

# Lesson 1

## Information Breeds Confidence

*Doubt is deadly!* You will rarely succeed unless you really believe that our products and our opportunity can truly change the way a woman feels about herself.

It is vital to your continued success that you invest the time and effort to learn everything there is to learn about our business. Lawyers are constantly learning about new laws, doctors about the latest medical developments, and computer programmers about ever-changing technology. Information breeds confidence!

How much time have you invested in keeping on top of your Mary Kay business? Do you know about and use every product from head to toe? Do you read your *Applause*® magazine and your monthly newsletter? Do you browse through fashion magazines to stay up on the latest trends? Do you attend your unit meeting and Company-sponsored programs like Seminar? Information breeds confidence!

Are you ready to invest time in developing a powerful understanding and confidence in what you are doing?

### **Assignment:**

1. Prepare your Six Most Important Things to do for today.
2. Try a product that you have never used before. Read about it, use it and tell two people about it. Let me know what you tried and whom you told.
3. Complete your Weekly Plan Sheet for this week. Commit to how many hours you will devote to your Mary Kay business. Email it to me.
4. Invite a guest to your unit meeting and make arrangements to pick her up.