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If you think it is not important to start the new year off as a Star Consultant, think again. It is the single most important thing you can do for your business! "Be A Star!"

Years ago I remember reading a book where the 35 most successful people in the world shared 10 things they did that helped make them successful. I read what they said and there was only one thing that they all had on their list, only one thing that every single one of them had written down the same. And that one thing was each of them 'Made a list of the 6 most important things to do each day.' From that moment on I decided that was one thing I would do without fail and look at the credibility of that one thing.

On every Director's and National Sales Director's list, is the basic success plan - The yellow brick road to follow to be successful - and that is to be a Star Consultant. Some years back I realized that a very strange thing was happening. Some of my consultants at the beginning of the quarter were actually planning not to be a Star that quarter, instead of asking, how many faces do I need to do to complete my goal. They were actually planning on being successful. The most important reason to be a star is the creditability in your mind that this product sells which makes it so easy to recruit. Also, your recruits need to be Star Consultants so they can make money and have people to sharing their opportunity with.

When Benjamin Franklin wanted to introduce street lighting to the people of colonial Philadelphia, he did not lobby politicians, he did not publish editorials, he did not argue with those who disagreed with him. Instead, he simply hung a brilliant lantern on a long bracket in front of his own house.

Every evening, as dusk approached, he faithfully lit the wick. People out in the dark night could see Franklin's streetlight from blocks away and very grateful to walk in its friendly glow.

Soon Franklin's neighbors started putting lanterns on brackets in front of their homes, and it wasn't long before the entire city was illuminated each night with street lamps.

This is the way Jesus has influenced humankind, by example, by showing us what to do and how to do it. By letting His own light shine, He not only lighted the way for us but gave us the idea that we, too, have lights that should be shining. ~This is what is meant by the speed of the leader.... you set the example, lead by example, lead by example, lead by example! It is the key to becoming influential in the business and being able to build a team.

You will be winning prizes, prizes you can put in your living room, things you can wear, things for the family. You will be getting the recognition so you can build creditability. And you will be consistently selling your products showing the profits to be made in Mary Kay.

Use The Success Sheet attached, work out a plan of action of how many faces it will take to reach your goal then cut out the picture of the prize of your choice from the Quarterly Prize Brochure and put it on your goal poster where you can see it every day. You do deserve the benefits of this unbelievable career. Plan your success for you and your family today.

BE THE STAR THAT YOU ARE

Reasons To Become A Star Consultant!

- 1. It's A Good Business Decision:** The best reason to be a Star Consultant is because it is a good business decision. When you have enough product on your shelf to provide a Roll Up for every guest at your skin care class you will sell more Roll Ups!
- 2. It builds Self-Confidence:** As the president of your company, you have started your business smart, you have chosen to have products to sell from the beginning, giving you confidence in yourself. By keeping your shelves stocked you always have product availability. This gives your customers confidence in you as a professional, not an order taker when they can take their products home with them. This gives you a selling edge!
- 3. Credit and credibility:** Inventory is proof of your investment in your career. If you need a loan to finance your initial inventory, you can establish credit in your own name and the interest becomes a business expense. It is possible for the revenue you make from one skin care class to more than cover the monthly loan payment. Avoid unnecessary interest expenses, by paying off any loans or credit charges a top priority.
- 4. It Show You are Committed:** Having a Star Consultant order on your shelf helps to make you committed. This becomes a business instead of a hobby. Remember, when you treat it like a business it will pay you like a business, if you treat your business like a hobby it will pay you like a hobby!
- 5. Recognition:** This is strictly a right brain reason to be a Star Consultant, but it is the most fun reason. When you are a STAR you get recognized at every sales meeting by sitting up front. This is important for you, but more important for your recruits and prospective recruits, because it gives you credibility. Star Consultants also get special recognition at Seminar, and become celebrities by climbing the ladder of success.
- 6. It makes you a Winner:** You win your ladder pin with an PEARL, EMERALD, DIAMOND, RUBY OR SAPPHIRE STAR. This is important because it shows the world and yourself that you are a winner. It is your visual symbol of your success. You also win the prize of your choice which gives you tangible evidence of your commitment to your career. People want to do business with a winner, and it makes you personally feel GREAT!
- 7. It Shows Success:** Success attracts success. You will attract other sharp women who want to be successful. When you work your business smart by being a Star Consultant it gives you the believability that your recruits can do it also. You will realize how it builds self-confidence and that it is the best advantage your new recruits can give their business.

Be The Star
That You Are!



STAR POWER

25 REASONS TO BE A STAR



1. Earn Excellent Income
2. Build Inventory
3. Earn Ladder Pin & Star for Ladder
4. Company Quarterly Prize
5. Company Recognition
6. Unit Recognition
7. Pride and Satisfaction in a Job Well Done
8. Star Consultants are "Great Consultants"
9. Gives you Something to Crow About
10. Builds Self-Esteem
11. Builds a Happy Customer Base
12. Your Customers Like to do Business with a Successful Consultant
13. Product on Your Shelf Motivates You to Book and Sell
14. You're never Broke When you Have Product on Your Shelf to Sell
15. Builds Self Confidence
16. First Step to Becoming a Red Jacket
17. First Step to Becoming a Director
18. Helps Build Protective Shield Against Negativity
19. Shows you are a Unit Team Player
20. Take Advantage of Product Bonuses
21. Mary Kay will give customer referrals from the Mary Kay 1-800 number
22. Accumulate Points for Yearly Awards
23. Receive Priority Registration for Seminar
24. Feels Fantastic to be an Achiever
25. Stars Drive Cars!

\$1800 - Sapphire Star

\$2400 - Ruby Star

\$3000 - Diamond Star

\$3600 - Emerald Star

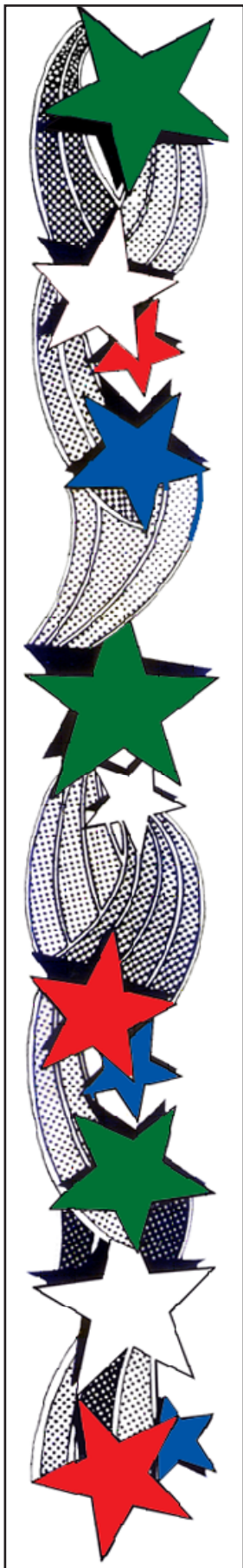
\$4200 - Pearl Star

It is Totally Sublime
The Haute Chocolate
Director Suit is Mine!



When you are selling enough product to be a consistent Star Consultant You are meeting enough women to build a team - Results:

Directorship, Free Cars and the opportunity to help Change Lives!





MONEY, MONEY, MONEY!!!



(Thank you Director Mildred Tift for sharing this great story and “money lesson”.)

We have some money to invest and I was thinking about the story one NSD told. While she and her husband were lolling around the pool he said, “Honey, I meant to tell you; I invested \$10,000 in (whatever) and we will make 7% interest in 7 years.” She said, “Oh, really?” He said, “What’s wrong?” She said, “Nothing.” He said, “I know something is wrong; what is it?” She said, “I know you think of yourself as a great business man.” He said, “so tell me what’s wrong.” She said, “Well, I was thinking that if you had invested the \$10,000 in Mary Kay products, I would have received 13% (her Unit Commission) on \$10,000 immediately - that would be \$1,300, plus, some gorgeous prize, probably a TOP TRIP with Mary Kay and 50% - \$10,000, when I sold it! And it wouldn’t take me 7 years to sell it! That would be \$11,300 we would make on our \$10,000. **A consultant with 5 recruits would make the same commission as the NSD!**

Do you look at your MK inventory as an investment, or something you hope you can sell. What are you making on your Money Market Account? 4%, 5%? How about your savings account, 2 1/2%, and CD’s, 5%? If you’re doing GREAT in the Stock Market you may make 15%, (and no one is doing great in Stock Market right now), or you may lose it all! We have looked into different plans such as an annuity which makes 7% if we invested \$15,000 and leave it there for 10 years. Bonds could make 4% or 5%, if interest rates are high, but they’re low so that won’t work.

I have money in a IRA. That’s good. However, I am past the age where I can add to it and if I take it out I am taxed on the full amount THIS YEAR. Everyone is telling you to plan for your retirement. I do believe that you need to start some kind of retirement RIGHT NOW! Oh, *you aren’t making enough money to save any?* Work your MK (along with your regular job) and put your profit into a retirement account. *You say you don’t have time to do anymore than you are doing now?* Sure you do. You better, if you want any money when you’re 65 or older.

The best interest you can get on your money RIGHT NOW is to invest in your Mary Kay Inventory (at 55% UNTIL JUNE 28TH) and learn to be the best Mary Kay Consultant in the business. Listen to motivational tapes in your car daily. Other consultants are doing it. Find out how. Do you get tax benefits at your other job? *What if you can’t sell it?* Oh, well, the only reason you wouldn’t be able to sell it is if you never told anyone that you were a Consultant. *What if you have to send it back to Mary Kay.* So what! You had to have sold some of it at 50%. You can’t lose any money.

What about the interest on the loan? What about it? When you are working a profitable business, making a lot of money you need tax benefits. It is important to get your TAXABLE INCOME down to as close to zero as possible. Say you are making \$40,000 at your job, then want enough tax shelters to get it down to as close to zero as you can. You probably don’t have ANY tax shelters working for someone else. With Mary Kay you do! Maybe you do want to quit your job but you say, “*The Company pays for my insurance*”, not true, the Company doesn’t pay for your insurance, you do! They just don’t pay you what you are worth because they are using the money they should pay you to pay your insurance. **DO YOU KNOW YOU CAN PAY FOR YOUR OWN HEALTH INSURANCE? THINK ABOUT IT!**