secrets to Packaging Your Brand**

## STEP 7

**Get Comfortable in Your Own Skin**

## STEP 8

**Devise a Plan and Get On With It**

## A FEW QUESTIONS & THOUGHTS TO GET YOU STARTED:

### **STEP 1: UNEARTH WHO YOU ARE**

What is unique about you? What are your talents? What distinguishes you from a crowd? What do you consider your core values: your three or four most meaningful/essential qualities you live by? How can you act out your core values every day? Do you deny your value system in any way? What are your passions? Talents? What are your five key talents or attributes? What will you develop as your specialty? Identify your personal brand description, and condense it into a powerful one-sentence tagline!

### **STEP 2: DEFINE YOUR DREAMS AND ACT**

What kind of success are you looking for? What precisely do you want for yourself and your future? What are your specific objectives? As your own sole proprietor, how do you intend to profit from your brand? Now is the time to define your personal goals, what "living well" means for you, and how to make your dreams come true. When would you like to retire? How many new clients would you like this year? Unit members? How much would you like to earn? What does success mean to you? Create a personal mission statement that contains what matters most to you, reminds you of your purpose, and inspires you (seven words or less). Post it everywhere!

### **STEP 3: GO AFTER YOUR TARGET AUDIENCE**

Who do you want to impress and do business with? Who will help you fulfill your dreams? Before you try to appeal to your audience, do a 180 degree turn and mentally stand in their shoes. What would you want? What do you want your target audience to think of you? Where is your audience? How do you reach them? Attract them? Keep their attention?

### **STEP 4: FIGURE OUT WHAT STOPS YOU**

Focus on contingency plans & overcoming obstacles. Be prepared.

### **STEP 5: RECRUIT CHEERLEADERS**

Find a mentor and surround yourself with encouraging people.

### **STEP 6: PACKAGE YOUR BRAND**

How can you package and promote yourself to achieve your goals? What do you want people to think about when they hear your (brand) name? What reputation do you want your brand to develop? Your challenge is twofold: to make your exterior appealing to your target audience, and to make sure your exterior is as much a genuine reflection of your interior as possible. Dressing for success today means reflecting your authentic self in a way that attracts your target audience. MK image and accessories make this easy to achieve.

### **STEP 7: GET COMFORTABLE IN YOUR SKIN**

It's easy to draw others in and make them feel comfortable when you're comfortable with yourself. This kind of inner comfort comes from the inner knowledge that you're okay just the way you are. Video yourself. Record your calls. Listen and learn!

### **STEP 8: PLAN AND GET MOVING**

Is your personal mission integral to every action you take? Have you tried something new lately? Taken a risk? Does your brand strategy engage your audience and inspire them to action? Does your positioning as a brand meet the standards of quality you've set for yourself based on your core values? Building the bridge from who you are now to the authentic you is a process that begins deep inside. Although your bridge may soar across a great span, it's the foundation work you do that will guarantee stability and success. Just where do you want to go? Create a plan and a timetable.

