

To My Exceptional-Extraordinarily-Significant James Directors!!

The following is our James Area Manifesto and New Year's Manual!!!

THIS is going to be the Most EXTRAORDINARY year of your LIFE!!!! The most Significant Year of your Success as a Director, Our Success as an Area and Our Company's Success as a Voice of Victory for the sake of Women Everywhere as we Launch into the Next 55 years!!!! AND we are right here at the threshold!!

Where you will find yourself two years from now will have everything to do with the decisions that you make today!!

WE WILL BE A TOP FIVE NATIONAL Area in 2019!!!

AND

#1 in the RUBY Seminar!!

WE, In our James Area Rockstar Nation desire to live and deliver a Powerful message of Hope, Exhilaration, Integrity, Acceleration, Faith and Unswerving Belief that is Destined and Intended to be a ROCK of Solidity FOR all other National Areas and our Company as a whole! As we continue to be a testimony of honorable work Ethic and Deep Dedication to ourselves - (our own dreams), each other as sisters, our National Area as a family, to our company as a Takeover Mission in the world AND to GOD'S KINGDOM with the condition of our Heart that Shines through in ALL that we do with every action, deed and conversation. We are currently known for the strength of our James Family...Our Faith, Integrity and our Remarkable Mentality!! Our Positive Audacious Mentality!! It is because YOU ARE the MOST Mentally Healthy and Emotionally Stable, Ambitiously Achieving, collective group of Directors that Exists in this Magnificent Company to date!!!!

In the history of our National Area:

- *We have had more Cadillac Directors than any other National Area**
- *A higher percentage of Queen's court of Sales Directors than any other area.**
- *The highest percentage of Unit Club and Trip Earning Directors in any other area.**
- *The Most Star Consultants in our residing Seminar and the MOST Red Jackets in our Seminar!!!**

WE HAVE claimed those titles and NOW we are going to claim those titles collectively in the Same Seminar Year!!

This is the Evidence that Rocks MY WORLD...Since I am not an outwardly competitive person ...I always need to find my internal competition. I am a WINNER by Nature and I do love having something to GO AFTER!!! Soooo here is my WHY!!

1. **I want you to WIN!! Being #1in Ruby and in the Top Five**
Nationally REPRESENTS MORE of YOU Making MORE Money and having MORE SUCCESS!!
2. **The higher we climb as a National Area ...means MORE OF YOU will be speaking into the MARY KAY WORLD. More of YOU being Top Three at your Career Conference. More of our James Area Directors will be teaching and training at Leadership Conference and at Seminar 2019.**
3. **Success attracts Success. Success breeds Success. Success Perpetuates Success. More successful Directors...More Successful Consultants and DIQ's and New Directors!!**
4. **A Huge Increase in the Number of Cadillac Directors in our Area makes My Soul Sing!!! It does it for ME. Cadillac is the doorway to everything else. The More Cadillac Directors ...The More Unit Club and Trip Directors. The Greater our Influence into the hearts of other Trip Directors...More Platforms for Us and for YOU!!**
5. **Our Success Benefits the Spirit of ALL the Ruby National Sales Directors! We have an ongoing opportunity to be a template!!!**

It is a BRAND New Year and

Today is the Day to Decide to Accelerate your DREAMS!!

To take control...grab hold of the wheel...Solidly grasp the reins. Your Unit's Success is less about them and MORE about YOU! It does not matter how many unit members you have – The Director always creates the Climate of Achievement. There is no such thing as a Cadillac unit...There is however such thing as a Cadillac Director who builds and attracts a Cadillac Unit. Consultants can settle in..Become Rooted, stay forever, pillars in our Units, providing a foundation of monthly production. YES!!! That is what we want.

But the **Movement of Leaders** does not happen by itself.

**Offspring directors happen because of a
Deliberate Decision and Focus.**

Life is meant to be an Adventure that Impacts others! Earning your Cadillac, Being a Unit Club, Trip Director and Million Dollar Director is not about sacrifice. You do not sacrifice anything about being the kind of mom that you want to be or the kind of life that you want to have. Some assume that living a smaller life; we are in some way elevating the importance and the priority of our families. Nelson Mandela said...Living small doesn't serve anyone. Diminishing our own light does not allow others to shine brighter? In **TRUTH**, you can absolutely put your family first by Being the success that you are Destined to be. We all agree that Being a goal setting, achiever provides a healthy example and testimony for our children. YOU are in control of your time and in control of your schedule. We want to raise confident achieving children who will **EXPECT** and **DESIRE MORE** for their own lives.

