SEMINAR - Just Do It!!

By Mary Pat Raynor

Seminar is the place where dreams begin. I can not imagine not going to Seminar, but I guess it has always been that sort of commitment that separates the Top Achievers with the shoulda-coulda,-woulda consultants. As I read the story below I couldn't help but think about attending my 1st Company Seminar. Gary and I couldn't afford it.. I didn't go because I had nothing better to do with my time.. I went because it was part of my College Education in Mary Kay. I held extra classes and facials. I took care of the money by working my business....and look at my life today.. don't you think that Marsha Morrissett made a great investment in herself by attending?! You deserve that too! God put you into this company to do something wonderful with your life.. don't miss out on seeing the Whole Picture!! Seminar is the Whole Picture!!

Every consultant in Mary Kay land is asking that question right now. I remember so vividly, 17 years ago when my Director told me to plan on going to seminar. I had just quit my job to pursue MK full time. I was a brand new single mom. I had full responsibility for house payment and all expenses, including child care. I was emotionally devastated from the breakup of my marriage as were my daughters. (ages 8 & 10) I had no savings. AND... I had just submitted for DIQ (which meant that I would need to take an additional trip to Dallas the month following seminar...we went before DIQ in the former system.) Now, honestly, what would you be thinking? I had only been with the company around 6 months at this point.....wouldn't you question the soundness of that decision? Besides, I had been to soooo many conferences and seminars in my educational background and quite frankly, I didn't care for them. Did I intend for Mary Kay to be my life's work? I wanted it too. Yes! Was I nervous? Oh yes!!!! Did I go? YES! Think about this for a minute.....your future lies in your thought process surrounding this......Your future will always be in the Yes's of this business, never in the no's. You are probably waiting to hear how much stronger I felt once the decision was made. I didn't. In fact, I cried most of the way down to seminar, hiding my tears from my team members. I was in a very fragile state emotionally, yet I knew those two little girls were counting on me to find the strength, courage and way to go forward with our life. The thoughts would keep creeping into my mind about the bills to be paid less than 4 days upon my return....house payment, tuition payment....food! My faith wasn't even that strong at that time of my business. We had a yard sale to raise part of the money for my two trips and the girls sold their Barbie condo and donated the money for my trip. It was our dream. It was our future. I share this because it is so easy to look at me and look at the other Directors and assume ......assume that the road was easier than yours.....assume that they couldn't possibly know what you are going through and how it feels to leave your children, to raise the money when you are soooo in debt.... to leave home in the middle of one of life’s difficult passages ..........are you with me? Why in the world would I want to dedicate an entire morning's motto to this one question? Because,........when you decide to make a way,,,,, find a way.....and join us at seminar.....You will look at me with your eyes wide with amazement and voice inaudibly the words ..... Thank you and we will both know what you mean! You will be thankful because........
• You will have a new vision for what YOU will be able to do with your business.

• You will no longer question whether or not this business is for you.

• You will learn how to save time and manage time better.

• Your energy level will increase dramatically for your goals.

• Your income will double, if not quadruple with the training you receive.

• Your thinking will transcend from the maybes to the will.

• You will meet women who will inspire you to new heights of thinking and acting.

• You will learn about your products and gain a new found confidence in sharing them.

• You will make very special friendships with women who will share the career path with you AND you will have more fun than you can possibly imagine!

If your current boss told you that a business seminar would take place this summer and you would be expected to go....you would simply make the arrangements. This is exactly what I want you to do with Seminar. Please don't question what will be the most life changing few days in your career. Make the arrangements. The only acceptable reasons for not attending are death and dilation. :-) Your future is much too important to ignore this. I want you there with me. Remember Successful people are find a way, make a way women. They have complications, they have stresses, yet they base their decisions on the future and what it holds, not the present obstacles. I can't wait to tell your story, full of obstacles, that will inspire the masses next year at this time....and it will all boil down to the fact that you simply made the arrangements and went to Seminar.
Sure, Seminar is fun, but it's so much more! It’s an exciting learning experience that motivates and teaches you in just 4 days what it could take months or even years to learn on your own. Seminar is an investment in your career as a Professional Beauty Consultant. Yes, an investment in your vocation, not a vacation from your business!

