

DECIDE TO OVERCOME YOUR FEARS!”

SEMINAR 2011 – ARENA SPEECH

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CONGRATULATIONS FOR HAVING SUCH WISDOM AND COMMITMENT TO YOUR FUTURE, THAT YOU **DECIDED** TO “MOVE HEAVEN AND EARTH” TO BE HERE! I, MARY KAY CORPORATE, AND ALL OF OUR INDEPENDENT SALES DIRECTORS AND NATIONALS, APPLAUD YOU FOR YOUR **DECISION!** IF THIS IS YOUR FIRST SEMINAR, LET ME ASSURE YOU... YOU WILL MAKE **DECISIONS** HERE THAT WILL HELP YOU OVERCOME THE **FEARS** THAT MAY BE HOLDING YOU BACK. YOU WILL SEE WHAT YOU CAN ACCOMPLISH IN YOUR MARY KAY CAREER BY PUTTING TO USE THE EDUCATION, TECHNIQUES, AND INSPIRATION THAT YOU RECEIVE!

I AM SPEAKING THIS YEAR ABOUT **DECIDING** TO OVERCOME YOUR FEARS. JUST TO PREPARE YOU... YOU

WILL HEAR THE WORD **DECISION** 29 TIMES AND **FEAR** 35 TIMES! KNOWING THIS, YOU WON'T NEED TO COUNT!!!

DECISIONS. HAVE YOU EVER BEEN DRIVING DOWN THE ROAD AND SUDDENLY THERE WAS A SQUIRREL IN THE ROAD AHEAD OF YOU? YOU WANT TO AVOID HITTING HIM BUT HE WON'T STAY STILL! FIRST HE RUNS LEFT, THEN HE RUNS RIGHT, THEN HE PAUSES IN THE MIDDLE! WHEN YOU LOOK BACK, SPLAT! YOU FEEL TERRIBLE... **FEAR** KEPT HIM FROM MAKING A **DECISION** THAT WOULD IMPACT (PARDON THE PUN) HIS ENTIRE LIFE.

MAKING **DECISIONS**. IN A SUCCESSFUL MARY KAY BUSINESS, THAT'S WHAT WE DO ON A DAILY, SOMETIMES A LITERALLY MINUTE BY MINUTE BASIS. DO YOU GET UP IN THE MORNING AND CREATIVELY AVOID GOING TO THE PHONE AND OUT THE DOOR BY MAKING EVERY BED AND WASHING EVERY DISH? I'M NOT SAYING LET YOUR HOUSE

FALL APART... I'M JUST SAYING THAT IF I HAD ALWAYS MADE THE BED INSTEAD OF GOING TO THE PHONE THAT I **FEARED**, I WOULDN'T BE LIVING IN AN 8000 SQUARE FOOT DREAM HOME, LOOKING OUT THE BEDROOM WINDOW AT OUR 7 ACRES, WATCHING THE DEER GRAZE IN THE FRONT YARD... GRAZING ON OUR FLOWERS I MIGHT ADD. IF I HAD WASHED EVERY DISH INSTEAD OF GOING OUT THE DOOR FOR APPOINTMENTS I WOULDN'T BE WASHING DISHES WHEN I CHOOSE TO, LOOKING OUT THE KITCHEN WINDOW WITH A VIEW OF OUR COVE ON LAKE TRAVIS IN AUSTIN AND OUR "DISNEY WORLD" POOL!. MY PERSONALITY IS SUCH THAT I WOULD RATHER COMB THE FRINGE ON OUR ORIENTAL RUGS THAN DO THE THINGS I **FEAR**. THE BIG DIFFERENCE IS THAT I WOULDN'T HAVE ANY ORIENTAL RUGS!

