

Right Time... Right Place!

Why it is a great time for a Mary Kay Career



The following is an excellent assessment of our Mary Kay business and the inverse relationship we have to the economy from NSD Pat Campbell.

I want to talk with you all today about the economy. The US has had a recession about every ten years. The earliest one I can remember was in 1974 and that was when I joined MK because even with a Masters degree, I couldn't find a job!

The next one was in 1980-82. That was the time I became a director and recruited over 100 women in a year and earned my first Cadillac.

The next one was in 1990-91 and that was when I spun off 4 first line offspring directors.

The next one was 2001 - 2003 (after 9/11) and that was when we became a National area and spun off 22 directors in one year!!

What you need to know is that Mary Kay has always had an inverse relationship to the economy. That means when the economy is bad, we do good, really good. In fact, the company just called me and said we are 27% up from last year so far just since July!!! That is VERY good news for us, but why is that? I think there are several reasons:

1. When people can't afford to purchase the big ticket items like a new home or even a new car, they purchase the small ticket items, like skin care and color. For a woman, it is a quick fix to make her look good and feel better and it's not going to break the bank. In fact just this morning Christi, my daughter, had a \$500 facial with only two women!! A couple days ago she had a \$1,100 day with just two appointments and some reorders!!
2. When husbands (or wives) may be laid off and/or losing their jobs, and/or hours cut, people start to look for part time work to pick up the slack... and that is where we come in. Recruiting begins to soar. After all, we are the best bargain out there with nominal start up expenses to have your own business and not have to worry about layoffs, downsizing, or unemployment. That gives you REAL security. Training is quick, yet on going, cash can start to flow within 30 days. It's flexible. Plus we have a GREAT track record. . . we are not some unproven, fly by night company.
3. What is the catch? **YOU HAVE TO BE WILLING TO WORK!!** It is not a free lunch. YOU have to pick up the phone and book appointments. Hostesses must be coached in order to hold. But during a recession you will have a lot more hostesses because women love FREE product and want all they can get. . . plus many are eyeing what you do to see if they want to do it too.

You must also be willing to invest some time each week in learning about products and procedures to get good... really good. YOU must be willing to provide good customer service to keep your customers happy. But here is the deal... you will work hard for someone else to keep a job, why not work hard for yourself to guarantee an income for you and/or your family? It is so wonderful to live without FEAR!

Most of all, it is vital for you to mentally realize that this is a GOOD time for us and "work your little fanny off" as my mother used to say, in order to move ahead quickly. Because bottom line, recessions are short lived. A couple years at most. In that amount of time, you could add 200 new customers as well as 100 new recruits... just like I have done.

So my advise to you is simply this: Turn off the TV and turn on your personal power. Pick up the phone and get out the door, this is YOUR TIME to move ahead quickly!! You snooze, you loose. My stock broker told me recently, "A crisis is a terrible thing to waste". So don't waste a moment of time... the clock IS ticking, and based on YOUR response, it could be your best year ever!!