



5 o'clock Club Reference Guide

“If you wake up at 5:00 a.m. 3 days a week you add an extra day to your work week. If you wake at 5:00 a.m. 6 days a week you’ll have a 9 day week!”

-Mary Kay Ash

Reasons to wake up at 5:00 a.m.:

- Never enough time in day to “do it all”...
- Prayer, quiet time, and personal time.
- All those things you have been putting aside for “someday.”
- Give your self a makeover each morning from your product samples so you can become familiar with the newest colors, looks featured in the current catalog, and to take time to be experimental.
- Time to plan, prepare, and process your schedule for the day including your 6 most important things to do list.
- Visit your goals on a daily basis so you can stay focused and on track.
- Train! Where are your weaknesses? Utilize all resources in Mary Kay including books, video's, tapes, hand-outs, notes collected from training, events, and seminars. We don't typically take time to review past training and often times we miss valuable information because we couldn't retain everything we learned when we learned it!
- Do you have a collection of reading materials you never read? Do they occupy space on a book shelf or wherever you keep your collection of self-help magazines that you've been meaning to sit down with? When did you really plan on getting around to it?
- Exercise...sometimes we have good intentions to loose a few pounds, but after we try to fit it all in it is the first thing to put off. At 5:00 a.m. you can read while exercising, listening to tapes, reading books, and even watch a video (if accessible.)
- Energy! A feeling of accomplishment is motivating. It's exciting to be productive with “non-people” types of office work. 9 to 9 is people time and you can do the non-profitable tasks when people can't interfere!
- Journalizing, Record what is going right and identify the blessings you have in your life that you may have been taking for granted. Journalizing can help you discover areas you feel you need to improve upon and where you may even expand your mind in finding helpful resources!
- Time for you! This is your time of day to do with it as you wish, the phone won't ring, your shower is uninterrupted, you are better able to process ideas, and best of all, you're feeling a sense of control in your life.
- This early hour allows you to work on what is important over what is urgent! Then you are better prepared when “something comes up.” Which usually will and your to-do list gets carried over for days, weeks, or perhaps the importance fades and it gets put off indefinitely.
- Perhaps I missed your reasons...make your list and remind yourself when your alarm goes off.
- If you're a night person, wouldn't you rather get your second wind at 3:00 in the afternoon than 10:00 at night?

Suggestions on making the most of your morning:

- Treat the time as an appointment, not an option. You have no one to call to “dove-tail” this one, you’re on your own... you have to DO IT ANYWAY!
- Dedicate some time to devotion and prayer. Work your business by the priority of GOD first. Just watch your business flourish...you’ll never know until you try. I guess you’ll have to trust me on this one.
- Start a prayer journal. Each morning following your devotional write out your prayer. There is no question that it is early and you are likely to fall asleep if you close your eyes and fold your hands. Plus, people may wonder what your doing if your in a public place. If you are writing, they just acknowledge that your there, but you are usually so focused on what you’re writing that it won’t phase you. Found in the Book “Dream Big” by Debra Shaw, “Words are the form through which you can will things to life.” Visit your goals daily in prayer, reflect on your devotional reading of the day and bring to your subconscious mind your dreams and desires.
- Start a dream book...What do you want from life? Draw your dream home, your future at a glance...whatever it is you want. Start a “25 things I want to do before I die” list. You probably won’t be able to think of 25 in one sitting. It is interesting how your morning ritual with expand your ability to identify your life’s aspirations and help you discover what you are capable of achieving in your lifetime. It is really exciting how passionate you become about bringing your dreams to life.
- Make an affirmation tape. Suggested affirmation material is included at the end of this packet. When you feed your mind daily with positive thoughts and you talk positively about yourself you will eventually become like the person you describe yourself to be. Tape record an affirmation segment to hear each and every morning and if your passionate about being your “best self” invest in a pillow speaker that will feed your brain through the night. Studies have shown that you will think and dream about the information that your mind is exposed to one half-hour prior to sleep. This means you want to feed your brain with positive, uplifting, affirming content. Not the news...that is usually negative and depressing. Sappy romance novels don’t generally build your self confidence either.
- Read a chapter per day of Mary Kay’s recommended readings in section 2. Learn about the founder of our company. Now that she has past away it is necessary for us to better understand the standards our company is built on.
- Get out tapes, call the company for tapes, or find tapes that will provide you with answers. If you need to improve on Money Management, find resources to advise you. If you want to be a director, but struggle with the concept of recruiting, find resources to help you change your perception or help you to overcome fears or refine your skills.
- Record a tape of upbeat, motivational music that really “gets you going!” Pick your favorite songs that tend to excite you and watch your productivity soar!