# EIGHT STEPS TO GREAT TIME MANAGEMENT

1. **Identify your priorities!** Decide what is important in your life. Be specific and write your "why" to these priorities. What roles do you have?
2. **Get a system to manage your time!** Yes, I am using a smart phone these days. I also use the Mary Kay datebook and keep a mini long-range calendar to pencil in dates for 2015 & on!
3. **Manage your emotions!** Spend some quiet time alone to identify why you are so emotional about particular areas of your life. What happened in your past that makes these emotion sneak up on you? (i.e. childhood memories, past failures, negative conditioning, poor role models, etc.)
4. **Write out your life management blueprint of success!** This idea came from a great book called The Power to Be Your Best, by Todd Duncan. So many of us spend more time planning our wardrobe or vacation then planning our life. What do you want to accomplish in 2014? 2015? 2016? 2017? 2018? Without a plan you will be in the exact same spot year after year after year!
5. **Get some help!** Learn the art of delegation. You have plenty of people around you who will support you with your roles and your business. Don't play super woman. Don't say you can't afford--say I can't afford not--to have some help. Get creative. There are kids in your neighborhood who would love to make some money to stock your shelf, prepare your bags for skin care classes, or enter your customers online for the PCP! There are plenty of jobs you can delegate so that you can free up more time for your priorities--priorities like classes & interviews!
6. **Find yourself a mentor!** So many women are struggling alone in their roles. You may need several mentors for different areas of your life. Find someone who is doing it the way you would love to do it -- if you were doing it right! For example:
  - My Pastor Jo Ann Browning -- excellent mentor on serving God & giving Him high praise;
  - Million Dollar Director Dawn Dunn -- her mothering spirit with Godly excellence. (I remember her telling me her schedule & then saying she has support with her children but she needed to be available to discipline her own children -- she had 4 children under 5 years old while building her MK career.)
  - Gloria Mayfield-Banks -- her unprecedented work ethic and spirit of extreme excellence. Gloria works not only for herself, her unit, & her family, but for the entire MK nation. Isn't it exciting to see her name on the top of the scoreboard always?!?!
    - I could go on and on about mentors. Find some mentors! You don't have to talk with them everyday, just watch their style from afar, then visit with them once & awhile.
7. **Go to work!** What good is it if people tell you the right things to do, but you never get to work! Remove all your doubts and fears! Get clear and go to work. Your Mary Kay business will support your efforts to pay for college expenses, purchase a new home, eliminate debt, pay for your vacations, plan for retirement lifestyle, & so much more!
8. **Find out what God says about your roles & your time!** You know that this step is the most important step towards success. Take the time to read your Bible and see what God says about your roles. Read Proverbs 31 -- look at her roles. What steps did she take to make everything flow together?

## WRONG STEPS TOWARDS TIME MANAGEMENT

**My first response was feeling overwhelmed, and I wanted to remove things from my plate.** This is such a dangerous first step. When you remove things from your plate as your first step, you sabotage your blessings--because you are responding to fear!

**My second wrong step was to adjust my commitment level to things.** I would verbalize the amount of time I would and would not spend doing certain tasks. As a result, my work load increased, my attitude decreased, & my productivity flat lined! It's called spinning your wheels! You don't progress in any area of your life. It's the enemy called average! It's where you don't excel in any area of your life...yep!

**My third wrong step was hiding out from my roles.** Part of this hiding-out process was the direct result of the lack of time management -- I would just forget where I was supposed to be and what I should be doing.

These wrong steps were helping me build a crisis on an installment plan. You see, when you are a poor time manager, things don't explode the very day you mismanage your time. **It's a process where it all builds up and then EXPLODES!** That should give you hope!



# Coaching Ideas for the Holidays

Use these scripts when calling to coach your classes!

## DOUBLE BOOKING

"I'm going to put you down on this date, which you feel is the best time for you, although I already have another tentative appointment for that time. There is a good possibility my other hostess may change the date. If she should select to keep the date, of course, you understand that I will be obligated to hold her class since it was booked first. If this should happen, I will be very careful to select someone I know you will enjoy having. However, I am fairly certain I will be there. OK?"

## REFERRALS

"My goal this week is to give a facial to five people who have never tried Mary Kay products before. Who do you know whom you feel would really enjoy the luxury of a personalized skin care appointment? When someone you refer to me has a makeover, you will receive \_\_\_\_\_ in FREE Mary Kay products."

## FOUR-POINT RECRUITING PLAN

Before every skin care class, ask the hostess, "Who is coming today who might be interested in doing what I do? How about you?"

Give a heartfelt, enthusiastic talk about why YOU like YOUR career.

Select at least one person at every class. Offer a special gift for anyone who recommends someone and is accepted by the company and becomes a consultant.

## TENTATIVE DATE BOOKING

"Well \_\_\_\_\_, I know when you do have your class, you'd like your hostess to receive credit for it, wouldn't you?" (Nod your head.) "Then suppose we do it this way. We can set a tentative date now, with the understanding that if the time comes and it is inconvenient, you can call me and we'll change the date. That way (your hostess's name) will receive credit for your having booked from her class, ok? Let's take a look at the calendar and find something you think will work. Which part of the week is best for you, the first part or the last? Which day? Morning or afternoon?"

## FACIAL BOX BOOKINGS

"Hello, Ms. \_\_\_\_\_ (or her first name if it's on the slip). I am a professional Mary Kay Beauty Consultant. The other day when you were in (shop name), you registered for a complimentary makeover. I am so excited about introducing you to our fabulous product line. You are going to love it! When would be a convenient time for you, morning or afternoon? First part of the week or the last?"

## BOOKING FROM A SKIN CARE CLASS

"At every skin care class I always select a couple of people that I would like most to have as my future hostesses – and today I have selected YOU!"

