

Which Success Story Is Your Next New Team Member?

Use this easy flier to help you “speak her language.”

- Print this as a two-sided easy reference flier.
- Print and cut out each personality and punch a hole in the corner of each one. Place all of them on a key ring or ribbon for a pocket-sized reference on the go.

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[the second act]
(may be baby boomer)

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[the life of the party]
(energetic socializer)

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[the super mom]
(stay-at-home mom)

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[the image maker]
(bringing beauty to others)

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[the mobile entrepreneur]
(perhaps Gen Y)

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[the everyday hero]
(has an economic need)

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[the rising star]
(loves recognition)

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[the social network]
(wants trusted relationships)

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[the biggest fan]
(is a product-lover)

<p>Can you imagine a better way to earn income than doing what you love and what you do best?</p> <p>Why not consider discussing the Mary Kay opportunity from your potential new team member's point of view? Review these personalities and be sure to let your potential team member know that she can achieve her dreams on <i>her</i> terms!</p> <p>The Company grants all Mary Kay Independent Beauty Consultants a limited license to duplicate this page in connection with their Mary Kay businesses. This page should not be altered from its original form. For a printable version of this page go to the Mary Kay InTouch® website and click on Company-Approved Files.</p>	<p>[the Mobile Entrepreneur]</p> <p>Feels: "My business should be an extension of my life – not define the terms of how I live." Success means: "Flexibility, balance and mobile tools that fit into my 24/7 plugged-in lifestyle with the freedom to unplug." Consider mentioning: "You'll love conducting your business on your mobile and Mary Kay offers mobile and social tools to help you expand your business. Start your business today on Facebook, and send people to your Mary Kay® Personal Web Site." And the Mary Kay opportunity offers me what I need to succeed.</p>
<p>[the Second Act]</p> <p>Feels: "I'm ready to take charge. I'm driven and successful – and I've got the career history to prove it." Success means: "Using my skills to meet a new challenge – on my terms, using my passion to work as I choose." Consider mentioning: "Putting your business-planing skills to use as you see fit and earning up to 50 percent" on what you sell makes good business sense! And with so many lives to touch, your ability to mentor other women will thrive." And the Mary Kay opportunity offers me what I need to succeed. <small>"The 50 percent gross profit calculator is based on suggested retail prices."</small></p>	<p>[the Everyday Hero]</p> <p>Feels: "Now it's up to me to provide for my family to make ends meet while still being there for them." Success means: "Extra income and goals that will help me give my family a better life, along with flexibility and support." Consider mentioning: "You'll love the potential earnings you can receive from your own Mary Kay business, while living a lifestyle loyal to your own priorities." And the Mary Kay opportunity offers me what I need to succeed.</p>
<p>[the Life of the Party]</p> <p>Feels: "I think work should be fun! So I want my social schedule to blend naturally with my business life." Success means: "Mixing my business life and social life. Getting together with makeup lovers like me to talk about the latest, greatest beauty stuff. I want us all to laugh, express our inner beauty and build a network of support." Consider mentioning: "Being surrounded by others is even more fun when you can conduct parties to share great products. You'll love being rewarded for doing what you love!" And the Mary Kay opportunity offers me what I need to succeed.</p>	<p>[the Rising Star]</p> <p>Feels: "My moment in the spotlight is a reflection of my dedication to my goals and the ultimate reward for doing my personal best." Success means: "Recognition! I love earning amazing perks for my hard work and the admiration of people who are important to me." Consider mentioning: "Get the star treatment you deserve for your achievements. Earn eye-catching rewards like jewelry, the use of cars, trips, recognition at special events and more!" And the Mary Kay opportunity offers me what I need to succeed.</p>
<p>[the Super Mom]</p> <p>Feels: "I can have the freedom to be there for my family when they need me and still provide all the little extras that bring them joy." Success means: "Freedom to set my own hours – to be there for my family and earn additional income to provide the extras for them." Consider mentioning: "Starting your own business can be as simple as living your own life. A Mary Kay business allows you to enjoy all that life has to offer with flexibility and hours just right for you." And the Mary Kay opportunity offers me what I need to succeed.</p>	<p>[the Social Network]</p> <p>Feels: "The perfect business lets me spend more time with my girlfriends and helps me build new relationships too!" Success means: "Being a great friend and confidante. It is girlfriend time, support and encouragement that help build confidence – and having fun along the way." Consider mentioning: "Share products you love – and build relationships. A Mary Kay business allows you to create a network of women and reasons to feel good, while being around friends gives you reasons to get glamorous." And the Mary Kay opportunity offers me what I need to succeed.</p>
<p>[the Image Maker]</p> <p>Feels: "I am a beauty advisor and beauty drives me. I am admired for my personal sense of style, my business knowledge and the life I have created." Success means: "Using my passion to help other women achieve their most beautiful selves, while building my own expert reputation and leadership." Consider mentioning: "As a Mary Kay Independent Beauty Consultant, you can be a role model for women and help them achieve their most beautiful selves, inside and out." And the Mary Kay opportunity offers me what I need to succeed.</p>	<p>[the Biggest Fan]</p> <p>Feels: "I love all things beauty! I want to share my passion for Mary Kay® products with all my friends and family." Success means: "Sharing the things I love! Sharing beauty secrets I can't wait to pass on to family, friends and soon-to-be new friends." Consider mentioning: "Having your own Mary Kay business is a natural reason to share the way Mary Kay® products make you feel – confident, beautiful and indulged. And you can enjoy part-time or full-time earnings that fit your life." And the Mary Kay opportunity offers me what I need to succeed.</p>