

# MARY KAY<sup>®</sup>

## MY “I” STORY

Having a well crafted “I” story is important because it can help connect you with people at your skin care parties. Create your very own “I” story by answering all of the questions provided below. Remember, your “I” story may change over time as you build and grow your business, so be sure to revisit this form and revise it as needed.

Before I started my Mary Kay business... *(What did you do before starting your Mary Kay business?)*

I started my Mary Kay business because... *(Why did you start your Mary Kay business?)*

As a result of starting my business as a Mary Kay Independent Beauty Consultant... *(What has starting your Mary Kay business allowed you to do?)*

As I build my Mary Kay business, I am looking forward to... *(What are you looking forward to as you build your Mary Kay business?)*

*After you've answered all the questions above, print it out and practice saying it in front of your Independent Sales Director or Power Partner and ask for feedback. Make changes if needed then consider memorizing it so that you can share it at your next skin care party.*

