

Why Go To Seminar??

I know that IF you have "already decided" that you are NOT going to Seminar, you are **RESISTING MY BEGGING** .

:)

BUT ... I am giving this one last try. This article was toooooo good to not pass on. If you ARE going, read it for RE-CONFIRMATION.

If I hadn't RISKED THE TIME, MONEY, EFFORT, AND ENERGY to GO TO SEMINAR AGAIN AND AGAIN ...I would not be forwarding this Seminar information AGAIN!!!

You have been hearing the Seminar Buzzzzzz and sure ... Some of you probably think it is just one big party! Sure, Seminar is fun, but it's so much more. It's an exciting learning experience that motivates and teaches you in just four days what it could take months or even years to learn on your own. Seminar is an investment in your career as a Professional Business Owner. Yes, an investment in your vocation, not a vacation from your business!

In my corporate life I attended Seminars, Trade Shows, Conferences, etc many times throughout the year! The companies I worked for gladly paid to send me all over the county and sometimes internationally for these events as THEY BELIEVED IN INVESTING IN THEIR EMPLOYEES TO MAXIMIZE THEIR POTENTIAL.

POINT TO PONDER: Doesn't YOUR business deserve the same?

In Mary Kay we have two main corporate events - Seminar in Dallas and Career Conference locally. We should be certain we take advantage them! I guarantee you will get MORE than your money's worth from Seminar. I also know that there is a gremlin talking in your ear RIGHT NOW trying to talk you out of going ...

Your Gremlin might say something like:

1. "I don't have the money." That's exactly why you NEED to go. Put something aside from each sale. By holding 1-2 extra skin care classes between now and Seminar, you'll help earn your way. The anticipation of going will increase your productivity BEFORE Seminar, and you will be even more productive when you get home AFTER Seminar. Trust me, if "I don't have the money" is your objection, you cannot afford not to go! You need the tools from this Tool Box called Seminar! What will it cost?

* Registration = \$175 & Includes 4 Meals (Sell 6 Microdermabrasion Sets)

* Airfare = \$3-400 (2 Classes) - TIP: Go to www.orbitz.com and use Deal Detector. [Kucharski Unit carpooling, your share of gas & parking; Missouri probably about \$60, WF probably about 25]

* Hotel = approx. \$250 (FULL Roll-Up or calling reorder customers) [Kucharski Unit, ours is only \$125 with 3 ladies per room]

* Area Meals = \$135 for Directors/DIQs or \$110 for Consultants (plus spouse costs) [Kucharski Unit, ours is only \$42]

* Spending (i.e. Latte) Money = \$50-\$100 [I don't think you need this much]

2. "I can't leave my children." Children need a break from mom too. I was a child once ... I found this to be very true! They'll appreciate you more than ever when you get back - and you'll be refreshed and energized. Begin making arrangements now. What this trip might cost you in inconvenience; it will pay off in your future!

3. "My husband doesn't want me to go." Are you sure or is this an assumption? You know, sometimes, we push our insecurities off on our spouses. If you say, "I don't think I should go to Seminar ... It seems expensive... I hate to leave the children ... I'll be gone a long time ... Etc. What do you think?" Most likely he will say, "Yes, it does seem... Expensive ... Like you will be gone a long time ... I will have the children all by myself ...". Men are very logical creatures though, and if your husband is anything like mine, HE HAS SEEN THE COMMISSION CHECKS IN THE BACK OF AN APPLAUSE MAGAZINE. Plus, just think, what would you say if your husband's job required him to be away from home for 3-4 days in order to better his productivity and paycheck? Would YOU tell him that he couldn't/shouldn't attend? Give him a chance. Talk with him. Heck, take him with you? He'll love it!

4. "I don't deserve to go, because I didn't meet my goals this year." "Oh PUHlease!" Do you realize that even the TOP DIRECTORS ARE NOT WHERE THEY WANT TO BE???. We ALL want something MORE. That is WHY we are SUCCESSFUL business owners! Seminar attendance is not just a reward for a great year (although if you had one, we'll sure celebrate it.) Seminar is the catalyst for making next year great! For many people, Seminar is more significant when they do NOT achieve their goals. It becomes turning point. Go hungry, learn, grow and make this Seminar YOUR turning point!

5. "I am a new Consultant. I'll wait and go next year." Hmmm ... this sounds familiar . I think I used this one! Seriously, do you want to wait a whole year to make a lot of money and be very successful? Why postpone your success for a year? If you want an awesome rookie year, you have the best reason of all to go. Give yourself a head start!

6. "I went to Career Conference. Isn't that enough?" Ever heard the phrase, "You ain't seen nuthin' yet?" While the regional conference is great, it's a weekly Unit Meeting compared to Seminar. NO joke. NO comparison.

Please here this from my heart. I want you to invest in your future, better your future. Please call if you have questions and want to talk about this.