Tell me \_\_\_\_\_, when we get together for your second facial, is there any reason why you couldn't invite some friends? I think you would be great!!!"

## TO INVITE A GUEST TO A FUNCTION

"Mary, so many exciting things are happening at Mary Kay; I'd really love to share them with you. Better yet, I'd love to have you see for yourself how rewarding and fun a career in Mary Kay can be. Our unit is having a (guest night/unit mtg.) on (day, date and time). Why don't you come as my guest? I'll pick you up at (time). After the meeting, I can answer any questions you may have, ok?" Call her day of meeting: "I will just keep you a minute! I was calling to ask if you would prefer (mascara, lip gloss, etc.) or a (different MK product under \$10). I will be presenting you a gift for being my special guest this evening."

## PRE PROFILE FROM HOSTESS GUEST LIST

"Hello, this is \_\_\_\_\_. I'll be teaching \_\_\_\_\_'s skin care class next \_\_\_\_\_ (date). If you have just a minute, I would like to ask you some questions about your skin." Ask her questions on profile – then..... "Have you ever had a Mary Kay facial?" "Are you sensitive to any ingredient?" "Do you prefer warm or cool colors?" Give her the time of the class. "It is casual - No obligation! See you there!!!"

## CONVERSATIONAL BOOKING:

Perfect for when you are out holiday shopping!  
(Key: Be Friendly and Smile)  
Sincere compliment – "My name is \_\_\_\_\_. I teach skin care with Mary Kay Cosmetics. I would love to offer you my free makeover. Here is a sample to try. If it's alright, I will call you in a day or two to get your opinion. Here's my name and number and I'll need to get yours so I can call you back."



**BETH ENGLISH**  
 INDEPENDENT SALES DIRECTOR OF  
 THE BETH ENGLISH ABUNDANTLY PINK UNIT

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### **Words of Wisdom From Mary Kay Ash**

In business we're taught that time is money. But when it comes to being with our families, we can't place a dollar amount on an hour. Just as you make a daily list of your work priorities, make another list of the most important things you want to do with your family. Include things you want to do during the time you spend with them each night and each weekend.

### **Maybe She Needs Me**

*Arlene Lenarz, NSD*

It had been a long day! I was finishing a task; And as I hurried past her,  
 A little voice said, "Ask!"  
 "Oh, not today!" I told myself;  
 I'm tired and it shows.  
 Besides, I might look foolish...  
 And she'd likely just say, "No!"  
 While drifting off to sleep that night,  
 I saw her face again. I wondered what  
 her life was like... her needs,  
 her dreams, her pain.  
 What if she'd been wishing for a friendly  
 word and smile, A chance to know somebody,  
 who would go the "extra mile?"  
 What if she'd been waiting for a break, an  
 open door? Was this the opportunity that  
 she'd been praying for?  
 I saw the cars she might not drive, the  
 rings she might not wear, because I  
 would not risk myself to stop...  
 to ask...to care.  
 So what if what I offer her is not her cup  
 of tea? That's a choice for her to make...  
 how selfish can I be?  
 When all my dreams are realized I don't  
 want to regret the lives I wouldn't touch  
 and change... the "no's" I didn't get.  
 Oh, let me live a true "go-give", and let  
 my mission be not to think, "Do I need  
 her?" But maybe she needs me!

*Who might  
 you be  
 standing  
 beside?*



### **Take Advantage of the Holiday Lines!**

During this holiday season it's easy to get swept away by all the hustle and bustle and hurry that's going on. Rather than stress out- take advantage of it! Plan to leave 10-20 minutes earlier, and go to each shopping situation prepared to go "people shopping" yourself. Maybe you'll end up getting in the longest line to talk to a really sharp woman in front of you. Maybe you'll take a moment to offer the woman behind the counter a free hand cream sample, etc. as a thanks for making your holiday experience even better. The options for reaching out are endless this time of year. There are lines everywhere... and it's easy to talk with total strangers since so many people are looking for second opinions on gifts this time of year. Start the conversation and see where it leads. If you never end up mentioning your business because it doesn't feel right, you had an enjoyable conversation with another person and probably made her day. You never know what kind of an impact taking the extra time to talk with someone this time of year might have. She might be the person who steps on up to leadership and helps you finish directorship in 2014. She may be a great cheerleader. Or, maybe she needs you!

