

E2E

GRIT WITH GRACE GOELZER AREA PRESENTS



Engage to Elevate

A 4-week educational series designed to elevate you and your business!

FEBRUARY 10

FEBRUARY 17

FEBRUARY 24

MARCH 2

Presented live via YouTube on Monday Evenings.
Contact your Sales Director to join the nearest viewing hub.

Session Times:

3:30-4:45 Alaska | 4:30-5:45 Pacific | 5:30-6:45 Mountain
6:30-7:45 Central | 7:30-8:45 Eastern

Exclusive challenges & recognition
based on your career path status!

The logo consists of the letters 'E', '2', and 'E' in a stylized, cursive font. The 'E's are pink and the '2' is black. The logo is positioned in the top left corner of the image, overlapping a white square and a pink background.

ENGAGE TO ELEVATE

The word 'Welcome!' is written in a large, pink, cursive font across the center of the image. The background is a collage of office supplies including a keyboard, a notebook, a pen, and paper clips.

Be sure you are in the
E2E {Engage to Elevate} 2020
group on Facebook!

You will find the weekly video links there.



"The only place success comes before work is in the dictionary."

-Mary Kay Ash

Dear Women of Excellence,

Your Sales Directors & I are so humbled, honored, and excited that you have committed your time, energy, and heart into this 4 week Engage to Elevate course. I still remember my first advanced training course - I was a new consultant & it was life-changing. I learned great business habits that have served me well throughout my 20+ year career!

I believe that one of my jobs as your National Sales Director is to:

1. Inspire you to believe in yourself
2. Empower you to see beyond today
3. Challenge you to be the best version of yourself

Will this 4 week journey be easy? Probably not - but what is easy is seldom worth it! I pray that you are willing, capable & ready to learn, grow & work to change your life and the lives of the people God has entrusted to you!

Here are some suggestions to make your **Engage to Elevate experience INCREDIBLE!**

- Our sessions will begin right at 3:30 Alaska | 4:30 Pacific | 5:30 Mountain | 6:30 Central | 7:30 Eastern. Plan on being at your viewing hub or computer (or other device) a few minutes beforehand so that you have clicked the video link & are ready to go!
- Show up each week and EVERY day with a positive attitude of EXPECTANCY, knowing that you are in the RIGHT place. Do not take anything personally. It is your job to receive the information on your end from the place it was intended - with LOVE, the desire to see you grow, and for YOUR BEST FUTURE!
- Have your snacks and drinks by your side so you don't miss a thing!
- Get caffeinated. I know it's a long session. You will be sitting for 75 minutes straight. We need you awake, alert, and giving us feedback! Post to our Engage to Elevate Facebook group as we go along! We love to hear your A-ha's there!
- **Technical difficulties do happen despite our best efforts.** If something were to disconnect the link please pay attention to the Facebook group for a new link or instructions.
- Please make sure that you are in the E2E {Engage to Elevate} 2020 Facebook Group - this link has been emailed to the address you provided upon registration. If you are having trouble accessing the group - please reach out to your Sales Director. This group is the main way that we will interact. If you don't have Facebook - GET IT :) ***The viewing link will change each week and the "Announcement" post of the Facebook Group is where you will find it 8 hours prior to each session.
- If you have children, please get coverage so your attention is not divided & you can receive what you need. Yes, even angel children :)
- You won't need a notebook - you can take notes right here in this workbook!
- Per my National Sales Director Agreement, PLEASE DO NOT RECORD ME IN ANY WAY. Snapping photos of me online is great (so long as you make me look fabulous!) We will have recordings and scripts that we go over made available to you.



ENGAGE TO ELEVATE

Last but not least, know from the bottom of our hearts that when we do this 4-week series, we are committed to your success. We don't give 100% - we give it 3000%! We will be doing everything necessary to ensure that you are supported, encouraged, and trained. We will read every Facebook Post, Voucher Sheet, and we will put off other things in order to do THIS thing!

Want to know my point in telling you all of this?

Your Sales Directors are willing to give you THEIR ALL. Would you thank them- not with your words - but instead by giving YOUR BUSINESS (which really affects YOUR FAMILY & THE LEGACY YOU LEAVE YOUR CHILDREN) your ALL? God has given us all the ability to do great things with our lives - so let's DO IT!

