

3 "To Do's" to move your husband along

It is not uncommon for women in Mary Kay to lack the support they desire from their husbands. I am often asked for ideas on getting them more involved in building the business since I am a guy and I am a Mary Kay husband.

The truth is, in the early years, I too was not that involved. I had my own demands at work I was dealing with and I didn't really understand the career path offered in Mary Kay. Also, my wife and I simply did not take the time to sit down on a regular basis and communicate about her goals and aspirations.

When I talk with Directors and Consultants about this issue, I usually give them several items that they can do to bring their husbands along. Below are some simple "To Do's" that you may find helpful.

To Do #1: Take inventory and be sure that your marriage is more important than your Mary Kay business. (God first, family second, career third) Although you may state that your marriage is more important than your business do your actions communicate the same? It is true that there are some sacrifices that will have to be made along the career path but I have found that some women have marriages that are in need of some repair before they can begin to enjoy having their husbands as their partners. There is no substitute for acts of love and kindness, regular and healthy communication, and being interested in his dreams and aspirations.

To Do #2: Show him the money. It may not be the amount you want to show him but show him anyway. Money somehow gets most men's attention. I would encourage you on a weekly basis to share with him how much profit you made for your efforts. My experience was that my wife began to pay for dinner periodically and she would always say, "Mary Kay is paying for our dinner tonight." As her business grew, she began to buy me small gifts or make partial payment on a bill. This had an effect on me and I found myself continually more involved in supporting her and her business.

To Do #3: Share your written goals with him. Don't just tell him your goals, write them down and hand them to him. Your biggest fear may be what he may say if you fall short of

your goals but don't let that stop you from this self-leadership practice. Men are impressed with any form of effort. When you demonstrate that you are serious and you are willing to do the hard work of goal setting, making adjustments, and then working week after week to accomplish your goals, you will find your husband more involved in your business than ever before. It just takes 4 weeks of doing this practice and you will notice him becoming more involved with you. Also, be sure to tell him why he is important to you and your success.

Expect the best

Some people make a practice of expecting the worst, in an effort to avoid being disappointed. Yet when you expect the worst you also focus on it and visualize it, thereby pushing yourself in a negative direction.

A more positive and effective strategy is to expect the best. Then build upon that expectation with preparation and action.

Expect the best, and visualize, in great detail, your own participation in it. That puts you into a powerful frame of mind, orients you toward success, and brings your expectations to life.

Expect the best, and you enable yourself to recognize and make full use of the opportunities coming your way.

Expect the best, while preparing to handle whatever may come along, and you'll be ahead of the game from the very beginning.

No, life will not always live up to your highest expectations. Yet when the disappointments do come, choose even then to expect the best eventual outcome, and you're much more likely to get it.

Base your expectations on the best that you can imagine for every situation. More often than not, you'll go precisely where you expect to go.

Ralph Marston