

Lesson 6

A Fertile Environment Encourages Growth

For seeds to grow, they must have a fertile environment. They need sunshine, water and fresh air to grow their fullest potential.

Your business is a seed. For it to grow to its fullest potential, you need to provide a fertile environment. Success requires people. Contact with new people is vital to the growth of your business.

It is normal to move toward those people who are readily accessible. Offering your business card to a store clerk is easy – she can't run away. Sometimes you have to step outside of your comfort zone to provide a more fertile environment for your business. For instance, offering a business card to the mother of one of your children's friends. Introducing yourself to a new neighbor and offering her a pampering session once she's settled in. Giving a product brochure to one of your colleagues at work.

Sometimes you have to go somewhere you have never been before, to taste the extraordinary success that waits for you. Where is your comfort zone? Are you willing to step out of it to achieve your dreams and goals?

Assignment:

1. Prepare your Six Most Important Things to do for today.
2. Step outside of your comfort zone and offer your card and a TimeWise™ sampler to at least three women today.
3. Send an e-mail to all of your customers whose e-mail addresses you have and offer them an incentive if they order something from you online this week. You could say something like this:

Dear (name),

Because you're one of my most valued customers, connecting with you quickly and easily is important to me.

That's why I'm so excited about my Mary Kay Web site ([add Web site address here](#)), where you can get all the scoop on the latest products and offers - and place an order - around the clock, seven days a week. It's the most convenient way to shop! I check my site often to make sure I receive and process your orders as fast as possible.

In fact I have a special gift for you if you order something from me online *this*

week only.

I appreciate your business. See you at my site!

([Name](#))

4. 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.