

Creating an I-Story

Prospects don't sign because we earn 50% profit. They make their final decision on the emotion that was gathered during someone's story. They step into your story and have the feeling, "if they can do it, so can I!"

On the other hand, if you do not take the time to create a story that will have them coming out of their seats, you may never spark an interest.

Your story will grow as you grow into the person that God intends you to be.

Have fun creating your I-Story with passion and charisma. I know the Mary Kay world will hear your story on the Seminar Stage!

It is a choice to be great in life. Be great in Mary Kay! Remember, you are selling the dream of Mary Kay! It does not matter what has not happened, what matters is what is going to happen. Its not where you have been, its where you are going! Believe in the Power of the Dream!

Your I-Story would have 3 parts:

1. Your life before you began Mary Kay
2. How your life has changed since you've been a part of Mary Kay
3. What you are excited about now that you're part of Mary Kay, both and outside and inside goal!

Example of an I-Story:

Hello and thank you for taking a moment to let me share with you a little bit about myself and why I love what I do. (Describe yourself and your family). I began my business (how long ago) while working (describe your current job at the time you joined).

I was first introduced to Mary Kay at (describe where you were and when you heard about the Mary Kay opportunity). I have to admit I was a little (adjective here) at first, but I was so truly impressed with (what impressed you most about Mary Kay). It really blew me away (mention more perks we have, travel, prizes, recognition, jewelry, etc). You see at that time (describe your life then, your job). But when I heard about Mary Kay, I was told that I could work my business anywhere, and work with the #1 Brand in America, earn the use of a free company career car, have unlimited earning potential, work in a company designed for women, and have all of my priorities in order. Faith first, family second, and career third. I was told that I would get free training every step of the way and all it took to get started was signing my agreement and getting my starter kit. I knew there was no risk, and I would never know if it was for me unless I tried it out, so I thought I had nothing to lose and gave it a try!

Since getting started in (when did you join, month/year), I have been able to (what have you been able to do...) and have earned (name some prizes you've earned here, star ladder pin, star prize, unit/area prizes etc).

Mary Kay is truly an Incredible company, we are a Fortune 500 company, considered one of the best companies for women to work for and there are more women earning over \$50 and \$100,000 a year in Mary Kay than any other company in the world! Plus, we have over 100 millionaires and they are all WOMEN!

I have to say that I truly love what I do and I am so thankful that someone took the time to share this incredible unparallel opportunity with me. Mary Kay has truly enriched my life and I would love to pass it on to you!

I appreciate you listening and if you have any questions please don't hesitate to ask.

What to remember:

- Your prospect wants to know how and why you began your business and what it means to you.
- Make it brief, heartfelt, and enthusiastic
- Describe what you did before
- Describe how your life has changed
- Describe what you like best now
- Describe what your goals are and what your looking forward to now! (earning a car etc)
- Do not talk about other Direct Sales companies