

# Write your own I-story.

It'll be the story of your life!

There is a reason you started your Mary Kay business. Perhaps you needed the extra income. Perhaps you needed more flexibility in your work to have time for your family. Maybe you love the sisterhood or were looking for a way to make a difference in people's lives. Whatever the reason, it was probably sparked at the very first *Mary Kay®* party you attended. And even though we're sure you loved trying the products, it was most likely a Mary Kay Independent Beauty Consultant who opened your eyes to the opportunity and made you say, *"Hmmm, maybe I could do that."*



**Today, you are that Mary Kay Independent Beauty Consultant.**

And you are at the beginning of your own Mary Kay success story. How it turns out is up to you. But the story of how you got here has already been written. And that's what your I-story is all about. It is you telling the story of your authentic self.

**Don't compare your experience with others.**

Your background, strengths and personal characteristics are what make you unique. New customers and team members will be drawn to you because they see you as a real person who is believable, approachable and cares about their beauty needs.

**You don't need to be a writer to create your I-story; all you need is to be a truth-teller.**

Why did you begin your Mary Kay business, how has it transformed your life so far and what are your goals for the future? When you share where you came from, what you're accomplishing and all you hope to become, the women you share this with will want to share their lives with you as well. *So let's get write to it!*

Just like your life, **your I-story is constantly evolving.** As you continue through your Mary Kay journey, you'll probably be updating your I-story to reflect your most current accomplishments and goals. But for now, here are some tips to help you write your I-story, which should be brief, heartfelt and enthusiastic.

Grab a pen and some paper or your laptop or tablet so you can follow along and write your story where you're prompted. Once you've finished "filling in the blanks," you'll have created the basis for your I-story. *We think you'll agree, it's way easier than you thought it would be!*



**To create**  
a beautiful  
I-story, start  
by considering  
the following:

**Describe how your life is changing since you became an Independent Beauty Consultant.**

Here are some examples:

- *I am amazed at the confidence I have gained in such a short time, the new friends I'm making and the extra income!*
- *I am much more positive because I now have hope for my future, knowing I have the opportunity to take care of my family!*

Write down how your life has changed since you became an Independent Beauty Consultant.

**Mention what you like best about your Mary Kay business.**

Here are some examples:

- *Although I enjoy the extra income and recognition, what I enjoy most about my Mary Kay business is the fact that I can enrich the lives of others by sharing the same hope that I have for my future!*
- *Although I enjoy the freedom of time that I have in Mary Kay so far, what I enjoy most is WHO I have become in the process: a woman who is confident, caring and making a difference!*

Write down what you like best about your Mary Kay business.

**Mention what your goal is and why you're passionate about sharing this career opportunity with others.**

Here are some examples:

- *I'm currently working to earn my first Career Car, and I am hoping to build one of the most talented, excited teams in this area.*
- *What I'm looking for is women who want more than the 9-5 job; women who want to make a difference in the lives of others.*

Write down what your goal is and why you're passionate about sharing this career opportunity with others.

**Tell what you did before you started your Mary Kay business.**

Here are some examples:

- *I was in school.*
- *I was a stay-at-home mom.*
- *I was working as a nurse.*
- *I was a schoolteacher.*

Write down what you did before you started your Mary Kay business.

**Explain why you decided to become an Independent Beauty Consultant and what almost held you back from making that decision.**

Here are some examples:

- *Although I enjoyed my job, I found that I was unfulfilled but thought I was too shy to be an Independent Beauty Consultant.*
- *I was tired of having to place my job before my family and was drawn to the philosophies of Mary Kay, but I thought I didn't have enough time to take on one more thing in my life.*

Write down why you decided to start your own Mary Kay business and what almost held you back.