

West Coast Summit 2015 MAC Productions

Menina Givens, Angelique Talbert and Caterina Harris Earl



Race to the Finish!

February 21-22, 2015

HOLIDAY INN HOTEL & CONFERENCE CENTER • 9000 W. AIRPORT DR. • VISALIA, CALIFORNIA 93277

Special Guest Speakers



Sonja Hunter Mason
Dacula, GA
Sr. National Sales Director
Emeritus



Holli Lowe
Walhalla, SC
National Sales Director



Deb Erickson
Business Coach
"Rut Buster"



Race to the Finish!

West Coast Summit 2015 MAC Productions

Saturday, February 21st, 2015

Registration Begins at 10:00 AM
 Start your Engines (Valley Oaks Room Doors Open at 11:30 PM).....12:00 PM – 4:00 PM **Career Attire**
 Evening Program6:00 PM -11:00 PM **Leather & Lace**
 (See Vendor Table to purchase / pick up your T-Shirt & Business Tools)

Sunday, February 22nd , 2011

Attire: WCS T – Shirts & Black Slacks

Continental Breakfast (Outside Valley Oak Room)7:00 AM – 8:15 AM
 Optional Worship Service - Winning the Eternal Race (Valley Oaks Room)7:00 AM – 8:00 AM
 General Session8:15 AM – 11:00 AM
 Husband’s Class (Executive Board Room) 9:00 AM – 10:30 AM
 Breakout Classes (See Details Below) 9:15 AM – 12:00 PM
 (Reds & Directors will leave the main room)
 Closing Session (Valley Oak Room)12:00 PM – 2:00 PM
 Check out on Sunday morning before the program begins. Luggage Storage is in Cypress Room

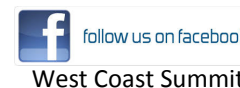
Class Times	Consultant Classes (Valley Oaks Room)	Class Times	Star Team Builders (Cedar)	Team Leaders / Future Director / DIQ (Pine)	Director Classes (Plaza)
9:15 – 9:45 AM	Race to Win Karen Gardner	9:15 – 10:00 AM	Green Light—GO!!! Deb Erickson	Destination Director NSD Holli Lowe	Get Revved UP!! - No Parking Zone NSD Sonja Hunter Mason
9:50 -10:20 AM	The Engine of Success: Team Building JoAnn Calvin	10:00 - 10:45 AM	The Fast and The Fabulous NSD Holli Lowe	Stay in Your Lane NSD Sonja Hunter Mason	Optimum Performance Deb Erickson
10:25 -10:55 AM	Booking Machine / Relay Race Angelique Talbert				
11:00 - 11:30 AM	ROUND TABLE Discussion Session 1	10:45 - 12:00 PM	Hitch your Wagon NSD Sonja Hunter Mason	Road Map to Success Deb Erickson	All Cylinders Go NSD Holli Lowe
11:30 – 12:00 PM	ROUND TABLE Discussion Session 2				



Table	Table Topic	Session 1	Session 2
Table 1	Ready, Set, Book	Bryeanna Barmer	Elaine Chandler
Table 2	Coaching gets the Wheels Turning	Angela Andrews	Byrdie Goodloe
Table 3	Park it Right Here: Closing you Party in the Winner's Circle	Anne Hanson	Karen Johnson
Table 4	Building Your Award Winning Crew	Karen Johnson	Carolyn Colter
Table 5	Navigating Road Blocks Networking & Getting Leads	Marilyn Cahill	Donna Milam
Table 6	Premium Fuel for Optimizing your Success (Upselling & Supplements)	Sally Bryant DeChenne	Syndi Croad
Table 7	Tech Talk: Driving the Latest Model	Andrea Magee	Ciji McBride
Table 8	Follow your GPS: Emotional & Time Management	Renita Johnson	Mimi Novak
Table 9	From 0 to 100 (Customers)	Vikki Halstead	Joann Burton
Table 10	Avoiding Detours on the Road to Success: Conquering Fear & Obstacles	Senora Colvin	Palia Curry

Thank you for Revving your Engines and Running the Race! Now Take the next Lap to Cross the Finish Line!

Download the WCS app! Text WCS to 40691



@caterinamarie
Use hashtag #wcs2015



Race to the Finish!

Senior Cadillac Sales Director Menina Givens



Sr. Director Menina Givens joined Mary Kay in August 1994 while working her full time career as a Pharmaceutical Sales Representative for Merck. She is married to a very supportive husband, Quentin and has two incredible sons, Tyler, 20 and Dylan 17.

In June 1995 just ten short months after joining the company, she picked up the keys to her first car, a FREE Red Pontiac Grand Am!! With focus and determination she promoted herself to one of the most prestigious positions in Mary Kay and debuted as a Sales Director in October 1995. By December they reached Fabulous 50's as a unit.

At Seminar 1997 - she was the #1 "First Year" Director in the entire Fitzpatrick National Area.

Menina has been a member of the prestigious National Court of Sharing twice, receiving a spectacular 1-carat diamond bumblebee with emerald eyes, and the beautiful 40th Year Anniversary bumble bee that holds 1-carat of diamonds and 4 pink sapphires with diamond eyes!

Menina has earned the use of 11 career cars, 8 of which have been Pink Cadillac's and she just picked up her brand new 2015 POWERFUL, PLUSH, PINK CADILLAC SRX!

Menina's Million Dollar Dream Team has been recognized in the Circle of Achievement 17 times including the \$300,000, \$350,000, \$400,000, \$450,000, \$550,000 and \$600,000 Circles of Achievement. They completed the \$650,000 Circle of Excellence twice earning her Top Director Trips to Beijing, China for Mary Kay's 50th Anniversary Celebration and this past year to the Four Seasons Resort in Maui, Hawaii! She has received sparkling 1-carat diamond bar pins at each of these levels. In addition, she has earned three spectacular 3.5 Carat Diamond Rings, a 50 inch Plasma HDTV with a home theater surround sound system, and selected a cash prize of \$3750 three times in lieu of a diamond ring.

Her greatest honor was that of being voted by her peers, as Miss Go-Give for the Pearl Division in February 2005. Menina has been featured in several Mary Kay publications including the Director's Recognition Memo, Career Path & Career Car Program Brochures, and has graced the cover of Mary Kay's National "Applause" Magazine. She and her sister, Martica, were both featured in the "Look" Brochure, and her full story was featured in the August 2007 Applause Magazine. In addition, Menina and her family were featured in the company's Imagine The Possibilities Team Building DVD!

Menina's highest commission check (not including her sales) was in excess of \$17,449 in one month. With the help of her Mary Kay business, she was able to pay off \$20,000 of credit card debt and all of her student loans!

She and her Million Dollar Dream Team have made the decision to EXCEL this year and debut as the EXCEL National Area!

Menina knows that according to Galatians 6:9 "You must not become weary while doing good, for at the proper time you will reap a harvest if you do not give up".



Race to the Finish!



Senior Cadillac Sales Director
Angelique Talbert

- o Angelique began building her Mary Kay Career in 1993 very spare time, while working an 60-80 work week in Retail Merchandising as a Buyer. She paid off all \$17,000 worth of credit card debt in a little over a year of working 4-6 hrs a week as a consultant with Mary Kay. She is a graduate of the University of Southern California earning a B.S. in Business marketing and entrepreneurship.
- o She has earned the use of 12 Mary Kay FREE trophy on wheels including the Grand Am, Black Mustang and 10 Pretty Powerful, Plush, Pink Cadillacs.
- o She has been honored 3 times in the Director's National Queen's Court of Sales, picking up 3 gorgeous FREE Diamond Rings.
- o Has earned over 60 Stars on her ladder of Success as a Star Consultant earning a beautiful prize virtually every quarter since she has been in the company.
- o As a Senior Sales Director she has over 9 powerful Directors in leads a sales force of over 800 Consultants in her Future National Area.
- o Her highest love check has been in excess of \$14,800 in just 1 month and her highest personal sales in 1 week has been in excess of \$10,000 in retail sales of which she made 50% profit.
- o She has earned almost 2 MILLION \$ from Mary Kay and is a Mary Kay Millionaire.
- o She is featured in the company's National Magazine "Start Something Beautiful", the Director In Training Money Matters Video and on this year's January INCITE CD.
- o She has been able to buy 3 dream homes with her Mary Kay money She and her husband Allan have a 11 year old girl named Lauren and a 10 year old baby girl, Sydney and a 8 year old son named Brandon. Her greatest joy is to be a stay at home mom and also be a well paid Executive who gets to make a difference in women's lives. She is a multiple business owner and believes that we truly can have it all with harmony.
- o Angelique and her All-Stars have been recognized as a top Unit in 18 Unit Circles of Achievements totaling over 6.5 million \$ in sales including the \$300,000 the \$400,000, 450,000 and 3 times in the Half Million Dollar Circle of Achievement where she picked up a, 2.4 Karat Diamond ring, a 3.2 Karat Diamond Ring and a 4.5 Diamond Ring.
- o She was voted by her peers to receive Mary Kay's most prestigious and coveted honor, that of Miss Go-Give in May of 2000.
- o This year, she and her LOVE WARRIOR Future National Area are creating a MASSIVE MOVEMENT, called OPERATION LOVE- creating Leaders Of Vision and Excellence and spreading a LOVE-A- LUTION in the world. She will be finishing their NATIONAL AREA for 2016.



Race to the Finish!



National Sales Director
Caterina Harris Earl

Caterina began Mary Kay in February 1991 while working full-time and pursuing a Master's Degree at USC. Her reason for starting was to pay off her student loan and credit card debt in excess of \$100,000.

She became a Sales Director in August 1992. She earned over \$5000 in her first month as a Sales Director and became a Fabulous 50's Director.

Caterina picked up her first Pretty and Plush, Most Important No Car Payment, Pink Cadillac as a Super Achiever in November 1992 - just 3 months after becoming a Director! She led her unit to \$347,000 in Retail Sales in their first 11 months as the Cast of Super Stars Unit.

Caterina was crowned Rookie of the Year by the #1 National Sales Director at that time, Shirley Hutton.

She also was Head of her Debuting class of 250 directors. For this incredible accomplishment, Caterina was flown first class to Dallas to teach New Directors and have a private meeting with Mary Kay Ash!!

Caterina has represented the company in a host of national publications, media and video.

Her most cherished accolade is being nominated as the Company Go Give—the highest honor you can receive in Mary Kay.

Caterina has led her unit to the \$300,000 Circle of Achievement three times, the \$350,000 Circle of Achievement, the \$500,000 Circle of Achievement six times, the \$550,000 Circle of Achievement four times, the \$650,000 Circle of Excellence and the \$700,000 Circle of Excellence in one year—Totaling over \$10 Million worth of skin care!!! She has earned 30 Karats of Diamonds. She loves diamonds. How about you?

Caterina is driving her 13th FREE Car and 11th Pink

Cadillac. Her favorite have been the Convertible XLR Barbie Car, the Hybrid Cadillac Escalade and currently the Cadillac XTS. She loves her free Trophies on Wheels.

She has earned World Class Trips to Maui, Stockholm Sweden, Sydney, Australia, Milan, Italy, Private Chartered Cruises to the British Isle Milan Italy, the Greek Isles. the 50 Anniversary Trip to Beijing China and this years luxury trip back to a favorite spot, the Four Seasons in Maui, Hawaii for her and her husband. 50th Anniversary Trip to Beijing, China, back to their favorite Resort at the the Four Seasons in Maui and planning to head to London with extended trips to Paris and Dubai for 2015.

Caterina debuted as one of the top 200 women in our entire company of over 3 Million world wide. She is the 24th African American National Sales Director and the first African American National Sales Director to debut west of Texas.

Her highest combined income is over \$25,000 in one month.

Caterina worked for Mary Kay for 21 years as a single woman with no children. On 12/12/12, at 12:12, she married the man of her dreams - whose cousin is a Mary Kay Sales Director. Everything comes out of the starter kit.

