

"The Rich Get Richer"

"I" refers to: Charlyn Eschette

When I began Mary Kay, I was frustrated because money was tight and I just could not seem to get enough inventory to help me get ahead. How did I go from BROKE to PROSPEROUS?? Just follow the steps below and you can too!

I. CHANGE YOUR MIND!!! THOUGHTS THAT MUST CHANGE:

1. The first thing you need to do is realize that what you currently are doing is NOT working! Realize you need to change your thoughts and actions to get new results!
2. Next, know that you don't need to have a lot of money to make money--- it is what you do with what you have (stewardship!).
3. Think long term, not short term. Meaning---- be patient--- instant gratification often hurts you for a long time versus waiting (doing without) for a short time and then reaping the benefits FOREVER!

Those are "thought changes"- now let's apply those in the following Action Plan.

II. ACTION PLAN FOR YOUR BUSINESS:

When I started Mary Kay I didn't have any money-- and I did not understand Inventory so I started with \$200! It was difficult to sell without having products on hand, but I held Classes and bought very little samples (Section 2). I used what came in my kit (short-term sacrifice for long-term gain). Within my first 2 months, I found a way to purchase my entire inventory as I realized how vital it was to the future of my business.

Remember...the money is in the Skin Care.....so show women how to Care about their Skin! Talk and romance the skin care.....Reorders come fast with our Skin Care products and reorders = MONEY! I re-invested ALL the money from my weekly sales to build my inventory! When I qualified for a credit card I bought FULL inventory. If you are building your inventory and need a sample of what full inventory looks like let me know. **Note:** Your goal will be to have \$3,600 wholesale on your shelf to work with as inventory.

I have seen so many consultants place small order (\$10-\$100) which **poor money management!!!** You pay \$7.95 for shipping AND by doing small order you do not get the FREE product bonuses. So -- as they say....the Rich get Richer -- so start thinking like the RICH!

A. USE YOUR MONEY WISELY!

1. Order in large quantities and keep overhead (Section 2) LOW!! (Realize what you have been doing is not working so make a change for new results!)
2. Book appointments close together so that you can have 2-- \$300 classes and place a \$600 wholesale order, \$1200 retail on your shelf and \$100 in FREE product (the Rich get Richer)!!! Do you know how much freedom I have to give things away??? A lot! I use it as incentives to customers and prospects because I order \$600-1200 wholesale at a time, therefore receiving \$100-200 in free product a month!!

3. Always use extra cash for sellable product- that is putting your money to use to create more wealth! All you need to do is **SELL** the product & you pay yourself! (Principle to live by: You don't need a lot of money to make money-- it is what you do with what you have, stewardship starts NOW!)
4. If you can't get full inventory in one fast swoop-- then do it inch by inch!! You have to start somewhere and the samples don't make you money; if you don't have the product to sell. *short term sacrifice, long term gain*
5. The samples that came in your starter kit are what you need to use **FIRST** if you are building an inventory (vs. starting with one).
6. As soon as possible, get your Insulated Product Suitcases from MK Connections. These will allow you to have your products in your Car and your "Store on Wheels"...when you deliver products, if your customers want something more, they can have it right then. They love you & you will love the time it saves you!
7. Always do 60/40 split- if you have not attended a Money Management Class, sign up today! Call me and get in on this training . By not replacing the product you sold back onto your shelf-- you will be out of business or back on the credit card before you know it because you don't have what your customers want when they run out!!! You are an entrepreneur with Mary Kay so think like one and do **NOT** embezzle from yourself!

III. FOLLOW MY EXAMPLE:

These are the things I did to build my Wealth & Future – Please take my advice - this works!

MOST IMPORTANT.....Start thinking in \$600 increments from now on.

Why is \$600 wholesale the place to **START** every month?????????

1. You need to average \$600 a month to be a Star Consultant.
2. You get 3 **FREE** product bonuses at \$600.
3. You get to be included in the June "Inner Circle Brunch" at my home each month...special time with the top consultants, training, fun, food & **GROWTH** development for **YOU!**
4. You get a 13% commission check--- when you have 5 team members order in a given month **AND** you do a \$600 (only way anyone can get 13%). Get in the habit of always doing at least a \$600 order every month so you never miss out!
5. You are in a 'spring-board' position to always take off for your next goal; Free car, Directorship? You are ready to go?
6. **YOU** contribute to the **TEAM** Goal! Speed of the Leader, Speed of the Gang!
7. Having product on your shelf is motivating...You are forced to make more money - - This is a Good thing!! This list goes on...what other items can you add?

Be a Good Steward of All God blesses you with – I know YOU CAN do it!!!