

MK Basics 5: DREAM BIG – SET GOALS

"The definition of successful people is simply ordinary people with extraordinary determination. You cannot keep determined people from success. If you place stumbling blocks in their way, they will use them for stepping-stones and climb to new heights. People who succeed have a goal, a dream and make their plans and follow them." ~ Mary Kay Ash

1. THE DIFFERENCE BETWEEN DREAMS & GOALS

* Dreams tend to be unfocused and non-specific. To turn a dream into a goal, you need to decide on two things – how much, and by when.

- Example: *The Dream* – to live in a beautiful house in the country with a big garden and a stream.

- Example: *The Goal* – to own a house with five bedrooms and a garden of at least 1 acre and a stream running through it, looking over rolling countryside, within 2 hours commute of London by 5pm on April 1st 2012.

2. DREAMS

* A dream is a goal without legs. It is a wonderful thing to have, can be the guiding passion of your life, but unless you clarify it and give it the legs to move toward you, getting there is going to be very much a matter of luck.

* To transform a dream into a reachable goal you must clarify it, provide the details, make it so clear that you can see it, feel it, know what you will feel like when you get there.

3. GOALS

* When you have decided on your goals, the next stage is to clarify them and make them specific. In order to do this write specifications for each goal. This should include every possible detail.

- Example: if you want a certain house, write down its specifics in vivid, colorful detail – the location, the size and appearance of the garden and surrounding area, the interior – furniture, artwork, sound system, floor plan, etc. If you find pictures of the house you are looking for or the interiors you want, cut these out and put them with your description. They will make your visualizations even more effective.

* You also need to set a date by which you wish to achieve each goal. This is an essential step – a message to the subconscious mind telling it what it needs to work on and when it needs to happen.

* Write down big goals that will stretch you, as well as goals that you can achieve in the short term. It is important to have some goals that require us to grow in order to achieve them – perhaps learn new skills. You may feel uncomfortable with the big goals because they are so far outside your comfort zone, but this is an important challenge that will help you to achieve your full potential.

4. BASED ON DREAMS – SET MARY KAY GOALS

a. Sales – Star Consultant Program (go to Unit website – Contest tab to view prizes)

*** Break down Star Goal to weekly goals:**

- Sapphire (1,800 *wholesale*) - \$300 retail weeks x 13 weeks
- Ruby (2,400 *wholesale*) - \$400 retail weeks x 13 weeks
- Diamond (3,000 *wholesale*) - \$500 retail weeks x 13 weeks
- Emerald (3,600 *wholesale*) - \$600 retail weeks x 13 weeks
- Pearl (4,800 to 9,600 *wholesale*) - \$800 retail weeks x 13 weeks

*** Perks:**

- Customer Referrals
- Gift from Corporate
- Super Star Treatment from Director
- All-Star Luncheon at Seminar
- Recognition at Meeting & in Newsletter

b. Sales – Queen’s Court of Sales (go to Unit website – Contest tab to view prizes)

*** Break down to weekly & monthly goals:**

- must order \$18,000 wholesale from company in year
- \$700 retail weeks X 52 weeks in year = \$36,400
- \$3000 retail month X 12 months in year = \$36,000

*** Perks:**

- Earn a diamond ring & sash from Corporate
- On stage recognition at Seminar
- Name badge ribbon at Seminar

c. Sharing – Queen’s Court of Sharing (go to Unit website – Contest tab to view prizes)

*** Break down to weekly & monthly goals:**

- 24 qualified team members in year
- 2 qualified team members per month
- Share the business with at least 15 people per month

*** Perks:**

- Share business opportunity and help others succeed
- Monthly commission checks – 4%, 9% or 13%
- \$50 bonus with every qualified new team member
- Driving a FREE car
- Star consultant bonus credit of 600 points with every new qualified team member
- Earn a diamond bee ring, pin or charm bracelet from corporate
- On stage recognition at Seminar & sash
- Name badge ribbon at Seminar

*** To track these contests go to www.marykayintouch.com – Business Tools tab – My Business – Contest & Career Opportunities**

5. CREATE A GOAL & DREAM POSTER, BINDER OR FOLDER – see below

* Include pictures of what you want and what you are working towards

- Example: house, body, jewelry, car, vacation, self-esteem, education...

* Break down your goals & track your progress

* Keep this with you daily – what you think about you bring about

