One of the best aspects of a Mary Kay business is that it allows us to dream of a better future for ourselves & our families! It then provides a vehicle for turning those dreams into reality. But how do you make it happen? By turning your dreams into GOALS. You see, a goal is just a dream with an action plan! Mary Kay always encouraged us to dream BIG! So, maybe you’d like to earn a Career Car, fund a family trip or buy new furniture. Perhaps you’d even like to replace your full time income. Sometimes big goals can seem daunting though, maybe even impossible! In fact, many people actually stop dreaming because they feel as if there’s no way they could ever make their dreams come true. It’s like looking at a huge elephant with a little fork in your hand. How could you possibly eat that elephant? The simple answer is: one bite at a time! Whether it is a big life-changing goal or a monthly sales goal, success in Mary Kay is created by MATH, not MAGIC. You can develop a plan using proven formulas that work for everyone, not just some. But they only work when YOU DO! Mary Kay said, “Plan your work & then work your plan.” Use these formulas to help you create yearly, quarterly, monthly and daily action plans and watch your dreams unfold before your eyes!

Taking Inventory of your Dreams

1) First you must decide what it is that you really want and create a properly established goal. You can use these formulas to help create a timeline for achieving your goal based on the amount to time you can dedicate towards your Mary Kay business.
   - We will use the example of “a trip to Hawaii for two by next Summer” as our goal.

2) Do research & equate your goal to a dollar figure so that you know exactly how much you will need to create the thing that you desire. Multiply that amount times 250%. This will give you the dollar amount that you will need to sell on a 60/40 split.
   - The travel agent said I’d need $2,000 for my trip. $2,000 x 250% = $5,000 retail sales goal.

3) Using the following formulas, equate your dollar figure to a “Mary Kay goal“ like: number of classes you’d need to hold, a quarterly Star Consultant Goal or a weekly sales goal, whatever seems easiest to wrap your mind around. And then of course, write it down! Mary Kay provides us with great contests & promotions with fun prizes & recognition to keep us motivated and challenged. It is especially important to focus on achieving the Company contests if your goal is spread over a year or more OR something like paying down debt or paying bills. Those are not “exciting” goals and are rarely motivating. Keep the focus on your quarterly prize instead and once you’ve achieved that, you’ll also have the cash you needed!
   - I’ll will set a $400 weekly sales goal for the next three months, which means I’ll hold 1 class and 1 facial a week. And I’ll be a Ruby Star! So I’ll also get that beach tote as a prize to use for my trip!
Mary Kay is a numbers game! And the rule of thumb is that we will reap only about a third of what we sow. Knowing that, it allows you to arrive at how much effort you’ll need to put in – and effort is the ONLY thing you can control! If you want to hold one class, book 3. If you want to get 3 bookings, you’ll have to ask 9. If you need 9 leads, you’ll have to ask 27. The Law of Averages really does work – but only when the numbers are large enough. If you only ask 3, it’s possible that none of them will say “yes,” but when you’ve asked 100, you’ll look back and see that a third DID say “yes”! When you are new, team building can often have a slightly higher ratio: 1 in 4. So to have 1 new Team Member, you’ll need to interview 4 and ask for 12 interviews.

Keeping the formulas in mind, you can break down a large goal into “bite size” chunks that will then methodically bring you to your goal! You can create a monthly, weekly and even daily action plan, knowing exactly what you need to do on a regular basis! Your Director can help you if necessary!

a. So in our Hawaii example, a $400 sales goal will require 2 appointments a week: a class and a facial. I’ll want to book 3 of each weekly. My facials can provide class bookings and I’ll work to get 2 bookings from each class. As I look at my datebook, if I don’t have 6 appointments on the book by the end of the week, I’ll get on the phone to call at least 9 women for each booking I need. If I don’t have 9 women to call, then I’ll talk to about 5-6 women a day to get the leads necessary to meet my goals!

Here are a few formulas that will help you, as you create your Action Plan!

- **STAR CONSULTANT PROGRAM** – weekly sales goal of: $300 = Sapphire Star, $400 = Ruby Star, $500 = Diamond Star, $600 = Emerald Star, $800 = Pearl Star

- **SKIN CARE CLASSES** – average is $200 to $400 each (with 4 guests in attendance). Track your class sales over a few months to arrive at your average so you can use it more effectively in your planning!

- **FACIALS** – average is $100 per face. If your average is lower, ask your Director to help you improve!

- **SELLING APPOINTMENT SUPPORT** – to book, coach and follow-up on a class, you’ll need about 1 hour of phone time weekly. 2 classes/2 hours etc. Of course, it doesn’t need to be all at one time!

Believe in yourself and know that you can do ANYTHING in this world that you want to do: IF YOU WANT TO DO IT BADLY ENOUGH AND YOU ARE WILLING TO PAY THE PRICE. —Mary Kay