She is proudly married to Pastor Dr. Anthony Earl. They have 5 grown children and 8 blessed grandchildren.

Caterina is a college graduate with a degree in Economics and Political Analysis.

She is a National Sales Director of the Solid as a Rock Area AND SHE IS A MARY KAY MILLIONAIRE!!!

Please join me in welcoming from Chicago IL and Brentwood, CA - National Sales Director Caterina Harris Earl!



Race to the Finish!



National Sales Director
Holli Lowe

Holli Lowe began her Mary Kay business at the ripe age of 20! She was a college student at Clemson University and was earning her degree in Elementary Education when she said yes to adding another thing to her already busy schedule.

She debuted as an Independent Sales Director in 2002 and earned her first company car as a junior in college. Holli enjoyed working her business part-time while she graduated with high honors and began her teaching career.

Holli has earned a total of 7 free cars and over 23 carats of diamonds, topaz and sapphires in her business. She has enjoyed all expense paid trips to, Four Seasons Resort in Maui, Hawaii, a cruise to Greece and Turkey, Trips to Germany and Beijing China .

Holli was named to the National Biltmore Who's Who Among Executives and Professional Women.

Her highest income for one month not including diamonds, prizes, cars, or trips is over \$24,000!

Holli's favorite memory is retiring her husband from his management position 7 years ago allowing him to pursue a career in professional fishing! Holli & Matt have

10 years and 2 young children.

She is a person who believes God has already given you everything you need to

be successful inside yourself. Just dream BIGGER and expect success. Holli battled with self-worth and feelings of not measuring up. She learned to deal with those feelings and went on to earn her first pink Cadillac and 5 years later debuted as the youngest National Sales Director at that time.

She gives credit to this company for offering her flexibility, freedom, morals, values, Christian Principles, abundant thinking, financial freedom and the chance to truly live the American Dream.



Race to the Finish!



Sr. National Sales Director Emeritus
Sonja Hunter Mason

Sonja is married to Walter Mason Sr. for 47 years!! They have 2 children, Walter Jr. and Mia Mason Taylor, National Sales Director with Mary Kay. Sonja and Mia are the first African American Mother /Daughter Duo in the 49 year History of Mary Kay!!! Sonja has Three grandchildren. She was the 10th African American NSD in History.

Sonja began building her Mary Kay Empire in January 1982. She was a Real Estate Broker. She became a Director in 6 months. She later stepped down from directorship. In 1987, Sonja received another Mary Kay Wake-up call . In order to send her daughter to the University of her choice, Sonja began to build a SECOND Mary Kay Unit!!

Sonja made a promise to Mia that she would pay for four years at Howard University and that she would come to her graduation in a "PINK CADILLAC"!

1987 she won her first Car. 1988 she became a Sales Director for the Second time. 1989 and 1991 she qualified for Career Cars. 1992 she achieved the Super Achiever Cadillac and completed Director Queens Court of Personal Sales and the \$250,000 Unit Circle of Achievement!! Sonja lead her unit to the Circle of Achievement every year after that to include the \$350,000, \$400,000, \$500,000, \$550,000 and the \$875,000 Circle of Excellence!!!!

Sonja was a Star Consultant 53 Quarters and a Triple Star Achiever . She earned the prestigious Top Director Trip to Scotland and the Extended Trip to Ireland AND England! She ranked NUMBER 9 in the Pearl Seminar the same year she debuted as a NATIONAL SALES DIRECTOR!! Sonja has Won 16 Gold Medals and 30 Carats of Diamonds. Voted 'MISS GO GIVE' in 1995.

She is a Mary Kay Millionaire with her highest check in one month \$21,229.57. Trips??...her passport reads like a book: Sonja and Walter visited Scotland, Ireland, Spain, London, Rome, France, Switzerland,

Bermuda, Cruising the Baltic Sea, Sweden, Austria, Copenhagen, St. Petersburg Russia, Venice, Milan, Maui, Sydney, Athens, Istanbul and Beijing.

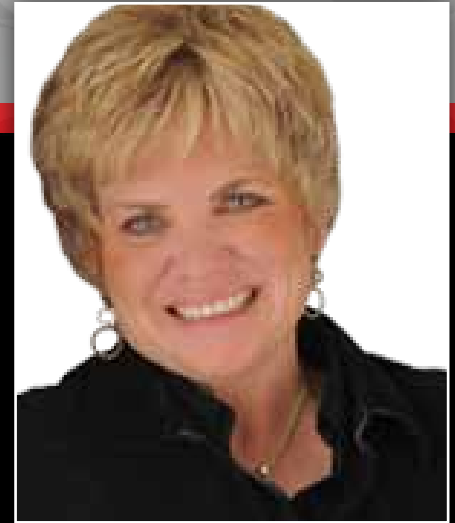
She has been featured in Black Enterprise, Hair Magazines, The Applause Magazine ,Living the Dream Brochure.

Sonja Hunter Mason and the Legacy Area was retired to the position of Emeritus in January 2011. Sonja's new journey is mentoring and coaching Directors who want to tap into her Mary Kay life experience.



Race to the Finish!

Business Coach
Rut Buster
Debi Erickson



After graduating from Illinois State University in 1978, Deb spent the first 10 years of her professional career as a teacher and athletic coach, winning awards for her achievements in the classroom and on the court. As a student learning principles of success, Deb challenged herself by moving into the business arena where she excelled as a sales trainer and team manager for companies like The Equitable, The American Heart Association, and The University of Phoenix.

Deb continued her education, studying breakthroughs in neuroscience while working towards her Masters Degree in Counseling. Driven to expand her reach, she pursued her life's dream to become an inspirational speaker and empowerment coach. That dream was the driving force behind creating her own personal and professional development company, ICAN Institute, Inc.

Over the last 20 years, Deb has gained international acclaim as a speaker, radio personality, author, and transformational coach. While her client list is a who's who of Fortune 500 companies, Deb's greatest passion has been mastering the art of coaching women to step into their greatness through her live events and online programs.

Her newest programs, RutBusting 101 and ICAN Coach teach brain-training techniques to create significant change quickly with lasting results. Her book, *Get Out of the Rut and On With Your Life* is having an impact on readers who are hungry to move past personal obstacles and into their own power.

Focus on Goals

Independent Sales Director Carol Scholes share these basic tips on goals.

Why Set Goals?

1. When goals are set, things happen.
2. Goals make you feel good about yourself.
3. Goals provide attitude adjustments.
4. Goals establish self-discipline and motivation
5. Goals give you direction and purpose.
6. Goals take you where you want to go.
7. Goals create good habits and patterns to follow.
8. A goal will eliminate other from controlling your life. Set a goal to discipline yourself. If you don't, others will.

Goals Can Be Negative If:

1. They are too big.
2. They are out of your sphere of interest.
3. You believe luck is necessary to arrive at your destination.
4. You set your goal by comparing yourself with others' accomplishments.
5. You are doing it for someone else.

Reasons Most People Do Not Set Goals:

1. They are not sold on the benefits.
2. They feel it's safer not to.
3. They fear commitment, failure or success.
4. They have a poor attitude or focus.
5. They don't want to work.

Setting a Goal:

1. Decide exactly what you want - be very specific.
2. Aim high - you should have "butterflies." Stretch your limits
3. Create visuals. The subconscious mind accepts all information as fact and cannot distinguish between what is real and what is imagined and believed.
4. Involve family. Find out what's in it for them.
5. Pick someone to emulate.
6. Define where you are. Goals must be "BIG" according to your ability.
7. Determine what you are capable of in a day, a week, a month, and a year.
8. Write your goals in detail and talk about them with appropriate people.
9. Focus on your goal daily. If a goal is not focused on for three days, it's as if it never existed.
10. See goals as if they had already happened.
11. Keep you FOCUS. (Follow One Course Until Successful).
12. Quitting is not an option.
13. Set another goal immediately upon reaching a goal.

Six Parts of a Goal:

1. WOW - Excitement of a goal.
2. HOW - Plan to achieve a goal.
3. NOW - Just do it!
4. OUCH - Do it anyway.
5. VOW - Commitment to reach goal.
6. POW - The Victory!

IT TAKES
4 WEEKS
FOR YOU TO NOTICE
A CHANGE.

IT TAKES
8 WEEKS
FOR YOUR FRIENDS
TO NOTICE.

IT TAKES
12 WEEKS
FOR THE REST OF THE WORLD
TO NOTICE A CHANGE.

IT TAKES
1 DAY
TO DECIDE YOU'RE WORTH IT!

90 DAY DASH TO ON-TARGET CADILLAC...DECIDE & DO IT!
NSD HOLLI LOWE

23 Faces & 10 Interviews



On The Week Of:

Name Phone Sales Interview	Name Phone Sales Interview	Name Phone Sales Interview
Name Phone Sales Interview	Name Phone Sales Interview	Name Phone Sales Interview
Name Phone Sales Interview	Name Phone Sales Interview	Name Phone Sales Interview
Name Phone Sales Interview	Name Phone Sales Interview	Name Phone Sales Interview
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Name Phone Sales Interview	Name Phone Sales Interview	Name Phone Sales Interview
Name Phone Sales Interview	Name Phone Sales Interview	Name Phone Sales Interview

Follow this WEEKLY for 90 days and you'll be on-target CADILLAC!!! Just see if you can hang!

NSD Holli Lowe

Mary Kay

INCREDIBLE DEALS FOR YOU, TODAY ONLY!



Get the Skinvigorator brush for half off with the purchase of ANY set!

BRUSH YOUR TEETH SET

Cleanser
Moisturizer
Foundation
Foundation Primer
FREE Foundation Brush!

\$82
\$92 value

Save \$10

BRUSH & Floss Your Teeth Set

Cleanser
Moisturizer
Day Solution
Night Solution
Foundation
FREE Foundation Primer!
FREE Foundation Brush!

\$130
\$158 value

Save \$26

Whiten Your Teeth Set

Cleanser
Moisturizer
Day Solution
Night Solution
Microdermabrasion
Firming Eye Cream
FREE Foundation!
FREE Primer!
FREE Foundation Brush!

\$197
\$245 value

Save \$48

BLEMISH CONTROL

Clarifying Cleansing Gel
Blemish Control Toner
Acne Treatment Gel
Oil-Free Moisturizer

\$40
VALUE \$45

BEAUTIFUL Diva

Compact
3 Eye Shadows
Cheek Color Applicators
Lipstick or Lip Gloss

\$67
VALUE \$72

BAT MY EYES

Oil-Free Eye Makeup Remover
Mascara of your Choice
Soothing Eye Gel

\$41
VALUE \$46

I LOVE TO BE Pampered

Satin Hands Set
Satin Lips Set

\$48
VALUE \$53

I AM SIMPLE

Foundation Primer
Foundation Brush
Foundation

\$43
VALUE \$48



Your Glamour Specials!

Get the **Brush Collection** at **1/2 Price** when you take home any set below.

Color Junkie

Buy all 4 sets, get your brush set and brush cleaner **FREE!**

- Medium Compact
- Brush Cleaner
- Brush Collection
- 3 Eye Colors
- Cheek Color
- Lip Color
- Applicators
- Cleanser
- Moisturizer
- Foundation Brush
- Foundation Primer
- Facial Highlighting Pen
- Finishing Spray
- Translucent Powder
- Concealer Brush
- Concealer
- Eye Primer
- Eye Makeup Remover
- Mascara
- Lip Liner
- Eye Liner

\$299
\$368 Value

Glamour Girl



- Medium Compact
- 3 Eye Colors
- Cheek Color
- Lip Color
- Applicators

\$71

Simple Girl



- Cleanser
- Moisturizer
- Foundation Primer
- Foundation Brush
- Foundation

\$92

Perfectly Polished



- Finishing Spray
- Facial Highlighting Pen
- Translucent Powder
- Concealer Brush
- Concealer

\$74

Fantastic Finish



- Eye Primer
- Eye Makeup Remover
- Mascara
- Lip Liner
- Eye Liner

\$66

On-Target Cadillac in 90 Days

By NSD Holli Lowe

REGARDLESS what YOUR UNIT is doing today, YOU can control if you earn your Cadillac in the next 6 months...YOUR activity controls YOUR destiny! This ISN'T about YOUR UNIT, this Cadillac is about YOU and YOUR COMMITMENT!!!

