

## ***Go Director The Fastest!!!***

***A Pace Setter is:***

***One who sets or makes the pace for (themselves and their team).***

This 21-Day Program will help you set a pace, not only for you but your Team. Hence, the speed of the Leader is the speed of the gang. This will be your DIQ Training Wheels month so you may possibly be submitting your DIQ card October 1st, providing you are not already on that road to success!! You have to be ready for the challenges, embrace them and make them your own. NO ONE said going through DIQ, or moving up in any fashion, was going to be easy. Our business is a Simple business but not an Easy one. It is a WEEKLY-CLASSES numbers game and the more CLASSES, CLASSES, CLASSES, CLASSES, CLASSES you HOLD the more people you will be meeting and getting in front of. More classes, more \$ets \$old, more bookings, and MORE RECRUITS!!

You will be receiving a challenge daily in your email for the following day. The challenges will be for Monday through Friday. Saturday and Sunday are for catch up, revitalizing and relaxation. We will be going through the "5 Steps through Flying DIQ!!" We will combine the challenges with inspiration and motivation!! Below is an outline of what we will be covering. I love hearing the great things that are happening in your business, it makes me feel that my job is worthwhile.

My Mini Personal History, I am a Red Jacket on a Quest to be a Director before 2003!! I've been in the business for a few years and I have realized that it is time to move on and up in my business. I'm married and have 5 children that, I have found, have become more expensive as the get older. But I love this business and I love enriching people's lives. I personally hope you come out of this pacesetters class with something more, something better, than what you came with. Just BEE A BELIEVER AND YOU WILL BE AN ACHIEVER!!

So here is a little more of what we will be covering!!

As David always says in his Seminars.... "SELF-CONFIDENCE is quickest achieved through a series of short-term SUCCESSES!" "Knowledge is what you know....Wisdom is what you do with you know!"

## **MAKE \$1,000, \$1,200, \$1,500 In The Next 30 Days with the 21 Day Blitz Challenge!!**

Wouldn't you like to make \$1,000, \$1,200, \$1,500 in the Next 30 Days? If your answer is YES, then you will want to read & learn the following. There is no short cut to the learning part. The more you learn, the more you earn. The methods are proven. You just need to apply them. Are you ready to make \$1,000, \$1,200, \$1,500 this month? Then:

### **For the Next 21 Days Commit to:**

1. Getting your datebook filled in a booking blitz, using the 40 sec. booking approach. **WHATEVER IT TAKES .... spend 3-4 HOURS on the phone with David's 40-SECOND Customer List BOOKING Approach to GET BOOKED UP with 20 - 25 - 30 NEW CLASSES UP!!!!**
2. Spend, 20 minutes every morning on the **BEAUTY BOOK CLASS** really Memorizing the 85-second close & the 75 positive questions openers. **AND** spend 20 minutes at night memorizing his **DC 7 - Category - Trial Close - Main Close RECRUITING INTERVIEW!!!!!!!!!!**
3. Spend 15-30 minutes 5 days/week on the phone hostess coaching, & confirming recruiting appointments.
4. Learn to smile, nod, and ask (SNAQ) 1-3 positive questions per page of the Beauty Book!!
5. As David always says in his Seminars: Having 3 goals for each class -
  - A. How many sets can I sell,
  - B. How many bookings can I get,
  - C. How many recruiting appointments can I get (who will be the interview at the end of each class?)
  - D. ...And you will see results!
6. As you scroll down the page, you will find everything you need to make this 21-day Blitz work for you. Of course, if you have questions e-mail me. (Note: for those going for Director/DIQ there is a DIQ Weekly Activity Sheet that needs to be done to

keep you accountable to you and your Director. It MUST be turned in to your director EACH week with your Weekly Accomplishment Sheet!!)

### **5 STEPS TO FLYING DIQ (We'll BE GOING THROUGH THESE WEEKLY)**

1. EVALUATING YOUR "OWN" Class Skills and RECRUITING Skills AND YOUR WEEKLY CLASSES-HOLDING ACTIVITY in YOUR DATEBOOK over the past 90-DAYS!!
2. ASSESSING your "TEAM'S WILLINGNESS TO RUN"!!!!
3. GETTING YOU and your TEAM Ready for your PRE-DIQ "Training Wheels" Month with a 3-4 Hour training with 4-TOPICS!
4. IMPLEMENT BOTH the "48-HOUR BOOKING BLITZ" and the "WEEKLY-CLASSES BUSINESS-PLAN" at the same time!!!!
5. In DIQ!! YOU are HOLDING 3-4 CLASSES/INTERVIEWS per WEEK added to Your TEAM

This Pacesetters Class will be helpful, but I certainly suggest that you need to hear how David teaching all the questions scripts and his updated 85-Second Close in his new Album "Go Director - THE FASTEST!" You can get them at [www.davidcooper.com](http://www.davidcooper.com)

# David Cooper - Mary Kay Scripts

## 40 SECOND TELEPHONE BOOKING APPROACH

"Hi, \_\_\_\_\_. This is \_\_\_\_\_. I'm so excited!!! I'm having one of the best & happiest days that I've had since doing Mary Kay! I'm trying to hold more classes in the next 10 days than I've held in any 10 day period since I started doing Mary Kay!!! It could be a state record!!!