“Failure happens when you decide not to plan”

“It is in the PURSUIT of PROGRESS that transforms our lives.”

“When you chose to not set goals you forfeit more potential than the enemy could ever possibly steal from you.”

I desire for Every Director in our James Area to be on board with a very specific direction and a measurable goal for their Seminar Year!! Our collective intention is to make July – September the best possible launch....EVER.

**If we would take our productivity from July 1st – Sept 30th and quadruple it,
What would our Year Look like?**

Level One Women of Influence – Those who buy into the vision enough to want to benefit from it.

Level Two Women of Influence – Those who buy into the vision enough that they are willing to comfortably contribute to it, but Unwilling to rearrange their lives for Success.

Level Three Women of Influence – Those who buy into the Vision enough that they are willing to dedicate their lives to it. Their Success becomes a Priority in their lives. They Respect the Significance of their position and understand the positive impact their success will have on their family.

Level FOUR Women of Influence– Those who buy into the Vision enough that they are 1000% sold out for the Women that they lead.. Loyal to the end. Believe full out in the cause, the mission, the purpose and the philosophy of the company!

For the sake of clarity...what does the statement “Sold out for the women that they lead “mean?. Does that mean...Take care of every need...Provide every ounce of training necessary...Doing for them...taking them by the hand...putting More in place for the sake of them. MORE trainings...MORE Promotions...MORE Prizes and constant Motivation?

Here is my definition...

More is about 4 different traits*****DEPTH, LIGHT, BELIEF AND LOVE.**

The **DEPTH** of your commitment to YOUR success...Do you talk success? Do you expect Success? Do you plan for Success? Do you take responsibility for your Success? Do they see you bringing models and holding appointments? In what ways do you reveal the depth of your Commitment?

And **LIGHT**...Being a LIGHT for them- A Positive example and a Positive Force. Your Joy filled Beautiful Self. Do they see LIGHT in you...coming from you...Radiating? Or is nobody home. If you BELIEVE in this Opportunity...THEY will have reason to believe in this opportunity. Leaders transfer their light to their consultants. They do this by Seeing the Best in them and BELIEVING that They can Do it!

Mary Kay Ash believed that THEY Could Do it!! We felt her Light.

She **BELIEVED** that All Women have the capacity to Succeed. However, Mary Kay Always prepared a **BIG** Plan and Expected their **PARTICIPATION**. Those who were willing to participate showed themselves to be successful. Those who chose not to?? ...did she go after them and prod them and drag them and pump air into them. Meet them for countless goal- setting coffee times at Starbucks? Did she help women become directors by doing the work for them? Did she lower the bar so that it was **EASY** for everyone to become a National Sales Director??

**Champions don't demand easier or even look for easier...
Champions desire to Get and BE better.**

And then **LOVE**...She Loved us. She loved us when she didn't even know us yet. She loved people. Rena Tarbet said that Mary Kay Ash was one of the greatest humanitarians that ever existed. I can still feel her love and spirit. She prepared a place for us...at the table of this uncommon opportunity. We have a part to play. She passed us the torch and the torch is our Assignment. This is My LIFE'S WORK. It is not about right or wrong...loser or winner...It is about a Calling. I for one feel completely and irrevocably Called to make a Difference in this company and because of this company ...In this world. It is a Ministry.

Dr. Henry Cloud says that True, Deep and Remarkable Leadership has everything to do with the Condition of your HEART. Are people just numbers or are they individuals? John Maxwell states that you can love people and not lead them, but you cannot effectively lead people without loving them. You can also exchange the word love with the word Believe. You cannot lead them without really, truly believing in them. Do we listen...or do we disperse information...Are we interested or are we just sitting there to convince them to buy or sign or become for the benefit of us...Or for the benefit of them. What is the condition of our intention? Tom Whatley used to say that our company has a Soul and that our intention as a company is to amplify women's Souls...