The highest compliment you could ever give us would be for us to see you at Seminar in a BETTER place because you went ALL IN with this program! SNSD Pamela Shaw once said "You can start a diet in the middle of a bag of potato chips!" It's so true! It's time to do this for YOU!

I'm excited to partner with you as we race towards YOUR SUCCESS (and your Red Jacket ... Career Car ... Directorship ... or whatever is your heart's desire!)

Love & Belief in you,

Heidi Goelzer & The Grit with Grace Goelzer Directors





Heidi became an Independent Beauty Consultant in July of 1997. After her husband Christopher, a Lutheran pastor, graduated from the seminary she made the decision to quit her teaching job to stay home with her two small children and live on LOVE. Heidi quickly realized that she wasn't good at staying home, as she did not like to cook, clean, decorate, and do all the things expected when one stays home.

Heidi was reluctant to start her business because she had never sold anything before, but she was excited to have some adult time. From a \$7 first party, she went on to earn the use of her first Career Car 10 months later. Heidi realized that anyone could be successful in Mary Kay if they were willing to do the work. She went onto debut as an Independent Sales Director in 1998 and as a National Sales Director in 2012.

Some of her career highlights include:

- Heidi has earned 9 cars - 7 of them being the prestigious Pink Cadillac
- She has completed the National Court of Sales
- Heidi's unit was #1 in the state of WI
- She has lead her unit to complete the:
 - \$300,000 Unit Club
 - \$350,000 Unit Club
 - \$450,000 Unit Club
 - \$500,000 Unit Club 4 times
 - \$650,000 Unit Club 4 times
- As a Sales Director, Heidi earned Top Director Trips 4 times, traveling to Greece, Sweden, Spain & Maui
- She has been a STAR Consultant every quarter but 1 until debuting as a NSD
- She has been on NSD Trips to Beijing, Maui, London, Portugal, Spain, Argentina, Roma & the French Rivera
- She taught the new NSDs from **around the world** at New NSD Scholar Week



MEET NSD HEIDI GOELZER

In addition to the all-expense paid trips from Mary Kay, Heidi and Christopher had an opportunity of a lifetime to take Christopher's parents to Paris, fulfilling a life-long dream of her Mother-in-law. She has also earned through her Mary Kay business a trip for her husband and son to hunt in the Arctic Circle, trips to Disney World, Virginia Beach, and Alaska 4 times for her family.

The Goelzer Area has achieved the Gold Circle three times.

Heidi is married to Christopher, a Lutheran pastor, and they have 4 fabulous children:

- Charis who is 25 and the youngest Sales Director to debut in her National Area (married to Paul, they have our first grandchild - THEO)
- Nathanael who is 23 (married to Mady)
- Anastasia who is 17
- Gabriel who is 10

Heidi loves that God has given her the Mary Kay Opportunity and the blessing to lead the Grit with Grace Goelzer National Area where we empower women to grow SPIRITUALLY, EMOTIONALLY, & FINANCIALLY.





QUESTIONS FOR MY SALES DIRECTOR

ENGAGE TO ELEVATE

E2E



Week One

WELCOME

OVERVIEW OF E2E

LEAD GENERATING



AHA

Empty rectangular box for notes under the AHA header.

BFO

Empty rectangular box for notes under the BFO header.

WOW

WOM

WOY

Empty rectangular box for notes under the WOW header.

Empty rectangular box for notes under the WOM header.

Empty rectangular box for notes under the WOY header.



THE GOAL OF {E2E}

The purpose of these Engage to Elevate sessions is to

1. Support you in winning the _____ of this business: realizing that you are not alone in the _____ you are thinking/feeling.

"Encouragement is _____ for the soul." -
George M Adams

2. Discover your _____ behind the activities of this business.

"When you know your _____ - you will no longer ask _____." - ENSD Pamela Waldrop Shaw

3. Be thoroughly _____ with the _____ to build a sustainable, _____ business.

"_____ without _____ is merely a _____.
_____ without _____ just passes the _____.
_____ with _____ changes the _____."
-Joel Baker



LEADS - LIMITING BELIEF

_____ are those which constrain us in some way. Just by believing them, we do not think, do, or say the things that they inhibit. And in doing so we impoverish our lives.