It's so easy to get the guests there...all you have to say is 'Come as you are, and you'll leave looking like a star!!' For just having a class with 4 or more adult non-Mary Kay users, you'll get your choice of \$30 of free Mary Kay products or a 30% discount on everything you buy in the next 3 months! I appreciate you having a class, but I want to make it easy for your schedule.

Would you rather have your class before the weekend, during the weekend or would right after the weekend really seem easiest for you? Which ever seems easiest for you would be fine with me."

## **85 SECOND CLOSE**

### **THE 35 SECOND SETS CLOSE**

"Are you as excited about how good you look in that mirror as much as I believe you are? It's up to you; I will work with you either way.

Would you rather splurge and get the extra touch of class that come with our Cadillac Set or would it make more sense right now to start with our Miracle Set? Which ever you would rather do will certainly be fine with me." (Break eye contact and shut-up)

## **25 SECOND BOOKING APPROACH**

"\_\_\_\_\_, were you as enthused about being able to earn a free set for having a class with 5 guests in the next 2 weeks as much as I believe you were? Some guests are aware that the sets are so fantastic as a gift idea that they book 2 classes so that they can get 2 sets. You're the boss, would you rather go all out and have 2 classes so that you can earn 2 sets or is just 1 really more what you had in mind tonight? Either way would be fine with me." (Look DOWN at your date book!)

## 25 SECOND RECRUIT APPOINTMENT APPROACH

"\_\_\_\_\_, there's just one more thing I'd like to say, because I believe it. I believe that you could be good in Mary Kay. I really do." (Reach over and touch their hand and say). "With the proper training, don't you believe you can do anything that you just saw me do? It only takes about 20 minutes for me to show you how easy it is to get started in Mary Kay and how simple it can be for me to help you earn \$800 - \$1000 in your first 30 days. Wouldn't you love that?"

My schedule is a little tight. Could you stay for a few minutes after the class or would tomorrow really be better for you? Which ever would be easier for you would certainly be fine with me."

# David Cooper "Go Director The Fastest" Pacesetters

## **WEEK 1** ***Get Excited About You***

### **Day 1 ~ Monday ~ Self Image**

So you want to become a director. Hmmmmmmmm well there are 4 questions that you need to ask your self and answer honestly: (1-NOT ~ 10 DEFINITELY YES!!!!)

1. How much do I want it (directorship that is)? =
2. How good are my Questioning skills? =
3. Am I WILLING to have a 30-60-90 day WEEKLY-CLASSES BUSINESS-PLAN Classes blitz? =
4. Am I willing to TOTALLY, TOTALLY, TOTALLY memorize questions script and closes and become equally proficient in my CLASS sales and in Recruiting interviews?

You may be anxious\* about your decision to become a Director. But, apply yourself and learn these skills to build your consistency!!!

GET EXCITED ABOUT YOU~(in every way) Wouldn't you agree that if you are excited about the way you look on the outside you will feel more confident on the inside. We are talking about image here.

1. When was the last time someone complimented you on your hair? If it has been a while, look for a change. Color, style or both!!
2. Do you have that one smashing suit? In Mary Kay at ALL our functions, classes, meetings, workshops, Career Conference or Seminar, people are watching our leaders. You will be watched as a leader or future leader. Find that suit that makes you feel 110%!! Dresses/skirt suits are a MUST!! No Slacks or pant suits when at a Mary Kay function unless you are a MALE consultant!! Mary Kay wanted to keep the feminity in this company. She

- wanted to not only be business savvy Women, but to be Ladies too. Pumps and panty hose are a must, EVEN in HOT weather. They have cotton ones, I know I used to live in Arizona with the heat, we still wore panty hose in 110\* weather.
3. Try a new look just for you from our NEW colors. Check out the virtual make-overs on [www.marykay.com](http://www.marykay.com). You can find that perfect look.
  4. So get out there and get that perfect look for you to help build your self image!!

#### **Homework:**

1. Plan your week on your Weekly Plan Sheet set aside 3-4 hours min, for your booking blitz today.
2. Make your "6 Most Important Things" List
3. Gather ALL your lists of contacts, Practice the 40-Second booking approach 10 times in front of the mirror, Smiling Nodding Asking Questions (SNAQ) and start calling to get a minimum of 20 CLASSES. YOU CAN DO IT!!!
4. Start Practicing 20 minutes AM and 20 minutes PM the 85 Sec-Close and the 75 Positive Questions. (NOTE: I certainly suggest that you need to hear how David is teaching all the questions scripts and his up-dated 85-Second Close in his new Album "Go Director - THE FASTEST!")
5. EMAIL your accomplishments to your director
6. Today's Spiritual Vitamin ~ Anxious? Take Vitamin A All things work together for good for those who love god, who are called according to His purpose (Romans 8:28)

For David Cooper's 6-Cassette Audio album titled ... "Go Director - THE FASTEST!" Go to [www.davidcooper.com](http://www.davidcooper.com)

## Day 2 ~ Tuesday

### Self Confidence

Self Confidence "Is quickest achieved through a series of short-term success!!!" DECIDE that IT'S MY TURN AND I'M GOING DIRECTOR THE FASTEST!!