DID YOU HAVE SOME **FEAR** WHEN YOU SIGNED YOUR AGREEMENT AND ORDERED? DID YOU KEEP YOUR

SHIPPING BOXES IN CASE YOU NEEDED TO SEND BACK YOUR PRODUCT? I DID! WERE YOU **FEARFUL** THAT AT YOUR PARTIES YOU WOULD GET YOUR “MIRDS WIXED”? DID YOU KNOW THAT STUDIES SHOW **FEAR** OF PUBLIC SPEAKING IS THE NUMBER ONE **FEAR** PEOPLE HAVE! DO YOU **FEAR** SHARING YOUR OPPORTUNITY BECAUSE YOU FEEL RESPONSIBLE FOR YOUR TEAM MEMBERS’ SUCCESS? WELL... TIM AND I MET WHEN MY FRIEND FORCED ME TO STAY IN A SENIOR LIFE-SAVING CLASS THAT TIM TAUGHT. SHE DID SO BY HOLDING ONTO THE BOTTOM OF MY TWO-PIECE SWIMSUIT AT THE POOL WHERE THE CLASS WAS MEETING. I COULD LEAVE BUT MY SWIMSUIT COULD NOT! I **FEARED** MAKING A FOOL OF MYSELF IN FRONT OF THIS GOOD-LOOKING COLLEGE GUY! TODAY, WE ARE STILL MARRIED AFTER 40 YEARS... PERHAPS PARTLY BECAUSE MY SWIMSUIT TOP FELL OFF IN THE POOL THAT DAY! WAS MY FRIEND RESPONSIBLE

FOR THE SUCCESS OR FAILURE OF OUR MARRIAGE? NO!
BUT DID SHE FORCE ME TO FACE MY FEAR. YES!

AS A NEW CONSULTANT I WAS FEARFUL OF
APPROACHING WOMEN I DIDN'T KNOW... I WOULD RATHER
EAT A WORM THAN TALK TO A STRANGER (OR EVEN A
FRIEND) ABOUT HAVING A MAKEOVER! I WAS FEARFUL OF
CLOSING AN APPOINTMENT AND OF BOOKING MORE. BUT
I MADE THE DECISION THAT I WAS GOING TO MAKE THIS
WORK! AS MARY KAY ALWAYS SAID, "FAKE IT TILL YOU
MAKE IT". I ADOPTED A QUOTE FROM MY FAVORITE
CRICKET (JIMMINY) WHO SAID, "MAKE BELIEVE YOU'RE
BRAVE; THE TRICK WILL TAKE YOU FAR. YOU MAY BE AS
BRAVE AS YOU MAKE BELIEVE YOU ARE"!

I WAS FEARFUL OF MOVING AND STARTING OVER. WITH
TIM'S AIR FORCE CAREER WE MOVED 12 TIMES IN THE
FIRST 15 YEARS OF MY MARY KAY BUSINESS... AND

DEBUTED AS A NATIONAL AREA TWO YEARS AFTER THAT
LAST MOVE.

I WAS **FEARFUL** OF COMMITTING MYSELF TO TAKING ON
THE RESPONSIBILITY OF THE HOUSE PAYMENT... THAT WAS
SEVERAL HOMES AGO... BUT RESPONSIBILITY CAUSED
GROWTH IN MY BUSINESS! I WAS **FEARFUL** OF THE
COMMITMENT AND THE EXPENSE OF HIRING HELP, BUT I
DECIDED TO TAKE THE ADVICE OF WOMEN WHO WERE
WHERE I WANTED TO BE AND I HIRED HELP! I BEGAN WITH
CHILDCARE AND PROGRESSED TO HELP WITH
HOUSEKEEPING AND OFFICE ASSISTANCE. I NOW HAVE A
WONDERFUL HOUSEKEEPER AND THREE AMAZING
ASSISTANTS WHO HELP ME ACHIEVE MY GOALS!