*90 Faces Monthly

(most directors average \$100 per face)

@ \$100/Face = \$9,000 Retail Sold
= \$5,400 Reorder @ 60%
= \$3,600 Profit @ 40%

*45 Interviews Held

If you ask 90 women to listen, 1 out of 2 will agree to LISTEN! If 1 out of 5 say yes, and you will add 9 new personal recruits. The average new recruit's initial order is \$1,000 wholesale (company average).

If your base unit size is 30, your base production is probably between \$2,000 and \$3,000 wholesale per month.

\$5,400 Personal Order
\$2,000 Base Production
+\$9,000 From 9 New Agreements

\$16,400 (this doesn't include "car points" for personal qualifieds)

THIS level of activity done for 3 months will change the complexion of your unit. In 12 weeks you will be ranking in a whole new place on the scoreboard...3 more months, your caddy will be done! Just test me...

**90 Faces = 15 Party Slots
on your calendar, and
your meeting with 6
guests counts as one of
those party slots!**

**Are you WILLING to do what
others never will, in order to
have what others only
dream of?**



Building a Cadillac Unit of Excellence

1 FUTURE DIRECTOR

2 TEAM LEADERS

6 STAR TEAM BUILDERS



13 SENIOR CONSULTANTS



100 CONSULTANTS



10

20

30

40

50

60

70

80

90

100+



Many people limit themselves to
 what they think they can do.
 You can go as far as your mind
 lets you. What you believe,
 you can achieve!

Based on the Unit Comparison of a \$400k Unit. Your personal results may vary. This is to serve as a guide - please be sure to track your Unit production for qualification.

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AMBERWILBURN | photography

Hello, West Coast Summit Friends!

Deb Erickson, here, and I am looking forward to seeing you in California – as we all “Catch the Wave”!

And speaking of catching things,

I hope you catch my presentations!

And I encourage you to catch my program and products specials and enter my drawing for free gifts!

Visit www.deberickson.com/wcs

Meet Deb Erickson



Over the last 20 years, Deb Erickson has gained international acclaim as a transformational coach, speaker, author, and radio personality.

Attesting to Deb's deep commitment of mastering the art of coaching women to "step into their greatness" is her impressive client list of Fortune 500 companies. Now, through her brain-training recordings, mindset classes, and on-line programs, you, too, can enjoy stepping into greatness in your business and personal life!

Deb is known for her uncanny ability to help women create significant change - fast – with lasting results. Her foundation program, RutBusting 101, is now available online as a self-paced, web-enabled course, designed to help you break through the ruts that have been holding you back. Get started with this revolutionary program today by visiting www.icaninstitute.com.

*The 2nd edition of her book, **Get Out of the Rut and On with Your Life**, is available at her site and through Amazon.com. Learn more about Deb Erickson and her transformational programs and products at www.deberickson.com.*

Welcome to Deb Erickson's ICAN Institute

ICAN Institute has the only revolutionary, intuitive self-development systems and programs that produce fast, permanent, life-changing results!

Our Brand Vision Statement:

ICAN Institute is a world leader in the movement to remove traditional limitations and evolve women's mindsets around the globe. We empower women to appreciate their unlimited selves in their personal life, at work, and in society, bringing global balance and a healthier humanity.

Our Brand Philosophy

ICAN Institute shifts the traditional slow growth self-development model and transforms it into an innovative, playful, easy, and accelerated personal learning journey. In addition, our unique teaching methods have a powerful impact by creating more satisfying lifestyles for individuals, while benefiting their surrounding communities and future generations.



Our Core Values

1. **Results Driven:** *Our programs create permanent changes that last for a lifetime*
2. **Committed:** *We ensure that our customers become personally empowered and fully self-expressed*
3. **Innovation:** *We provide unique tools, products, and language that contribute to the expansion of the unlimited self*
4. **Community:** *We build individual and collective greatness*
5. **Playful:** *We create an open learning environment which leads to an open heart and an open mind*

Live it at www.deberickson.com! Learn it at www.icaninstitute.com!

The ICAN Coach Program with Deb Erickson



ICAN Coach is an integrated approach to mastering your Coaching skills!

ICAN Coach is a **5-month immersion program** that will teach you an integrated and intuitive approach to coaching your Unit members to greater success!

Stop pushing and pulling your team members and start COACHING! ICAN Coach is a revolutionary system that integrates your skills as a leader, trainer, mentor, and coach into one package resulting in explosive growth without the struggle and stress.

YOU WILL LEARN HOW TO:

- ✓ Empower your consultants to take personal responsibility for their growth and business.
- ✓ Become a detective looking for clues to explain your consultant's blocks to success.
- ✓ Ask power questions and listen for negative patterns and learn how use answers to gain unwavering commitment to get results
- ✓ Identify what your consultant needs more of: training, guidance, motivation, inspiration, tough love, coaching, or mentoring.
- ✓ And when to let a consultant go. There are power moments in the coaching process when you must let go and allow your consultant to move towards her own solutions.
- ✓ Manage your own energy, attitude, and flow as well as teach your consultants to do the same.
- ✓ Create your "personal core beliefs" around your coaching style.
- ✓ Help your team eliminate self-sabotage behavior.
- ✓ Manage your time, energy and resources to coach and grow at the same time.
- ✓ Become a Director who walks your talk with authenticity.
- ✓ Confidently use your intuition to guide you.
- ✓ When to use motivation and inspiration techniques.
- ✓ Become the "Woman of Excellence" you have always wanted to become!

ICAN Coach 5-Month Program Includes:

- ICAN Coach Resource Manual: Extensive and Comprehensive Coaching Training Guide & Support Tools
- 10 Live ICAN Coach Class Calls (2 per month!)
- Course Handouts
- Bonus ICAN Coach Class Mentoring Call
- RutBusting 101 On-Line Program (*see description*)
- RutBusting Mastery Weekly Calls (26+/- weeks of continuing education calls while you are in the ICAN Coach program!)

ICAN Coach Program

Combined Total Regular

Price of Individual Components: \$2,906.00!

Your Price: \$1,799.00

Pay in Full or Choose our Payment Plan Option
(includes Payment Plan Fee).

Here's what other top directors in the direct sales industry are saying...

"You've heard it said, "When the student is ready, the teacher appears." If you are ready for growth in your personal and professional life, Deb is the teacher you need. Her style of teaching and coaching has been easy to follow, simple to understand, and yet the results, for me, have been profound! I have learned more in Deb's program in a few short weeks than I have over a decade of attempts at self-improvement through workshops and books. She's funny, tells great stories, is warm and soothing in her approach and yet delivers the tough things you need to hear for real growth, growth that will last a lifetime." ~ C. C. - Top Sales Leader

"If you are hungry to unlock the greatness you KNOW is inside you and tired of spinning your wheels, then you MUST meet Deb Erickson. Her program is like Mirical Grow for your mind! She is that coach who will come ALONGSIDE YOU and support you as you grow. I've attended hundreds of events, and been a part of dozens of programs, I can tell you that PARTNERING with Deb Erickson & her programs is THE BEST investment I've ever made, more than wise I believe it's PRICELESS!!!" ~ P.K. - Top Sales Leader



RutBusting 101 is a revolutionary, intuitive, on-line, self-development system that produces fast, life-changing results. Built for your “on the go” lifestyle with mobile convenience!

RutBusting 101 is for you, if ...

- You have been looking for help, but traditional classes never fit into your busy life schedule
- You know that you have more potential than you are currently living up to
- You experience nagging doubts and regular frustrations
- You are stuck in a rut of living with less than you want
- You want more and don't know how to get it
- You are trying to free yourself and others from mental and emotional lack and limitation
- You are plagued with self-sabotage, procrastination, or low self-esteem
- Your success has been slowed or completely stopped by fear
- You want more and you know that the only thing stopping you are your own thoughts

With RutBusting 101, You Will ...

- ✓ Gain a feeling of freedom, knowing that you have control of your thoughts and emotions
- ✓ Gracefully move through the transformational process more quickly than you dreamed possible
- ✓ Master the tools that create a prosperity mindset, bringing flow into your life
- ✓ Experience more enthusiasm for life, feeling more empowered to achieve your dreams
- ✓ Master the tools to move past fear into action with ease
- ✓ Discover how to have deeper and more meaningful conversations, leading to greater impact with your community
- ✓ Feel a place of peace, knowing you are living in alignment with your life's purpose
- ✓ Experience unwavering confidence in your ability to move through any challenge, and achieve any goal

How Does It Work?

This transformational program is based on *the newest brain research available* to help you create **real change – right now**. These neuroscience breakthroughs explain why we have been “stuck in a rut” for so long, but Deb gives you a roadmap to finally break free from the mental and emotional limits that have prevented you from living the life of your dreams.

RutBusting is a self-paced program broken into “micro-bits” of information, so you can learn as you go. Each lesson is divided into 7-10 learning segments that you can complete in just moments. This mobile learning system allows you to fit your growth into your day and allows you to consume the material in a way that works with your schedule.

Why Does It Work?

Deb Erickson, The RutBuster herself, is your guide through this amazing journey. It's like having Deb “in your pocket”: always there to teach, coach and encourage you. You will have access to her on-line learning platform, ICAN Institute, through any computer or mobile device - giving you exactly what you need, anytime – anywhere!

Learn more about Deb Erickson and her programs at deberickson.com and icaninstitute.com

*** EVENT SPECIAL ***

RutBusting 101 Package:

Buy the Package today and receive everything listed above **PLUS**

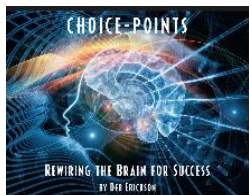
- ✓ 1 "Get Out of the Rut and On With Your Life" Book
- ✓ 1 Embracing Success CD

Combined Total Regular Price of Individual Components: 477.00!

Your Price: \$399.00

Pay in Full or Choose Payment Plan (You will incur a small Payment Plan Fee).

Choice-Points Program



- Are you sick and tired of feeling helpless to create true, lasting positive change in your life?
- Do you find that fear or doubt overwhelm you and stop you from moving into action?
- Do you find yourself saying: “This time is going to be different.”? But it never is?
- Do you engage in self-sabotaging behavior or “creative avoidance”, instead of doing what you know you need to do, when you need to do it?
- Are you regularly distracted by “important” things and never get to your critical IPAs?

Break those bad habits forever!

The Problem:

Our old habits are deeply embedded neuro-patterns in the brain. **Unfortunately, willpower and discipline are not enough to make permanent changes the brain’s wiring.** Willpower and discipline can create temporary change, but only as long as you can maintain your focus. Without continual focus, the brain will eventually default back to its original wiring.

*The only way to create true, lasting change in your life is to **re-wire YOUR brain** for the thoughts, feelings, and actions, required for success. If you are tired of being disappointed with yourself because you are not doing what you know you need to do, it’s time to **change your strategy and retrain the brain for success!***

The Solution:

My Choice-Points Program is your personal fast track to create lasting change. This ten-week *brain training* class that *will literally rewire your brain for the success* you desire.

With my proven training, you will:

- ✓ Learn how to apply- leading edge breakthroughs in neuro-science to retrain your brain for success.
- ✓ Be able to readily identify the negative neuro pathways that your mind habitually follows today.
- ✓ Use my neuro-tools to reinforce what you’ve learned and to STOP you at powerful “Choice-Points”, to keep you from repeating these old patterns.
- ✓ Develop your personal map to successfully create new neural pathways, easily identifying where and how you begin to take the wrong path - and how to make quick – and permanent - course corrections.

