

# Congratulations on taking the Pacesetters Class!



June 2011

*I pray that this course will truly help  
you focus on your Mary Kay goals  
and reach them!*

*~ Lynnette*



The \_\_\_\_\_!

**Goals/To Dos:**

1. Spiritual
2. Personal/Emotional
3. Physical
4. Social/Community
5. Business

# Attitude/Emotion Cycle

This cycle is inevitable any time you are growing! With growth comes 'growing pains.' Only through these growing pains can you truly taste victory. Remember, everyone who is where you want to be has grown into the position!

Stage 1: Excitement  
Enthusiastic outlook

Stage 2: Frustration  
Postponements  
Obstacles  
Friends won't book

Stage 3: Shock  
They said it would be easy!

Stage 4: Denial  
Withdrawal  
Avoid Meetings  
Negative  
Procrastinate

Take on more projects at J-O-B

Stage 5: Fear  
I can't do this!!  
Maybe this isn't for me.  
They didn't tell me  
Blame anyone, company, recruiter, kids,  
anyone but yourself!

Stage 6: Derailed  
I never wanted my own business anyway.  
I've always loved my job—it's fulfilling!  
The hours aren't that bad.  
Quit and forget dreams

OR

Stage 6: Anger  
Get angry at yourself  
Admit and recognize your feelings  
You alone are responsible for your own  
success/failure

Transition begins

Stage 7: Recommitment

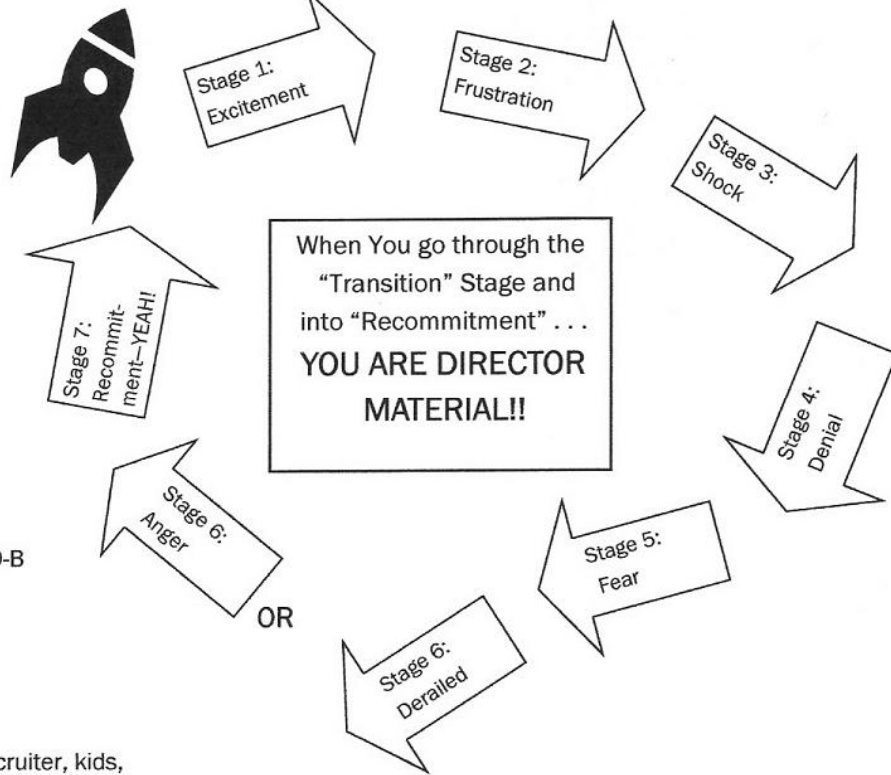
"It's not like me to give up, not reach my  
goals and get discouraged."

Get excited again!

Send positive message to brain—become realistic

Share with colleague

Get back to meetings



**"Some women think it's acceptable to sacrifice their own growth for their family's sake. What they don't realize is that their growth excites the whole family and gives its members permission to grow, too. Never turn down an opportunity to grow."**

**—Mary Kay Ash**

## From my heart to yours—DO YOU NEED AN ATTITUDE CHECK?

Use the following to check your ATTITUDE (as shared by Allison LaMarr on her brilliant Pacesetters class) so your New Year transition can begin:

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?

*Lisa Allison*

Your Name: \_\_\_\_\_



# **What's Your Hangup?**

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# **Get Brave or Change your Name!**

What do you need to do to “get brave”?

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# MK University - Pacesetters Points & Prizes

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## Each Week:

- Everyone who gets over 800 points gets to pick a prize.
- Top Consultant in points earns an extra special prize
- Anyone who sells \$300 or more gets the Weekly Ribbons and recognition during the meeting.

## Pacesetters Class:

- Anyone who moved up the career path will receive their “Red Rocks” Ring. Must move to Senior Consultant, Star Recruiter, Team Leader or Future Director. Of course, you will also qualify for your MK Pin to match your career level 
- New Red Jackets will get their Red Jacket Party during the meeting!!!
- Anyone who sells \$1000 or more from June 13-27th will also receive a special gift!

