

Working through Back-to-School

The change in seasons always brings a change in our strategy. We are professional business women and if you want a professional pay then you **MUST** learn to diversify your business based on the trends and times. You can't work in Aug like you do in December or June or March. They each call for a different strategy. August is Back-to-school makeovers, interviews with mom's who are looking for school year jobs, finding the women that don't work at the grocery store who would love a pampering now that the kids are back to school, homecoming makeovers need to be advertised, getting your college students stocked up before school with free MK by hostessing a class with her mom's friends, gearing up for the holidays by scheduling your open house for October, or maybe holding an open house for the new Fall Looks/products. So much to do...so much money to make. If you work it!!!! **Mary Kay will work for YOU!!!** If you sit on the sidelines (literally) and just watch then you will never get to play!! **I LOVE TO WORK HARD TO PLAY HARD!!!** I am booking my trip to Florida for a week in February with my family....do you get to play that hard? Then work it girl!!

Just a little update as how to maximize your August Results!

Realize that your success is hidden in your daily routine just like it's always been in this MK world!

Sometimes we are more distracted with "back to school", ballgames starting up, whatever! We learn to work around whatever is thrown our way and adapt. **Adaptation is the buzz word. Learn to adapt as well (not just throw your hands up and wait to get a paycheck till September.)**

Your attitude makes a HUGE difference! Learn to "set your schedule, guard your MK time, focus on your goals, CONTINUE to double book & overbook, make calls (even though some people are still on vacation) and expect the best. Do you know that only 10% of America are really on vacation this week--so don't go hallucinating that more are. **GUARD YOUR ATTITUDE!** People WILL cancel classes (just like they will in November or May!) Don't over-estimate or blow-up the cancellations. Instead, dig in and maximize those who would love to be pampered right now! They are out there.

It takes a champion to focus & work while the others are with the majority loafing. We can either gird up our belts and perform or stay back-stage and crack jokes!

Take the cancellations with the great shows! Accept the No's with the Yesses! To Have the dream, we must work for the dream! The company is alive and well. The opportunity is still out there for you! We must take advantage of the opportunity. That's the way it works.

- **Good old persistence still flies & wins. You have it. Apply it!**
- **Take samples to ball practice if you must stay.... sell while you cheer!**
- **Book last minute before/after classes.**
- **Invite 10 guests to each meeting each week to beef up meeting attendance!**
- **If you don't ask them, some positive consultant & director will while you stand & whine!**
- **Stay Focused and Stay Happy! You deserve the best!**