NO other program or training on the market today offers this complete experience. You will create a neuro-map of your mind, as it is now, and, then, design the neuro-map that will take you to where you want to go. You will learn the revolutionary tools and techniques that will help you break those bad habits forever and free you to move with grace and ease to the life of your dreams.

Learn more about Deb Erickson and her programs at deberickson.com and icaninstitute.com

***** EVENT SPECIAL *****

Choice-Points Program Includes:

- 10 Weekly Course Calls
- Deb’s Newest Neuro Tool: The Choice-Points Map
- Special Binaural Affirmation Recording
- On-Line Access to all Course Materials

Regular Price: \$349.00

Your Price: \$249.00

Pay in Full or Choose Payment Plan
(You will incur a small Payment Plan Fee).

Deb Erickson's Revolutionary Alpha Transformational Systems for Women

Alpha Transformational Systems (ATS) are audio “mind retraining” recordings created to support you in transforming your life in every way. These CDs prepare your mind to embrace and feel safe with the changes you intend to create. Once your subconscious mind moves into a willing and receptive state, the action journey can be graceful and joyous.



Embracing Change, the first CD in the series, is the foundation for mental retraining. It prepares the mind to be open to change, enabling you to redesign your mental set points and create permanent change in every area of your life. Other CDs in the series cover specific topics of interest in your personal and professional development.






When you begin to understand the mechanisms of the mind that keep you stuck in negative patterns and self-sabotage behavior, you can choose to change, move into action, and use these tools to transform your life.

Each CD in the series includes the following tracks:

- *Morning Wake-Up Affirmations*
The Morning Wake-Up track can be used every morning to set the tone for your day. Listen to it first thing, before your feet hit the ground and feel the power of setting your intention.
- *Power-Up Affirmations*
The Power-Up Affirmations track can be used with the Power of 3 if you participate in RutBusting 101 or anytime you need to refocus your energy and feel the surge that these powerful I AM statements provide. Feel the beat of the music and the power of the words to get an internal boost.
- *Alpha Affirmations*
This track should be used as your meditation or bedtime retraining session. Feel free to fall asleep to it every night as the YOU ARE statements reaffirm your power and value. I suggest that you listen to it at least once in a fully awakened state so you can hear the suggestions being made to your subconscious mind.

**THE ALPHA TRANSFORMATIONAL CDs MAY BE PURCHASED INDIVIDUALLY OR AS A SET.
Our set is on sale for the West Coast Summit Event - \$80.00 Retail Value – Yours for Only \$60.00!**

LISTEN TO * FREE* SAMPLE TRACKS ON-LINE at www.deberickson.com/products/cd-series/!

	Volume 1: Embracing Change: This CD is the foundation for all of the Alpha Transformational System for Women recordings. It is HIGHLY recommended that you begin with this CD to prepare your mind for the changes you desire. Use this recording every day for at least 30 days to create a receptive mind and willing heart.
	Volume 2: Embracing Action: This CD moves the receptive mind into action. Once you have allowed the mind to feel safe and secure with your intention to change, you are ready to get moving, bust your ruts, and take productive action. This CD will transform your mindset and allow you to move easily in the direction of your goals.
	Volume 3: Embracing Wellness: This CD will help you move gracefully into the physical wellness you desire. If you are looking to reclaim your ideal weight, release unwanted pain, stress, illness, and step into unlimited vitality, this recording has the affirmations you need to help get you there.
	Volume 4: Embracing Abundance: This CD will help you move gracefully into accepting the abundance that is divinely yours. If you are looking to release the limits that have bound you and open yourself to new ‘abundance possibilities’, this recording has the affirmations you need to help get you there.
	Volume 5: Embracing Success: This CD will help you step past fear, moving to the massive success and achievement that you desire in your career or business.

“YES, I CAN!” Starter Package

**New to Deb Erickson, her coaching,
mentoring, tools and programs?**

Start here - and set the foundation to **“retrain your brain”** for success!

- ✓ 1 *“Get Out of The Rut and On With Your Life”* Book.
- ✓ 1 Inspirational Treasure Deck
- ✓ 1 Embracing Success CD

Regular Price: \$83.00

Your Price for the Package: \$60.00

(Save \$23.00!)

Skin Care Class Outline

Before the Class

1. Give Hostess Packet/What is hostess working towards
2. Mail/Email invitations
3. Profile all guests

At the Class

Kitchen Coaching

1. Confirm # coming
2. Future Bookings
3. Future Recruits – watch me tonight and see if it looks like fun. (4 Pt Plan)
4. Hold Refreshments

Set up

Display the products you are featuring on the Opinion Poll you are using
Display the Hostess Gifts
Put a Hostess Packet at each place setting
Seat the Hostess closest to you

Satin Hands

Open — Welcome and Introduce yourself

Thank Hostess — give gift and explain Hostess Credit and offer booking invitation
Overview: 3 parts: skin care, dash out the door look, private consultation on sofa
Guest introductions and share what they want to learn today 2 - 2 - 2 Plan (2 days, 2 weeks, 2 months)

Refer to Beauty Book. Include I-story:

Before Mary Kay I ...
What appealed to me about Mary Kay was...
What I love about Mary Kay...
The reason I'm telling you this is because...

Body of the Class

3 in 1 cleanser, Micro Derm, Day and Night, Moisturizer, Satin Lips, Eye Cream
Mention any other Supplements you wish
Foundation Primer, Foundation (Mineral or Timewise Matte/Luminous Wear or Medium Coverage)
Dash out the Door – Eye Primer, Eye Cream, Bronzer, Lip Liner, Lip Gloss
Use Tic Tac Toe to get referrals with phone numbers. Have gift for first one done
*Mention Second Facial and Individual Consultation throughout the party
Share 10 Perfect Reasons why Mary Kay is a Great Career Opportunity

Table Close

Compliment Time (Emphasize how great their skin looks and feels)
Read the Mary Kay Opinion Poll sheet to the guests at the table and have them complete each question
5 Ways to Pay – Cash, Check, MC, Visa, Discover, AMX
Everything with Me Tonight

Individual Close and remember the "Perfect Class." Sell sets. 2 or more new bookings. 2 or more interviews booked and invite guests to your meeting

8-Point Individual Close

1. Didn't you have fun tonight? (Nod and smile.)
2. Don't you just love the way your skin feels? (Nod and smile.)
3. I see if money were no object, you selected _____. Is that what you like to start with or did you have another set in mind. ? Whatever you decide is fine with me.
4. Will that be cash, check or charge?
5. I see you would like to have a _____ at your Follow Up Facial. What's better for you, _____ or _____ ? (Set the appointment. Select her look.)
6. At every skin care class, I always select a couple of people that I would most like to have as my Future Hostesses and tonight, _____ I selected you. Is there any reason why you couldn't share your follow-up appointment with a few friends and receive 75% off or product for sharing? I think you would be a great Hostess. (Give her the Hostess Packet. Coach her on her guest list and set a time when she'll be giving you everyone's name and phone number or refer to her list on the Opinion Poll and ask her if this could be her guest list.
7. What would you most like to get for your Hostess Credit Skin Care, Body Care, Makeup, Fragrance, etc.?
8. Pay her an honest complement and say
"Tell me, _____, is Mary Kay something you might consider for yourself on a part-time basis? It may or may not be for you, but I'd love to tell you about it or have you join me for Career Night on Monday. What's better for you an appoint-ment or Monday night? (If she hesitates, say, Well Mary would an extra \$500, \$1000, \$1500 cash part time on a consistent basis be helpful right now? I am sure that you would agree you could not make an intelligent decision without hearing the facts. Is there any reason why you would not give me your honest opinion of how we make money either over a cup of coffee or as a guest for me? What would be better for you?"

BOOK 30 Faces in the next 2 Week!!!

Use the NEW Timewise Night and Restore (or Serum C+, Or Microdermabrasion, Or Even Complexion Power Pair)

To get in front of 30 faces in the next 2 Weeks! YOU CAN DO IT!!!

General:

Hi _____! This is _____. I am in a contest with Mary Kay to have [15 or 30] women, this week and next, try our New _____ (insert product name you want to promote like the TimeWise Nighttime Restore & Recover Complex) and get their feedback. I wanted to give you a free gift if you will try it for me. It's fun, free and no obligation! Can I borrow your face? What is better for you, next week or this week? [now give days you are available] After booking say. Just one more thing _____. When you share this appointment with just 3 girlfriends I will also give you \$50 in free product. Would you like \$50 in free product? Great. Can you send me the names and addresses of your girlfriends in the next 24 hours?

For Brand New Consultants:

Hi _____! This is _____. I am so excited! I just started my own Mary Kay business and I really need your help. _____. I am in a contest with Mary Kay to have [15 or 30] women, this week and next, try our New _____ (insert product name you want to promote like the TimeWise Nighttime Restore & Recover Complex) and get their feedback. I wanted to give you a free gift if you will try it for me. It's fun, free and no obligation! Can I borrow your face? What is better for you, next week or this week? [now give days you are available] After booking say. Just one more thing _____. When you share this appointment with just 3 girlfriends I will also give you \$50 in free product. Would you like \$50 in free product? Great. Can you send me the names and addresses of your girlfriends in the next 24 hours?

Referral:

Hi _____! My name is _____. You don't know me, but I am friends with _____ and I need a favor. She said you were really nice and might help me out. _____. I am in a contest with Mary Kay to have [15 or 30] women, this week and next, try our New _____ (insert product name you want to promote like the TimeWise Nighttime Restore & Recover Complex) and get their feedback. I wanted to give you a free gift if you will try it for me. It's fun, free and no obligation! Can I borrow your face? What is better for you, next week or this week? [now give days you are available] After booking say. Just one more thing _____. When you share this appointment with just 3 girlfriends I will also give you \$50 in free product. Would you like \$50 in free product? Great. Can you send me the names and addresses of your girlfriends in the next 24 hours?

Warm Chatter:

Hi _____! You may not remember me, but I met you at _____ and I need a favor and you were really nice and I thought you might help me out. _____. I am in a contest with Mary Kay to have [15 or 30] women, this week and next, try our New _____ (insert product name you want to promote like the TimeWise Nighttime Restore & Recover Complex) and get their feedback. I wanted to give you a free gift if you will try it for me. It's fun, free and no obligation! Can I borrow your face? What is better for you, next week or this week? [now give days you are available] After booking say. Just one more thing _____. When you share this appointment with just 3 girlfriends I will also give you \$50 in free product. Would you like \$50 in free product? Great. Can you send me the names and addresses of your girlfriends in the next 24 hours?

\$100 FREE To party with me!

MARYKAY
*America's
Best-Selling Brand

\$20

Hold party on originally scheduled date and time!



Have 5 guests present who are over 18 and do not currently have a consultant!

\$20

\$20

\$200 or more in total party sales!



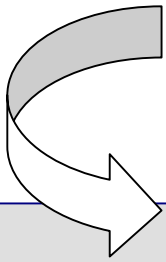
\$100 or more in outside sales (friends who cannot attend!)

\$20

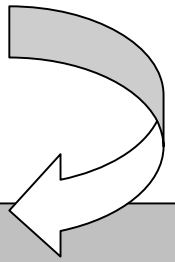
\$20

2 Bookings for future Mary Kay parties!





Working Full Circle



Hostess Information

Hostess Name: _____

Address: _____

Phone: _____

Class Location: _____

Thank You: _____

Class Information

Class Date: _____

Guest List: _____

Pre-Profiled: _____

Reminder Card Sent (date): _____

Gave Hostess Packet: Yes No

What is her goal? _____

Directions to Class Location:

Coaches Hostess

- How to invite Guests
- Refreshments
- Class Area
- Confirmed Guest Attendance
- Confirmed Set-Up and Directions
- Childcare Arrangements
- Encouraged Outside Sales
- Explained Credit
- Promptness

Guest List

Name	Phone Number	PCP	Pre-Profiled	Reminder Card Sent

After Class

- Thank You!
- Posted to Weekly Summary Sheets
- Filled Pink Tickets and Other Sheets
- Added names to Preferred Customer List
- Followed Up with Team Member Prospects

Self-Evaluation

How many sets sold? _____

How many bookings made? _____

How many interviews? _____

What do I need to change? _____

Please make notes on reverse.