You will build your confidence with practice. Persist with perfect practice!! Practicing in front of the mirror 20 minutes am and 20 minutes pm SNAQ, the 85 second close and the Positive Questions. BUT also by HOLDING CLASSES and SEEING the Results of how these questions really work!! And also 15-30 minutes DAILY on the phone, booking appointments, hostess coaching and setting up recruiting appointments.

Practice Creates Competence; Competence creates Confidence!! You'll have Abundant Confidence when you follow and have many short-term success. You will be a PRO= A PRO is the person who has all the hassles, obstacles, disappointments, and frustrations that others also have, YET continues to persist, does the job and makes it look EASY!!!

#### Homework:

1. 6 Most Important Things List
2. Practice 20 minutes AM and 20 minutes PM the 85 Sec-Close and the 75 Positive Questions. (Reminder note: I certainly suggest that you need to hear how David is teaching all the questions scripts and his up-dated 85-Second Close in his new Album "Go Director - THE FASTEST!"
3. 15-30 minutes ~ Booking NEW Classes, Hostess Coaching, and setting Recruiting Appointments!!
4. Motivational~ Read a book or listen to a tape at least 15 minutes. Knowledge is what you know. WISDOM is what you DO with what you know!!!
5. EMAIL your accomplishments to your director!!

## Day 3 ~ Wednesday Handeling Rejection

Don't take rejection personally!! They are not saying no to YOU they are saying No to the opportunity. "When I learn to control my emotions, my daily Consistency and the quality of my skill will control my happiness and my income!!"

Some people are Hot Dogs and some are just Wienies!! Which one are you?? If you get a rejection just say (to yourself) "Wienie, wienie, wienie!! With or without you I'm getting it done!!"

The more NO's you get just puts you closer to your goal!!! Just keep asking away. Make it a game. How many no's will I get today? The rejection is not personal (not directed to you) vs conceptual (idea derived from instances).

Success is not an event. It is an ongoing process we engage in time and time again. Aristotle said "We are what we repeatedly do; excellence then is not an act, but a habit." What we must focus on is the habit of excellence; practicing success, repeatedly day after day.

### Homework:

1. 6 Most Important Things List
2. Practice 20 minutes AM and 20 minutes PM the 85 Sec-Close and the 75 Positive Questions.
3. 15-30 minutes ~ Booking NEW Classes, Hostess Coaching, and setting Recruiting Appointments!! Remember With or without you!!
4. Have a Grand Day (sell \$100 min) today
5. Start a journal of your on the Road to Director Journey
6. Email your Director With your results!!

## Day 4 ~ Thursday

# Secret of Every Mary Kay Management Goal

The Secret of achieving every Mary Kay management goal every higher level of award performance IS RETAIL DRIVEN/CLASSES DRIVEN/INVENTORY DEPLETION/ REORDING TO MEET MINIMUM PRODUCTION REQUIREMENTS!!! Achieve dynamic wholesale production records with MASSIVE RECRUITING FROM MY WEEKLY CLASSES BUSINESS PLAN!!!!

To increase net income the fastest to Go Director The Fastest- you must understand the act of asking questions How to create a series of automatic Mary Kay SET purchases impulses, REBOOKING impulses and RECRUITING impulses by smiling, nodding and asking questions (SNAQ) 1-3 Positive Questions Per Page of the Flip Chart or now Beauty Book (PQPPFC OR PQPPBB)  
Plusd using the 3 goals-85 second individual close with EACH guest at each class for the next 30 days!!!!

If you have never heard David Cooper speak and don't have his tapes. I am personally a big advocate of his trainings. Go to his website at [www.davidcooper.com](http://www.davidcooper.com) and get his Go Director the Fastest tape series. You will be able to hear how he fluctuates his voice to get the better impact!!

### Homework:

1. 6 Most Important Things List
2. Practice 20 minutes AM and 20 minutes PM the 85 Sec-Close and the 75 Positive Questions.
3. 15-30 minutes ~ Booking NEW Classes, Hostess Coaching, and setting Recruiting Appointments!! Remember With or without you!!
4. Did you get your journal yet? Read a motivational book or listen to a tape and right done something that you felt was just for you!!
5. Email your Director With your results!!

## **Day 5 ~ Friday ~ IF IT IS TO BE, IT IS UP TO ME!!!**

How many of you have heard that before? Probably many of you, either through Pastor Robert Schuller from the Hour of Power or Mary Kay Ash or maybe even your Director.

