

# The Rules of Success in Mary Kay

Here's a question for YOU...WHY do some consultants & directors achieve more than others? Have you ever wondered this? 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??

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. 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 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 basic must be re-checked...make this a smart way to increase those bookings...(You add 3 new basics, 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 through 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 are masters at these things. Pat Fortenberry just held more classes and taught more people how to hold classes than anyone else. YOU could too!

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

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

-- John Irving