

Lesson 14

Smile! It Adds to Your Face Value.

Smiling – being happy and enthusiastic – is always a choice and not a result. It is a decision that you consciously make. Enthusiasm, joy and happiness will improve your personality and people's opinion of you. It will help you keep a proper perspective on life.

A smile is a powerful weapon. It can even break the ice. You'll find that being happy and enthusiastic is like a cold – it's very contagious. A laugh a day will keep negativity away. You will also find that as enthusiasm increases, stress and fear decrease.

The bigger the challenge you are facing, the more enthusiasm you need. Enthusiasm always motivates to action. No significant accomplishment has ever been made without enthusiasm.

Assignment:

1. Prepare your Six Most Important Things to do for today.
2. Sing "Mary Kay Enthusiasm" out loud. You'll smile and it will make you feel enthusiastic for the rest of the day.
3. Ask someone (maybe your best customer) to do a "practice" interview with you. Tell her, "I have decided to move into a leadership role in Mary Kay and I was wondering if you would let me practice my presentation on sharing the Mary Kay opportunity with you so I can learn how to do it? Who knows, it might be for you or it might be the last thing you would ever want to do. But I feel comfortable with you and I'd appreciate your help so much." Try to do the interview today or within the next 24 to 48 hours.
4. Call 10 of your customers and ask for referrals. You could use the following dialogue: Hello, Mary. This is Jane Doe, your Mary Kay Independent Beauty Consultant. I have a goal this week to pamper 5 people with a facial who have never experienced *Mary Kay*® products before. Whom do you know that you feel would really enjoy a complimentary facial? I would love to give her a special gift in your name."