Daily Affirmations is a must!!! Have them all over your house. Litter your house with your goals and affirmations. Have them in First person, present tense, activity and results oriented. Ex: "I easily make 5 booking attempts daily". "I select 3 women from each class to hear about our opportunity", "I make a recruiting attempt daily", "I am a master recruiter", and "I am a CADILLAC, Sr. Director walking out on the Seminar Stage to receive my MILLENNIUM CADILLAC keys".

Have CLARITY in your goal and your time frame. You can't hit a vacillating target! Break big goals to weekly goals. Weekly Sales, Weekly Basics Sold, Weekly Practice Interviews, Weekly new contacts. WHAT SPECIFICALLY ARE YOU AFTER? This month? This quarter? Before Seminar?

Create the VISUALS that support your thoughts and your dreams. Scripture, encouraging phrases, pictures of the "prize". A goal poster, a dream book, a focus folder! Go to the dealership, get a photo of the new suit, blouse you'll be wearing. Make it clear in your mind.

### **Homework:**

1. 6 Most Important Things List
2. Practice 20 minutes AM and 20 minutes PM the 85 Sec-Close and the 75 Positive Questions.
3. 15-30 minutes ~ Booking NEW Classes, Hostess Coaching, and setting Recruiting Appointments!!
4. Make your GOAL Poster with Timelines!!! Make mini goals for all over your house. Use Fluorescent 3x5 index cards with your affirmations!! (i.e. Director I will be BEFORE 2003! I'm a BOOKING MACHINE!! I'm SEEING A RED CHRISTMAS!!)
5. Write in your journal what your goals are and when you will be achieving them. Break them down into smaller goals to achieve a "series of short-term successes!"

6. Email your Director With your results!! (Results should include: Your weekly Accomplishment Sheet, and DIQ Weekly Report sent in also)

## Go Director The Fastest ~ Pacesetters

### WEEK -2

#### *Day 6 ~ Monday*

### **ASSESSING your "TEAM'S WILLINGNESS TO RUN"!!!!**

Do YOU have 3-5-8 Team-Members wanting, willing. and READY to MAKE SOME EXCITING MONEY?!!! Ask them these Questions, "*Wouldn't you be willing to learn 5 Minutes of CLASS SKILLS and 5-Minutes of INTERVIEW SKILLS and be willing to work 6-8 Hours per WEEK to earn an EXTRA \$400 to \$500 per WEEK? If I can show you a 40-SECOND "Telephone BOOKING SCRIPT" that can help YOU actually BOOK 10-15 or more Classes in 24-48 HOURS to absolutely PACK YOUR DATEBOOK, wouldn't YOU LOVE THAT?!!*" As A RED-JACKET, YOU are about to be VERY BOOKED, but YOU NEED at least 2 or 3 Team-Members also READY TO RUN for their GOALS as well!!! Leadership EXAMPLE of COPYING YOU as YOU are actually HOLDING 3-5 CLASSES PER WEEK!!

#### Homework:

1. Plan your week on your Weekly Plan Sheet.
2. Make your "6 Most Important Things" List
3. Practice 20 minutes AM and 20 minutes PM the 85 Sec-Close and the 75 Positive Questions.
4. 15-30 minutes ~ Booking NEW Classes, Hostess Coaching, and confirming Recruiting Appointments!!
5. Access your team's willingness to run? Ask them the above questions.
6. Email your *accomplishments* to you director!!

## Day 7 ~ Tuesday

### ***GETTING YOU and your TEAM Ready for your PRE-DIQ “Training Wheels” Month with a 3-4 Hour training with 4-TOPICS!***

ALWAYS have a new recruit at every class watching you...”THE PRO” ... their ULTIMATE CLASS-HOLDING MACHINE example perform at what you do best...CLASSES CLASSESS, CLASSES, CLASSES, AND MORE CLASSES!!!

ALWAYS, ALWAYS, ALWAYS, ALWAYS, PRACTICE with them with “The 4 fundamental Skills” (Book, Coach, Sell Sets and REBOOK for at least an hour of ROLE PLAY) within 3-5 days of buying their showcase

First, Teach them HOW TO HAVE a \$400 to \$500 CLASS AVERAGE by \$miling, Nodding, and A\$king 1-3 YES-Questions per page of the Beauty Book and Teach them that there are 3-GOALS per Class/ and 3 Closes PER GUEST. Teach them the 40 Second Booking Approach and the 85-Second Close per guest.

#### **Homework:**

1. Make your “6 Most Important Things” List
2. Practice 20 minutes AM and 20 minutes PM the 85 Sec-Close and the 75 Positive Questions.
3. 15-30 minutes ~ Booking NEW Classes, Hostess Coaching, and confirming Recruiting Appointments!!
4. Plan and/or hold your 1-hour training with your new/existing consultants to get them ready to run.
5. Make a list of everyone you would like on your Dream Team and offer them something (free lipstick, \$10 Gift Certificate) just for listening to the opportunity.
6. Email your *accomplishments* to you director!!