BEAUTY OF FRIENDSHIP



Please provide 9 names & numbers (or as many as you can) of women who you think would enjoy a FREE Mary Kay facial and/or glamour makeover. When any of these women book & hold their appointment YOU WILL WIN the prize in the box where you wrote her name & telephone number!

To say thank you, each referral will receive a \$10 gift certificate in your name!

Your Name:

Phone #:

<p>NAME: PHONE #:</p>  <p>Free Mascara!</p>	<p>NAME: PHONE #:</p>  <p>Free eye COLOR!</p>	<p>NAME: PHONE #:</p>  <p>Free CHEEK COLOR OR BRONZING POWDER!</p>
<p>NAME: PHONE #:</p>  <p>Free eye COLOR!</p>	<p>NAME: PHONE #:</p>  <p>Free LIP GLOSS!</p>	<p>NAME: PHONE #:</p>  <p>Free eye COLOR!</p>
<p>NAME: PHONE #:</p>  <p>Free eye PRIMER!</p>	<p>NAME: PHONE #:</p>  <p>Free LIPSTICK!</p>	<p>NAME: PHONE #:</p>  <p>Free EYELINER!</p>



BONUS:

EARN THE MK COMPACT FOR FREE when all 9 of your referrals book and hold their appointments!

5 Things Super Successful People Do Before 8 AM: Forbes

Forbes | By Jennifer Cohen Posted: 10/03/2013 11:24 am EDT | Updated: 10/09/2013 11:22 am EDT

Rise and shine! Morning time just became your new best friend. Love it or hate it, utilizing the morning hours before work may be the key to a successful, and healthy, lifestyle. That's right, early rising is a common trait found in many CEOs, government officials, and other influential people. Margaret Thatcher was up every day at 5 a.m.; Frank Lloyd Wright at 4 am and Robert Iger, the CEO of Disney wakes at 4:30am just to name a few. I know what you're thinking – you do your best work at night. Not so fast. According to Inc. Magazine, morning people have been found to be more proactive and more productive. In addition, the health benefits for those with a life before work go on and on. Let's explore 5 of the things successful people do before 8 am.

- 1. Exercise. I've said it once, I'll say it again.** Most people that work out daily, work out in the morning. Whether it's a morning yoga session or a trip to the gym, exercising before work gives you a boost of energy for the day and that deserved sense of accomplishment. Anyone can tackle a pile of paperwork after 200 ab reps! Morning workouts also eliminate the possibility of flaking out on your cardio after a long day at work. Even if you aren't bright eyed and bushy tailed at the thought of a 5 am jog, try waking up 15 minutes early for a quick bedside set of pushups or stretching. It'll help wake up your body, and prep you for your day.
- 2. Map Out Your Day.** Maximize your potential by mapping out your schedule for the day, as well as your goals and to dos. The morning is a good time for this as it is often one of the only quiet times a person gets throughout the day. The early hours foster easier reflection that helps when prioritizing your activities. They also allow for uninterrupted problem solving when trying to fit everything into your timetable. While scheduling, don't forget about your mental health. Plan a 10 minute break after that stressful meeting for a quick walk around the block or a moment of meditation at your desk. Trying to eat healthy? Schedule a small window in the evening to pack a few nutritious snacks to bring to work the next day.
- 3. Eat a Healthy Breakfast.** We all know that rush out the door with a cup of coffee and an empty stomach feeling. You sit down at your desk, and you're already wondering how early that taco truck sets up camp outside your office. No good. Take that extra time in the morning to fuel your body for the tasks ahead of it. It will help keep you mind on what's at hand and not your growling stomach. Not only is breakfast good for your physical health, it is also a good time to connect socially. Even five minutes of talking with your kids or spouse while eating a quick bowl of oatmeal can boost your spirits before heading out the door.
- 4. Visualization.** These days we talk about our physical health ad nauseam, but sometimes our mental health gets overlooked. The morning is the perfect time to spend some quiet time inside your mind meditating or visualizing. Take a moment to visualize your day ahead of you, focusing on the successes you will have. Even just a minute of visualization and positive thinking can help improve your mood and outlook on your work load for the day.
- 5. Make Your Day Top Heavy.** We all have that one item on our to do list that we dread. It looms over you all day (or week) until you finally suck it up and do it after much procrastination. Here's an easy tip to save yourself the stress – do that least desirable task on your list first. Instead of anticipating the unpleasantness of it from first coffee through your lunch break, get it out of the way. The morning is the time when you are (generally) more well rested and your energy level is up. Therefore, you are more well equipped to handle more difficult projects. And look at it this way, your day will get progressively easier, not the other way around. By the time your work day is ending, you're winding down with easier to dos and heading into your free time more relaxed. Success!

EIGHT STEPS TO GREAT TIME MANAGEMENT

Updated from the original by: Lanissir James

1. Identify your priorities! Decide what is important in your life. Be specific and write your "why" to these priorities. What roles do you have?
2. Get a system to manage your time! Keep your schedule in one place (like on your phone) and keep your information up-to-date on Mary Kay's website so you can access your records from anywhere.
3. Manage your emotions! Spend some quiet time alone to identify why you are so emotional about particular areas of your life. What happened in your past that makes these emotion sneak up on you? (i.e. childhood memories, past failures, negative conditioning, poor role models, etc.)
4. Write out your life management blueprint of success! This idea came from a great book called The Power to Be Your Best by Todd Duncan. So many of us spend more time planning our wardrobe or vacation than planning our life. What do you want to accomplish in 2013? 2014? 2015? 2016? 2017? Without a plan, you will be in the exact same spot year after year after year!
5. Get some help! Learn the art of delegation. You have plenty of people around you who will support you with your roles and your business. Don't play super woman. Don't say you can't afford--say I can't afford not--to have some help. Get creative. There are kids in your neighborhood who would love to make some money to stock your shelf, prepare your bags for skin care classes, or enter your customers online for PCP! There are plenty of jobs you can delegate so that you can free up more time for your priorities--priorities like classes & interviews!
7. Find yourself a mentor! So many women are struggling alone in their roles. You may need several mentors for different areas of your life. Find someone who is doing it the way you would love to do it -- if you were doing it right!
8. Go to work! What good is it if people tell you the right things to do, but you never get to work? Remove all your doubts and fears! Get clear and go to work. Your Mary Kay business will support your efforts to pay for college expenses, purchase a new home, eliminate debt, pay for your vacations, plan for retirement lifestyle, & so much more!
9. Find out what God says about your roles & your time! You know that this step is the most important step towards success. Take the time to read your Bible and see what God says about your roles. Read Proverbs 31 -- look at her roles. What steps did she take to make everything flow together?



WRONG STEPS TOWARDS TIME MANAGEMENT

My first response was overwhelmingness and I wanted to remove things from my plate. This is such a dangerous first step. When you remove things from your plate as your first step, you sabotage your blessings -- because you are responding to fear!

My second wrong step was to adjust my commitment level to things. I would verbalize the amount of time I would and would not spend doing certain tasks. As a result, my work load increased, my attitude decreased, & my productivity flat lined! It's called spinning your wheels! You don't progress in any area of your life. It's the enemy called average! It's where you don't excel in any area of your life...yep!

My third wrong step was hiding out from my roles. Part of this hiding-out process was the direct result of the lack of time management -- I would just forget where I was supposed to be and what I should be doing.

These wrong steps were helping me build a crisis on an installment plan. You see, when you are a poor time manager, things don't explode the very day you mismanage your time. It's a process where it all builds up and then EXPLODES! Well, that should give you hope! Here are my eight steps to great time management!!!

Abundance Mentality

This Lesson, Shared by NSD Dorothy Boyd in 2008 is just as applicable today.

Ever since Kimberly Roop became an NSD at age 27, after only 3 years as a director, she and Leah Nelson (who in her mid 20's built a \$1 million unit in her first year), and NSD Allison Lamar (another twenty-something, doing a million in her 1st 9 months as a director) have gotten everyone's attention! What are they doing?!?!? Working hard? Yes, but that doesn't explain the critical difference, in my observation. They think differently. And they don't just think bigger, they think with unlimited abundance!

NSD Linda Toupin says, "The difference between a director making \$4,000 a month and one earning \$40,000 a month isn't so much in the way she works, but in the way she thinks!" MK

Corporate VP Rhonda Shasteen shared with the directors at Leadership Conference about the current diversity of Mary Kay consultants and their demographic trends: Most of our Sales Directors, NSDs, and our most productive and loyal consultants in sales are baby boomers (currently ages 45 – 60).

Those in their 30s - early 40s (Generation X) are our best recruiters – primarily because they became disillusioned with corporate America and came to Mary Kay looking for someone they could trust. Today, the fastest growing age groups in our company are those over 55 and the Velocity girls. Yes, one out of every four consultant agreements processed today is in the 18 - 24 age group! According to Rhonda, those in Generation Y (currently ages 10 - 28) are looking for the valuable life: They want to be needed, define success in relationships, not material things – want a close relationship with family, a comfortable and inviting home, a healthy spiritual life, an enjoyable career – ABUNDANCE. They think and believe in ABUNDANCE! And we Baby Boomers, as a rule, think with more of a scarcity mentality. Why? Here are my thoughts:

Boomers were raised by parents who experienced the Great Depression during their formative years; therefore survival and security were HUGE motivators. Often they didn't have meat for dinner, and if there were 7 peas left, they saved them in the refrigerator! While this "Greatest Generation" handed down many positive, strong values, one unfortunate legacy they gave us as a result of their hardship was a "SCARCITY Mentality." Society, too, has reinforced this small thinking. We rarely heard a foreign language growing up, and had only 3 TV channels and a couple of good radio stations. We didn't go beyond a 10-mile radius of home until adulthood. We were cautioned to play it safe and avoid risk. Dreaming was often discouraged as foolhardy.

The older boomers begat Generation X, the younger ones Generation Y, who cut their teeth in the opulent 80's and came of age with the vast resources of the World Wide Web at their fingertips. Many have traveled abroad by adulthood, and they communicate daily with internet friends on the other side of the globe. How does their abundance mentality contrast with the lifestyle mindset of their parents and grandparents?

Many times when Mary Kay was alive, she would remind us of the Parable of the Talents from the Bible: A rich ruler gave one of his servants one talent, another servant five talents, and yet another ten talents, asking each to do business with the money while he was gone. When he returned, the one with ten had added ten more through investments, and the ruler was thrilled. "Well done, good and faithful servant, I could trust you with that, so here is more. You're promoted!" The one with 5 added five more as well, and he, too, was promoted. Then the ruler visited the man with one talent, to find that he had just buried his talent, because he was so scared of losing it. Instead of praise, the ruler took that man's one talent and gave it to the man who had invested ten and earned ten more.

ABUNDANCE MENTALITY
The sky is the limit—focuses on possibilities
Thinks big
Accepts no limitations—outgrows them
Holds all things loosely
Embraces change
Has removed the girdle from her brain, therefore
no ceiling on her income
Takes calculated risks
Gives generously
Excellence is her standard
Doesn't do mediocrity well—average is her enemy
Is resourceful. Finds what is needed. There is plenty to go around for all... and then some!
Understands you must spend \$ to make \$
Orders big, so she sells big.
Believes the best consultant has not been recruited and the greatest director has yet to debut
Is relieved by postponements because she intentionally over-booked

The moral: We are to take what God gives us and invest and multiply it in faith, so that we have more to give back to Him. There is a vast difference between "Playing to win" and "Playing not to lose." I do not want to pass along the habit of scarcity thinking and its consequences to my children, do you? To break the cycle, we must learn to expand our vision – to see how things look from His perspective. The next time you fly, sit in the window seat. As the plane takes off, watch the world expand exponentially below. That never fails to amaze and remind me how big the possibilities are, and how very shortsighted my thinking can get. How often do we go to the ocean with a teaspoon? Here's the long-range consequence of how we choose to discipline our thoughts: **We choose our thoughts. Our thoughts determine our actions. Our actions determine our habits. Our habits form our character. And our character determines our destiny.**

Take a lesson from our successful younger sisters in the business. Expand your vision for yourself and others. Pray for resources, while you work as if you are the greatest MK beauty consultant who is yet to be noticed. Dream big, think big, and act big. From now on, RESOLVE that you are going to TAKE control of your thoughts, and thus chart your course for an abundant outcome! The choice is yours. Think BIG for an abundant change.

