

2025
BOSS
babe

Trailblazer Edition



Can you see it?? Stand on your tip toes and look ahead into the New Year with your eyes wide open!! Do you see all the incredible opportunities that are waiting for you in your Mary Kay business? New goals, new areas to grow, new ideas to try....there's so much ahead of you!! It's up to you to say YES to being a Boss Babe Trail Blazer and creating new paths in your business this year for growth!

The new trails you blaze will take you to so many exciting places:

- New customers to pamper!
- New team members to join your team!
- New dreams to pay for with your profits!
- New career path promotions to achieve!
- Just to name a few!

If you have participated in any of our earlier Boss Babe series, you know that a Boss Babe is someone who knows what she wants and she goes for it! She's authentic, ambitious, confident, talented, focused, relentless and full of grit. She's YOU.

In honor of the New Year and our focus for this year's Boss Babe series, I'm going to add on to the fabulous description above with this statement: *A Boss Babe is someone who loves blazing new trails and making her mark in the world in a new way!*

Ok my Boss Babe friend, you are ready! God has placed you here on purpose. He has new doors to open for you that will change your life and the lives of those He has attached to you. Get ready to expand your business in new and fresh ways in 2025!

What does it take to be a Trail Blazer?

- You will need courage to step out of your comfort zone,
- Persistence to move past the obstacles,
- Faith to believe you truly can do it....
- And, you will need to be adventurous and ready to create new paths and try new ideas with your business!

Are you ready to jump into this new Boss Babe series? Get ready for an exciting 2025. What trail will you blaze? It all starts with your step of faith and saying yes to stepping out of your comfort zone TODAY. Let's go!



What You Can Expect Each Week

It's time to step into being the true Boss Babe that you are and blaze some new trails in this New Year. As you step out with courage in new areas of your business, you are setting yourself up for some huge wins at the end of this Seminar year. So let's get clear:

What is the biggest win you want to achieve by June 30? _____

Here's what you need to know about Boss Babe 2025 so you can reach that goal:

- Print a copy of this packet and have it with you at your success meeting every week. Take notes on each speaker so you can capture key take-away's and ideas that you can implement into your business.
- Check out the list of trail blazing scripture references and speak them out loud as you read them. You may want to pick a scripture every day to declare over your business and even write it at the top of your datebook book to encourage you to step out with boldness and bravery each day to blaze the trails God leads you to.
- Listen closely as our guest NSD shares a story of a trail-blazing moment in her business when she was a Beauty Consultant.
- Be ready to add your voice to the powerful conversation after you watch the video. Share your a-ha moments with your Boss Babe sisters and find your key take-aways to apply to your business.
- Use the weekly tracking sheet to track your faith-filled efforts and to increase your activity. This sheet is designed to prompt you with the faith-filled efforts that will lead to growth and new momentum in your business.
- Every week, we will recognize the Boss Babe Trail Blazer with the most points for the week. **You can be her!** Be sure to ask your Sales Director how to submit your trail blazing points each week.
- Stay connected to your Sales Director/National Sales Director so you can be accountable with your faith-filled efforts and your commitment to blazing new trails in this exciting new year.



Meet your Trail-Blazing Boss Babe NSDs & Speakers:



Jennifer Cook



NSDE Anne Newbury



NSD Cyndee Gress



NSD Dawn Otten-Sweeney



NSD Janis Trude



NSD Bridget Shaw



NSD Jamie Taylor



And a special Trailblazer homework assignment from NSDE Linda Toupin!



My “I am Ready” Commitment to myself

Place a check mark next to each of the “I am ready” statements to affirm that you are ready to blaze new trails in your business and in 2025! Sign it and send a picture of it to your Sales Director to show her – and yourself – that you ARE ready to be a Trail Blazer.

Read these statements out loud and *feel* your commitment as you say them AND believe them:

- ☐ **I am ready** to step out of my comfort zone and into uncharted territory.
- ☐ **I am ready** to think new thoughts and to let go of limiting beliefs that have stopped me in the past.
- ☐ **I am ready** to embrace change as I try new things in my business to move ahead.
- ☐ **I am ready** to face the potential obstacles, rejection and setbacks that will come as I step out of my comfort zone.
- ☐ **I am ready** to work with an abundance mindset believing that God will provide all that I need to walk out the dream He has placed on my heart.
- ☐ **I am ready** to take steps of faith in a new direction to create change in 2025.
- ☐ **I am ready** to blaze new trails!

Signature: _____, Boss Babe Trail Blazer

Date: _____



Your Trailblazer Class Schedule January & February 2025

Week 1: Interview with Jennifer Cook, Mary Kay's Personal Assistant

PLUS....a special homework assignment with NSDE Linda Toupin!!!

Week 2: NSDE Anne Newbury

Week 3: NSD Cyndee Gress

Week 4: NSD Janis Trude

Week 5: NSD Dawn Otten-Sweeney

Week 6: NSD Bridget Shaw

Week 7: NSD Jamie Taylor

Scriptures to Encourage You in Your Trail Blazing

Stop dwelling on the past. Don't even remember these former things. I am doing something brand new, something unheard of. Even now it sprouts and grows and matures. Don't you perceive it? I will make a way in the wilderness and open up flowing streams in the desert.