## Day 8 ~ Wednesday

*GETTING YOU and your TEAM Ready for your PRE-DIQ “Training Wheels” Month with a 3-4 Hour training with 4-TOPICS!*

Teach them the 85-SECOND Individual Close and also teach them my HOT, FUN, FAST 7-Category/ TRIAL CLOSE/ MAIN CLOSE RECRUITING INTERVIEW!!

ALWAYS, ALWAYS, ALWAYS, ALWAYS, PRACTICE with them with “The 4 Fundamental Skills” (Book, Coach, Sell Sets and REBOOK for at least an hour of ROLE PLAY) within 3-5 days of buying their showcase.

Do NOT expect them to...SUPPORT your goals... they would only “barely” even give ‘lip-service’ to that... as we would say here in the South... “ain’t happening’ JACK!!!!” They will ONLY BE MOTIVATED BY “what’s in it FOR THEM”... their PRIMARY INTEREST is always going to be “MONEY - recognition - MONEY FROM CLASSES - awards - MONEY FROM CLASSES AND RECRUITING CHECKS - personal growth - MONEY TO DO EXTRA THINGS WITH!!!!!!... and don’t forget their MONEY FOR THEIR POCKETS!!

### Homework:

1. Make your “6 Most Important Things” List
2. Practice 20 minutes AM and 20 minutes PM the 85 Sec-Close and the 75 Positive Questions.
3. 15-30 minutes ~ Booking NEW Classes, Hostess Coaching, and confirming Recruiting Appointments!!
4. Practice the 7-Category/ TRIAL CLOSE/ MAIN CLOSE RECRUITING INTERVIEW!!
5. Continue to call people on your Dream Team List for PRACTICE INTERVIEWS.
6. Email your *accomplishments* to you director!!

## Day 9 ~ Thursday

# GETTING YOU and your TEAM Ready for your PRE-DIQ "Training Wheels" Month with a 3-4 Hour training with 4-TOPICS!

Second, teach them how "The CLASSES FUNNEL Creates The RECRUITING FUNNEL!" [In the EXPLAIN how THE 'WEEKLY-CLASSES BUSINESS-PLAN' PRE-GUARANTEES The MONTHLY-CLASSES BUSINESS-PLAN!"] Teach them the script for "How To Conduct A 48-HOUR BOOKING BLITZ!"

Turnover...Why does it Happen and How to PREVENT IT: Turnover is definitely a "Cause and Effect" fact... 2 Reasons:

1. Lack of adequate Role Playing on the 4 fundamental skills in their first 3-5 days and.
2. Because they did NOT have a 48-Hour Booking Blitz...they did not initially book 8-10 Original Classes for their PERFECT START in weeks 1 and 2 to rebook from ... thus became beset by the "DISEASE of the D's" ...Discouragement, Disappointment, Debt and Disillusionment.

### ***Homework***

1. Make your "6 Most Important Things" List
2. Practice 20 minutes AM and 20 minutes PM the 85 Sec-Close and the 75 Positive Questions.
3. 15-30 minutes ~ Booking NEW Classes, Hostess Coaching, and confirming Recruiting Appointments!!
4. Have you been writing in your journal the POSITIVE Things that have happened?? Need to keep this going as your "Journal for YOUR Journey to SUCCESS!!!"
5. Read the Team Building section of *Career Essentials* (page 3.18 - 3.25 of the latest version) and memorize the Four-Point Recruiting Plan.
6. Email your *accomplishments* to you director!!

**Day 10 ~ Friday**  
**GETTING YOU and your TEAM Ready for your PRE-DIQ “Training Wheels” Month with a 3-4 Hour training with 4-TOPICS!**

Spiritual...Share the 'Parable of The TALENTS'. Share James 1:22, Share "PRAY like it all Depends ON GOD, WORK like it ALL DEPENDS ON YOU!"

Before you close in prayer, softly and sincerely ANNOUNCE that YOU are going To BOOK a minimum of 20 Classes but hopefully 25-30 CLASSES in the NEXT 48-HOURS, "Who of YOU will BOOK 10-15 or more?"

CONSISTENTLY be Actually HOLDING 3-5 CLASSES per WEEK--- A “PINK Scripture” that is taught is “The SPEED of the Leader is the SPEED OF THE GANG!!!!!!”

***Homework***

1. Make your “6 Most Important Things” List
2. Practice 20 minutes AM and 20 minutes PM the 85 Sec-Close and the 75 Positive Questions.
3. 15-30 minutes ~ Booking NEW Classes, Hostess Coaching, and confirming Recruiting Appointments!!
4. Write yourself a paycheck from your profits for this week!!
5. Email your Director With your results!! (Results should include: Your weekly Accomplishment Sheet, and DIQ Weekly Report)
6. Have a GREAT Weekend!!!