SCARCITY MENTALITY

Focus is on LACK
Thinks Small
Argues for her limitations—owns them
Holds onto things tightly—hoards
Resists change
Ceiling on her thinking, therefore a ceiling on her income
Is risk-averse
Gives reluctantly
Status Quo is good enough
"What does the Average Person Do?"
Resources are limited—not enough time, not enough money, not enough customers to go around, not enough space, not enough help, not enough recruits!
Orders small, so she sells small
Believes she could have been great if she had gotten in on the ground floor
Fears over-committing her schedule, so only books what she wants to hold. Gets frustrated with postponements

Act Like a Success: How Do You Present Yourself?

By: Annabelle Cabrera

It begins even before you say your first word. By the time the customer/prospect walks toward you, an opinion is already being formed. There you sit, waiting to spew out your scripts and dialogues, while you are already being judged by your appearance, posture, smile or nervous look.

A study done at UCLA a few years ago revealed that the impact of a performance was based on:

- ◆ 7% of the words used,
- ◆ 38% on voice quality, and
- ◆ 55% on nonverbal communication.

Look back at speakers or teachers you've listened to. Which ones stand out as memorable? The ones who were more animated and entertaining, or the ones that just gave out information? This is not to say that you have to totally entertain the guests, but it does mean that the conversation should be more interactive. If you say you are excited about the prospect of working for this company, but don't show any enthusiasm, your message will probably fall flat. So smile, gesture once in a while, show some energy, and make the experience more pleasurable **for** both sides.

Nonverbal Pitfalls to **Watch For:**

- ◆ **The handshake:** It's your first encounter with the prospect. She holds out her hand and receives a limp, damp hand in return—not a very good beginning. Your handshake should be firm, but not bone crushing. And your hand should be dry and warm. The insides of your wrists are especially sensitive to temperature control. Warm your hands up, but don't make them sweaty!
- ◆ **Your posture:** Stand and sit erect. We're not talking ramrod posture, but show some energy and enthusiasm. A slouching posture looks tired and uncaring. Check yourself out in a mirror or on videotape.
- ◆ **Eye contact:** Look the person in the eye. You don't want to stare, as this shows aggression. Occasionally, and nonchalantly, glance at the other person's hand as she is speaking. On the contrary, by constantly looking around the room while you are talking, you convey a lack of confidence or discomfort with what is being discussed.
- ◆ **Your hands:** Gesturing or talking with your hands is very natural. Getting carried away with hand gestures can be distracting. Also, avoid touching your mouth while talking. Watch yourself in a mirror while talking on the phone. Chances are, you are probably using some of the same gestures in a warm chatter or interview situation.
- ◆ **Breath:** Altoids. Professionally clean teeth twice a year. Floss.
- ◆ **Don't fidget:** There is nothing worse than someone playing with his or her hair, clicking a pen top, tapping the foot, or unconsciously touching parts of the body.
- ◆ **OUTFIT! Dress for Success! Even if it is the same suit every day!** Change blouses for convenience. But look the part! Why would someone *sharp* (we are looking for *sharp* women, not just warm bodies with \$400) want to do business with you?

Preparing what you have to say is important, but practicing how you will say it is imperative. The nonverbal message can speak louder than the verbal message you are sending.

TO SUCCEED & MOVE UP: FOCUS ON INCOME- PRODUCING ACTIVITIES

Ask yourself . . . “Is what I’m doing at this moment putting money in my pocket or getting me one step closer to my goal?”



Income-Producing Activities

1. Holding a skin care class or facial
2. Booking a skin care class or facial
3. Calling for reorders
4. Networking for leads by telephone, warm chattering out-and-about or referrals
5. Training at an event/meeting with a guest for marketing plan or skin care class
6. Interviewing someone after a class
7. Interviewing someone at lunch
8. Confirming appointments
9. Pre-profiling class guests on the telephone
10. Follow-up activity from class or interview
11. Follow-up with team members
12. Follow-up with hostess
13. Coaching
14. Filling orders to mail that day
15. Calling customers on your Preferred Customer Mailing
16. Listening to tapes while cooking dinner or making-up your face or driving, etc
17. Setting daily goals in order of importance for 5-10 minutes
18. Attending special company functions with a guest or your support system (husband, friend, etc.)
19. Doing a presentation of Mary Kay at a business debut
20. Having a booth at a show or event and handing out cards and brochures and collecting names and numbers

Necessary & Important for Productivity

- Paperwork of any kind
- Checking in/organizing product on shelf
- Ordering product or business supplies
- Setting goals
- Filling out weekly accomplishment sheet and weekly plan sheet
- Reading educational material for business
- Packing recruiting, hostess, etc. packets
- Packing “looks” from the Color Select System
- Mailing hostess packets
- Making copies
- Cleaning office
- Bookkeeping
- Packing your showcase or tackle-box
- Labeling product or brochures
- Organizing and filing handouts
- Reading your Consultant’s Guide
- Practicing in the mirror (dialogues, smiling, etc.)
- Any and all kinds of “creative avoidance”
- Organizing customers on Preferred Customer
- Addressing birthday cards, brochures, etc.

Simple Steps to Self-Confidence

1. I know I have the ability to achieve the object of my definite purpose in life; therefore, I demand of myself persistent and continuous action toward its attainment, and I here and now promise to render such action.
2. I realize the dominating thoughts of my mind will eventually reproduce themselves in outward, physical action and gradually transform themselves into physical reality; therefore I will concentrate my thoughts for **30 minutes** daily upon the task of thinking of the person I intend to become, therefore creating in my mind a clear mental picture.
3. I know through the process of autosuggestion, any desire I persistently hold in my mind will eventually seek expression through some practical means of attaining the object of it. Therefore, I devote **10 minutes** daily to demanding of myself the development of self-confidence.
4. I have clearly written down a description of my chief aim in life and I will never stop until I have developed sufficient self-confidence for its attainment.
5. I fully realize that no wealth or position can long endure unless built upon truth and justice; therefore, I will engage in no transaction that does not benefit all it affects. I will succeed by attracting to myself the forces I wish to use and the cooperation of other people. I will eliminate hatred, envy, jealousy, selfishness and cynicism by developing love for all humanity, because I know a negative attitude toward others can never bring me success. I will cause others to believe in me because I will believe in them and myself. I will sign my name to this formula of success and repeat it out loud twice a day with faith that it will gradually influence my thoughts and actions so I will become a self-confident and successful person.



From Mary Kay's file

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Activity Tracking Sheet- Phone Calls to Bookings



Put a slash mark thru when you've left a Message.



Put an "X" thru when you've spoken to the person.



Fill it in when you've booked an Appointment.



Fill it in half diagonal if you've set up an interview.



Fill it in half when you've made a sale.

* When texting, you must get a response to count it as an attempt

Explanation: Numbers are based upon contacts who are 21 or older (unless married), who are quality prospects. You should obtain at least 10 bookings per completed sheet.

Bookings are the lifeline of your business. If you're out of bookings, you're out of business.
~Mary Kay Ash

1 sheet completed each week = Team Leader in 6 months

2 sheets completed each week = Team Leader in 3 months
and Free Car in 6 months

3 sheets completed each week = Team Leader in 2
months, free car in 4 months, and Director in 6 months.

(See explanation below)

What I learned during my MK Valley Experience

1. **Be better prepared for what I cannot see coming**
 - a. **Make sure I am focused on the activity it takes to grow unit by at least 10 each month**
 - b. **Make sure I am consistently doing the activity it takes to retail a minimum of \$600/week (cash each week is far better than waiting for the 15th for a commission check to be deposited)**
2. **I cannot control others decisions; stand still and know God's got my back**
 - a. **Stay out of other people's thought process and pocketbooks**
 - b. **Let them make the decision to be a part of Mary Kay based on their needs and not based on what I need from them so that I can succeed or hit a goal**
3. **With a major life change, I had to learn how to work my business in a non-traditional manner**
 - a. **Being on the road a lot had to take business on the road with me**
 - i. **Carry product in the car**
 - ii. **Carry starter kit**
 - iii. **Meet lots of people on the road**
 - iv. **I may not be able to book a party but I can do MK on the go**
4. **No matter what, I must take personal responsibility for my business and the results I want**
 - a. **Focus on the activity and the results will come**
 - b. **Be accountable and track my activity**
5. **My business is the key to creating a lifestyle that is controlled by choices and not by lack of money**
6. **I needed to shift my guest list**
 - a. **I had to let go of those who were not RSVPing to my party**
 - b. **Invite new guests to the table**
7. **I had to be accountable**
 - a. **This skill is necessary for my success but it is very necessary when you are climbing out of the valley**
 - b. **It will help keep me focused on the activity and not the results**

The last two months were eye-opening and humbling. I went from a \$356.25 wholesale month to a \$9095.50 wholesale month and from owing MK \$258.66 to earning a commission check of over \$3700. This just proves that we can take control of our situations without blaming anyone else. We have what it takes in us and it is up to us to access what we have, put it into practice, and let the results be a testimony of the hard work we put in to practice.

Stephanie D. Castro

DISC Personality Styles

Understanding the “Interviewee” allows You to tailor your presentation to meet Her needs!

By using the personality styles to gain a better understanding of yourself and others, you can create the environment which will ensure you greater success. At the same time, you gain appreciation for the different motivational environments required by those with different behavioral styles.

Dominance Style

Characteristics:

- Results oriented
- Makes quick decisions
- Controls people
- Power of authority

How to Deal with the Dominance Style:

Communication:

- Short interview presentation
- Let her do the talking

Benefits She Will Be interested in:

- She will want to “do it Quick/ do it Big”
- Management opportunities (Directorship, NSD)
- High income potential, independence

Her Greatest Fear is:

Being taken advantage of

Questions to Ask Her:

- What past management experience have you had?
- What are your qualifications for management?

Influencing Style

Characteristics:

- People oriented
- Loves to talk
- Motivational
- Enthusiastic

How to Deal with the Influencing Style:

Communication:

- Long interview presentation
- Relationship building
- Let her do the talking

Benefits She Will Be interested in:

- Recognition
- Impact on People
- Seminar / Prizes

Her Greatest Fear is:

Loss of social recognition

Questions to Ask Her:

- Can you see yourself in... (pink car, Director’s suit, diamonds, Queen’s Court)?

Steadiness Style

Characteristics:

- Family oriented
- Loyal
- Slow to change
- Security

How to Deal with the Steadiness Style:

Communication:

- 2-part interview process
- You share facts
- Build credibility

Benefits She Will Be interested in:

- Guarantee
- Time with family
- Training/Support

Her Greatest Fear is:

Loss of Social Security

Questions to Ask Her:

- Would you be able to work a proven system that has worked for thousands of others?
- Are you consistent?

Compliance Style

Characteristics:

- Detail oriented
- Perfectionist
- Critical (of self)
- Analytical

How to Deal with the Compliance Style:

Communication:

- 2-part interview process
- You share facts
- Build credibility

Benefits She Will Be interested in:

- Financial statements
- Annual reports
- Facts in print

Her Greatest Fear is:

Criticism of her work

Questions to Ask Her:

- If you have a Step-by-Step plan, and answers to your questions, could you learn the business?

QUESTIONS TO LEAD INTO THE INTERVIEW:

These questions will give you insight to her DISC Personality Style and will let you know what to include so that you can customize her interview to meet her needs.

