

DOCUMENT NAME: Recruit Why DOCUMENT NO. O:\ss\0613w.doc (Cust)

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Exciting things are happening in our Company -- and I sincerely feel that there is no better time than NOW to set your sights on the STARS! Of course, to achieve success in our Company, you must become a MASTER at our business -- one who is adept at both recruiting and sales. I hope that you will set goals in both of these areas -- and make them specific. Then plan your work and work your plan, and you can make your dreams come true.

We have such a wonderful opportunity to share with women, and I sincerely feel that recruiting is one of our greatest privileges. There are so many reasons why we should recruit:

- Recruiting makes you a better Consultant.
- Recruiting keeps your attitude positive.
- Recruiting means more money to you.
- Recruiting can earn you the use of a VIP car.
- Recruiting builds friendships.

When you recruit, you immediately increase your income potential. You can only sell so many products yourself, and that's it. But if you share your career, you multiply your income, increasing it by more than you could ever hope to sell by yourself.

If you will share your own personal story of why you enjoy doing what you do, I am sure you will find some takers -- for I know that there will be others who will relate to your reasons.

Carry a recruiting notebook with you in your car at all times, along with agreements and literature to give prospective recruits. If you will do all these things, it is certain that you are going to find recruits coming from everywhere.

Remember that someone had to share our opportunity with you, and aren't you glad she did! Now your responsibility is to pass it on.

Love you much,

Mary Kay
Chairman Emeritus

MKA: