

Four Emotions of our Business

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FOUR EMOTIONS of our BUSINESS from NSD, RENA TARBET

Phase One:

The first phase is excitement. You've caught the vision of where you can go and what you can do for yourself and your family through our Mary Kay opportunity! You don't know or understand just how it will all come about but you just know that it will. Nothing can stand in the way of your pursuit of the Mary Kay dream - you're ready to take on anything.

Phase Tw

Then phase two hits - frustration. Things are not going as fast as you'd like them to. Can you relate to this? Of course you can! We've all been there. We get impatient with ourselves and our customers. We tell ourselves that no one wants to schedule a Mary Kay Skin Care class or purchase Mary Kay cosmetics.

Phase Three:

Then comes phase three - the crisis point. Do you throw in the towel and shoot holes in your starter kit or do you get your head on straight and work it through? Do you tell yourself that Success meetings are the last place you're going since you have not done anything to get excited about? Or do you tell yourself that unit meetings are where you need to be to get your act together? The right question to ask yourself is the last one - as hard as it may be to push yourself to a unit meeting, it's the best thing for you and your Mary Kay career right now. You'll actually be glad you went.

Phase Four:

The last phase is recommitment. You've made it! You've recovered from the situation and you're stronger for it! You have a key ingredient to Mary Kay Success...Bounce Back Ability. You've recaptured your dream, you're excited again, and ready for the next obstacle. One thing is certain - each time you slip into the frustration phase, your trip back to phase one (excitement) happens more quickly because you know the way!