



WEEK 2 - ACTIVITY 4

My “I” Story

Audio Transcript

Since this module is all about “Words that Work” the last activity will focus on your “I” story.

What is an “I” story? An “I” story is simply the story of how and why you began your Mary Kay business. Sharing your “I” story is an essential part of every Mary Kay skin care party because it is a great way to connect with the women who might become future customers or maybe even potential team members.

Take a moment to write your own “I” story down. Practice saying it in front of your Sales Director or Power Partner and ask her for feedback. Then memorize it so that you can share it at your next skin care party.