New friends come from 3 main large pools of contacts:

1. From our _____ bookings & customers
2. _____
3. _____

Our minimum goal should be around _____ new friends each week.

We must begin with addressing the _____ that control our behavior.

Remind Yourself:

1. _____
2. _____
3. _____
4. _____
5. _____
6. You must have people in your life to _____, in order to have great _____.



3 Step Limiting Belief Exercise

1. _____ it

2. _____ it

3. _____ it

NOTES:



LEADS - LIMITING BELIEF

Group Exercise

1. Name the limiting belief.

I can't make new friends (generate leads) for my business because

2. Release the Belief by making a decision about it & separating the thought from yourself

Say aloud "I am now in control of this thought instead of this thought controlling me. {insert belief from # 1} will not dictate my future. I release this thought from having a hold on my behaviors and my dreams."

3. Replace it with a Power Thought.

Make sure it is Personal, Positive & Present Tense

(suggestions to get started: write the opposite of your LB, ask yourself "How can I?" "Where does my help come from?" "I can easily ...")

> Turn to your neighbor and share all three parts of this exercise aloud with her. What does your neighbor believe about you? The limiting belief you had? or the new Replacement Power Thought?

> Add this new replacement power thought to the front of your datebook and read aloud when you feel your limiting beliefs creeping back in.



LEADS - LIMITING BELIEF

NOTES:

----- VS -----

----- is defined as latent qualities or abilities that may be developed and lead to ----- success or -----

----- is doing what you can, where you are, with what you have

**Release your limiting beliefs & LIVE IN
POWERFUL 100% CAPACITY TODAY!**



LEADS - THE WHY

List 5 reasons why you believe generating leads is important in your business:

1. _____
2. _____
3. _____
4. _____
5. _____

Take a few minutes to list the reasons that are keeping YOU from generating leads:

Why is generating leads important in your business?

_____ is important because _____

= _____ = _____

= _____



LEADS - THE WHY

Let's dive in deeper:

- -----
 - New leads can become a new customer or consultant on your team.
- New Faces & New Business Opportunity
 - New Faces are a ----- to a new ----- with a woman who may -----, more than you -----.
 - The new friendship can lead to a ----- . This one new customer can know ----- of people in which they can ----- to you.
 - This ----- can open the door to ----- for your business if she decides to ----- . This one new face can be your ----- or -----.
 - This ----- can change -----.
- ----- in your business
 - Generating leads creates ----- in your business and gives you ----- to work with.



LEADS - THE WHY

Lead Generation Quotes that will change your _____

"_____ each customer with the _____ of _____ him or her solve a _____ or _____ a goal, not of _____ or service."

-Brian Tracy

"If you are not _____ of your customer, your _____ will."

-Bob Hooley

"You don't need a big close as many sales reps believe. You _____ losing your _____ - when you save all the _____ stuff for the _____. Keep the customer _____ throughout your _____ and watch your results improve."

-Harvey Mackay

"Make a _____, not a _____."

-Katherine Barchetti

"If you are not moving _____ to what _____ in sales (_____) you probably aren't doing _____."

-Jack Canfield

"_____ comes after you _____ yourself _____ your _____ on a _____."

-Omar Periu



LEADS - THE HOW

What if you could transform her life?

Here's how to make Lead Generation work for you!

1. Consistency- _____ improves your skills
2. Volume - be willing to work with _____ to get your desired results
3. Accountability - tell someone _____ you're going to do and _____ you're going to do it.

Lead Generating Idea:	Supplies Needed:
	Goody Bags / Flowers (real/wooden) Entry Slips Pens
	Vases , Entry slips, pens, sign washi tape/tulle, fake rocks (optional)
	Goody Bags / flowers (real/wooden) entry slips pens

Watch me role play each situation and take notes on what you see, hear, & observe!

Honoring Women Working	Facial Vases	Booking restaurant appreciation:	Conducting Restaurant appreciation



LEADS - THE HOW

Your Turn!

- Pick one of these ideas and role play it with your neighbor
- Pull out your calendar and plan out this week when you will lead generate
- Ask each other what other ideas they have found to be fun and successful ways to meet new people or variations of what was shared!