1. “Tell me a little bit about yourself or your situation?”
 - D** — will tell you about **Her Accomplishments**
 - I** — will tell you **Who They Know**
 - S** — will tell you about their **Family**
 - C** — will ask **“Why, what do you want to know?”**
2. “What do you like most/least about what you do?” (‘Narrowing the menu’ gives insight into what they will like about Mary Kay.)
3. “Describe for me the ideal Career and lifestyle situation for you if you could have it the way you want it.”

—as taught by Bill Cantrell

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Interview Guide

Date _____ Consultant _____
 Prospect Name _____
 Address _____ City _____ St _____
 Home # _____ Work # _____
 Cell # _____ Best Time to Call _____
 E-mail Address _____

Consultant Comments:

**STEP 1:
Our Agenda
& You**

1. I'll ask you to tell me a little about yourself so I can get to know you better.
2. I'll tell you a little about me and my Mary Kay journey.
3. I'll share some facts about our career.
4. I'll answer any questions you may have.
5. Because we've done the other 4, I'll ask you if you'd like to work with me.

Tell me about yourself (family, job, education, hobbies, etc):

What do you like best about what you do?

What would you change, if anything?

What do you need most in your life right now?

Where would you like to see yourself 5 years from now?

STEP 2: Me

Let me tell you a little about myself, and why I love what I do!

**STEP 3:
The Facts**

If I only had 5 minutes to share some facts with you about a Mary Kay career, what would you want to know?

MARKETING PLAN POINTS
 No Territories/No Quotas
 Golden Rule
 Flexibility/Be Your Own Boss
 Priorities: God, Family, Career
 Advance at your own pace
 90% Buyback Guarantee
 Confidence and Self Esteem
 Recognition & Prizes
 Training
 \$100 Gets You Started!
Which appeals to you the most?

INCOME POSSIBILITIES
 50% Gross Commission
 Facials (1-2 people): 1 hour, average \$100/\$50 profit
 Parties (3-6 people): 2 hours, average \$200/\$100 profit
 2 parties/week=\$400 retail/\$200 profit (4 hours)
 Monthly profit = \$800 x 12 = \$16,000/year
 Reorders: Average \$300 per customer/year
 100 Customers x \$150 profit =
 \$15,000 + \$16,000 = \$31,000 profit/year
 Other Sales: Web Page/On The Go/Silent Hostesses
 Team Building Commissions: \$200-\$2000/month
 Car Program: Car, 85% insurance, taxes, plates
 (or \$350/month cash compensation)
 Tax Deductions: Home office, supplies, car, equipment
 Directorship = Ave. \$50,000 commissions + sales + prizes

Qualities we look for in a Team Member:

1. Busy person
2. Doesn't know a lot of people
3. Is NOT the sales type
4. Has "more month than money"
5. Family oriented
6. Decision maker

**STEP 4:
Your Questions**

Hypothetically, if you were to consider doing this, what are your personal strengths and why would you be good? _____
 With the proper training, do you feel that you could learn to do what I do? _____
 Do you have any other questions that I did not answer? _____

**STEP 5:
The Close**

Is there any reason why you wouldn't want to work with me? _____
 _____ (Consultants: Please copy this form and turn in to your Director)

If You Want To Achieve Greatness Stop Asking For Permission



- We are free to go in any direction we choose, but for all the choices we have in life it's amazing how many of us find ourselves in a situation we never would have chosen.
- Despite our freedom to make our own decisions many of us fall under the weight of other people's expectations and as a result live a life we don't enjoy. If you can relate to this feeling keep reading because there is hope. Are you trying to live up to other people's expectations? You might think you fall outside this group, but really think about it. What did you study? What career did you choose? Where do you live? What type of car do you drive? How do you spend your money? If you really think about it I bet at least some of these decisions have been influenced by the expectations of those around you. It might be your friends, family, co-workers or even society at large. Whoever it is, you're likely listening to their opinions and trying to live up to their expectations more than your own. The best intentions Friends, family and other influential people in your life do usually have the best intentions in mind, but they bring their own set of values, beliefs and biases to the table. What they think is best for you isn't necessarily what is actually best for you. The truth is that only you know what you need to do to be happy.
- Stop asking permission. I believe the biggest step we can all take towards living our best life is to stop asking permission. It's not necessarily easy to do though. The behavior of seeking permission from others is ingrained in us from an early age. In childhood we are taught that we need to ask permission from someone else to do certain things. As a child this is appropriate, but as we grow up many of us hold onto that behavior and it does us more harm than good. When we make big life changing decisions many of us are still asking someone else for permission. The truth is though the only person you need to ask permission from is yourself.
- Listen to your own voice. If you have an idea that has been brewing within you, calling you to take action, then take it. Don't look for validation from others or seek their approval. Just take your first step. If you've been wanting to take up painting again, or write that book you've always dreamed of writing, then do it. Don't look to others to see if it might be the right decision, know that you wanting it is enough. If you've been thinking of a career change and looking over courses to take at your local community college then take the first step and enroll. If you've been dreaming of travelling somewhere new, don't seek validation from co-workers and naysaying friends – just book your trip. The truth is that for all their good advice, other people don't need to live your life every day.
- Give yourself permission. The only person that truly needs to live with your life decisions every day is you. When you start listening to your own voice and take steps that make you happy your life starts to change. It's not necessarily a rapid transformation but it's a real one where every decision you make guided by your own feelings gets you closer to living your best life. If you're living a life bound by other people's expectations I challenge you to start taking control by giving yourself permission to do great things that light you up. You might be surprised at where it takes you.

Accept Your Destiny and Build the Ultimate Form of Confidence



There is confidence... and then there is acceptance.

CONFIDENCE

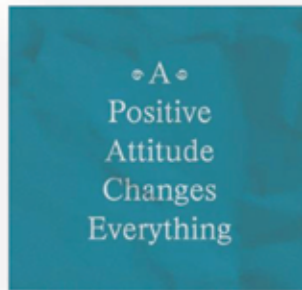
- Confidence is like a body armor that takes hits constantly and must be replenished. Throughout time as I worked on my confidence, I started doing every technique possible to raise it including affirmations, Hindu mantras, hypnotization, and real world exercise's, and life hacks. However, there is one thing that I realize that has kept my confidence at the level that helps me most. I have found myself far more consistently confident thanks to this mentality.

ACCEPTANCE

- Accepting that no matter what, you will be a success, accepting that no matter what, you were born to achieve, accepting that no matter what, your destiny will be fulfilled. It may sound narcissistic but at the same time, a little bit of inner arrogance can't hurt. I would rather be slightly delirious than slightly unconfident and disdained with myself. Rather, this is exactly what it is to believe in yourself. It's hard to accept that accepting your imminent destiny of success is not a bit arrogant, but it's exactly what it is to believe in yourself. And if you are doing the work consistently, then why can't you believe in yourself?? It's counter intuitive.
- In this world, you can't be so passive as not to aggressively believe in yourself. I mean, why not?? Don't think with such disdain for yourself, aim high! Think! Think about all of your great qualities, you can't lie to me and tell me that you aren't worthy of what you do. You can't lie to me that you aren't worth something, so don't lie to yourself.
- Here is how you can begin to accept your destiny:
 - Acknowledge that you are doing the work consistently and putting your heart into it.
 - Acknowledge that you love what you do and that's what you want to spend your life doing.
 - Acknowledge that you are a valuable human being and that you are capable of innovation and greatness. Every human is capable of as much as they limit themselves to. The cliché "We only use 11% of our brain" cannot be stressed further here, and what you are capable of is entirely dependent on what you tell yourself you are capable of.
- Why do I use the word acknowledge? Because the key to accepting your destiny is acknowledging why your destiny will be fulfilled- which is your worth. The minute you accept that you are valuable is the minute you will accept that what you are working for is already yours. You have to value yourself to make the time you spend valuable. Sure, it's important that you do not let this acceptance turn you into an arrogant fool. There must be an overbalance of modesty and humbleness over the small amount of arrogance that will translate to your acceptance.
- Accepting your destiny is manifesting it. You are no longer fighting off what's naturally heading your way; you are no longer debating or contemplating. Accepting your imminent destiny of success is the greatest way to manifest it.
- Acceptance is the level of confidence that has brought me to where I am- from the depths of self-proclaimed unworthiness to accepting that I am a valuable entity and that I am capable of things. And that's the mentality that I want you to inherit today.

Accept that you are worthy. Accept that you are capable. Accept your destiny of success.

Are You Thinking Healthy Thoughts? Your Thoughts Can Have A Big Impact On Your Life.



"I haven't yet reached my potential."

- Your potential is the theoretical ceiling of your life. But it is difficult to gauge because of humans' ability to increase their potential through learning and adapting. Thus, it's poor practice to focus on your ceiling - how do you know it can't be moved higher?
 - Unhealthy thought: "I can't do this because..."
 - Healthy thought: "What do I want to do next?"
 - The notion that you can do anything you set your mind to be is factually false; we are all limited in what we can do. But it's far worse to be "too realistic" and miss out on some great things that you can do.
- Belief precedes action.

How many people believe they can jump off of a tall building, spread their arms and fly? Three or four, probably (RIP). Smart people won't try it because they'd rather live. But some of these smart people also don't try to learn a language, get in shape, or start a business because they don't believe they can do those things either. What you believe about your potential is the master control for everything else. If you see your life as maxed out or pretty close to as good as it can get, how could you then expect it to get better? You have to believe to achieve.

Tip: Train your mind to think of solutions and ideas, not your problems and limitations.

"I'm important and I can impact the world."

- It's not conceited to believe you have something to offer the world, because all of us do. It's healthy to feel important. Why do people commit crimes? Money is a common factor, but what else? Attention and importance. People who don't feel like they are valued, appreciated, or respected sometimes turn to extreme means to force the issue. When you brandish a gun at someone, you're instantly powerful and important. But this is an unhealthy and tragic way to satisfy this desire.
- The better alternative is to make someone else happier today. You have the power to improve any person's day with your words or actions. Shift your attention outwards to make others happier, and you'll find yourself feeling happier, powerful, and important too. Studies have found that giving is one of the most powerful ways to make yourself happier. When you give, you matter. It's the easiest and most satisfying way to make an impact on the world, and it certainly makes it a better place to live.

Tip: If you have thoughts of insignificance, help or give to someone in need, and observe how their joy changes your feelings immediately.

"I define me."

- We all wonder at some point "who am I and where do I fit in?" This is a good question that needs to be answered, but by you, not the world! Know yourself better than anyone else, and know that you do. This is crucial, because if you're insecure in your identity, you'll look to the world for clues, and what do you think happens next? You'll base your identity on a cruel off-hand comment back in '97 and look for information to support or refute that hypothesis.
- The world becomes a panel of judges in your eyes, and you'll try to manipulate the judges to make you feel better about yourself. This creates a lot of messes in relationships, so don't let it happen. The world is not a panel of judges, it's a mirror that reflects your self-image back to you. So if you show the world that you don't know who you are, you won't get much respect and you'll get confusing feedback because the world can't provide your identity - only you can.
- You define you, and don't let anybody convince you otherwise. You're the only person with the right to define who you are, and the only one who can provide an identity that you'll love. Do some self-reflecting on your values, skills and quirks and present your identity to the world with confidence. The world will accept and confirm your identity. It's when the mind fails to know itself that things get confusing, because people start looking for information about themselves in a world that can't and won't know. Nobody will ever know you as well as you know yourself.

Tip: Accept yourself with all of your merits and flaws, and the world will too. And remember, it always starts with you. Never let the world or anyone in it tell you who you are.

How to Stop Being a Victim and Imagining the Worst (and Take Back your Personal Power).