The National Sales Directors who walked before us...did leave us a Legacy....Their contribution, spirit and soul live on in this company...Their voices still resound in my heart. I learned countless lessons from them and because of the Light that they were for us...It changed my life.

YOU... ARE LEVEL 4 WOMEN of INFLUENCE!!!

Wouldn't it be Amazing if Every Director in our Company operated at Level 3 and above dedication? Can you Imagine what the landscape of our Leadership would look like/feel like, if EVERYONE worked from a position of Confidence vs any form of Insecurity? The fact is Level 2 Directors can only experience level 2 kind of success. Level 2 Directors are unsettled, usually frustrated and are hanging out way below their potential. It is not a happy place...some become bitter and some begin to blame others. They start to believe that this business is REALLY hard ...But the weird part is THEY are the ones who are making it hard. Lack of Dedication of a specific focus gives way to the tiniest of distractions. Excuses ride tandem with distractions. There is a book entitled **"You can either make money or make excuses, but you can't do both"**.

Level 2 women are usually not making a whole lot of money...as a result, they begin to question why anyone else would ever really want to do this...**Level 2 directors** will most likely attract only level one women and a unit of Level 1 women??...No wonder they would be frustrated...That would frustrate anyone. A Level 3 woman ...who is looking for a Great Opportunity to dedicate herself to ...would not be attracted to a Level 2 director. She is looking for a Leader whose dedication is equal to her desire and potential for Great Success. So when you are not attracting any leaders...you are not seeing much vertical progress...not many senior consultants or reds happen in your unit. And so the circle continues....

I have met many highly talented women who are not living successful lives. Talent by itself will only carry you so far...But the combination of YOUR natural gifting...saturated with Depth, Light, Belief and Love will take you to the top. **It is about the Reality of your commitment and the Quality of your spirit.**

An Inspired Heart goes about creating Success. How do you currently see yourself? Do you see yourself as Confident, Certain, Courageous and Powerful? Do you BELIEVE in Your personal capacity for Success? There is nothing positive that grows from a core of shame. When people feel bad about themselves they work against themselves.

Negativity... in spoken words or concerns... downgrades who you are and diminishes your ability to influence.

You cannot speak negative words and live a positive productive life. When leaders are murmuring and complaining they are pulling others down into their sad sack mentality. People can FEEL Negativity and People can Hear Negativity. Please let us check point our personal Physiology and our personal Conversations. Inadvertent Conversations...the ones that the world hears from us...When you are getting your nails done, hair done...conversations in your exercise class, with your neighbors and in church. Everyone knows you are in Mary Kay...The only Mary Kay they know...IS YOU! And then ...The conversations that we have in our own minds. The Most Capable, Talented and Highly Skilled women in this world can find themselves Not Producing and not being Productive simply because their **Head is in the Wrong Game**. They have played words in their own heads that are **Not Life Giving...Life Magnifying or Life Energizing**. When you begin to doubt and start to believe that it can be done or that you cannot do it...Well then ...You are playing in the **“Go No Where from This Point”** Game. Others hear it from you and Others FEEL it from you...And OTHERS...respond accordingly. Usually ...Run, Forest Run!!

Powerful People have Powerful Conversations... They talk about ALL that IS Happening, NOT what isn't. They talk about WHAT they are Willing to do, vs what they are not. They discuss and discover solutions, instead of deliberating over the problems. They celebrate whatever form of motivation they are reading or listening to at the moment...Sharing insights and revelations, vs the discussion of burdens and circumstances. They talk about WHY this is the time for Great Victory in their lives instead of Why it might not be...The Sound of their Voice is Powerful and not Pitiful. When Women Elevate themselves to NEW Levels of Leadership and Calling...they are also Elevated to NEW Conversations. i.e. Enter into your life...other's with Elevated Conversations. Winner Circle discussions and Masterminding with Millionaires! The Higher you Climb in Mary Kay, the Deeper the relationships and the more Impacting the Communications are and those who enter into your life...Also enter into your children's lives.

