

When You Treat Your Mary Kay Business Like A Business, It Will Pay You Well!

Written by Sr. Director Sherry Hanes

I love my Mary Kay Products & I love getting them at half-price as a consultant!

I love my Mary Kay Girlfriends! I love doing life with them!

I love that I get to choose when and how much I am going to work! I love the freedom & flexibility!

I am passionate about enriching the lives of women!

I love it when my customers look and feel better and sing praises about our products & what I have taught them! I love it when they love their Mary Kay!

I love seeing our Unit Consultants growing personally and professionally!

I love all the prizes and rewards including the 16 cars that I have driven from Mary Kay!

I love all the Mary Kay trips!

IT IS STILL A BUSINESS! WHEN YOU OPERATE YOUR BUSINESS LIKE A BUSINESS, YOU WILL ALSO LOVE THE FINANCIAL REWARDS!

Here's some important tips and insights:

- Attitude is EVERYTHING! The worst day in your own Mary Kay business can be like the best day in corporate America! Keep it in perspective! Women who work to build a Mary Kay business are also building equity that may not yet be seen!
- Build skin care customers and take care of them so they are still customers for years to come! Be certain to enroll customers who have purchased at least the equivalent of 1 Cleanser within the last year in the Preferred Customer Program! Utilize E-Cards on Mary Kay InTouch to communicate with customers in between phone calls, texting and PCP Look Books. Most importantly, build a relationship with your customers! Remember it takes 7 times being in contact with someone to build a relationship! Customers that you build a relationship with and take care of will pay you over and over through many years! Your investment of time will add equity to your business!
- Share Mary Kay's business opportunity with women who want to devote some hours to building a business that they can build along side of another job or for a backup plan or for a new future. Help them get started. Encourage new consultants on your team to take advantage of all training and to treat this like a business. Support them along the way through ups and downs. Build a relationship with them! Your investment of time will add equity to your business!
- Have vision about the equity you are building which you may not actually see for several months or until year #2. Keep on keepin on building with faith that it will come so you don't lose momentum in your business. If you are working to build your customers and your team, you will see more equity each new year that will eventually surpass the amount of money you could make working somewhere else. Unlike a job, you will see the fruits of your labor and investment of time show up later and then you will get paid on that labor and investment of time over and over and over again for years to come! Don't grow weary!
- Own 5 important skills: (1) Getting the appointment, (2) Scheduling a follow-up appointment from the 1st appointment which she will share with her girlfriends, (3) Coaching that appointment, (4) People and Relationship Building Skills (5) Inviting women whom you discover or notice have some of the qualities we are looking for to **just hear about** our company. **Discover qualities:** Moderate social temperament, women of their word, and nice. **Notice:** Who enjoys hanging out with girlfriends, who likes looking her best, who seems to have the right balance between talking and listening, who seems to be purpose driven, who appears to make a difference in the lives of others, who seems to have a work ethic, who would enjoy winning prizes and having money!

- Build an inventory so that you have on hand approximately a 2 month supply. Tip: When choosing products to inventory, remember you are going to sell what you demo and what you wear. Stock the things that you sell and have customers using. Watch date codes on products. Always put the new products in the back of existing inventory so the 1st in will be the 1st out. Utilize the Customer Delivery Service for items you do not stock or have on hand. Always evaluate whether delivery is best handled with delivery to home or place of business, mail or the Customer Delivery Service. Make an extra effort to notice, demo and share products on your shelf that have not moved for whatever reason.
- Always be prepared to do business equipped with Look Books, business cards, and team building materials! Be certain that your Starter Kit is clean and ready to go.
- Learn to delegate anything that you could hire someone else to do which would allow you more time to build equity in your business. In the beginning, you may use teenagers who may could be paid with product to unpack and check in inventory, stamp brochures, clean mirrors, etc. Hire a housekeeper. Anytime, you hire help, you buy time! When you utilize that extra time to build your business, your income will increase!
- Manage your money correctly with a 60/40 split. Anticipate and budget for larger expenses so you put back money each month to cover those items when the time comes vs. needing to come up with a large amount at one time. Understand that your expenses don't increase very much if you sell \$2000 vs. \$1000, so do enough business to rise above your expenses. All businesses have expenses. The goal is to surpass and rise above!
- Take full advantage of ALL eligible tax deductions! Make certain that you are using a tax preparer who understands in-home business and the Mary Kay business! Choosing that person is as important as choosing a doctor! A lot of your money/profits will show up in the difference of tax you pay not working a Mary Kay business vs. the amount of tax you pay working a Mary Kay business!
- Work with consistency. You can certainly choose your hours and have the flexibility to change them daily/weekly but make certain that you get in the hours you need to build the business you want. Commitment is not working your business if you have the time, it is making the time to work your business.
- Prioritize how you spend the time you have designated to work your business making certain that you are putting the building new business, people and income producing activities as a first priority during those hours. Be certain to allow time to get appointments on your datebook for the upcoming week and schedule more appointments than you plan to hold.
- Understand that your business will be like a bathtub with both customers and team members. You will have some coming in and some going out. However, if you plug the drain and not allow some water to flow out and/or you don't add new fresh water coming in, the water in the tub will become cold and stale. Be ok with those who depart but be excited about the new coming in and those who stay for a lifetime!
- Last but not least, **KEEP your cup full!** You cannot give out of an empty cup! **Whatever it is in your life that recharges your batteries and gives you energy, you must allow time for** so you don't burn out, pass out, give out, or lose out on all those you don't attract because you are tired, cranky, irritable, unkind, and have no energy!