## Graduation:

- Must attend all sessions and turn in your point sheet.

**Bookings are our business! 300 Points!**

Yes, I have booked my new appointments this week.  
(Classes, Facials or Interviews)

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_

2= I'm Just Having Fun Consultant (A)

4= Part-time Consultant (B)

6= Full-time Consultant (C)

**Day 1: Pacesetters Class Assign-**

Name: \_\_\_\_\_

Unit: \_\_\_\_\_



- \_\_\_\_\_ 50 points     1. Highlight your strengths as President, Treasurer and Beauty Consultant. Circle the challenges in these three areas. Have it done by Thursday's class.
- \_\_\_\_\_ 30 points     2. Do your "Six Most Important Things List" Each night (10 points for each night you do this).
- \_\_\_\_\_ 40 points     3. Do your "Accountability" Notebook. (10 points for each day you do this.)
- \_\_\_\_\_ 50 points     4. Watch the Skin Care Class DVD.
- \_\_\_\_\_ 50 points     5. Be "up-to-date" on all your Weekly Accomplishment sheets for this year (July 1, 2010—today). Send your director any missing ones by Thursday's class.
- \_\_\_\_\_ 75 points     6. Create a simple goal poster and bring it on Thursday.
- \_\_\_\_\_ 150 points    7. Sell your MK product by Thursday.  
A = \$75    B = \$150    C = \$300
- \_\_\_\_\_ 50 points     8. Create your Weekly Plan Sheet for this week and keep it up-to-date. Have it in front of you for the Thursday class.
- \_\_\_\_\_ 100 points    9. Make a list of new booking prospects.  
A = Eight    B = Fifteen    C = Twenty
- \_\_\_\_\_ 200 points    10. Hold "Listen for a Lipstick" appointments this week.  
A = One Appt.    B = Two Appts.    C = Three Appts.
- \_\_\_\_\_ 100 points    11. Add 100 points for every additional appointment you book.
- \_\_\_\_\_ 100 points    12. Call customers for reorders, bookings, follow-ups, etc.  
A = Ten Calls,    B = Thirty Calls,    C = Fifty Calls
- \_\_\_\_\_ 200 points    13. Add a new team member (not a casual consultant).
- \_\_\_\_\_ 20 points     14. Receive 20 points for each business card you pass out.
- \_\_\_\_\_ 300 points    15. Hold a class before Thursday (3 or more guests at one time).
- \_\_\_\_\_ 50 points     16. Email or call your Director with updates at least once before Thursday.
- \_\_\_\_\_ 100 points    17. Complete your handouts and turn them in on Thursday.
- \_\_\_\_\_ 75 points     18. Call our unit hotline. (25 points per day).1 (641) 715-3900 Access Code: 14024#
- \_\_\_\_\_ 100 points    19. Read Chapters 1, 3 and 4 of your Consultants Guide this week.
- \_\_\_\_\_ 50 points     20. Give yourself 50 points if you were here at 9:30 today!

\_\_\_\_\_ **TOTAL POINTS**

# THREE ROLES FOR SUCCESS

Do you often feel you'd need to become two or three people to get all your work done? NSD Emily McLaughlin makes some suggestions that would have you do just that! This will help you develop your new personalities!!

## · PRESIDENT

1. Set goals for sales and recruiting.
  - a. Weekly goals
  - b. Monthly goals
  - c. Long-range goals
2. Plan of action to reach those goals.
3. Read to expand thinking.
4. Make a chart to help you visualize your goals.
5. Organize your Mary Kay business around other activities.
6. Set priorities.

## · TREASURER

1. Plan to have enough products on hand.
2. Obtain a bank loan to establish credit rating.
3. Run your business like a business.
4. Call and collect money due from customers.
5. Keep control of "in" and "out" money.
6. Pay expenses including salary for you.

## · BEAUTY CONSULTANT

1. Book skin care classes.
2. Hold skin care classes.
3. Follow up with customers.
4. Interview and recruit to expand business.
5. Read motivational material to achieve and maintain a positive attitude.



I know this plan can work for you because you already play many roles - wife, mother, cook, nurse, housekeeper, hostess, chauffeur, room mother, and on and on!

This is easy and fun because you can make a game out of it. Divide our business into three roles - President, Treasurer and Beauty Consultant. You can even wear a different outfit for each one if you want!

All three of the people in our business must do their jobs for you to be successful. If only your President works, you will spend your time dreaming about "someday" - that means no action. If only your Treasurer works you will be too worried about money to see the potential in your business. If only your Beauty Consultant works she will be on a fast course to nowhere.

Look carefully at your business. Are all three of you working? Try this plan for two months and see if it works for you! It is the only way I know to build a successful business you can be proud of because you planned it, you worked for it and you made it happen! Good luck as you put all three to work!

# New Prospects



**Name:**

**Phone Number:**

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