

## **Creating an I-Story with Charisma & Passion** (adapted from LaRonda Daigle)

Prospects do not sign because we earn 50% profit. They make their final decision on the emotion that was gathered during someone's story. They step into your story and have the feeling, "if they can do it, why can't I!"

On the other hand, if you do not take the time to create a story that will have them coming out of their seats, you may never spark an interest. You may say, "I am not as successful as you Allison." You may not have achieved what most of the top Directors and Nationals have thus far, but we ALL start at the beginning and have a story to tell! If you learn very quickly to get out of yourself and get into others, God will tremendously bless your business. You will become all that you were meant to be, if you show passion for what you believe in.

Now, I want to take you back before Mary Kay came into your life. I am going to ask you questions, because your answers may relate to someone else. You need to learn how to show emotion in developing a powerful success story. You need to make people laugh and also have emotions of wanting more in life.

Here are some questions that I ask any Consultant or Director when creating their Success Story:

1. What were your thoughts about Mary Kay before getting involved with the products or company?
2. When you saw a Pink Cadillac, what did you think?
3. Where do you currently work?
4. What do you enjoy best about what you do?
5. What would you change about what you currently do at your present job?
6. How did you meet your consultant?
7. How did you respond to having a facial or a skin care class?
8. Did you really want to have the facial or class?
9. Did you want to go to the meeting?
10. Did you feel bothered by the consultant?
11. Did you love the products?
12. Did you buy anything?
13. Was money tight for you?