Honoring Working Women:

Hey! We are honoring ladies that are working today. Are you working? :) You get a rose! Which color do you want? How many ladies work here? We can give them roses too! We are also giving away pampering sessions, so you can enter for them right here! (Start conversation while she fills out the entry slip - build connection)

Facial Vases:

Hi! I am giving away 100 pampering sessions this month! Can I leave this here for ladies to enter to receive them?

Awesome! I will be back in a week to check and see who has entered. Oh, and how many women work here? I'll bring a gift for them when I come back. Thank you!

At the Customer Appreciation:

Welcome to (place)! Tonight is Women's Celebration Night so you get a rose! Which color do you want?

We are also doing a drawing for a gift card to (place) and MK pampering packages!

Booking the Customer Appreciation:

Hi! May I speak with the manager or owner please?

Hello, I'm (name) and I'm a local business owner with Mary Kay! I am looking to partner with (Stores/restaurants) in the area and do Women's Celebration Nights! Have you heard of them before?

What I do is honor the women that come in! I stand right outside and give each woman a rose and they can also enter my drawing! I give away a gift card to your business which I purchased and i also give away MK prizes like pampering sessions and free product. When do you think would be a good day for me to come in?

E2E

NOTES



FOR RESOURCES VISIT OUR AREA WEBSITE:

www.heidigoelzer.com

Click on:

Resources

--> Lead Box Sign & Entry Slips

Education

--> Booking & Coaching

Miscellaneous Resources:

Facial Jars - Dollar Store

Clipboard for Restaurant promos - Dollar Store

Roses - www.woodenroseusa.com

****Be sure to check the files of the E2E Facebook Group to access even more resources shared by your E2E Teachers!*

E2E



Week Two

BOOKING

RECAP OF WEEK 1

RECOGNITION



AHA

--

BFO

--

WOW

WOM

WOY

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BOOKING - LIMITING BELIEF

Why do you even want to bother getting bookings anyway?

What do you tell yourself about bookings? Be honest - how does needing to book appointments make you feel?

What do you **want** to believe about bookings? How do you **want** to feel when you sit down to make booking calls?



BOOKING - LIMITING BELIEF

What if bookings came easily to you? What if your calendar was full - you were double booked! How would you feel about bookings then?

Write your **power** statement about how you will think and feel about booking this week, and share it at your hub.



BOOKING - THE WHY

Mary Kay Ash would teach that the number of bookings you have on your datebook directly correlates to how committed you are to your business.

For Example:

If you have _____ bookings on your books, you are _____ committed

If you have _____ bookings on your books, you are _____ committed

If you have _____ bookings on your books, you are _____ committed

When you run out of bookings, you run out of business because literally everything comes from parties and facials.

1. _____: you should be getting at least 50% to rebook with you.
So if you have a party of 8, expect that 4 will re-book!
2. _____ - Mary Kay Ash taught that there is one new beauty consultant at every appointment.
3. _____ - this is so KEY and crucial to your business!!!
4. _____ - SKIN CARE! This is your repeat business and your customers will come back for years!



BOOKING - THE WHY

When you are booking, be sure to only give two options at a time

_____ or _____

_____ or _____

_____ or _____

_____ or _____

This will not only make it easier, but then you look more professional. If you were to call up a dentist to book a teeth cleaning, wouldn't you be super shocked if the receptionist said "come on in, we have nothing booked"? That would and should be very alarming! You want a dentist that has control of their schedule and doesn't seem desperate for business.

Practice your words for booking a facial or party.

How committed are you to your business? I hope we are all at 100%!



BOOKING - THE HOW

People can hear your _____ through the phone!

Learn to work the _____.

This business is _____, and then _____.

Have your _____ with you at all times.

Referrals...

From your Customer Profile

Day 1: R1 (Referral)

Voicemail Message 1

Hi ___! This is ___ with MK! You don't know me, but I'm a friend of ___! She and I had gotten together for a MK pampering session and she loved it so much she thought you would like on for free as well as a gift from her! I can't wait to give you more details! Contact me at _____! Talk to you soon!

Text 1

Hi ___ This is Melissa with Mary Kay! I don't think we know each other, but I'm a friend of ___! She and I got together for a Mary Kay pampering session (sounds fancy, right?! She LOVED it so much she thought you'd love one too! Text or call me when you get this and I'll give you the info to redeem your free gift and pampering session!!