## Go Director The Fastest ~ Pacesetters

### WEEK -3

How to help a NEW Consultant earn \$1000-\$1500  
in the first 30 days

**Day 11 ~ Monday ~ IMPLEMENT BOTH the "48-HOUR BOOKING BLITZ" and the "WEEKLY-CLASSES BUSINESS-PLAN" at the same time!!!!**

Well, the first week you should have had 48 Hour booking Blitz to get YOUR datebook filled up. So you Should have had new classes, Right? And New people to share the marketing plan with, right? So you should have NEW RECRUITS. AWESOME!!!! (☺))))))

Well now it is time to teach them. Their first 24 hours after their order is going in, teach them:

- a. The correct booking approach and the correct telephone approach
- b. To smile, nod and ask at least 1-3 PQPPBB
- c. The 85-second Individual close (*how man sets can I sell...bookings can I get...recruiting appointments can I set.*)
- d. Have THEM do a 48 Hour booking blitz to get their Power Start (10 classes) booked

You want them to be busy and successful in their first 30 days!! CLASSES, CLASSES AND MORE CLASSES is the name of the game. Classes build momentum, enthusiasm and increase their skills and consistency. Show them and they will learn.

#### Homework:

1. Plan your week on your Weekly Plan Sheet.
2. Make your "6 Most Important Things" List
3. Practice 20 minutes AM and 20 minutes PM the 85 Sec-Close and the 75 Positive Questions.

4. 15-30 minutes ~ Booking NEW Classes, Hostess Coaching, and confirming Recruiting Appointments!!
5. Have any of your team members start a 48-hour booking blitz!!
6. Email your *accomplishments* to you director!!

OBVIOUSLY, each of you are about to TOTALLY love and gain from these ACTIONS and SCRIPTS to learn.... it is just IMPORTANT to realize that they'll work so much better for you if you are ALSO LISTENING to the David Cooper Audio Album or CD- Album of "Go Director - THE FAŞTEŞT!" [www.davidcooper.com](http://www.davidcooper.com)

## Day 12 ~ Tuesday

Part of teaching your new recruit is to have them watch you at your class. The "Pro" their ULTIMATE CLASS-HOLDING MACHINE example performs at what you do best...CLASSESS, CLASSES, CLASSESS, CLASSES, CLASSES!!!!!!

Always practice with them the 4 fundamental skills talked about last week. (BOOK, COACH, SELL SETS AND RE-BOOK for at least an hour of ROLE PLAY within 3-5 days of buying their showcase.

Teach "My Mary Kay income in my first 30 days, will be in direct proportion to the quality of my teach ability index and my daily consistency 5 days a week."

### Homework:

1. Make your "6 Most Important Things" List
2. Practice 20 minutes AM and 20 minutes PM the 85 Sec-Close and the 75 Positive Questions.
3. 15-30 minutes ~ Booking NEW Classes, Hostess Coaching, and confirming Recruiting Appointments!!
4. Check on how your team is doing on their 48 Hour Booking Blitz
5. Email your *accomplishments* to you director!!

OBVIOUSLY, each of you are about to TOTALLY love and gain from these ACTIONS and SCRIPTS to learn.... it is just IMPORTANT to realize that they'll work so much better for you if you are ALSO

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## Day 13- Wednesday

### Don't Kill Time or It Will Kill You

*If you wait for the perfect conditions, nothing will get done. Waiting until all the kids are in school, out of school, you complete your degree, you get married, and you lose ten pounds, whatever. Procrastination is paralyzing.*

The first step in overcoming procrastination is to eliminate all excuses and reasons for not taking decisive and immediate action. The longer we wait to take action, the more unclear our course becomes. God would never give you the desire to be a Star Recruiter, Team Leader, or a Sale Director unless He knew you had the ability to make it happen. Start to make it happen today! Hesitant? Take Vitamin H... How beautiful upon the mountains are the feet of the messenger who announces peace, who brings good news, who announces salvation, who says to Zion "You God Reigns' (Isaiah 52:7)

#### Homework:

1. Add something to your Six Most Important Things to do list that you've been putting off - and do it first!
2. Practice 20 minutes AM and 20 minutes PM the 85 Sec-Close and the 75 Positive Questions.
3. 15-30 minutes ~ Booking NEW Classes, Hostess Coaching, and confirming Recruiting Appointments!!
4. Set two definite selling appointments for this week.
5. Take your GO Book to work with you and schedule a quick lunchtime appointment with co-worker(s).
6. Email your *accomplishments* to you director!!

OBVIOUSLY, each of you are about to TOTALLY love and gain from these ACTIONS and SCRIPTS to learn.... it is just IMPORTANT to realize that they'll work so much better for you if you are ALSO

LISTENING to the David Cooper Audio Album or CD- Album of "Go Director - THE FA\$TE\$T!" [www.davidcooper.com](http://www.davidcooper.com)

## Day 14 ~ Thursday

### FEAR ~ False Evidence Appearing Real

I'm sure you have all heard this before. Andrew Carnegie said, "*You cannot push anyone up the ladder unless he is willing to climb a little.*" Are you willing to climb? Do you want to move to the next rung on the ladder, and the next and on up to the next levels? You have to step out of your comfort zone and RUN!! That's right RUN. DIQ stands for DO IT QUICK. Rise to the challenges that are set before you. Ask your director for a challenge to get you to the next level. Forget Everything And Run!! As fast as you can to your goal!!!

God doesn't give you anything you cannot handle. Pray to him for guidance and remember to take Vitamin F... *Fear not, for I am with you, do not be afraid for I am your God (Isaiah 41:10)*

#### Homework:

1. Add something to your Six Most Important Things to do list that you've been FEARFUL of doing and do it first!
2. Practice 20 minutes AM and 20 minutes PM the 85 Sec-Close and the 75 Positive Questions.
3. 15-30 minutes ~ Booking NEW Classes, Hostess Coaching, and confirming Recruiting Appointments!!
4. Call someone who intimidates you and set a Recruiting Appointment.
5. Email your *accomplishments* to you director!!

OBVIOUSLY, each of you are about to TOTALLY love and gain from these ACTIONS and SCRIPTS to learn.... it is just IMPORTANT to realize that they'll work so much better for you if you are ALSO LISTENING to the David Cooper Audio Album or CD- Album of "Go Director - THE FA\$TE\$T!" [www.davidcooper.com](http://www.davidcooper.com)

## Day 15 ~ Friday

### Go Forward with Chance

In the military you hear slogans like “Aim High”, “The few, the Proud”, “Be all that you can be,” “It’s not just a job, it’s an ADVENTURE” and my favorite “FULL SPEED AHEAD!!!!” Well in Mary Kay we hear some of the same things. They tell us to *Aim High* to our goals. *Be proud* of being part of this AWESOME Company. This company can help you *be all that you can be* and help you enrich other women to do the same. And with challenges and the different people we meet Mary Kay *is an adventure*. But most of all when you are going for your goals whether it is just to the RED JACKET or on up to NSD you need to pull up your anchor and MOVE **FULL SPEED AHEAD!!!**

#### Homework:

1. Six Most Important Things to do list
2. Practice 20 minutes AM and 20 minutes PM the 85 Sec-Close and the 75 Positive Questions.
3. 15-30 minutes ~ Booking NEW Classes, Hostess Coaching, and confirming Recruiting Appointments!!
4. Reflect on your Mary Kay Career. Think about what it means to you. What friends you have made, what have you received emotionally, physically etc? And where would you be and doing if you weren’t in Mary Kay.
5. Send a note to someone who has inspired you!!
6. Email your *accomplishments and your list* to your director!!

Have a GREAT weekend and get ready for the final week next week. ☺

OBVIOUSLY, each of you are about to TOTALLY love and gain from these ACTIONS and SCRIPTS to learn.... it is just IMPORTANT to realize that they'll work so much better for you if you are ALSO LISTENING to the David Cooper Audio Album or CD- Album of "Go Director - THE FA\$TE\$T!" [www.davidcooper.com](http://www.davidcooper.com)

# WEEK - 4

## Self-Monitoring System ~ The Miracle of Momentum

### *Day 16 ~ Monday*

### *3 Rules of Success~ Rule 1 Enthusiasm*

There are 3 rules of Success. The first one is ENTHUSIASM. The first part of this word, Enthus, means God Within. Then add IASM ~ I Am Sold Myself!!! Enthusiasm means *great or fervent interest or excitement*. You must be sold on MARY KAY!! Not only the product (we are #1 for the past 8 years) but the beliefs, philosophies and how you can enrich other's lives. Be Excited about your business. Where will it take you? Where will you be? Where do you want to go?? Be excited about sharing this opportunity with other people by: facials, classes, or and giving them your business, RECRUITING!!! You can do it. We all go through the emotion cycle, and life happens, but what we do when it happens is up to us. ***Success is the ability to go from failure to failure without losing your enthusiasm. ~Winston Churchill***

### **HOMework**

1. Plan your week on your Weekly Plan Sheet.
2. Make your "6 Most Important Things" List
3. Practice 20 minutes AM and 20 minutes PM the 85 Sec-Close and the 75 Positive Questions.
4. 15-30 minutes on the Phone~ Booking NEW Classes, Hostess Coaching, and confirming Recruiting Appointments!!
5. What are you Enthusiastic about? Write it down in your journal. What things may need a little help? What are you excited about?

Email your **accomplishments** to your director!!

