

CREATING YOUR "I STORY"

What Is an "I Story".

Your "I Story" is a short introduction of you and the Mary Kay Income Opportunity. The goal is to let people know a little bit about you and why you started your business. The most important part of an "I Story" is to gain the interest of the listener and sell some of the benefits of being an Independent Mary Kay Beauty Consultant.

SHARING YOUR "I STORY" AT A CLASS OR FACIAL

You will want to do a short "I Story" at each class and facial. You will want to say just enough to "Plant seeds" and intrigue the listener. Since your primary purpose is to give the participants a complimentary facial and sell the product, you will want your "I story" to be very short. Since you most likely do not know everyone and their circumstances, it is very important to touch on varied reasons women begin a Mary Kay Business. By doing this, you will have the opportunity to gain the interest of more people at the class. (Not everyone will have the same reason you did when you became a beauty consultant.) Following are some guidelines you may use in creating your own "I Story"

Introduction (note: Your "I Story" should take no more 3 – 5 minutes)

I am so glad that you joined us today and I am really looking forward to sharing America's # 1 selling Brand of Skin Care with You....I want to thank _____ our hostess for sharing her friends and family with me.....etc.. *Before we begin our facials today, I would like to tell you just a little bit about me and the reason/s I became a Mary Kay Beauty Consultant.* (Your "why", mention if you have children, work outside the home, or stay at home with your children, student, etc.) *I especially like the fact that I am my own boss and can set my own hours and work around my other responsibilities and commitments. We have no quotas in Mary Kay so I can choose to do as little or as much as I like. I love the freedom, flexibility and friends. Approximately 85% of the women who are beginning their own Mary Kay business already have a full time job, many are mothers. Some of these women are wanting to build their business so they can leave their jobs and be home with their children. Some are "stay at home moms" who would like to have the opportunity to get out and have adult time while earning additional income, but not sacrificing quality time with their families. Other Mary Kay Consultants are wanting to earn additional income to pay off debt, or fund college educations or dream vacations. Some consultants are supplementing their incomes because their current jobs do not provide enough to cover all of the income needed to take care of more basic needs.*

Because of our generous Marketing Plan, Mary Kay Beauty Consultants can easily earn \$50-75 per hour in their spare time. Mary Kay always said that at every class there was at least one future Mary Kay Beauty Consultant. Our Company has an unlimited Income and Career Opportunity. Please watch what I do today, and if you think you would like to receive additional information, at no obligation, of course, I'd be happy to give you some literature to take home with you today. I would also like to say that if what I've just mentioned about the Company doesn't hit any of your hot buttons, you may think of someone who would enjoy knowing how they can earn additional income with no quotas. Your referrals are appreciated. Should you recommend someone who makes a decision to start her Mary Kay business, you will receive a \$50 product gift from me, as my Thank You.

SHARING YOUR "I story" AT AN INTERVIEW

Before sharing information about the Mary Kay Income opportunity you will want to tell your prospect a little bit about yourself (same personal facts you used to create your "I Story presentation at your class). You might want to share a little more about how having a Mary Kay Business is making a difference in your life. You can also use this opportunity to overcome some of the major objections we hear by incorporating them into your "I Story".

For example:

You know, _____, with a full time job and children, I really didn't think I could ever consider being a Mary Kay Beauty Consultant. I already had a "full plate", and I know you do too. However, once I realized that there were no quotas, and I could take it on as a fun way to earn additional income whenever I wanted to, with absolutely no pressure, I decided to give it a try. I love being able to earn \$50-\$75 per hour in my spare time. Or.....

When the person who sponsored me shared information about the Mary Kay Career Opportunity, the first thing I thought was, I'm not the "Sales Type". I had an image of having to be a pushy, aggressive person, which I knew would never work for me. She explained that Mary Kay Beauty Consultants were trained to use a teaching approach, rather than a "sales" approach, by giving a complimentary facial or samples and allowing the prospective client to see how her skin felt, and make up her own mind. Mary Kay Cosmetics does not teach or appreciate a high pressure sales approach. We simply allow people to try the product, at no obligation, and let them decide if they like the product well enough to give it a try. We have found the product really does sell itself. When appropriate, you may overcome common objections before you hear them, by incorporating them in your "I Story".