Day 4: R2

Voicemail Message 2

Hi _____! I wanted to follow up with you about your free pampering session! It's totally free, lots of fun, and I think you would love it so I'm looking forward to getting together with you! Please contact me when you can, and I know you are super busy so I will follow up with you in a few days if I don't hear back from you. Talk to you soon!

Text 2

Hi _____, it's _____! I just left you a voicemail and wanted to make sure you received it! Contact me ASAP for the details! I know you are super busy so I will check back with you in a few days if I don't hear back.

Day 7: R3

Voicemail Message 3

Hi _____! I'm just following up with you one more time about your pampering session and gift! If I don't hear from you, I will assume you are super busy right now and make a note to touch base with you in a few months. Have a great rest of your day!

Text 3

Hi _____! I'm just following up with you one more time about your free pampering session and gift! If I don't hear from you, I will assume you are super busy right now and make a note to touch base with you in a few months. Have a great rest of your day!

If she answers the call...

Hi _____! I'm so glad I was able to reach you! This is ___ with MK! You don't know me, but I'm a friend of ___! She and I had gotten together for a MK pampering session and she loved it so much she thought you would like one for free as well as a gift from her! Isn't that awesome?!? Have you experienced MK before?..... It includes a deep cleansing and anti aging instructional facial, a hand and lip exfoliation treatment, and a perfect color match for your foundation! I'm so excited for you! What would work better for you? weekday or weekend? (keep giving 2 choices until it's narrowed down) Great! Here's my address!

Just a couple quick questions for you... 1- Is your skin more normal to dry or combination to oily? 2- Do you have any skin concerns you would like me to address? 3- I'll be putting together a little goody bag of samples for you to take home. Would you prefer skin care or cosmetic samples? Great! I'm so excited for your pampering session on (date & time) at (location)!

Feel free to invite a friend or two to join! It's free for them, too, but you are the only one to get the free gift from your friend, _____!



BOOKING - THE HOW

Hostess & Party Checklist

"A PARTY WORTH BOOKING IS A PARTY
WORTH COACHING"
-MARY KAY ASH

Hostess: _____

Address: _____

Date & Time: _____

Phone Number: _____

Hostess Plan: _____

FACIAL

IMMEDIATELY AFTER BOOKING

Begin to pre-profile live, on phone, or via text

Have you used MK before? Y N

Is your skin type best described as...?

Dry Normal Combination Oily

Do you have any skin concerns that you would like me to address?

Lastly, I will be putting together a little goody bag of samples for you! Would you prefer...?

Skin care Cosmetics

Mail a Handwritten Thank You Card

Martha, thank you so much again for helping me reach my goal! :) I just knew I could count on you!

You've always been such a great friend. See you

Thursday at 6:30 pm!

<3 Melissa

GUEST TO AN EVENT

IMMEDIATELY AFTER BOOKING

Text Reminder

Hi Martha!! I'm so excited for you to meet my MK Sales Director, Melissa!!! She is going to love you!! 😊 Let me know what you would like for your 50% off item for being my guest of honor? I would love love to wrap it up cute and bring it with me. 📅 See you tomorrow night at 6:30!! 📍 5205 N Ironwood Road Suite #203. Let me know if you need extra directions!!

Mail a Handwritten Thank You Card

Martha! It was so nice to meet you on Saturday!

Thank you for trusting me with your skincare routine... it means a lot to me. I just know you're going to fall in love with our Mary Kay Products. :) I'm

excited to have you as my guest of honor next Monday at Studio Pink! I'm excited to see you with your new Color 101 look!

<3 Melissa

A COUPLE DAYS BEFORE THE FACIAL

Text Reminder

Hi Martha!! I can't wait to see you Thursday night!! I'm already packed up and ready to go!! 😊 Thank you again for helping me with my 30 faces challenge... so grateful for you my friend! 😊

A COUPLE DAYS BEFORE THE EVENT

Text Reminder

Hi Martha!!!! I'm so excited for tomorrow!!! Hope you've been loving all your MK products!! Have a great rest of your day!!

