

**4 Stages of Your Business**  
**This is POWERFUL!!!**  
**What stage do you see yourself?**  
**The choice is up to you!!!**

**Stage #1: The Building Stage**

This is the stage where you are doing the things that are most productive in this business, such as using and sharing the products, showing others the opportunity, attending your Success Meeting, planning your work and working your plan, reading and learning all that you can about the business. You initiate communication with your Director and set goals on a weekly and monthly basis. You play by the rules – book 5 to hold 3 – and always are aware that you are in the learning and building stage and with that, comes hope and excitement.

**Stage #2: The Short-cut to Nowhere Stage**

Even though you have all the tools at your disposal, you start to take shortcuts in working your business – certain that all that you have learning in Stage #1 is not necessary. You booked all your friends, failed to use the proper booking approach with the guests, yet are surprised that you have no bookings, the one facial you had booked cancelled and when you attempted to call another, she said No. You will hear yourself saying I have no leads and No one wants to have a facial. You haven't picked up your Career Essentials in weeks (*Why should you? You skimmed through it once*), called your Director (*Why should you? She is supposed to read your mind and call you!*), gone to a meeting in a month (*Why should you? You have nothing to crow about!*) and anyway, you're starting to get a little upset about the product collecting dust on your shelf. You don't have time to do any of these things (*Why don't people understand your situation at home, job, etc?!*). You quickly move into Stage #3.

**Stage #3: Questioning Stage**

Once you stop booking and holding classes, as well as attending Success Meetings, studying, etc. (*everything in Stage #1*), you start to question the effectiveness of the business. Since your lack of personal activity, you start doubting that the business can really provide for you what everyone else says it can – success, freedom and peace of mind. You start to think that maybe there's a better system out there or a better company. After all, why else would you not be making money and advancing? *It couldn't have anything to do with you!* The people that stay in this stage long enough will move into Stage #4.

**Stage #4: Condemning Stage**

This is when you start to blame the company, the products and the marketing plan, your Director, your personal situations, because of the lack of personal activity. Most people don't even realize that they have caused their own demise. Pretty soon, they have convinced themselves that *it's not for them, it doesn't work*. If this goes unchecked, eventually you will end up jumping ship in search of the next perfect opportunity so you can create the same scenario over again. Or worse yet, you'll remain forever working a job that you hate or living a life of always wanting something more.

The purpose of this is to make you aware that it is necessary to always stay in Stage #1 – the Building Stage – because that is where growth occurs! Our business is a growing process and so are You! Mary Kay use to say *When you stop growing...you rot!* We all have our setbacks and disappointments but when you have a goal and are truly working at building a business, the setbacks/disappointments are soon forgotten because you are moving forward! Allowing yourself (and only YOU have the control) to move into the other stages will cause frustration, lack of belief, and ultimately defeat in an industry that can provide everything you want if you just play by the rules. **Next year at this time, you will be either better or worse that you are right now. It is impossible that you will be the same. THE CHOICE OF WHICH IS IN YOUR CONTROL.**

**So how do you get back to Stage #1 if you have gone deep into Stages 2, 3 & 4??!**

- 1) **Call your Director and schedule a conference with her.**
- 2) **Dust off your Career Essentials and spend at least ½ hour each day reading.**
- 3) **Attend your very next Success Meeting.**
- 4) **Set a goal – any goal – large or small – for the week.**
- 5) **Make a commitment to yourself that you will be a woman of integrity and keep that commitment.**