
Don't Let Phase Two Keep You From Winning!

*Did you know that most
Consultants go through
a four-phase swing
many times during their
Mary Kay careers?
Not all of the phases
are positive ones and
it's important for you to
know how to work
through them to keep
yourself and your Mary
Kay business thriving!*



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 opportunities! 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!

(continued)

**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 nobody wants to book a beauty show or buy Mary Kay cosmetics.



Is it worth it?

Is your Mary Kay career worth the hassle of putting up with postponed shows? Making yourself go to unit meetings and finding something to crow about? Could you find this kind of never-ending excitement, supreme challenge, and positive attitude in any other job? I wouldn't be the person I am today without the great opportunity Mary Kay gave me. I have a healthy self-image and so many chances to share this positive way of life with other people. Is Mary Kay worth it? You bet it is!!!

We must never sell ourselves short. Give yourself time to grow, and above all, never lose sight of your goals. When you lose sight, then you have time to see the obstacles that lie before you. Remember, Mary Kay sells dreams as well as cosmetics.

Resolve now to work through every phase two and never forget where you could be in six months, a year, three years, or five years from now if you just persist! Sure, it can be difficult at times, but if you always look ahead and imagine a positive aide to everything, you're sure to go far with Mary Kay. And pretty soon the positive things that you were imagining are coming true!

**Then comes phase three—
the crisis point.**

Do you throw in the towel and shoot holes in your beauty case, or do you get your head straight and work it through? Do you tell yourself that unit meetings are the last place you're going since you have not done anything to crow 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.



**The last phase is
recommitment.**

You've made it! You've recovered from the situation and you're stronger for it. 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) gets quicker and quicker, because you know the way.

