SUCCESS BEGINS WITH A GOAL
You have made the wise choice to begin a Mary Kay business. This opportunity allows you to be in charge of your ultimate destiny and future, eliminating others from controlling your life. YOU are your own Boss! There is no one telling you what you need to do or defining your work schedule for you! You get to decide what it is you want from your Mary Kay Business – and the sky is the limit! Goal setting is really just the planning done by the Boss (you) for the direction of your Company. Your “employee” (you) will then simply carry out the plans! When you create properly established goals, and then put them into action with enthusiasm, your success is guaranteed!

WHY SET GOALS?
- Goals provide long-term motivation.
- Goals establish focus and self-discipline.
- Goals create good habits and patterns to follow.
- When goals are set, things happen.
- Goals make you feel good about yourself.
- Goals provide attitude adjustments.
- Goals give you direction and purpose.
- Goals take you where you want to go.

SETTING A GOAL
Goal setting follows a very specific formula in order to be effective. Otherwise, it’s just a wish or a dream. Goals can be short term, long term, big, small, daily, weekly, monthly, quarterly or yearly, but no matter what, they MUST:
- Be quantifiable, measurable and specific.
- Have a specific date for completion.
- Be written down. AND,
- You must tell someone what you intend to do.

On a large scale, Goals can break down a seemingly overwhelming accomplishment into manageable tasks and on a daily scale it can just simply be your “To Do” list. But without goals, you’ll just be accepting whatever comes your way. Most people do not set goals because:
- They are not sold on the benefits.
- They feel it’s safer not to.
- They fear commitment, failure or success.
- They have a poor attitude or focus.
- They don’t want to work.
GETTING YOUR GOALS GOING

First you'll need to know your reason why you want to succeed. You might consider defining a BIG dream (something exciting you'd like to have in the future) as well as 1, 3 & 6 month believable goals. That way you can experience a 'win' right away, which will motivate you to set another goal! Get your family involved! If you have a spouse or children, they can be a part of your planning session. Maybe your first goals will be something the whole family can get excited about as you begin to incorporate your Mary Kay business into your daily routine. That way they can see reward for effort & will encourage you more as the goal gets within reach! Here's how to create effective goals:

- Decide exactly what you want - be very specific.
- Define where you are. Goals must be "BIG" according to your ability. Then aim high. You should have "butterflies." Stretch your limits. You might ask your Director what would be appropriate for you.
- Determine what you are capable of in a day, a week, a month and a year. Set a time frame that is reasonable & create an action plan.
- Write your goals in detail and talk about them with the appropriate people. Only share them with people who are encouraging & supportive. Of course, your Director is your biggest cheerleader!
- Create visuals. The subconscious mind accepts all information as fact and cannot distinguish between what is real and what is imagined. Pictures are more effective than words, so find photos that represent your goal and make a goal poster or a dream scrapbook. Look at your pictures and visualize your goal daily, seeing it as if it has already happened. If a goal is not focused on for three days, it's as if it never existed. Belief is just practiced thought. You'll believe you can do anything if you focus on it regularly!
- Create affirmations. Write out positive statements affirming your goal and say them out loud to your self at least once daily, and silently as often as you can think of it! Affirmations change your thoughts, thoughts create your words, words create your actions and actions create your destiny!
- Start IMMEDIATELY. Do not wait until all the lights are green. Begin visualizing, affirming and working on your goals NOW.
- Do NOT let yourself off the hook. Quitting is not an option. Be accountable to yourself, your family and to your mentors.
- Set another goal immediately upon reaching a goal.

Goal setting won't work if:
- You believe luck is necessary to arrive at your destination.
- You set your goal by comparing yourself with others' accomplishments.
- You are doing it for someone else.
- They are too big for where you are now.
- They are out of your sphere of interest.

KEEPING YOUR FOCUS or Following One Course Until Successful

Once you have your goals, you are visualizing and affirming them AND you have an action plan to make them happen, you are going to need a track to run on! It's easy to mistake thinking about your goals daily for doing things to accomplish them. Activity always produces results! In our minds we all work as the Queen does.
KEEPING YOUR FOCUS cont.
But in our actual efforts, we often times come up short. Tracking your activity forces you to take an honest look at where the rubber meets the road so that you can make necessary adjustments to move forward. It allows you to see what areas need more attention and improvement. Also, there are MANY contests often going on at the same time: some follow the Company quarters, (which go mid-month to mid-month) some follow calendar quarters and some are monthly contests. It’s a lot to keep straight! That’s why you need a tracking folder to keep you focused!

TRACK YOUR WAY TO THE TOP
A tracking folder is a very useful business tool that provides a simple system for processing your paperwork and it works hand-in-hand with the tracking sheets for all the contests you are working towards.

- Choose a FUN pocket folder that stands out on your desk.

- As you add new customers during the week, immediately write them a thank you note, charge their credit card if necessary, and then put their profile card, sales ticket and check/cash in one side of the folder.

- On the opposite side, have all your tracking sheets, such as:
  - Power Start
  - IPAs (Income Producing Activities)
  - Star Consultant/ Star Night (contests & hostesses)
  - Monthly or Quarterly Sales Contests
  - Queens Court of Sales/ Sharing
  - Team Building Layering Chart/ Do this and You will Win a Car
  - Business Tracking Register

- On Sunday or Monday, in the early evening, sit down & add up your weekly sales. From your sales tickets and datebook, go through each tracking sheet & record the number of faces or sales or bookings accordingly on each sheet.

- Go “Dialing for Dollars” or do some telephone booking if needed to reach your weekly goals.

- Record your Weekly Accomplishments on-line and print out a copy for your records.

- File your Profile Cards alphabetically in a file box with a copy of the sales ticket behind it.

- Staple another copy of each sales ticket to your Weekly Accomplishment Sheet and file in a monthly folder for year-end taxes.

- Fill out a deposit slip for all the checks/cash and give them to your husband to deposit! (“Show me the money!”) Add that deposit to your Business Tracking Register.

- If you have any other tracking thermometers on your refrigerator for your family to see, update that one as well!

Choose to be disciplined in this area and you will be amazed at how simple it is to achieve your goals, how fun it is to see your totals go up and you will most likely be the Queen of everything at our events! Most people miss their recognition simply because they didn’t track it and had no idea how close they were. Tracking keeps you motivated, prevents frustration, and always keeps your goals in sight!