AFTER THE PARTY

Mail a Handwritten Thank You Card

Martha, thank you so much again for helping me reach my 30 faces goal and kick start my business! I had a blast reconnecting with you. Can't wait to see you again next Saturday @ 2 pm and your friends will love it as much as you did!!

<3 Melissa

AFTER THE EVENT

Mail a Handwritten Thank You Card

Martha! Thank you again for being my guest of honor at Studio Pink! I'm so excited for your follow up party next week! In the meantime I look forward to servicing you with all the products you now love! So glad you won the raffle and can't wait to see all you earn at your party next week!

<3 Melissa



BOOKING - THE HOW

Hostess & Party Checklist

Hostess: _____ Address: _____

Date & Time: _____

Phone Number: _____ Hostess Plan: _____

HOSTESS

IMMEDIATELY AFTER BOOKING

Mail a Handwritten Thank You Card

Sarah, thank you so much again for helping me reach my 30 faces goal and kick start my business! I had a blast reconnecting with you! I can't wait to see you again next Saturday at 2 pm and your friends will love it as much as you did!
 <3 Melissa

Text Reminder for Guest List

Hi Sarah! Quick reminder to send me any friends that weren't on your original guest list for your follow up next week! 🌟
 (text pic of how to get the most for free)

EVERY COUPLE OF DAYS

Updates

(Send her updates as people RSVP! If no one has RSVPed send the message below.)

Hey Sarah! I haven't heard from anyone on your guest list yet. 🌟 Have they been RSVPing to you instead? 🌟

THE DAY BEFORE THE PARTY

Good morning! I can't wait to see how much more free stuff you can get tomorrow!

- 🌟 Remember...if you wind up with 6 guests, you get a FREE Satin Hands set! I'm prepped for you plus 4.
- 🌟 If you get 2 bookings, you get to choose a face brush or makeup brush set!
- 🌟 If you have any outside orders, you get HALF back for FREE! Your peeps can order right from my site at www.marykay.com/melissa.royce

THE DAY AFTER THE PARTY

Mail a handwritten thank you card.

Sarah, you are the best hostess ever! What a wonderful time I had in your beautiful home while getting to know your friends and family! Thank you for sharing them with me! What spectacular women!
 I truly appreciate you!
 <3 Melissa

GUEST TO A PARTY

IMMEDIATELY AFTER BOOKING

Text Invite Picture and Pre-Profile Her

Hi! This is Melissa and we are both friends with Sarah Miller! Is this Ashley?

(once she responds)

Hi Ashley! Sarah says you are coming to her pampering session Saturday night at 6:30pm 🌟 Is that right? If yes, text back RSVP and to get your goodie bag from me!

If she says "no"

No worries! I actually have some gift cards saved for those who can't come for your own pampering session! You can have one! 🌟 Have you experienced Mary Kay before?

(follow up and book her as a referral)

If she says "yes!"

Thank you for RSVPing! I am so excited to meet with you! If you fill out this form, it will help me customize your experience for you! 🌟
<https://forms.gle/DpzXQKxuRFm7vyVS6>

(check in with her every other day until google form is completed)

THE DAY BEFORE THE PARTY

Hi Ashley! Happy Friday! 🌟 Can't wait to meet you tomorrow at 6:30 at Sarah's home! So excited! 🌟

(send a pic of her goody bag wrapped up cutely)

THE DAY AFTER THE PARTY

Mail a handwritten thank you card to all guests.

Ashley! It was so nice to meet you on Saturday! Thank you for trusting me with your skincare routine.. it means a lot to me. I just know you're going to fall in love with our Mary Kay Products. :) I am so looking forward to your 2nd appointment on Thursday at 6:30! I truly appreciate you!
 <3 Melissa

What to put in each gift?

