



A Conversation Between Friends

We are sitting at lunch when my best friend casually mentions that she and her husband are having a hard time making ends meet financially. Even with both her and her husband working, she is going to have to get another job. "We are considering many options," she says. "Why would you recommend Mary Kay?"

"It changes your life," I say without hesitation. But now I begin to really analyze my Mary Kay career as I consider offering it to my best friend.

I look at my friend, trying to decide what to tell her. I want her to know what she will never learn at New Consultant Training. I want her to know that embarking on a Mary Kay career means she'll be required to do much more than match a foundation shade or sell a tube of lipstick. I wish she could know the stories and triumphs of so many whose lives have been changed by their choice to try Mary Kay Cosmetics.

I wish she could have been there to watch Darlene win her Mary Kay career car—watching the look of accomplishment and pride on her face as she sat for the first time in her free car. My mind races back to Ruth—who started Mary Kay so shy that she wasn't able to speak more than a couple of words in front of a group—who through taking Mary Kay baby steps, was able to conquer a lifelong fear of talking in front of a group. I wish my friend could meet Susan, who was able to singularly support the family while allowing her husband to go back to school to accomplish his life-long dream. I thought of Christie, who on less than 15 hours per week, was able to earn a free car and become a Mary Kay sales director—while working a full time job. I wish she could have heard the message on my answering machine from Nancy, as she called to tell me that today was Thomas's last day in day care—she would now be able to stay home with him full time—all because of her Mary Kay career. And the beautiful story of Cindy—who always struggled with low self-esteem—and how Mary Kay replaced her "dunce" cap with a beautiful crown—as she was honored as the top director at Seminar. I wish my friend could have seen the tears in Walt's eyes as he watched his daughter, Dottie, earn her Mary Kay red jacket—thanking me for helping to bring life and hope back to his daughters life.

Should I tell her that her own children's lives will be forever changed as a result of a Mary Kay career—that they will be heard telling each other, "You can do it" and "I believe in you" when trying to learn how to ride a bicycle.

You will drive by a car dealership and hear your 4-year-old son say, "Look at all the free cars." You will smile—and not tell him any different. That your child's outlook on life will be different than that of their friends—they will have witnessed the power of a dream fulfilled, the importance of a work ethic, and that those who really gain in this life are those who give of themselves. Her children will grow up and seek for a career they love, just as mommy did, rather than settling for a job they despise. And they will believe that Mommy can achieve anything—because she chose to face her fears directly—and conquer them one by one.

I should tell her that her relationship with her husband will change. He will look at her differently—respect her for the discipline, tenacity and motivation it takes to do what she does. She will over hear him bragging of her success on phone conversations to his father and his friends.

I want to describe to my friend the exhilaration of helping someone win a free car, pay off a credit card debt, make her first \$50 hour, or earn a prestigious red jacket. But then I realize that these moments cannot be described—they must be felt in the heart. I realize that the only way she can fall in love with this company is to experience it herself. I give her the only thing I can give her—my word that Mary Kay will change her life. And knowing that my best friend trusts me as a sister—without hesitation I tell her that if she decides to make Mary Kay a part of her life—she will never regret it.