## **Day 17~ Tuesday**

### **3 Rules of Success ~ Rule 2 Skills**

Skill is *proficiency; expertness*. How are your skills? Can you say you are an expert? Whenever we go into a new job we have to learn the skills, right? Well it is no different as a Beauty Consultant. Your Career Essentials is your guide to becoming an expert as a Beauty Consultant. Directors on up to our Nationals are our Teachers and Guides to becoming an Expert in Mary Kay!!! All you have to do is LEARN!! The more you learn the more you will EARN!!! Learning Skills. Your skill will improve by **working** your business FULL CIRCLE!! So the circle starts by BOOKing you appointment. Then coaching that appointment. ***A class worth booking is worth coaching.*** Then of course Hold that appointment and be an EXPERT at your presentation, ***persist with perfect practice!!*** Then Close the appointment with the 3 Goals per class/85 Second Close. ***(How many sets can I sell? How many bookings can I get? How many recruiting appointments can I set?)*** Begin doing what you want to do now. We are not living in eternity. ***We have only this moment, sparkling like a star in our hand and melting like a snowflake ~ Marie Beyon Day***

#### ***HOMEWORK***

1. Make your “6 Most Important Things” List
2. Practice 20 minutes AM and 20 minutes PM the 85 Sec-Close and the 75 Positive Questions.
3. 15-30 minutes on the Phone~ Booking NEW Classes, Hostess Coaching, and confirming Recruiting Appointments!!
4. Make a list of Skills that you need to improve and start practicing it daily. Send a copy of this list to you director so she can help you Succeed.
5. Email your **accomplishments** to your director!!

## **Day 18 ~ Wednesday**

### **3 Rules of Success ~ Rule 3 Consistency**

Ok, you have the Enthusiasm; you took an evaluation of your skills to move up. Now you need CONSISTENCY. Mary Kay has a rule of 3? Do you remember what it is? 3+3+3+\$300 = SUCCESS!! That is 3 Bookings + 3 Classes + 3 Interviews + \$300 NEW Sales = SUCCESS!! Do this CONSISTENTLY and you WILL go far. The homework that you have been having in the past 3 weeks is to help you build consistency. By practicing your scripts it builds your skills to consistently hold appointments and spend phone time in your business. *I hear and I forget, I see and I remember. I do and I understand ~ Chinese Proverb* You hear and see things at your meetings, conferences and Seminar!! Now go out and DO and all you will understand.

#### **HOMEWORK**

1. Make your “6 Most Important Things” List
2. Practice 20 minutes AM and 20 minutes PM the 85 Sec-Close and the 75 Positive Questions.
3. 15-30 minutes on the Phone~ Booking NEW Classes, Hostess Coaching, and confirming Recruiting Appointments!!
4. Start now and be CONSISTENT in your business. Do you have 6 classes booked so 3 will hold? Be part of the DIN DIN Club (DO IT NOW!!)
5. Email your accomplishments to your director!!

## **Day 19 ~ Thursday**

### **Success Breeds Success**

*Mary Kay put her life savings on the line to start her business; then tragedy threatened to overcome her. Instead, she overcame it and built a world-class business in the process. The secret? She possessed the one quality that separates achievers from average people. She Failed Forward to Success<sup>1</sup>.*

We will all have some obstacles. The more obstacles the stronger we become. If being successful were easy then EVERYONE would be SUCCESSFUL, right? It has to be hard, you will appreciate it more. When you are successful, your recruits will see that and they will be successful, it goes back to *“The speed of the leader is the speed of the gang.”*

Ways to be successful in your business: Be an Expert in your business; Get 5 personal recruits per month; Remember it takes 21 days to Build A Habit; How important would it be to be in the Queens Court this year? There still is time. ***“Courage is being scared to death and saddling up anyway.” ~ John Wayne***

### **HOMEWORK**

1. Make your “6 Most Important Things” List
2. Practice 20 minutes AM and 20 minutes PM the 85 Sec-Close and the 75 Positive Questions.
3. 15-30 minutes on the Phone~ Booking NEW Classes, Hostess Coaching, and confirming Recruiting Appointments!!
4. Be courageous and saddle up to your goals and expectations.
5. Email your accomplishments to your director!!

## **Day 20 ~ Friday What is Your Destiny?**

Ideals are like stars. You will not succeed in touching them with your hands. But, like the seafaring man on the desert of waters, you choose them as your guides and following them you will reach your destiny. ~ Carl Schurz

What do you choose to do? Your life is what you do with it, the choice you make and how you act, not react, towards your circumstances. Decide on your DESTINY and move forward toward your goal. Remember to PRAY because it is up to HIM, and WORK because it is up to You.

## ***HOMEWORK***

1. Make your “6 Most Important Things” List
2. Practice 20 minutes AM and 20 minutes PM the 85 Sec-Close and the 75 Positive Questions.
3. 15-30 minutes on the Phone~ Booking NEW Classes, Hostess Coaching, and confirming Recruiting Appointments!!
4. Email your accomplishments to your director!!

***I hope you enjoyed this pace setters and have moved up to success!! God bless Chelle***

Inspiration begins with YOU!!

Change your thinking and you can change the world!!  
Do you think positive or negative thoughts? Stop and make a list of all of your achievements! Write down all the things you would like to achieve. There is no limit to our imagination just as there is no limit to our potential.

Your vision will become clear only when you look into your heart.  
He who looks outside, dreams. He who looks inside, awakens.  
Inspiration begins when we open our minds to the possibilities.  
We ALL have the ability to be great. All we need is the knowledge and the Inspiration to do great things!  
No matter what, each day say to yourself:  
**I SHALL SUCCEED!!**  
Inspire to be great and decide that you will  
May your God be with you.