Suggestions on making the most of your morning: Continued...

- Organize your office. Establish that filing system that actually allows you to find what you are looking for when you are looking for it. Write out thank you cards to everyone to gave you there time the previous day. Organize your customer list, send birthday cards, list there phone number on your 6 most important things to do list so you can call them during people time to personally wish them a Happy Birthday and invite them to your next birthday Makeover event!
- Read an Applause magazine cover-to-cover! I imagine how much information you will gain and how many ideas you will have to implement into your business to help you be more effective.
- Read the newsletter and write out cards to fellow unit members who have inspired you or to acknowledge them for their outstanding efforts...how go-give of you to do this!
- Dissect your processes. How can you master bookings, how can you get interviews more effectively without having to sound like begging.
- Read your consultants guide. Nobody ever reads it, imagine what you have missed and the advantages it will bring you in your business? When you first joined the company nothing made sense. You had too much information to digest. Now you will see this as the most valuable training you can get in Mary Kay. I t's crazy, you'll realize just how hard you have been making this business on yourself.
- Listen to company tapes like "Discover Something More," or "Choices" or "Consider the Possibilities." You might identify someone who would really enjoy listening. You never knew it, since you never took the time to listen.
- Track yourself to your goals. If you want to be in your Red Jacket, on-target for your car, on National Queens Court of Sales or Recruiting or perhaps establish consistency in your schedule. Break it down into smaller more attainable goals that you can work toward on a hourly, daily, weekly, monthly, or quarterly goal.
- Read to understand the Floberg Area Yearly Promotions
- Read to understand the Inspirit Unit Yearly Promotions.
- Go online and review one segment of Learn MK daily. Try to implement some of the training suggestions offered. This alone could keep you busy for years.
- Role-play your I-story, sharing the marketing plan, overcoming objections, booking future appointments, etc. Memorize the David Cooper scripts and concepts...the business skills you will learn will be priceless.
- Put your product order together. This is a non-profitable activity and should not be done between 9 to 9. "That's people time!"
- Read our product guide to have a better understanding of the features and benefits of our products. Personal testimony is one thing, knowing what your talking about positions you as the truest professional in your trade.
- Study the scripts in the conversations booklet issued in your starter kit. Ideas galore!

AFFIRMATION TAPE SCRIPT

“WOW”! Is it a great day today! I can just feel that great and exciting things are going to occur. My energy level & excitement about my Mary Kay Career and all areas of my life are at the top of the scale. I’m one terrific person! I love who I am and who I’m becoming!

I continually come in contact with people who would benefit greatly from my fantastic services. Because I know it’s the RIGHT thing to do & I love sharing my knowledge & my top quality products. I COMFORTABLY ask if they’ve been given the opportunity to try Mary Kay. I’ve learned the right words and attitudes to use to help them discover why they would benefit from my services and products.

Because I have a strong desire to help others discover our unlimited career opportunity & actually change lives. I’m willing to take my time to build and help my team!

Every opportunity that I take advantage of and every Interview-Facial-Class I do, allows me to better touch others lives & bring me closer to my goals.

Because I’m willing to study and learn, my results get better every day. My belief in the benefits of my products & my learned skills in presenting them make it easy for my clients to purchase my quality products.