- a business card
- a sample based off their google form answer.
 - either skin care (microdermabrasion, charcoal mask, or facial peel)
 - or cosmetic (2-3 eyeshadows and a blush)
- a mini mascara (if they watched the video)

*Pro Tip: I mark the swoosh under their name with either one tick mark or two based off of their skin type. Combo to oily skin gets 2 tick marks (purple is 2 syllables). Normal to dry gets 1 tick mark (pink is 1 syllable). Easy to remember. 😊





NOTES



FOR RESOURCES VISIT OUR AREA WEBSITE:

www.heidigoelzer.com

Click on:

New Consultant

--> Pink Bootcamp Session 4

--> Pink Bootcamp Session 5

Education

--> Booking & Coaching

--> Coaching Checklists

****Be sure to check the files of the E2E Facebook Group to access even more resources shared by your E2E Teachers!*

E2E

ENGAGE TO ELEVATE



Week Three

RECRUITING

RECAP OF WEEK 2

RECOGNITION



AHA

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BFO

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WOW

WOM

WOY

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RECRUITING - LIMITING BELIEF

"I have found that the way to get started on any project is to simply _____. In the beginning you're half done. Start by taking giant steps. The only thing we have to _____ I want you to _____, because I believe in you. Success is never a matter of _____ or _____ or _____. Although anybody can promise you success, _____. You can only be offered an opportunity, and _____ must _____ the desire and the work. _____. If you aren't happy with yourself, climb back up on God's easel. He's not finished with you yet." -

Mary Kay Ash

Recruiting starts with _____

Belief in the _____

Belief in the _____

Belief in _____

Today, we share _____ and our _____ in you!



RECRUITING - LIMITING BELIEF

" _____ mixed with _____ creates _____

-Napolean Hill

Think of your business as if you are sitting in a boat holding two oars. One oar is for _____ and the other oar is for _____.

Only one causes to spin in a circle. Engaging both oars causes you to move forward in a direction.

Make a _____ - to do both _____ and _____!

Take a moment to write down all the reasons you THINK you cannot team build today in your business. Share them with the women around you.



Some examples of common limiting beliefs around recruiting:

- I am too "new" in my business. I just started this month!
- I do not feel successful, so why would anyone want to follow me?
- I am only doing this to make a little extra money and don't have time to teambuild.

Power Statements to smash those limiting beliefs:

- I am excited to learn how to maximize this business from the get go! My director will teach me what I need to know!
- I am doing the best I can and my passion draws people to me! This starts with me and ends with me but it isn't about me.
- Selling this product and building my team at the same time is going to create explosive income for myself and my family! All of my financial goals will be realized because I am willing to show others how amazing this opportunity is!



RECRUITING - THE WHY

Recruit for the IMPACT

I _____

M _____

P _____

A _____

C _____

T _____

_____ dreams are tied to _____? (NSD Heidi Goelzer)

You _____ no matter if you see it now or not. Heidi's quote says it all.

_____ & _____ is an important piece to know when you recruit.

Recruiting gives you the _____ in your position. The _____ you receive when you share the _____ and have team members working toward _____ is a great feeling.

The _____ you can make when you recruit can be impactful to your lifestyle.

Recruiting will provide you a _____ & _____ makes the dream work to the _____, _____, _____ and _____.



Sharing Opportunities _____

1. _____
 - a. _____ page 13 in flipchart!
 - b. _____ in flipchart
 - c. _____

Role play your I-story (past, present, future) - practice page 13 of the flipchart (Mary Kay says there is always at least one new beauty consultant at every party)

2. _____ or _____

Role play how to ask people!

"I would love your opinion of what I do. When you listen to this recording or watch this video you go into a monthly drawing and I will give you _____ for your opinion. Can you listen on your way home or tomorrow on your way to work? I would love to call you tomorrow for your feedback What tie is best? _____ or _____"

3. _____ found on heidigoelzer.com
4. Invite to an _____
5. Mary Kay _____



RECRUITING - THE HOW

recruiting is a layering process

Name & Phone #	Has tried product	hostess	Preferred hostess	Attended a guest event or weekly meeting	Listened to a video	Career survey completed
1						
2						
3						
4						
5						
6						
7						
8						
9						
10						
11						
12						
13						
14						
15						
16						
17						
18						
19						
20						



FOR RESOURCES VISIT OUR AREA WEBSITE:

www.heidigoelzer.com

Click on:

New Consultants

--> Pink Bootcamp Session 2

Education

--> Team building & Marketing

--> Recruiting Notebook

--> Layering Sheet

****Be sure to check the files of the E2E Facebook Group to access even more resources shared by your E2E Teachers!*



Week Four

RECAP OF WEEK 3

RECOGNITION

**HEIDI'S CLOSING
THOUGHTS**

E₂E

NOTES



E2E

NOTES
