

Pass it On... How to Tell Your I-Story

Sharing your I-story is a powerful way to tell others about the Mary Kay opportunity.

Here's an easy way for you to develop your own I-story. You may want to use a separate sheet of paper to answer the following questions.

1. What did you do before you started your Mary Kay Business?

2. Why did you decide to become an Independent Beauty Consultant?

3. How did you feel when you started your Mary Kay business?
Ex cited, happy, nervous?

4. Write down how your life changed since that time. How have you come stronger, more successful, happier? be-

5. What do you like best about your Mary Kay business? What excites you about sharing the opportunity with others?

It's that easy. And with practice, you can tell your I-story anywhere and anytime, including team –building appointments, skin care classes and other selling appointments. Remember, you're sharing the Mary Kay dream that came true for you, and that's an exciting story to tell.