

# Back to Basics Training

## Day Six

### Day Six: Starting Over

Hope you all have benefited from the training in week one. Today, I want to move on to something a little different. I titled this training "Starting Over" because I believe that in order to have your business grow, every once in a while you need to sit down and truly start over.

When we first started our Mary Kay businesses, whether it was 20 years ago, two years ago or 2 weeks ago, we were told to make a list of 30 people whom you know that you can share our products with. Well, why do we only do this at the beginning of our businesses and not in the middle of them? We all sometimes wonder "Why am I having such a slow month or week?" I will tell you why, because you haven't thought about those people that you still need to share Mary Kay with.

Our beloved founder gave us this business to share with as many women as we possibly could. You know, I bet I could truly count the number of women I have touched with Mary Kay? I can tell you that the number of women I personally have touched with Mary Kay is between 100-150 women in the two years that I have been running my business. I know that this is an extremely low number. I want to touch at least 500 women with Mary Kay in the year 2003. How do I plan to do this?

Well, that is what today's training is about. Like I stated before, in the beginning of stages of our businesses our recruiters or director's told us to make a list of 30 women to share Mary Kay with. Did all of you do this? I didn't. Why? Because I didn't have 30 people in my life to share it with! And I am not joking when I say that. I have one sister....and 2 female cousins that live near me. All of my friends had moved away and I didn't work when I started my business. The total number of ladies that I came up with was 10! Not very many and today I look back and think..."Why did I ever stay in Mary Kay?" The truth was out of that 10 I got 3 loyal customers, my cousin, my mom and my step-mom! My own sister wouldn't even buy the products!!!!!!

So, how did I survive? I made a list of the TYPES of ladies that I wanted to meet. And then made a list of WHERE I needed to go to meet them. For example, one of the types on my list was a teacher....so I went to my old High

School and started talking to my former teachers....One more customer in the books!

So what am I trying to convey to you today? This training is all about getting back to the basics....so go back to the basics!!!

Assignment 6:

Okay, your assignment for today is to make a list of 30 women whom you have not contacted yet about Mary Kay. If you are like me and simply can't think of anybody, then make a list of 30 TYPES of women with whom you want to share Mary Kay. That's all! Don't do anything else with the list, just write it! That is your assignment for today.

Love and Beelief,

Tracy