ARE YOU **FEARFUL** OF FAILURE IN FRONT OF YOUR
ACQUAINTANCES, FRIENDS, AND ESPECIALLY FAMILY?
PLEASE BELIEVE ME... YOUR CHILDREN WILL LEARN MORE

FROM WATCHING YOU FAIL FORWARD TO SUCCESS THAN
FROM WATCHING YOU BE TOO **FEARFUL** TO ACT OR...
WATCHING EVERYTHING WORK PERFECTLY FOR YOU.
OUR DAUGHTERS LEARNED THE DETERMINATION AND
TENACITY TO SUCCEED IN THEIR OWN BUSINESSES FROM
WATCHING TIM AND ME. THEY KNOW THAT SMALL
FAILURES ARE PREREQUISITES OF BIG SUCCESSES. OUR
DOCTOR/LAWYER DAUGHTER, JESSICA, NEVER QUIT
DURING SEVERAL YEARS OF MEDICAL AND LAW SCHOOL;
AND OUR SENIOR DIRECTOR DAUGHTER, REGAN, HAS
FAILED FORWARD INTO HER SECOND PINK CADILLAC AND
HER FIFTH UNIT CLUB.

SOMETIMES IT IS OUR SUBCONSCIOUS **FEAR** OF SUCCESS
THAT HOLDS US BACK. WE MAY **FEAR** THE CHANGES
THAT WILL BE INVOLVED IN ATTAINING HIGHER GOALS.
WILL THE INCREASED COMMITMENT NEGATIVELY AFFECT
OUR FAMILIES? WE DON'T NEED TO NEGATIVELY AFFECT

OUR PRIORITIES; WE NEED TO RE-ORGANIZE OUR TIME AND ACTIVITIES. WE MUST ASK OURSELVES, “FOR WHAT AM I WILLING TO RE-ORGANIZE MY LIFE?” BEING WILLING TO RE-ORGANIZE YOUR TIME AND ACTIVITIES IS WHAT WILL ALLOW YOUR CHILDREN EDUCATION AT THE SCHOOLS THEY DESERVE. IT IS WHAT WILL PAY FOR THE WEDDING OF THEIR DREAMS... OR YOURS! IT IS WHAT WILL TAKE THEM SKIING AND SCUBA DIVING AND TRAVELING AROUND THE WORLD ON THEIR OWN OR WITH YOU. ONE OF MY FAVORITE MEMORIES IS A SPRING BREAK WHEN TIM WAS OFF ON HIS YEARLY TRIP TO HELI-SKI IN CANADA AND THE GIRLS AND I WERE AT HOME FEELING SORRY FOR OURSELVES. THE FIRST NIGHT OF SPRING BREAK I WAS IN MY OFFICE AND **DECIDED** WE DESERVED A TRIP TOO! I WENT TO THE FOOT OF THE STAIRS AND CALLED UP, “PACK YOUR BAGS; WE’RE GOING TO HAWAII TOMORROW AND WE’RE GOING TO GET SCUBA CERTIFIED!” AND WE DID! NOW, THAT IS THE KIND OF

DECISION THAT YOU CAN MAKE WHEN YOU WORK IN
SPITE OF YOUR **FEARS**!

MY OWN TWO BIGGEST **FEARS** ARE: HEIGHTS, AND BEING TRAPPED UNDER WATER. TIM HAS BEEN INSTRUMENTAL IN PUSHING ME INTO OVERCOMING THESE **FEARS**, AND SO HAS MY PERSONAL GROWTH IN MARY KAY CAREER. I HAVE HELI-SKIIED WITH HIM TWO TIMES ON ONE-WEEK TRIPS TO THE CANADIAN ROCKIES. FOR THOSE WHO DON'T SKI... HELI-SKIING IS WHERE A HELICOPTER TAKES YOU TO THE TOP OF AN UN-GROOMED MOUNTAIN, DROPS YOU OFF, PICKS YOU UP AT THE BOTTOM, AND TAKES YOU TO THE TOP OF ANOTHER MOUNTAIN. SEVERAL TIMES A DAY! MANY TIMES I WONDERED, "WHAT THE HECK AM I DOING HERE?!" I FELT JUST LIKE THAT ON OUR 5-STAR NSD TRIP TO SYDNEY, AUSTRALIA, WHEN WE SIGNED UP TO CLIMB THE NEXT DAY TO THE TOP OF THE SYDNEY HARBOR BRIDGE. IN THE MIDDLE OF THE NIGHT BEFORE

OUR CLIMB, FROM OUR SUITE ON THE 24TH FLOOR, I
LOOKED UP TO THE TOP OF THE 40 STORY BRIDGE AND
THOUGHT, "WHAT THE HECK HAVE I COMMITTED TO?!"
BUT I HAD **DECIDED** AND I DID IT.

