

CLASS 1: BEING THE CEO

The Profitable Business Owner's Playbook for Mindset, Boundaries & Emotional Mastery

WHY MK MAY NOT WORK OUT FOR ME ...

The only way to fail in Mary Kay is to quit!

MY WILDEST MK DREAM IS

3 SECRETS TO SUCCESS:

- 1.
- 2.
- 3.

Directors work with 2 groups of consultants: _____ and _____.

4 CHARACTERISTICS OF KEY PEOPLE:

- Attend weekly meeting
- Hold appointments
- At quarterly events
- On training zooms/calls

Our _____ is unconditional, but our _____ is not.

4 HABITS FOR SUCCESS:

1. This is a business, treat it like a _____.
2. This is a business, I will _____ your calls, if you will _____ mine.
3. This is a business, I will match my _____ with your _____.
4. This is a business, if you want to be successful, _____ is essential.



Another GREAT Habit for Success is to have a _____.

_____ (def.) - The way you conduct and carry yourself with your appearance, attitude, words, punctuality, attendance, etc ...

INCOME PRODUCING ACTIVITIES OR _____'S

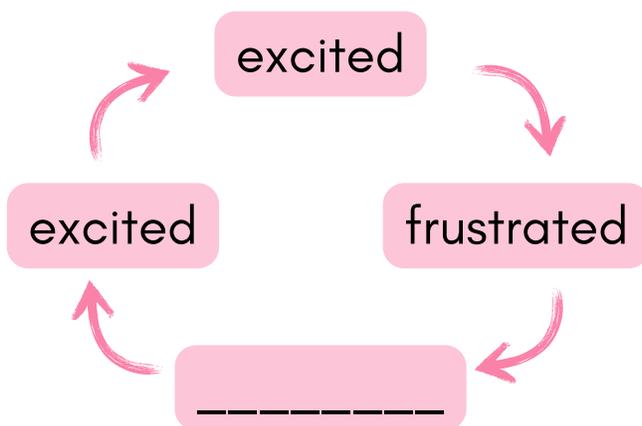
1. BOOK
2. COACH
3. SELL
4. RECRUIT

THE PERFECT PARTY

(draw it inside the box)

“What you see depends a lot upon what you are looking for.”

THE EMOTIONAL CYCLE



QUARTERLY EVENTS:

1. JANUARY SUPERSTART
2. CAREER CONFERENCE (Mar)
3. SEMINAR (Jul/Aug)
4. FALL RETREAT (Oct/Nov)

There is 1 common denominator inside each successful business owner and that is _____!

1 MINUTE TAKEAWAY

What jumped out at you in this lesson? How can this affect your story?