I always hold a minimum of ____ classes, ____ facials, ____ Interviews each week, (so I will complete National Court of recruiting year after year confidently.) My sales are terrific!! I’m helping lots of ladies look & stay looking beautiful and feeling better about themselves. I also help lots of men with their skin care and gift buying.

Every effort that I make for my Mary Kay business makes me feel good inside and builds my self confidence. I have the determination it takes to stretch a little more each day, knowing that it’s the only way I’ll reach the goals that my family and I have set. Having \$_____ spendable income from my Mary Kay career gives me the flexibility I need. I love earning the Company & Unit prizes and promotions, I’m willing to do that ONE MORE THING to make it happen.

Learning to organize my world gives me plenty of time for Spiritual, Family, Friendships, & ME!! I’m good to me— but when I work-I work efficiently- - - bringing excellent results. I treat my Mary Kay Career with respect. I put in a minimum of ____ hours per week. I respect others time by always being prompt & prepared. I realize the value of attending ALL the training sessions. I love dressing professionally—it definitely benefits my business & gives credit to my prestigious Company. Walking with that extra spring in my step and smile on my face, brings positive rewards and makes me feel so good!!!!

I always know how much I need to do to be a Star Consultant each quarter (to complete the National Court of sales & have the paycheck & rings I desire.) It’s exciting setting goals and working out a road map and keeping track of my progress. I realize that is the only way to get where I want to go, I have to KNOW WHERE I WANT TO GO & WHEN I WANT TO GET THERE !!!

I’ve learned to manage all areas of responsibilities, so I always feel in control. I’m a money management expert.

My relationships with _____ grows better every day. I always treat others as they like to be treated.

Everything that happens in my world today will bring good. I constantly feed my mind with positive thoughts!! I always remember in the dark what I learned in the light. I enjoy being responsible— it puts me in charge, and that’s a challenge I enjoy. I have the determination to always turn lemons into lemonade. LOOK OUT WORLD, HERE COMES _____!!!!

(The following is a personal Faith affirmation that I have included in my tape. You may use it or one of your own.) “MY friendship with the Lord is #1. I know He has great and wonderful things for me and I’m doing my part in allowing me to receive them.” My business is GOD’s business!!

**Zig Ziglar recommends you read this first thing every morning and last thing every night.
He says you will have everything money can buy and everything money can't buy!**

I'm a person of integrity with a good attitude and specific set of goals. I have a high energy level, am enthusiastic, and take pride in my appearance and what I do. I have a sense of humor, lots of faith, wisdom, and the vision, empathy, and courage to use my talents efficiently. I have character and am knowledgeable. My convictions are strong and I have a healthy self - image, a passion for what is right, and a solid hope for the future.

"I am an honest, sincere, hard-working person. I am tough but fair and sensitive. I'm disciplined, motivated, and focused. I am a good listener and patient, but take decisive action. I am bold, authoritative, and confident, yet humble. I am an encourager, a good-finder, an excellent communicator, and am developing winning habits. I am a student, a teacher, and a self-starter. I am obedient, loyal, responsible, dependable, and prompt. I have servant's heart, am ambitious, and am a team player. I am personable, optimistic, and organized. I am consistent, considerate, and resourceful. I am intelligent, competent, persistent, and creative. I am health-conscious, balanced, and sober. I am flexible, punctual, and thrifty."

"I am an honorable person who is truly grateful for the opportunity life has given me. These are the qualities of the winner I was born to be, and I am fully committed to develop these marvelous qualities with which I have been entrusted.

This morning is the first day of the rest of my life, and it is wonderful!"

Nightly Affirmation:

" Tonight I'm going to sleep wonderfully well. I will dream powerful, positive dreams. I will awaken energized and refreshed, and tomorrow's going to be magnificent!"

Affirmations by Melinda Balling from the January Tape of the Month.

Read these once a day this month. Pick out your favorites and repeat them out loud several times a day and expect great things to happen!!

