

# **Back to Basics**

## **Mary Kay Training Overview**

Hi ladies!

Well, as promised I am starting my "Back to Basics" consultant training on Monday. I hope that you all will gain tons of information and confidence in running your Mary Kay Businesses. I know that a lot of you know my story already, but I want to share with you a little about myself and where I am in Mary Kay. I will then let you know where I want to be and why I believe I am not there yet.

First, I started my Mary Kay business in October, 2000. I had just graduated with a Bachelor of Arts in Sociology from Kent State University in Kent, OH in August, 2000, and was having the most difficult time finding a job. At the end of August, I started to become very frustrated at the lack of income and decided to go on the net and search for a Mary Kay Consultant (I had been using Mary Kay since 1995, but lost my consultant when she was diagnosed with Breast Cancer and gave up her business) So, I put in my zip code and my director's name came up. I sent her an email and said "I love Mary Kay, I need a job, how do I become a consultant?" Every recruiter's dream, right? Well, she called me and we made an appointment for her to come to my home for an interview. She gave me all of the information, and asked "Is there any reason why we couldn't get you started today?" I responded with "I want to do this and I am ready! I don't have ANY money and no credit left on my credit cards (I had to use my credit cards to pay bills since I had no job) So, with my director's help, I started selling Mary Kay without a starter kit. I borrowed some of her demo's and held my first facials with friends and family. By Oct. 1<sup>st</sup> I had gotten a job as a Substitute Teacher for a local school system and had sold enough MK to purchase my starter kit AND place my first \$200 order. Because I had gotten the job with the school, my scheduling was very hectic. I didn't hold any SCC or facials until May of 2001. And let me tell you, it was a nightmare! However, I still managed to place a \$200 order EVERY 3 MONTHS. Then, in May 2002, my dad and step-mother called and asked me to come over with some Mary Kay Opportunity information. At this time, I had been taking time from Mary Kay because I had just had a very high risk, scary pregnancy and with a newborn, it was very hard to concentrate on anything other than her. So, on May 10, 2002 I sign my very first recruit! Wow, finally a Senior Consultant! She became active right away and has faithfully placed at least \$200 every three months and sometimes places \$200 every month (This summer she placed a total of \$700 in three months!) Then, in early September, I had the privelage of seeing Rena

Tarbet in person. Up until this time my loving mother, boyfriend and many other family members still didn't believe I was serious about making it in Mary Kay. But after seeing Rena, they knew! They knew I was a woman on a mission and I was going to reach my goals. On September 10<sup>th</sup> my mother agreed to let me borrow her Visa card to place an inventory order. Because I already had approx. \$900 in product on my shelf, I placed a \$2,725 order and truly opened my Mary Kay Business. I have been winning prizes left and right and the magic is back inside of me!

So, now that this is getting really long, let me wrap up....I am now on target to be a Star Recruiter. I have one gal working toward her starter kit and first orders right now and she will be signed with her first order in by Nov. 24<sup>th</sup>, 2002. I am also in the process of working with another gal to become a consultant, which will make me on target to be a team leader and growing! So, where do I want to be in Mary Kay a year from now? I want to be a Grand Am Driving Fabulous 50's Director, on target for the wonderful Grand Prix Premier Club. How do I plan to get there? Well, that is the purpose of this training. For now, this is going to be on going. I am going to start off by talking about goal setting and how to achieve your goals. I am going to get back to the basics and help all of us to achieve our goals at our own pace. I have worked pacesetters, I have worked the boot camp, but I need to pace myself to get things done. I will admit to you all that I have a real problem with the phone. I hate looking at it and I hate talking on it. The phone is my worst enemy...but I can not run my business without being on the phone as my mouth is my office. So, we will all learn together what works best for each of us and also learn some things that are working for the Top Director's in America.

Now that you have an overview...I hope that you all will join me in this training. I want to note that I will be posting the trainings to [gogiveunited@yahoogroups.com](mailto:gogiveunited@yahoogroups.com) and also will be putting the posts on my website at [www.geocities.com/tlhorvath/marykay.html](http://www.geocities.com/tlhorvath/marykay.html) You will want to follow the link that says "Back to Basics".

Welcome aboard and I am so excited to be working this with you all!

Love and belief,

Tracy Horvath  
Senior Independent Beauty Consultant

If you Beelieve you WILL achieve!