Important note...Please know... I will not ever consider you to be a negative person if you call me with a concern or a question regarding a product or a service or a rule or a presentation. Or if you are calling me because you are feeling “Less Than” or Challenged by a difficult situation. When you are feeling down and out is WHEN you NEED to Reach UPnot out! I am here for you...for that reason. There is a difference between ...putting the cards on the table for the sake of changing, shifting and altering your thoughts and perspectives...Or just complaining for the sake of complaining. I can be your sounding board and I can be your coach...But you gotta know...I am not going to allow you to stay down and out. I am the Master Game Changer.

If you have any concerns about our company programs or policies...

Please do not voice those concerns to your consultants. We are to build trust not cause confusion.

Our confidence in the company makes way for their confidence.

**Our Company does MORE Right than
Any other company I have ever seen or heard about.**

I also know for a Fact that our Company is constantly working on doing Everything RIGHT that they can. They are dedicated to us! That is why they exist. They are in their positions for the purpose of serving us, helping us and providing for us. To keep this opportunity, the most premier opportunity on the face of this universe for women today...A critical spirit carries a poison that slows down any productive momentum, but a grateful heart is always fertile ground for God's many blessings.

You are a coach! And I am your coach! There is a difference in what we do and how we work. A National Sales Director does not run her area like a Director runs her unit.

1. **A Director runs her unit with a system that is set up for success.** The three P's would be a system. The unshakable belief in our Consultants having Inventory...beginning their business with a profit level amount of product. If you are not confident as to why your new Consultants should start with inventory...you will be handicapping every new Consultant that comes into your unit and as a result you will have a weak pool of Consultants.
2. **Pearl jewelry...**What is the purpose for it? To have a program for your new Consultants to buy into immediately. Pearls do not have anything to do with product. Pearls have to do with Movement and Activity right away! Getting three women in front of you BEFORE the starter kit arrives on their doorstep...They make a list of 30 women who they know...they keep going until they get to thirty. They select 10 who will be their first hostesses and 6 of those 10 to listen to the landscape of our Mary Kay Mission! Why our company is uncommon and operates with a unique vibration and intention. When the women she most admires in her life listen to you share that special information as an extended career path training for your New Consultant it helps her to understand and support her friend! **AND** she could want to do this alongside her friend. Have a new recruit or worst case scenario; schedule her to be one of your new consultant's first hostesses. It is **WIN-WIN** all around ...however you cut it and however you take it apart. Fast movement – no limo for fear and doubt to seep in – friends jump on board to support - consultant feels valued and **YOU** gain more credibility with her and deepen your relationship with her!!! **BAM!** All of that creates a solid foundation for your unit. A foundation that you can successfully build upon!! Sharing physical time with new consultants.
3. **Powerstart-** 30 faces...10 classes...12 miracle sets sold...however you want to promote their power start. Launch parties to help them get their first parties booked and accomplish their pearls right there...That is up to you ...This needs to flow in a way that makes you feel powerful. But **however** you do it will be how **YOUR** up and coming team leaders, car drivers and DIQ's will be doing it also. It must be easy enough for others to catch on quickly. We can impress them with our knowledge of facts and figures or we can make this simple...simple enough to duplicate. What is our intention in training?
4. **You teach...**One hostess program, One way to do a class and/or beauty experience. One way to close that selling event, One process in which to book future events from that gathering and One way to coach the hostess and One way in which you call and coach the women who are attending. I suggest that you put **YOUR** way onto a recording so that your new Consultants can hear you anytime that they need to study and see you do the same thing at your meetings. *More than one way creates confusion for a new person.*

You Run a National Area Differently than you Run your Unit. Some National Areas operate out of uniform conformity. However, I believe that powerful women do not need to be spoon fed. Ambitious Women usually become Directors so that they can design their own new Consultant training, skin care class...etc. You ARE creating your own parade. Jan Harris raised me as a director, to BE a National...the art of being a National Sales Director is about empowering others to discover their Best Self... I watched Jan and I paid close attention to what she did. She was my personal belief strengthening coach. I went to her when I needed everything from how to work with a Consultant, a difficult scenario, or to check my attitude or my outlook. Jan was honest with me and she was a safe haven. My conversations with her stayed with her and I knew that. Sometimes my questions were silly and ridiculous, but I knew that I did not have to qualify my feelings with her...because she knew me. We shared conversations and I sought out her wisdom... she understood me. She understood how I thought things through and what kind of things would trip me up.

