

# Lesson 19

## We Need to Stand Out, Not Blend In

*One of the greatest compliments that anybody can give you is to say that you are different.* We should talk differently, act differently, perform differently. We are called to stand out because we are Mary Kay Independent Beauty Consultants with a positive image and positive attitude.

One way to stand head and shoulders above the crowd is to choose to do regular, ordinary things in an extraordinary way with great enthusiasm. Majority rule is not always right. Those people who don't have dreams or visions of their own are usually the ones who want to take a vote. People in groups tend to agree on courses of action that they as individuals know are not right.

Remember that Mary Kay Beauty Consultants are known for their image. We want to stand out and have everyone talking about us! Be proud of your heritage!

### **Assignment:**

1. Prepare your Six Most Important Things to do for today.
2. If you are attending a function with your kids or your spouse where everyone else will be dressed down, wear a suit – you'll get more attention. When someone asks you why you are dressed up, tell them you just came from working your Mary Kay business. Great attention seeking behavior!
3. Go back through your date book and attempt to book those people who slipped through the cracks.
4. Offer a makeover to someone older than you, younger than you and your own age.