HE TALKED ME INTO GETTING MY ADVANCED SCUBA
CERTIFICATION WITH HIM. FOR THAT YOU HAVE TO
EXPERIENCE A NIGHT DIVE TO 100 FEET. GEE, REALLY MY
IDEA OF A FUN TIME... THE ONLY PLACE I WANT TO SEE A
LOBSTER IS ON MY PLATE! BUT I **DECIDED** AND I DID IT!

AND THERE HAVE BEEN SMALL **FEARS** TO OVERCOME.
WHEN WE MADE ONE OF OUR AIR FORCE MOVES WE
LIVED IN OUR WINNEBAGO CAMPER WHILE OUR HOME
WAS BEING FINISHED. THE ONLY PLACE TO STORE MY
PRODUCT WAS IN THE SHOWER. THAT MEANT WE HAD TO
USE THE CAMPGROUND FACILITIES FOR THREE MONTHS
TO SHOWER. DID I MENTION THAT I HAVE A VERY

SUPPORTIVE HUSBAND?! ONE TIME I WAS IN THE SHOWER AND NOTICED QUARTER-SIZED BRIGHT GREEN SPOTS ON THE SHOWER WALL. BEING VERY NEAR-SIGHTED I GOT MY NOSE ABOUT FOUR INCHES FROM THE SPOTS ONLY TO DISCOVER THAT THEY WERE LITTLE FROGS! NOW, I AM NOT PARTICULARLY **FEARFUL** OF FROGS BUT IT SHOCKED ME! I JUMPED OUT, BUT HAD TO RETURN TO THE SHOWER TO RINSE. I GOT USED TO SHOWERING WITH FROGS RATHER THAN MOVE MY MARY KAY PRODUCTS.

ANOTHER TIME WE HAD GOTTEN SO CLOSE TO EARNING THE TOP DIRECTOR TRIP... OUR UNIT WAS NUMBER 11 IN OUR SEMINAR WHEN WE HAD TO BE IN THE TOP TEN FOR THE TRIP. THE ENTIRE NEXT YEAR MY **FEAR** CAUSED ME TO REPEAT TO MYSELF, "WE WILL **NOT** BE NUMBER 11 OR 12"... AND WE WEREN'T; WE WERE NUMBER 13. BE CAREFUL WHAT YOU SAY TO YOURSELF; NEGATIVE SELF-

TALK CAN BE SELF-DEFEATING! THE NEXT YEAR WE EARNED THE FIRST OF FIVE TRIPS BEFORE BECOMING A NATIONAL AREA BECAUSE I OVERCAME THE **FEAR** OF NOT SUCCEEDING AND **DECIDED** WE WOULD EARN IT. YOU CAN DO THE SAME WITH YOUR GOALS. MAKE THE **DECISION** AND PUT ACTION TO YOUR GOALS. IN THE HARRY POTTER SERIES PROFESSOR DUMBLEDORE SAYS, "IT IS OUR CHOICES THAT SHOW WHAT WE TRULY ARE, FAR MORE THAN OUR ABILITIES." CHOICES ARE SIMPLY **DECISIONS** ABOUT WHAT TO ACT UPON.

WE SEE OTHER PEOPLE GIVE UP ON THEIR DREAMS AND QUIT. WE CAN'T ALLOW THAT TO INSPIRE **FEAR** IN US! THEY MADE THEIR **DECISION** AND WE CAN TOO... WE JUST NEED TO MAKE A DIFFERENT **DECISION** THAN THEY DID. WE ARE DELUSIONAL IF WE THINK THERE IS NO FAILURE. ACCEPT THE POSSIBILITY OF FAILURE AND **DECIDE** TO MOVE FORWARD ANYWAY! WE MUST JUMP INTO ACTION

AND ACHIEVE THE SMALL GOALS TO REACH THE BIG GOALS. MARY KAY HERSELF CERTAINLY SAW SMALL BUSINESSES FAIL ALL AROUND HER BUT SHE OVERCAME ANY **FEAR** SHE HAD AND **DECIDED** NOT TO GIVE UP ON HER DREAM.

