



WEEK 5 - ACTIVITY 2

Ten Areas of Focus

Audio Transcript

Becoming a Red Jacket is the first leadership role you will have in your Mary Kay business. Have you decided to make the leap? If so, you might consider setting up specific goals for yourself. The following are 10 areas you might consider focusing on as you get ready to take your business to the next level:

First, **MAKE THE DECISION AND STICK WITH IT.** You must be willing to make the decision to become a Red Jacket and stand by it. So take a moment to think about it. Are you ready to make that commitment to build your team?

The second area to consider is **CONFIDENCE.** You can do it! You really can! And you must try your best to increase your confidence level everyday. Learn to live and work with a sense of purpose. Read good books, listen to motivational CDs, subscribe to the Incite CD Series. Share your goal of becoming a Red Jacket with women who believe that you can do it and will breathe this belief into you every single day!

The third area is **VISION, IMAGINATION and BELIEF.** These are very powerful forces in your life. Work on increasing your visualization skills and your belief in yourself and others. Look at your goal poster everyday, close your eyes and take a few minutes to imagine yourself finally wearing your Red Jacket and earning your very first career car. (SHORT PAUSE) Powerful right? Our imaginations are very powerful tools. What you think about, you bring about. So fill your mind with powerful thoughts of reaching success.

The fourth area you'll want to focus on is **MANAGING YOUR SKILLS.** These skills include your emotional and time management skills. There will be ups and downs as you work toward earning your Red Jacket and you will need to learn to master the art of not letting disappointments steer you away from your ultimate goal. Keep going back to your "Why" and let that be what motivates you to be consistent in your booking and team building



efforts... Also, manage your time well. Whether you're working your Mary Kay business part time or full time, treat it as a business. Fill up your schedule with income-producing activities and stick to it. It's the only way you'll be successful at building your team.

The fifth area is GOAL-SETTING. Set the right long and short-term goals and learn to break them down into manageable bite-sized pieces. For example, in order to have a good year, you must have good months. To have good months, you must have good weeks. For good weeks, you must have good days, and so on and so forth. Write down what your goals might look like on a yearly, monthly, weekly and daily basis.

The sixth area to consider is your IMAGE. Do you look like a businesswoman? Do women treat you and your Mary Kay business with respect? Do they take you seriously? This is your business and you are the face of your business. You are the only one who can master your image.

Next is PASSION. What drives your passion? Remember your responses to the 4 P's Questions in Activity 3 of Module 2? Finding out what drives you to succeed will help you stay motivated and inspired to keep working your business. You love your Mary Kay business but there might be moments when you need to find a way to revive your passion. What is your passion? Be crystal clear about what drives you in your business.

The eighth area to consider is DISCIPLINE and HUSTLE. Be willing and intelligent enough to not give up on your dream. Independent Elite Executive Senior National Sales Director Gloria Mayfield Banks said: "You are not too smart, too poised, too good, too cute or too seasoned to get your hustle on!" Be willing to work hard and get into your Red Jacket. Don't be afraid of people seeing you hustle.

The ninth area to consider is your LEADERSHIP SKILLS. Becoming a Red Jacket is the first step of leadership in your Mary Kay business. What are the qualities of leaders whom you admire and would like to emulate? Maybe you love the great communication skills of your Independent National Sales Director. Or maybe you love how your Independent Sales Director conducts her unit meetings because she really knows how to inspire everyone and motivate them to work hard and be consistent in their business. Learn from



them. Observe them and try to apply what you learn from them at every opportunity as you work to build your team.

Finally, the last area to consider is SHORT-TERM SACRIFICES. Know that there is work involved in becoming a Red Jacket. This business is simple but it's not easy. It will take a lot of work. Be ready to make short-term sacrifices in order to achieve your long-term goals.

Consider printing out the 10 Areas of Focus PDF Form and take a few moments to read the areas that were just discussed and write your thoughts next to each number. On a scale of 1 – 10, with 10 being the most confident, rate yourself in each area. How ready are you to make that leap into Red Jacket leadership?