

How to create a Beautiful I-Story!

An I-Story is an essential part of the “Four-Point” Recruiting Plan for Team Building.

Four-Point Recruiting Plan

POINT ONE: Before every skin care class ask the Hostess, “Who is coming today that might be interested in doing what I do?”

POINT TWO: Present your heartfelt, enthusiastic I-Story at every skin care class. Share why you began your Mary Kay business and what it means to you

POINT THREE: Select at least 1 person at every skin care class and offer her the Mary Kay opportunity.

POINT FOUR: Offer the Hostess a special gift for any person she suggest who becomes an Independent Beauty Consultant.

Your I-Story should be Brief, Heartfelt and Enthusiastic!

To Build a Beautiful I-Story start by considering the following:

1. Tell What you did before you started your Mary Kay business.
I was in school... I was a stay at home mom... I was working as a nurse....
2. Explain why you decided to become a consultant and what almost held you back from making that decision.
Though I enjoyed my job, I found that I was unfulfilled but thought I was too shy to be a consultant. I was tired of having my job always come first and was drawn to the philosophies of MK, but I thought I didn't have enough time to take on one more thing in my life.
3. Describe how your life has changed since you became a Consultant.
I am amazed at the confidence I have gained, the new friends I have made and the extra income! I am much more positive because I now have hope for my future, knowing I don't have to be a victim but can take control by owning my own business in Mary Kay!
4. Mention what you like best about your Mary Kay business.
Though I enjoy the extra income, the prizes and recognition, what I enjoy most about my MK business is the fact that I can enrich the lives of others sharing the same hope that I have for my future! Though I enjoy the freedom of time and income that I've made in Mary Kay so far, what I enjoy most is WHO I've become in the process, confident, caring and making a difference in this world by sharing with others how they too can stay at home with their kids and yet earn an executive income!
5. Mention what your goal is and why you're passionate about sharing this career opportunity with others.
I'm currently in qualification for my first free car and I am building one of the most talented, excited teams in this area. What I'm looking for is women who want more than the 9-5, who want to make a difference in the lives of others and are willing to learn by running with me to reach that dream!

Try to appeal to ALL Personality Types!

D (dominance) She's decisive, direct, assertive, impatient, competitive and interested in advancement, leadership, respect, income and independence!

I (influence) She's warm, animated, friendly, life of the party! She's interested in fun, recognition, social acceptance, time with friends and family and your support! She values relationships!

S (steadiness) She's relaxed, even-tempered, attentive listener, loyal, slow to change, family oriented, predictable and she values a step by step plan, time with family and your support!

C (conscientious) She's accurate, curious, humble, perfectionist, critical, analytical, cautious and she wants actual facts & figures on what is possible. She is slow to make decisions and needs a lot of information.