WE MUST LEAN INTO THE BELIEF OF THOSE WHO HAVE GONE BEFORE US. THEY WERE **FEARFUL** TOO BUT **DECIDED** TO STAY THE COURSE. WHEN I SIGNED MY AGREEMENT I WROTE A LUKEWARM CHECK FOR MY STARTER KIT. THE ONLY REASON IT WASN'T A HOT CHECK IS THAT ELECTRONIC BANKING HADN'T BEEN INVENTED YET. I HAD A VERY POSITIVE ATTITUDE. I WAS POSITIVE I WOULDN'T BE GOOD AT THIS! BUT I LEANED ON THE BELIEF AND ENTHUSIASM OF MY RECRUITER, JAN CUSHMAN, AND FOLLOWED HER LEAD. JAN SAID WE WERE GOING TO SEMINAR AND WE DID... EVEN THOUGH I DIDN'T FEEL I COULD AFFORD IT. TIM AND I SHARED A

ROOM WITH MY NEW TEAM MEMBER AND HER HUSBAND. WE ALSO SHARED OUR SNACKS AND BEVERAGES. WE MARVELED AT WHAT AT THAT TIME WAS THE “BIG PICTURE”... I **DECIDED** ON DIRECTORSHIP IN SPITE OF MY **FEARS**. I MAY HAVE BEEN NEW, BUT EVEN I COULD SEE THAT I WANTED “THE SUIT, THE SCOOP, AND THE LOOT” THAT WENT ALONG WITH BEING A DIRECTOR. STILL... THERE WERE STILL **FEARS** AND FAILURES AHEAD FOR ME; I JUST **DECIDED** TO WORK THROUGH THEM ANYWAY.

SO WHAT DOES ALL OF THIS MEAN TO YOU?! WHAT IS YOUR DREAM HOME? WHAT TYPE OF TRAVEL DO YOU WANT TO EXPERIENCE? WHAT CAR DO YOU WANT TO DRIVE? MAYBE MORE IMPORTANT, WHAT KIND OF CAR DO YOU WANT YOUR TEENS TO DRIVE... A SAFE, STURDY ONE, OR THE AFFORDABLE JUNKER THAT BREAKS DOWN AND LEAVES THEM STRANDED SOMEWHERE? WHAT SCHOOLS DO YOU WANT YOUR CHILDREN TO ATTEND? DO YOU

WANT TO PAY FOR BRACES WITH ONE CHECK? WHAT
WEDDINGS DO YOU WANT FOR YOUR GIRLS? OR
PERHAPS YOU SIMPLY WANT SOME MONEY LEFT AFTER
YOUR BILLS ARE PAID!

MOTIVATIONAL SPEAKER, ANTHONY ROBBINS, SAYS,
“WHEN YOU **DECIDE** THAT YOUR LIFE WILL ULTIMATELY BE
SHAPED NOT BY CONDITIONS BUT BY YOUR **DECISIONS**,
THEN, IN THAT MOMENT, YOUR LIFE WILL CHANGE
FOREVER, AND YOU WILL BE EMPOWERED TO TAKE
CONTROL OF THE FORCE THAT SHAPES YOUR LIFE.”

WHAT **FEARS** ARE YOU WILLING TO OVERCOME?
FOR WHAT ARE YOU WILLING TO REARRANGE YOUR LIFE?

YOU ARE A **DECISION** AWAY FROM YOUR DREAMS!
ARE YOU WILLING TO KISS A LOT OF FROGS; BUT MORE
IMPORTANT... ARE YOU WILLING TO SHOWER WITH THEM?!