

# Give It Enough Time

Dan Helou (National Sales Director Kathy Helou's Husband) writes:

Have you ever attempted a simple repair job on something in your home, or on your car? The job appeared simple and easily doable. It looked simple enough...but you discovered this "simple" project was larger and more complex than you imagined ?

Well, growing a large Mary Kay business is somewhat like this. The task is bigger than we imagined. (Fortunately, so is the return on our investment!) This is the principle that reminds us to BE PATIENT! Settle in, take the long view, and stay on task.

## **Give it enough time.**

I want to give you a little REALISM. Realism does not discourage people - it sets them free! Without a dose of realism, people get started with false expectations. If their business grows more slowly than they anticipated, they conclude that either this business does not work - or that it just won't work for them. The first is just a general conclusion about the direct selling industry as a whole - but the other is a specific conclusion about themselves...that they are not capable of succeeding in this effort.

Each of us comes to Mary Kay with our own individual learning curve. It may be learning to trust yourself as a leader, or servant of others...it may take time to truly comprehend how big this industry is, and that this is the invitation of a lifetime.

Whatever your learning curve is - you probably need more time than anticipated to get through it. Face this reality and keep moving forward.

Lastly - if our business is going to grow over time, we need to be giving it enough time on a daily and weekly basis.

If you want to know about a Pilot's skills - you don't ask "when did you get interested in flying?" or "How many aviation manuals have you studied?" or even "How long have you been a Pilot?" - What determines a Pilot's skill comes down to one thing...HOW MANY HOURS HAVE YOU SAT IN THE COCKPIT AND FLOWN THE PLANE? The answer says it all. There is a vast difference between someone who has flown 15 hours and someone who has flown 15,000 hours.

In Mary Kay there is only one thing that counts as hours logged or flight time: Demonstrating the products and offering the opportunity to someone. Period. That's it. This is a face-to-face, person-to-person business.

You can read the Applause magazine, listen to training tapes, attend meetings, watch videos...but none of these count as flying. If you're not getting in front of people every week...you are not logging hours in the business...and you'll be going....nowhere.

**Make a CONSISTENT EFFORT, DUPLICATE YOURSELF, AND GIVE IT ENOUGH TIME!**

**Go flying!**

Daniel Helou