

## **Working MK as a "single" mom (please check this out, you may be single and not realize it)**

**Working MK as a "Single Mom" (please check this out...you may be "single" and not realize it!!)**

Thanks to Mary Ann Burns for passing along.

This is wonderful training from on how we can learn to work our business outside the "traditional" way. It may not apply to you now, if you don't have young kids, but it could be just what your prospect needs to hear. Remember, we are our own bosses and the flexibility of our business is essential to many moms!

I am writing this e-mail to answer a request from many of you who know my situation as a "single" mom working my Mary Kay business.

First, let me define "single mom" as I see it -

A) You are unmarried with children

B) You are married with a husband that works in the evenings or over 75 hours a week (ie. my husband is a physician in his surgery residency and works 100+ hours a week!)

C) You are married with a VERY unsupportive husband, thus making you "single" because he won't help with the kids

First and foremost you must WANT this situation to work!

I can remember feeling sorry for myself and proclaiming that if I had some help, I would do amazing things and that anyone who had help had

no excuse in this business. Bad attitude! I changed it by the decision to quit feeling sorry for myself and **MAKE IT HAPPEN NO MATTER WHAT THE CIRCUMSTANCES!**

Some things you may want to try:

1. Find childcare that is 100% reliable

I looked for my "God-send" for an entire year before I found her. She is wonderful, is very affordable, and can keep my kids just about any day at any time! (Also consider finding someone who is willing to "swap-out" your products for her service.)

2. Make your weeks as consistent as possible

I know without a doubt what I do on a daily basis (and when I do have something that comes up unexpectedly, I can rely on #1). Monday's are meeting nights, Tuesday's I do follow-up, etc. Use your Weekly Plan Sheet to keep it consistent!

3. Master time-management

(Do appointments/phone work around 'down' times)

So much can be done during this "down" time. Not every day has to be spent doing MK at this time (we need mommy down time too!), but 4 out of 7 days is still less than a normal work week. If your children have a nap time between 1:00-3:00pm, schedule five 15 minute "On-the-Go" appointments for people to drop by or a skin care class with a few gals you warm chatted at play group last week! Or if you work full-time, put the kids to bed at 7:00pm and schedule your in-home skin care classes or trunk shows at 7:30pm in your living room!

4. Work smart not hard

Make your MK a part of your daily errands. Warm chatter the ladies at

play group, the gals at the waterpark or zoo, the dry cleaners, soccer game, bank, post office, etc. Use nap time, your lunch hour at work, or after the kids are in bed, to call them back and hold those appointments.

#### 5. Learn as many scripts as possible

Get GREAT at learning those scripts that help you book appointments (look in your Career Essentials for the words) or you may say something like this: "Hi Kelly, this is Nikki Knott with MK cosmetics, we met yesterday at the mall. I was wondering what your schedule looked like for tomorrow for us to get together. I do all of my appointments at home while my kids are napping (or once they have gone down for the night) plus you need a day/night out just for yourself outside and away from the house and kids, don't you agree? Which is better for you \_\_\_\_\_ or \_\_\_\_\_."

Then tell her what all you have planned for her to get her excited about the appointment. Tell her she can bring friends but to call ahead to give a head count so that you can be prepared. Then MASTER efficiency in your class TIME to make it quick and easy. Consider offering her a "special gift" for coming to your home!

#### 6. Do something TODAY

Be proactive and start your new outlook on being a MK "single" mom ASAP!

Remember, if you always do what you have always done, you'll always get what you have always got! Somebody somewhere has always got it worse and has done it anyway. Quit being a victim of your circumstance and take the initiative to make a change right now!

I know you can do it,

Nikki

Mary Kay "Single" Mom