LEAD FROM YOUR HEART
(BUT ALWAYS CARRY A MAP)

By NSD Stacy James

I have discovered that there are two basic issues that must be addressed in order for women to advance in their life. They are:

- **A committed work ethic.** The willingness to do the work and to take action before you feel prepared.

- **A healthy thought process.** The ability to work through the hang-ups and replace them with a positive mind set.

One of the most challenging aspects of our business is not the scheduling of classes or marketing the product or recruiting. The most challenging element is self-growth. Being honest with ourselves and vulnerable with others. Are we working on being the best that we can be? How do we go about it? A super normal person is one who equates success with self-growth. Corporate America encourages us to intimidate, manipulate and over compensate. In Mary Kay we are taught to care, to be warm, to nurture, to serve others and to open our hearts to other’s needs. Stephen Covey refers to that as a “Win, Win Scenario” versus a “Win, Lose Mentality.”

**WHAT I WANT YOU TO UNDERSTAND**

**FACE TO FACE IS NEVER IN VAIN**

Every appointment that you hold, facial, class, marketing plan or training session is part of the success plan for your future. As a Consultant, every woman you sit in front of creates a foundation for your future success. I do believe, that we need to check point ourselves by asking yourself, “Is what I’m currently doing, going to get me to where I want to be?” Don’t spend your time doing filler stuff and then convince yourself that you are working. Be in front of the faces, sharing the product and the opportunity. The point here is to stop worrying about the result of each appointment. Women worry about the outcome so often that they don’t set up the appointment. The more women you are in front of, the stronger the foundation you will build and the faster your future will grow.

**YOU HAVE THE CHOICE**

Because of the structure of Mary Kay you will never, never sacrifice what is most important to you to create a great success. This is a building business. Your future success is built upon day to day efforts and appointments. So often people assume that my current income is equal to the time that I am currently working. I make a lot of money so they assume that I am working night and day. Corporate America has instilled that in our heads. I work and I have worked hard, however I can tell you with all sincerity, that never to the sacrifice of my family. It has always been to the benefit of my family. Money does not make a house a home. Money provides us with beds but not a good nights sleep. Money can also buy us companionship but not true friends. Mary Kay teaches us about peace of
mind, putting the Lord first and examining the examples that we are setting for our children. Great success in Mary Kay does not require more time, just better focus. Planning through goal setting and working smart. We can all learn how to have balance in our lives.

STANDARD OF LIVING AND QUALITY OF LIFE ARE TWO DIFFERENT THINGS - There are people who abuse this opportunity. You see them, they are negative, closed spirited and they usually burn out. Watch who you emulate. Do you want their trapping of success or do you want the kind of life that they live. Please respect Mary Kay for her teachings. Do not question this company because you have witnessed an individual who was driven in her desire to succeed and didn’t understand the importance of balance.

ALL YOU HAVE TO DO IS BELIEVE - Belief in yourself is a million dollar commodity. If you believe that you can, you will move forward and do it. Lack of belief can cause us to waver. You build personal strength by surrounding yourself with others who believe in you. Believe in this company. In my 13 years with Mary Kay, I have never been disappointed by this company. I have silently questioned changes at times, such as “Nail Care? Why are they introducing Nail Care?” Need I say more. Our Nail Care is now world renown. Good thing the Company didn’t waver their launch because of my doubts. I have learned to trust their judgment. Mary Kay Cosmetics Corporate is working for our success. They want us to win cars and make lots of money. Having a suspicious mind will not serve you. Ulterior motives are not their style. In all my years with this company I have met Directors who have spent time and lots of energy looking for reasons not to trust. They are still stewing while I’m a National Sales Director. I rest my case!

THERE IS A DIFFERENCE BETWEEN SUCCESS AND GREATNESS - Every Director in our company should be a Cadillac Director. It takes thinking big, effort and believing that you can. It is that simple. Being a great Director takes a different kind of effort. You don’t work any harder to become a Million Dollar Director. In fact I have come to believe that working part-time hours as a Director is harder than clocking 40 hours of work. Thinking about working and wringing your hands over what you should be doing will create far more stress than actually taking action. Becoming a great Director takes a daily desire to get organized, develop a system, work at being an excellent trainer, being nonjudgmental and providing unconditional love for your consultants. How high is your kindness quotient? Are you approachable, warm, caring and humane? These areas take work, experience and the willingness to personally grow. Being the best means that you work at being a better you every day. Not being better than anybody else. Your success is the culmination of belief and work. Just as your business is a journey rather than a destination. Being the best Director you can be is your mission and you might as well be driving a Cadillac and enjoying all the benefits of being a Million Dollar Director while you work on the process.