We all have times in our lives when we are faced with challenging people or situations. It's all part of life's rich tapestry I'm afraid. And it is at these times, when our inner strength is challenged, that we can begin to question our thoughts or actions. This is all perfectly natural. After all, we need to keep ourselves in check and reflect upon our thoughts, emotions and actions, because this is how learning and personal growth is facilitated. However, if we feel that certain behaviors toward us are unjustified, it can be all too easy to fall into the role of the victim. Being a blameless victim is an easy trap to fall into, yet it is a very negative platform to be experiencing life from. Regardless of what we may be feeling at such times in our life, it is important that we do not give away our personal power by indulging in the role of victim or letting our imagination run away with us. This can occur when communication with others has ceased, perhaps because of a falling out or similar altercation. The trouble is that when there is no longer an open line of communication, we can start imagining what others are thinking, we can start filling in the blanks with negative self-chatter and dark imaginings. Of course, in reality we cannot really know what anyone is thinking in any given situation, but that doesn't stop us wondering. At such times we need to be telling ourselves empowering stories, not those that are fear based, because these fear based illusions suck the energy from us and further feed our doubts and fears. And you know what? When you are dwelling on a negative situation you are giving your personal power away to that situation or person.

So, when you find yourself dwelling on things, falling into the victim trap and imagining the worst, take note of the following:

- Change your thoughts to positive ones.
This one isn't rocket science; our thoughts determine our lives, so choose yours wisely. Do you want to be grateful and happy or forever feeling sorry for yourself in a well of despair? It may seem hard at the time to 'think positive' but there is a wealth of information available on just how powerful our thoughts are. The choice is yours.
- Take back your personal power. You are great.
You know what? You are great. You are a one-off limited edition with an indomitable spirit, a big generous heart and an absolute ocean of personal power within. Harness it, use it and show the world what a fabulous person you are. Never give your personal power away to anyone or anything by dwelling on things.
- If possible, try to communicate or you will always be second guessing.
This is a tricky one I agree, but if you can open a line of communication with the other party then do so. You might be surprised at what you hear. Most people don't want to fall out with others. And if they do, then at least you know where you stand. No hard feelings and all that. Just wish them the best and continue with your life.
- Most of the time what we think is going on is just imaginary, born out of fear.
Seriously, it is. The mind is a powerful tool and once you allow your conscious to entertain a negative thought for too long it can manifest and turn into paranoia and a whole host of other gremlins which you seriously don't want renting space inside your head. Chuck them out, now.
- Live your own life, be an activist, not a reactionary.
Once you take a step back and stop reacting to everything that is placed in your path you will see that life isn't so bad, and neither are most people or situations. When we keep on reacting to things we are not in control of our lives. Taking calm considered action once we are in receipt of all of the facts; yes. Over reacting and making unwise decisions that we cannot come back from; no.
- Carry on regardless.
You have certainly heard this one before and that's because there is no better way to move forward than to carry on. It can be all too easy to re-run negative events over and over in our head but where does it get us?

Nowhere.

So keep on going, keep on learning, and keep on growing.

7 Things You Should Stop Doing To Yourself to Really Be Happy (And What to Do Instead)



You've probably heard it said a million times that when it comes to happiness, you are often your own worst enemy. Which is so frustrating, because deep down, you know it's so damned true. But, what the heck are you supposed to do about it?

Well, for starters, here is a list of 8 things you should stop doing right now, and some alternatives to try instead. It may take some effort to make the switch, but if you try earnestly, you will find that you have unlocked the "secret" of getting out of your own way and letting happiness in.

Ready to give it a shot?

1. Stop letting negative people bring you down
 - You know you are only going to be as good as the people you surround yourself with. But what if you happen to be surrounded by negative people and changing the people in your life is not an option!
2. Stop second guessing your decisions
 - Trust your power!!
3. Stop thinking that you don't deserve it
 - It's your birthright to have everything God intends for YOU!!
4. Stop letting your past rule your present
 - Your past is your learning ground!
5. Stop worrying about things that may never happen
 - Because you can't control it!
6. Stop being scared of hurting others' feelings
 - There are so many things you want to do, but somehow you are not sure of how your friends and family will respond. You really want to go change the world, or do something earth shattering that will bring you so much happiness, but is it worth it if you let down or hurt a bunch of people along the way?
7. Stop making promises you can't keep
 - Sometimes you say "yes" out of obligation, but if you can't follow through, the guilt and the worry will drive you nuts. But when someone confronts you and ask you for things, how can you make sure you don't over-commit without hurting their feelings?

Learn the power of the word "NO!"

If You Have Time to Whine and Complain



Make a Definite Move



The Future Lies before You



Mistakes Are Always Forgivable



You Can Dream

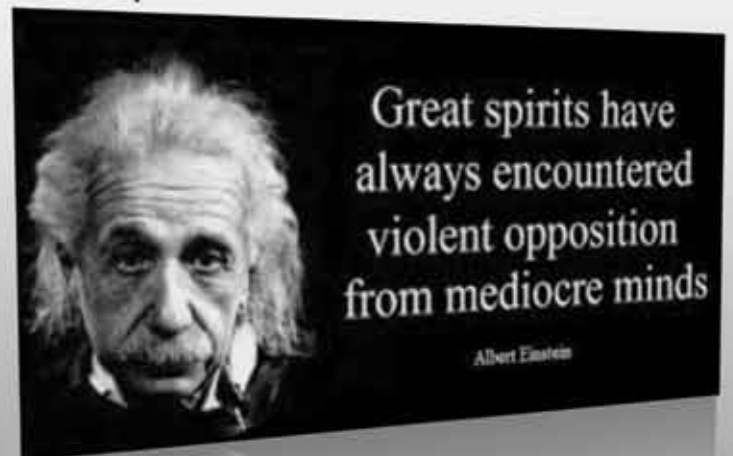
"You can dream, create, design, and build the most wonderful place in the world...but it requires people to make the dream a reality."

Why Worry



Walt Disney

Great Spirits



Albert Einstein

Live In the Present

Don't cry over the *past*, it's gone.
Don't stress about the *future*, it
hasn't arrived. Live in the present
and make it *beautiful....*

It Takes Courage



It takes courage to keep going when you don't see fast results.
It takes courage to be the only one who believes in your dreams.
It takes courage to believe when others don't.
It takes exceptional strength to do what others are afraid to do.

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Think Highly of Yourself



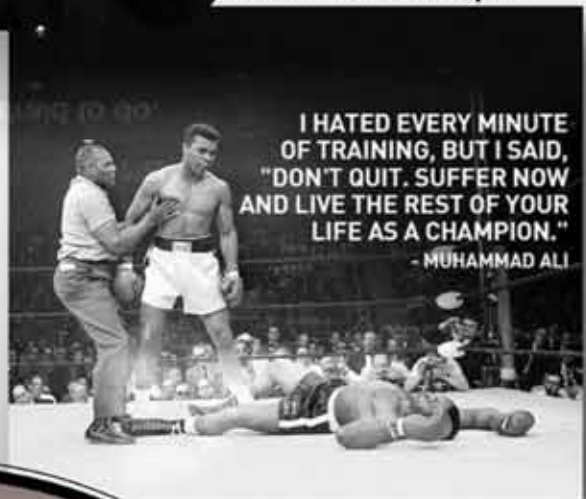
Think highly of yourself because the
world takes you at your own estimate
- Unknown

True Luxuries



"The choices that make
life worth living stem
from deep within, a place
where price tags hold no
merit. This is the place
where true luxuries reside-
luxuries like compassion,
confidence, empowerment
and inner peace."

Live Like a Champion



I HATED EVERY MINUTE
OF TRAINING, BUT I SAID,
"DON'T QUIT. SUFFER NOW
AND LIVE THE REST OF YOUR
LIFE AS A CHAMPION."
- MUHAMMAD ALI



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Run Til I Finish Lyrics

I have decided determined I'm committed, that I'll run no matter the cost.

I have decided determined I'm committed, that I'll run even though at times I may get lost.

I'm going to finish my race.

I'm going to take my proper place in the winning circle.

I'm going to run anyway.

I don't know where or when or how, but I know that I'm going to make it.

Oh, I'll run this race not so safely in amazing grace.

I made up my mind, & I don't have much time, but I'll run til I finish.

I'm going to run this race.

I'm going to take my proper place in the winning circle.

And I'm going to run anyway.

I don't know where, I don't know when or how, but I know I'm going to make it.

Oh, I'll run this race not so safely in amazing grace.

I made up my mind, I don't have much time, so I'll run til I finish.

Oh, I made up my mind

I don't have much time, but I'm gonna run, I'm gonna run til I finish.

Yeah, I made up my mind, I don't have much time, but I'll run till I finish.



Race to the Finish!

THE MEMORY OF A RACE

"Quit, give up, you're beaten," they shout at me and plead,
"There's just too much against you now, this time you
can't succeed."

And as I start to hang my head in front of failures faced,
My downward fall is broken by the memory of a race.
And hope refills my weakened will as I recall that scene,
For just the thought of that short race
rejuvenates my being.

A children's race, young boys, young men,
how I remember well.

Excitement sure, but also fear, it wasn't hard to tell.
They all lined up, so full of hope, each thought to win the race,
Or tie for first or if not that, at least take second place.

And fathers watched from off the side,
each cheering for his son,

And each boy hoped to show his
dad that he would be the one.

The whistle blew and off they went,
young hearts and hopes afire,

To win and be the hero, that was each boy's desire.
And one boy in particular, whose dad was in the crowd,
Was running near the lead, and thought,
"My dad will be so proud."

But as they speeded down the field, across a shallow dip,
The little boy who thought to win, lost his step and slipped.
Trying hard to catch himself, his hands flew out to brace,
And 'mid the laughter of the crowd,
he fell flat upon his face.

So down he fell, and with him hope- he couldn't win it now.
Embarrassed, sad, he only wished to disappear somehow.

But as he fell, his dad stood up and showed his anxious face,
Which to the boy so clearly said,
"Get up and win the race."

He quickly rose, no damage done, behind a bit that's all,
And ran with all his mind and might, to make up for his fall.

So anxious to restore himself, to catch up and win,
His mind went faster than his legs,
he slipped and fell again.

He wished then, he'd quit before, with only one disgrace,
"I'm hopeless as a runner now, I shouldn't try to race."

But in the laughing crowd, he searched
and found his father's face,

That steady look which said again,
"Get up and win the race."

So up he jumped, to try again, ten yards behind the last,
"If I'm to gain those yards," he thought,
"I've got to move real fast."

Exerting everything he had, he gained eight or ten,
But trying hard to catch the lead, he slipped and fell again.
Defeated he lay there silently, a tear dropped from his eye,

"There's no sense running anymore, three strikes,
I'm out, why try?"

The will to rise had disappeared, all hope had fled away,
So far behind, so error prone, a loser all the way.

"I've lost, so what's the use," he thought,
"I'll live with my disgrace,"

but then he thought about his dad whom soon
he'd have to face.

"Get up," an echo sounded low, "Get up and take your place.
You were not meant for failure here.

Get up and win the race.

With borrowed will, get up, you haven't lost at all,
For winning is no more than this:
to rise each time you fall."

So up he rose, to run once more, and with a new commit,
He resolved that win or lose, at least he wouldn't quit.

So far behind the others now, the most he'd ever been,
Still he gave it all he had and ran as if to win.

Three times he'd fallen, stumbling, three times he rose again,
Too far behind to hope to win but still, he ran to the end.

They cheered the winning runner as
he crossed the line, first place

Head high, proud and happy, no falling, no disgrace.

But when the fallen youngster crossed the line in last place,
The crowd gave him the greater cheer for finishing the race.

And even though he came in last,
with head bowed low, un-proud,

You would have thought he'd won the race,
to listen to the crowd.

And to his dad he sadly said, "I didn't do so well,"

"To me, you won," his father said,

"You rose each time you fell."

And now when things seem dark and hard and difficult to face,
The memory of that young boy helps me in my race.

For all of life is like that race with ups and downs and all,
And all you have to do to win is rise each time you fall.

"Quit, give up, you're beaten," they still shout in my face
but then another voice within me says,

"Get up and win the race."

By D.H. Growberg