

Creating Your Goals

Ask yourself, "What is it that would be beneficial to my family this year?" Is it an added extra \$100, \$200, \$300 or \$400+/week or \$2,000-\$5000+/month? Maybe a Red Jacket, New Car, or the stunning new Director Suit? Let me know what your desire is, and we can create a plan for you!

If you would like to set (or reset) goals for the New Year - here is a Guideline:

- **Figure out your averages** (class, facial, etc) - Divide the number of appointments held by the total sales in each category. If you have been handing in accomplishment sheets- I can help you with those numbers. \$100 an hour is reasonable for reorders- you can do your own average based on the number of customers you service per week or month divided by the sales. Consider handing out cards for new leads at approx \$10 a card. (At 5 cards a day for 5 days = 25 cards-if 5 of those 25 booked and bought \$50 each, that is \$250- so each card was worth \$10.)
- **Figure out your team-building goal.** How many interviews have you done to add 1 new team member to your team?
- The next step is to take a **Weekly Plan Sheet** and put everything on it that you do in 1 week- and I mean EVERYTHING- laundry, grocery shopping, taking the kids to school, cleaning, dinner...you get the idea.
- **How much money do you need (want) to make from your business?**
According to your 60/40 split, how much do you



need to sell weekly to do that? For example: I need \$400 extra a month, so \$300 retail sold per week = \$1200 retail sold 60% for reinvestment= \$720 40% for profit = \$480

- According to your averages, what do you need to do in **activity** to meet your retail goal?
- **How many interviews** do you need to hold to build your team by the goal you set each month?
- How will that fit into your **weekly plan**?
- Finally, what things have been **working well** that you need to continue?
- What things are *not* working that you need to **change**?
- How will you (or things you allow) **stop you** from achieving these goals? (Sabotage)
 - How will the goals you set **change** what is happening in your life **financially? personally?**
 - What **new choices** will it create?
 - How will achieving these goals make you feel?
 - How will your **family benefit** from you reaching your goals?
 - Are you willing to **do what it takes** (change if necessary) to achieve your goals?
 - Are you willing to do the tried and true "**Mary Kay**" plan and not change the rules?

I know that some of these are tough questions and that facing change is not easy. Picture yourself at the end of the Mary Kay year- celebrating at Seminar. What awards are you receiving? Do you need to change what you have been doing these past few months? Do more of what you have been doing? Do less of some things/ more of others? Look at your numbers- they never lie. Remember that doing the same thing over and over and expecting different results is the definition of insanity. Get real with yourself and set your goals to achieve what you want and what will make a difference for you and for your family!

Put your goals up in front of you- a poster - in a frame- whatever works for you. I will be glad to meet with you after you complete this. Please call me for an appointment! Now, finally, I want you to take a deep breath and let go of all the things you have been beating yourself up over (in your business) this past year.... Start new! Change what you can change, one step at a time, and make 2011 the year **YOU DID IT!** Take God as your partner.... expect the best for your family... **EXPECT MORE (OF YOURSELF) IN 2011!**