

Pacesetters Class



Lesson 1



Pacesetters Lesson 1 – Attitude and Booking

Hi! And welcome to the first lesson in your journey of success. Are you ready? Here we go! We're on our way to the top!

The Magic Key to Success

You can know everything there is to know about this business, and practice your presentations 'til the mirror cracks, but without the MAGIC KEY, no amount of effort or knowledge will make things happen. I bet you are just sitting there thinking, "Hey, this is great. The first lesson of this Pacesetters program and I'm going to be given the elusive MAGIC KEY to success in this business!" Well, that MAGIC KEY is nothing you don't already know, or possibly possess!!! Isn't that exciting to know? Well, the MAGIC KEY that makes everything work is YOU and YOUR ATTITUDE! The single most important ingredient in your success is how you think!

If you weren't already a winner, this Mary Kay opportunity would never have appealed to you in the first place. But there may be some problems that are holding you back from being the productive person God wants you to be, and those problems most likely concern your attitude. So, before we go any further, let's handle the most important thing first --- YOUR ATTITUDE.

What is your opinion of YOURSELF? Are you content to live out your life thinking so little of yourself? Did you somehow get the idea as a child that people who are conceited are not liked; that it's not becoming to think of yourself as SPECIAL? Let me suggest this: God made us all unique human beings, and He intended for us all to have healthy self-images! So why are you content to go to the well with a thimble, instead of a BUCKET? Are you going through life taking the path of least resistance, taking the easy way out and then telling yourself that what you're happy and content just drifting along with the tide? We were actually created as STRIVING creatures! We must be continuously growing in order to achieve and we must achieve to be happy! If this is what's holding you back – get some help! Read everything you can get your hands on and listen to everything you can about positive thinking, self-improvement and self-image.

Becoming successful as a Mary Kay Independent Beauty Consultant is a lesson in SUCCESSFUL LIVING. We are so powerful – the Creator made us with power we can either use or abuse and misuse. So POUR ON THE POWER! It's not an easy task to control our thoughts, especially when we have spent a lifetime being controlled BY our thoughts.

If you have not studied anything about positive thinking, do not delay one minute longer! Listen to motivational tapes or read a motivational book at least 15 to 30

minutes every day. It will CHANGE YOUR LIFE! Study, absorb and put into practice today these laws for successful living.

Suggested reading:

The Power of Positive Thinking by Norman Vincent Peale
Success Through a Positive Mental Attitude by W. Clement Stone
The Magic of Thinking Big by David J. Schwartz

Take a good look at yourself. Is your attitude right? Do you see yourself as a WINNER? Do you BELIEVE in yourself? If not, start changing today. It might take a while to clean all the cobwebs out of your mind, or take the girdle off your head. But you can do it, if you work at it day by day. Tell yourself that you are great and BELIEVE IT! As Mary Kay always said, "God didn't have time to create a nobody."

Check Your Attitude

Let's all take a minute today to check our attitudes.

- 1) Are you defeated by those who have broken promises to you or have let you down?
- 2) Have you looked for someone else or a condition to blame when you haven't met your goal? Or have you even set goals?
- 3) Have you failed to plan your days and become frustrated because you felt you weren't accomplishing anything?
- 4) Have you compared yourself to someone else instead of deciding your own priorities and sticking to them?
- 5) Have you judged your business in dollars only, instead of looking for someone to be a blessing to today?

These are all failure attitudes, and while we don't dwell on negative, if you see yourself in one or more of these, PLEASE GET IT FIXED AND GO ON TO ENJOY THE GREATEST OPPORTUNITY YOU'LL EVER HAVE. Please:

- 1) Refuse to let other's actions hurt you or make you angry. No one can rain on your parade unless you let them. It's just how you react.
- 2) Take full responsibility for your actions. Get rid of excuse-it is.
- 3) Use your Weekly Plan Sheet and the Six Most Important Things list to get your day and your life in order.

- 4) Compete only with yourself, not someone else. Do decide what you want to do and if you are willing to pay the price. If you do this, you ARE a success.

Booking is the Lifeline of Our Business

Now let's get started. Needless to say, we need to start at the very core of our business, BOOKINGS! Everything in Mary Kay starts when you book a selling appointment. From it comes sales, more bookings, regular customers and precious team members. And so your first step is to PACK YOUR DATEBOOK! When you are writing in your datebook, you are writing in your CHECKBOOK! All you have to do is simply follow the outline below, step by step. Just BELIEVE, WORK and FOLLOW THROUGH and IT WILL HAPPEN!

1. Make a LIST of every possible person you can imagine to ask about giving them an opportunity to introduce their friends to our marvelous skin care products.
2. Set aside one hour a day all week and stay on the phone. Call each person to tell her you are participating in a special program and your assignment is to introduce at least five people this week to a marvelous skin care product. Then ask for a DATE, giving her a choice. Next tell her to feel free to share her facial time with 4 – 5 friends and possibly receive her products free! Explain your hostess credit or promotion to her. BOOK HER and CONTINUE TO CALL FOR ONE FULL HOUR!
3. It is imperative that every one of your customers receives at least one refresher facial per year. Seasonal changes in their skin and updates in new products and colors make it a vital service on your part as their PROFESSIONAL SKIN CARE AND BEAUTY CONSULTANT. Call, BOOK and turn it into a CLASS or COLLECTION PREVIEW by offering the opportunity to win free product!
4. The best possible place to book is at your skin care class or preview collection! YOUR GOAL IS TO BOOK TWO MORE SELLING APPOINTMENTS, one to replace the appointment you just had and one to grow on! Leaving a selling appointment without your TWO BOOKINGS is like walking out of your Hostess' home and leaving money on the table. I would be much more excited about a \$70 class with two bookings than a \$300 class with no bookings!!! I'll repeat it again: BOOKINGS ARE THE LIFELINE OF YOUR BUSINESS!!!!

Make a point of selecting two people at every appointment and use the booking approach as outlined in the Conversations Booklet found on the LearnMK™ Web site, key word *Career Essentials*. Overcome any and every excuse by using the TENTATIVE BOOKING APPROACH (also found in the Conversations Booklet). Make a point of incorporating your

REVIEW FACIAL (check-up or second) at least SEVEN TIMES DURING THE APPOINTMENT!!! Develop an ATTITUDE OF ASSUMPTION: everyone who purchases a basic has also PURCHASED A CHECK-UP FACIAL within the next 10 days to a week.

5. There are many other ways of booking. However, the KEY to each and every approach is simply to ASK and EXPECT A YES! The worst possible result that you will get is a “no” and believe it or not, that will not injure or disable you unless you let it. A “no” is not a terminal situation, unless you want it to be!

Our lives will be no greater
Than the plans we make
And the action we take.

We are the architects and
Builders of our life,
Our fortune and our destiny.

If it is to be, it is up to me!

Pacesetters Assignment for Lesson 1

Implement a positive affirmation into your morning routine. Post it on your mirror where you can read it to yourself every morning – out loud! For the rest of the week make an effort to use a positive attitude in your personal and business life.

1. Book at least 6 group-selling appointments to be held within the next two weeks.

Hostess

Date

2. Study the booking section in *Career Essentials* found online under the LearnMK™ Web site, key word *career essentials*.

3. Hold at least 4 facials or 2 group-selling appointments this week. Put a star next to the names of the hostesses in #2 above that you booked from these appointments using the correct booking approach. You should have at least two.

4. Make a concerted effort to contact *all* previous team-building prospects and ask for a decision. Enclose a list with the names, decision and a note briefly describing their situation.

5. Submit all of the following to me by the week's end:

- This week's Weekly Accomplishment Sheet
- Next week's Weekly Plan Sheet
- Your completed *My Progress* sheet
- Your completed Assignment sheet
- Your list of previous team-building prospects from #4

Award yourself 250 bonus points when ALL 5 assignments are completed. Be sure these points are reflected on this week's My Progress sheet.

Signature