She saw in me a Champion Superstar and she believed in my future success.

I felt that from her.

Being a Director is all about equipping and training Consultants to start, grow and strengthen their own business. You train your Consultants as a group, but you GROW YOUR LEADERS INDIVIDUALLY. New Consultant training, party training, marketing plan training, inventory training, booking training, color training, is done with the masses. Pacesetter training is about sharpening skills. **Elevating Leaders is about one on one coaching, listening and guiding them...helping them to pin point strongholds and recognize thinking or behaviors that are stifling them, building a relationship that will become a foundational anchor in both of your lives.** One on One coaching only continues with those women who are “in the game” with their activity and attitude. They are usually hungry for success. When you toss them the ball, they RUN.

Our mantra for this year is for our Directors to:

“Equip an army of sellers and to perpetuate the progress and GROWTH of our units through personal recruiting, developing senior consultants, red jackets and offspring directors.”

It is a DUAL focus that works together toward and **ULTIMATE RESULT**. Bringing in the **NEW**, partnering with them to duplicate themselves, creating Multiplication and Momentum. Equipping them through training and demonstrating how to sell this product, establish customers and service those customers. **GROWTH** is the name of the game here! **NEW FACES and SALES** - toward your Queens **CRT Of SALES** goal. Vs reorder business sales. If you based the 40K on **NEW Women** and the customer reorders as the Overage!! That would not only be exciting, But would introduce you to the New Women that you will want to and can't help yourself to Recruit. Mostly because the exposure to that many new, puts you in touch with those women who are “Just Waiting” for YOU and for this **OPPORTUNITY! THE GROWTH FACTOR!!** Works better in the roll out of **EVERY** Goal. Cars and Unit Clubs happen more readily from NEW Consultants! You really can't earn a car on your existing consultants, ---but you can Earn **ANY** and **EVERY** car based on New Consultants coming into your unit! **AND BECAUSE** it happens **AS A RESULT OF THE NEW**...the Maintenance continues with **EASE** as a result of the monthly growth that catapults you into a different league altogether.

Consider this ...When production happens because we rally the troops – that is great and fine and wonderful – However, the beginning of the next month we find yourselves in the same playing field. When you have new consultants in your unit – The next month you are on a different playing field because you have **NEW PLAYERS** who are going to bring you more **NEW PLAYERS** – They become the conduit of Growth! Lots of consistent sellers – creates a base of production!!! **HOOORAY!** We want **THAT!!** New is the Tripling or Quadrupling or Oxtrupeling (made up word) of the Extended Mountainous Layers of Frosting – How much Frosting do you want on top of your base cake????

ACCELERATE YOUR DREAMS is the theme of our Fall Advance!

Our guest Nationaldrum roll.....

Elite Executive National Sales Director Gloria Mayfield Banks!!

October 19th – 21st

**Directors arrive on Thursday – October 18th for our 1:00 meeting
in Omaha, NE at the Convention Center Hilton!**

**Wanna have dessert with Gloria and ME in my suite after the director's dinner on
Thursday nite?**

**Wanna go to lunch with Gloria and Me to a LUXURIOUS – I am pulling out the stops –
LUNCH!! LIMO Level Exclusive!! And YUMMY - With gifts and goodies!!!**

Thank you for sharing time with Me...

When two or more are in His presence the Spirit Moves in great Anointing and Revelation. It is important to me that we gather together in Thought and Spirit. That is the benefit of the Monday Morning calls. Your thoughts merge with what I am thinking....It is your weekly connection to me. It is how we can stay in the same mind and on the same page. I know that you can listen to the call later – but in my opinion – it is not the same. I appreciate your making this ONE call your priority as a Director! If you need my personal input...text me or vox me...If I don't get back to you right away...I am never offended if you vox me again. Please don't ever assume that I don't want to talk with you...YOU are Extraordinarily Important to ME!! You are not ever alone!!! We are in this Movement together!!! Due 30 -10...What He has for us to do is not too hard for us. He has already prepared us for Success...birthed us into it. Equipped us for it!! It is within us ☺

