Creating an “I” Story that sizzles!

Point #1—the “How To’s”

1. Tell a little about yourself.
2. Previous J.O.B. or current J.O.B.
3. How you were first introduced to Mary Kay
4. What impressed you about Mary Kay
5. Tell your first fears and what helped you through it/Them
6. Why you are glad you started business with Mary Kay.
7. How is Mary Kay different from other careers you’ve tried?
8. Tell positive changes in you and your family’s lifestyle.
9. Purpose—place this with whatever aspect it was (family, prizes, etc)
10. Tell them about YOUR goals with/thru Mary Kay now

POINT #2 — Using the Points above & fit into the script below:

I am often asked why I chose Mary Kay as a career opportunity, so I’d like to take a moment to share with you where I’ve been and where I’m going with my Mary Kay Business!

My name is______and I have been building my business with MK for ___(yrs/mos) I am (1). Prior to MK (or in addition to MK…) (2)__. I was first introduced to MK (3) ___ and (4)__. The Consultant shared with me MK’s wonderful marketing plan—which is taught at many major universities, including Harvard!—but of course I had some fears, like (5)__ Soon I found that with MK’s no risk policy and the one step at a time training (6), I was amazed at how simple it was to get appointments and how easy it was to make money with MK. (7)__Besides the wonderful income, Mary Kay awards us Cinderella prizes we normally wouldn’t buy for ourselves. I must say it’s the intangibles; however…the ones you can’t put a price tag on (8) like the personal growth—the friendships I’ve gained from MK (could mention any positive changes in family as well.) MK most recently paid me a (9) ($____commission check)...for sharing this product and opportunity. *(if new, might insert your recruiter’s $$ or your director/national) It is my goal (10)__ (example: to continue making clients look their best and share the reasons why MK is listed in the Top Ten Companies for Women to Work For!) —this is an example to guide you to create your own and memorize it!

Mary Kay’s 4-Point Recruiting Plan

Point #1: Ask the Hostess: Who’s coming today/tonight that might be good doing what I do? (She’ll say...Oh, I don’t really think anyone coming would be interested) .. Well...how about you? (she’ll give you reasons why she wouldn’t be good) .. You know...you just may be right, but why don’t you just watch me today and see if this could be something you could ever see yourself doing!

Point #2: Give a heartfelt, enthusiastic recruiting talk at your appointment (5 “I” story)

Point #3: Pick at least ONE person from every Class and offer her your career! (look for the sparkler, the person who you would love to introduce to your director/national/Mary Kay!)

Point #4: Offer your Hostess a free gift for any referrals that she gives to you who become a “qualified” Mary Kay Consultant"! (Ex: free product wrapped or a $50 shopping spree)