Isaiah 43:18-19 TPT

When we trust in Him, we're free to say whatever needs to be said, bold to go wherever we need to go.

Ephesians 3:12 MSG

I find that the strength of Christ's explosive power infuses me to conquer every difficulty.

Philippians 4:13 TPT

Have I not commanded you? Be strong and courageous. Do not be afraid; do not be discouraged, for the Lord your God will be with you wherever you go.

Joshua 1:9 NIV

For God has not given us a spirit of fear and timidity, but of power, love and self-discipline.

2 Timothy 1:7 NLT

Give God the right to direct your life, and as you trust Him along the way, you'll find He pulled it off perfectly!

Psalms 37:5 TPT

Then David continued, "Be strong and courageous, and do the work. Don't be afraid or discouraged, for the Lord God, my God, is with you. He will not fail you or forsake you. He will see to it that all the work related to the Temple of the Lord is finished correctly."

1 Chronicles 28:20 NLT

It was by faith that Abraham obeyed when God called him to leave home and go to another land that God would give him as his inheritance. He went without knowing where he was going.

Hebrews 11:1 NLT

Week 1: Your Boss Babe NSD Trail Blazer for this week:

Take notes on her story:

Why did she want to blaze a new trail? What was her inspiration?

What changed in her business because she blazed a new trail?

How does her story inspire you?

What was your biggest take-away? _____

What are some key things you want to remember about her story/tips?

Be the Trail Blazer in your Business!

Track your Faith Filled Efforts for this week as you focus on blazing a new trail in your business.

Action	Points	Total Points Earned	Results/Comments
Attend weekly Success Mtg with your camera on.	20		
Have a weekly accountability call with your Sales Director.	30		
For every new name and number collected via skin care surveys, warm chat or referrals. Add 10 additional points when you get a new name in the new geographic area you are building.	10/20		
For every party booked. (3 or more guests in attendance)	25		
For every party held (3 or more guests in attendance). Add 20 additional points when you hold the party in the new geographic area you are building.	50/70		
For every face pampered. Add 10 additional points when she lives in the new geographic area you are building.	20/30		
For every guest who attends an in-person or virtual guest event.	20		
For every interview held. Add 20 additional points when you hold the interview in the new geographic area you are building.	50/70		
For every new team member signed.	100		

Total points earned this week: _____

My biggest wins this week:

Your Trail Blazing Homework Assignment *from NSDE Linda Toupin*

1. List the communities that are within the travel radius you are willing to travel:
2. List the key person in each community who you think will help you start building that geographic location by booking a party:
3. List the 10 people you will call this week to start blazing a trail in one/or some of these communities.
4. Share your results with your Sales Director on your accountability call this week.

Week 2: Your Boss Babe NSD Trail Blazer for this week:

Take notes on her story:

Why did she want to blaze a new trail? What was her inspiration?

What changed in her business because she blazed a new trail?

How does her story inspire you?

What was your biggest take-away? _____

What are some key things you want to remember about her story/tips?

Be the Trail Blazer in your Business!

Track your Faith Filled Efforts for this week as you focus on blazing a new trail in your business.

Action	Points	Total Points Earned	Results/Comments
Attend weekly Success Mtg with your camera on.	20		
Have a weekly accountability call with your Sales Director.	30		
For every new name and number collected via skin care surveys, warm chat or referrals. Add 10 additional points when you get a new name in the new geographic area you are building.	10/20		
For every party booked. (3 or more guests in attendance)	25		
For every party held (3 or more guests in attendance). Add 20 additional points when you hold the party in the new geographic area you are building.	50/70		
For every face pampered. Add 10 additional points when she lives in the new geographic area you are building.	20/30		
For every guest who attends an in-person or virtual guest event.	20		
For every interview held. Add 20 additional points when you hold the interview in the new geographic area you are building.	50/70		
For every new team member signed.	100		

Total points earned this week: _____

My biggest wins this week:

Week 3: Your Boss Babe NSD Trail Blazer for this week:

Take notes on her story:

Why did she want to blaze a new trail? What was her inspiration?

What changed in her business because she blazed a new trail?

How does her story inspire you?

What was your biggest take-away? _____

What are some key things you want to remember about her story/tips?

Be the Trail Blazer in your Business!

Track your Faith Filled Efforts for this week as you focus on blazing a new trail in your business.

Action	Points	Total Points Earned	Results/Comments
Attend weekly Success Mtg with your camera on.	20		
Have a weekly accountability call with your Sales Director.	30		
For every new name and number collected via skin care surveys, warm chat or referrals. Add 10 additional points when you get a new name in the new geographic area you are building.	10/20		
For every party booked. (3 or more guests in attendance)	25		
For every party held (3 or more guests in attendance). Add 20 additional points when you hold the party in the new geographic area you are building.	50/70		
For every face pampered. Add 10 additional points when she lives in the new geographic area you are building.	20/30		
For every guest who attends an in-person or virtual guest event.	20		
For every interview held. Add 20 additional points when you hold the interview in the new geographic area you are building.	50/70		
For every new team member signed.	100		

Total points earned this week: _____

My biggest wins this week:

Week 4: Your Boss Babe NSD Trail Blazer for this week:

Take notes on her story:

Why did she want to blaze a new trail? What was her inspiration?