**I have enough to share and to spare
My choices and possibilities are expanding every day
My dreams come true
I picture abundance for myself and others
I radiate self esteem, inner peace, well-being and happiness
The things I create are even better than I expected them to be
Good things come to me easily
I am increasingly magnetic to money, prosperity and abundance
I trust and follow my inner guidance
I am always at the right place at the right time
I honor my integrity in all that I do
I allow myself to feel successful
I congratulate myself often
I forgive myself knowing that I did the best that I knew how at the time
I give myself permission to have the things I want
I deserve abundance
I always have more money coming in than going out
My value and worth are increased by everything I do
I expect only the best to happen and it does
I trust my ever-increasing ability to create abundance
I trust that everything comes at the perfect time in the perfect way
I surrender to my highest good
I demonstrate love with action every day
Miracles are love in action
As I do what I love, money and abundance flow freely to me
I allow myself to think and dream in unlimited ways
I value my time and energy
I accept and love myself for who I am right now
I give myself permission to be all I can be
I am alert to my opportunities and use them well
I let go easily trusting that nothing leaves my life unless something better is coming
I change the world around me by changing myself
I bring joy and positive attitude to everything I do
I create everything I want, easily and effortlessly
I know my value and honor my work
Everything that is a gift to others is a gift to myself
As I give I receive**

AFFIRMATIONS FOR BUILDING SELF ESTEEM :

I like and respect myself. I know I am worthy, capable and a valuable person.

I guide my own destiny and I am accountable for my own decisions and actions. I reinforce my successes and correct for errors.

I am optimistic about life and look forward to and enjoy new challenges to my awareness.

I enjoy my life, profession and my relationships with other people.

I have a broad awareness for what is going on around me, especially the opportunities which will help me to reach my goals.

I am very firm and demanding and I hold my team and my family to a winning picture.

I have pride in my past performance and a positive expectancy of the future.

I assume the full responsibility for achieving a workable level of understanding in my communications with others.

I feel warm and loving toward myself, for I am a unique and precious being, ever doing the best my awareness permits; ever growing in wisdom and love.

I have a clear and specific set of goals and review them continually.

I am my own expert, and I am not affected by the negative attitudes and opinions of others.

Pressure is exciting and stimulating to me. I do an even better job when I am under pressure.

I have a positive expectancy of reaching my goals. I bounce back quickly from temporary setbacks.

I know that people feel better when they do things well and it is easy for me to rust people to do their best.

I am warm and friendly to all I contact; I treat everyone with consideration and respect.

I easily anticipate and experience events in my imagination before they actually happen.

I enjoy improving my services and search for new and relative examples to improve my empathy in teaching others.

In closing....

Write down your own inspiration, talk to yourself in conversation on tape telling your self what your vision is for your future. Describe your dream home. Identify your title or accomplishments you've gained in your Mary Kay career. Talk about how that feels for you. Describe the feelings of accomplishment, how your family reacted, talk about the day, the circumstances, and the real emotion that takes place as you see your dreams unfold right before your eyes!

Be very descriptive, honest, and specific. Best of all, pull it from your heart, and speak it with conviction.

Choose a prayer, like the Prayer of Jabez, or a verse that has always been dear to your heart.

Buy a portable cassette player if you do not have one. You can listen to your affirmation in the car, or anywhere that you go. But definitely make it the first thing you do when you get up. Invest in a pillow speaker and make your affirmation continuous on a tape that will automatically reverse. This will allow you to sleep while your subconscious mind hears your voice telling it where to lead you. It doesn't know any different so you are destined to unconsciously gravitate toward your affirmations and dreams.

Lastly, even if you think some of these concepts and ideas are totally impractical, you have nothing to lose so try it. These are your personal self-building sessions that should be totally and completely uninterrupted. Before long you will be excited about every day and eager to face the day with the best of who you are.

Don't give up, you have a friend in me, and if you can discipline yourself to awake at 5:00 every morning, you will soon discover that no task or goal is too big!