Registration is $175 and you can register on line at www.marykayintouch.com - I will be glad to counsel with you on what expenses to expect. It IS affordable! This is a fact: YOU CANNOT AFFORD NOT TO GO! I guarantee you will get MORE than your money’s worth from Seminar and all your expenses are tax-deductible. Consultants, hear this message from my heart …my first Seminar I didn’t have the $$ upfront to go, but I went anyway (because my Director and recruiter told me to). I carpooled to Dallas with my recruiter and sister Consultants and borrowed the $$ for my expenses. I would have never won my first car or become a Director without that Seminar experience. Today I have enjoyed an awesome MK income for years and it’s increasing annually! Don’t be short-sighted. It could change YOUR life and financial status!

Can you really afford NOT to go?

Objections you may need to personally overcome:

1. “I don’t have the money.” That’s exactly why you NEED to go. Start putting something aside from each sale. By holding 1-2 extra skin care classes between now and Seminar, you’ll earn your way - the ONLY $$ you need right now is the Registration Fee - you won’t need your hotel and spending $$ until the last of July. The anticipation of going will increase your productivity over the next month, and you will be even more productive when you get home from Seminar. Plus, all expenses are tax-deductible. Trust me, if “I don’t have the money” is your objection, you cannot afford not to go!

2. “I can’t leave my children.” Children need a break from mom too. They’ll appreciate you more than ever when you get back – and you’ll be refreshed and energized. Begin making arrangements now. What this trip might cost you in inconvenience; it will pay off in glory!

3. “My husband doesn’t want me to go.” If your husband’s job required him to be away from home for 3-4 days in order to better his productivity and paycheck, would YOU tell him that he couldn’t attend? Why not take him with you? He’ll love it!

4. “I don’t deserve to go, because I didn’t meet the goals I set for myself this year.” NONSENSE! Seminar attendance is not just a reward for a great year (although if you had one, we’ll sure celebrate it.) Seminar is the catalyst for making next year great! The most significant Seminars for me were those in which I had NOT achieved my goals. They became turning points. Go hungry to learn and grow and make this Seminar YOUR turning point!

5. “I am a new Consultant. I’ll wait and go next year.” Do you want to wait a whole year to make a lot of money and be very successful? Why postpone your success for a year. If you want an awesome rookie year, you have the best reason of all to go. Give yourself a head start!

6. “I went to Career Conference. Isn’t that enough?” Ever heard the phrase, “You ain’t seen nuthin’ yet?” While the regional conference is great, it’s a weekly Unit Meeting compared to Seminar. NO comparison.

STOP HESITATING.. JUST MAKE THE DECISION.. AND THEN MAKE THE DECISION RIGHT! You need and deserve to be there!! It will affect your future!!
Saving for Seminar

If you did not attend Seminar this year, for one reason or another, start planning and saving now to attend next year! I sincerely believe that each year you miss Seminar, it holds you back a year in the achievement of your goals.

Some tried and true ideas for saving for Seminar—then when it comes, you have it all paid for—it’s the stress-free way to attend the greatest event of the Mary Kay year!

1. Put aside $10-$12 a week—either in a separate savings account, or you can send it to me! That way I will collect it for you, and you can’t spend it! Do it every week without fail, and it adds up to $520-$624 for the year! If you just put it aside yourself, it’s too tempting to “embezzle” it - you must be very self-disciplined not to dip into your piggy bank!

2. Put aside $1 for every sales ticket you “dirty”. In other words, every time you write up an order for a client, put a dollar bill in a separate envelope for Seminar. Of course, the amount you save will depend on how much you sell in a year!

3. At every deliver, practice you suggestive selling techniques. Take the money from the extra sale and put it into your “Seminar Account.” Do this with just 1 item per sale and watch your account grow!

4. Are you a coupon clipper? If you are, keep track of the value of the coupons you redeem and put that cash into a separate account. You would have spent that cash if you hadn’t had the coupons. It makes it into a game, and it can add up very quickly!

5. Use your "ProPay" account as your savings account. Keep money from your credit card sales in that account and forget about it, until it's time to pay for Seminar next year!

All the above ideas will help you save for Seminar next year. However, as most ideas I share with you, THEY ONLY WORK IF YOU USE THEM! Start now, so next year instead of wondering how you can go to Seminar, you have it all paid for and can go debt-free and stress-free! Start now, today, with one of these ideas— Keep me informed which one you're doing and how it’s going! I can give treat pep talks, if you ever need to be re-sold on the technique!

Discipline yourself to do this weekly, not weakly—and I'll see you in