What changed in her business because she blazed a new trail?

How does her story inspire you?

What was your biggest take-away? _____

What are some key things you want to remember about her story/tips?

Be the Trail Blazer in your Business!

Track your Faith Filled Efforts for this week as you focus on blazing a new trail in your business.

Action	Points	Total Points Earned	Results/Comments
Attend weekly Success Mtg with your camera on.	20		
Have a weekly accountability call with your Sales Director.	30		
For every new name and number collected via skin care surveys, warm chat or referrals. Add 10 additional points when you get a new name in the new geographic area you are building.	10/20		
For every party booked. (3 or more guests in attendance)	25		
For every party held (3 or more guests in attendance). Add 20 additional points when you hold the party in the new geographic area you are building.	50/70		
For every face pampered. Add 10 additional points when she lives in the new geographic area you are building.	20/30		
For every guest who attends an in-person or virtual guest event.	20		
For every interview held. Add 20 additional points when you hold the interview in the new geographic area you are building.	50/70		
For every new team member signed.	100		

Total points earned this week: _____

My biggest wins this week:

Week 5: Your Boss Babe NSD Trail Blazer for this week:

Take notes on her story:

Why did she want to blaze a new trail? What was her inspiration?

What changed in her business because she blazed a new trail?

How does her story inspire you?

What was your biggest take-away? _____

What are some key things you want to remember about her story/tips?

Be the Trail Blazer in your Business!

Track your Faith Filled Efforts for this week as you focus on blazing a new trail in your business.

Action	Points	Total Points Earned	Results/Comments
Attend weekly Success Mtg with your camera on.	20		
Have a weekly accountability call with your Sales Director.	30		
For every new name and number collected via skin care surveys, warm chat or referrals. Add 10 additional points when you get a new name in the new geographic area you are building.	10/20		
For every party booked. (3 or more guests in attendance)	25		
For every party held (3 or more guests in attendance). Add 20 additional points when you hold the party in the new geographic area you are building.	50/70		
For every face pampered. Add 10 additional points when she lives in the new geographic area you are building.	20/30		
For every guest who attends an in-person or virtual guest event.	20		
For every interview held. Add 20 additional points when you hold the interview in the new geographic area you are building.	50/70		
For every new team member signed.	100		

Total points earned this week: _____

My biggest wins this week:

Week 6: Your Boss Babe NSD Trail Blazer for this week:

Take notes on her story:

Why did she want to blaze a new trail? What was her inspiration?

What changed in her business because she blazed a new trail?

How does her story inspire you?

What was your biggest take-away? _____

What are some key things you want to remember about her story/tips?

Be the Trail Blazer in your Business!

Track your Faith Filled Efforts for this week as you focus on blazing a new trail in your business.

Action	Points	Total Points Earned	Results/Comments
Attend weekly Success Mtg with your camera on.	20		
Have a weekly accountability call with your Sales Director.	30		
For every new name and number collected via skin care surveys, warm chat or referrals. Add 10 additional points when you get a new name in the new geographic area you are building.	10/20		
For every party booked. (3 or more guests in attendance)	25		
For every party held (3 or more guests in attendance). Add 20 additional points when you hold the party in the new geographic area you are building.	50/70		
For every face pampered. Add 10 additional points when she lives in the new geographic area you are building.	20/30		
For every guest who attends an in-person or virtual guest event.	20		
For every interview held. Add 20 additional points when you hold the interview in the new geographic area you are building.	50/70		
For every new team member signed.	100		

Total points earned this week: _____

My biggest wins this week:

Week 7: Your Boss Babe NSD Trail Blazer for this week:

Take notes on her story:

Why did she want to blaze a new trail? What was her inspiration?

What changed in her business because she blazed a new trail?

How does her story inspire you?

What was your biggest take-away? _____

What are some key things you want to remember about her story/tips?

Be the Trail Blazer in your Business!

Track your Faith Filled Efforts for this week as you focus on blazing a new trail in your business.

Action	Points	Total Points Earned	Results/Comments
Attend weekly Success Mtg with your camera on.	20		
Have a weekly accountability call with your Sales Director.	30		
For every new name and number collected via skin care surveys, warm chat or referrals. Add 10 additional points when you get a new name in the new geographic area you are building.	10/20		
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For every interview held. Add 20 additional points when you hold the interview in the new geographic area you are building.	50/70		
For every new team member signed.	100		

Total points earned this week: _____

My biggest wins this week:



Boss Babe 2025 Reflections:

Whose Trail Blazing story impacted you the most? _____

Why?

What are you most proud of yourself for accomplishing since January 1, 2025?

What changed in your business because you started blazing a new trail(s)?

What has changed in YOU?

Where is God calling you to blaze additional new trails in 2025?