

CREATING A POWERFUL 'I-STORY'

1. Where were you before you started your business with Mary Kay? (mentally, emotionally, financially) include needs you didn't recognize at the time until they were filled by Mary Kay:

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2. What false stereotypes did you have about Mary Kay (the business or company) before you considered the business?

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3. What objections did you have to overcome about your personality/schedule/finances to get started with your business? In other words, why did you almost NOT start your business?

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4. How did you learn the truth about the MK business opportunity (use this opportunity to market some impressive facts about MK) AND what helped you overcome your own personal reasons holding you back?

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5. What did your business/schedule look like when you first got started? What did you want from your business and how did your business help you and your family?

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6. What do you love and enjoy about your business? Why was it one of the best decisions you ever made and how has it positively impacted who you are and your life?

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7. Where are you going with your business? What are your goals and why are they important to you? What is your vision for where you are heading and how will that impact the women you take with you on your journey?

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