



Mary Kay Ash. She was a Boss Babe long before the term even existed. She blazed a path for women back in the 1960's and lives are still being impacted by how she lived her life, how she built our Company and how she touched lives. We need to show up in our world today just as she did back in 1963 and throughout her career. Our world needs what Mary Kay taught us.

Join your Mary Kay sisters for 9 sessions beginning January 24 as we study Mary Kay Ash and her Boss Babe ways so that we can be more impactful in our business and we can make a difference in our world.

It won't take long to find the common thread in Mary Kay's life that fueled her every single boss babe effort: It was her belief..... her belief in herself, in other women and in her Lord and Savior. The key to Mary Kay's legacy as a Boss Babe is that she simply believed she could whatever God placed on her heart. And that's the key to you being a Boss Babe who changes the world.

Are you ready to step into 2022 with bigger belief? It's time to show up in our world as a Mary Kay Boss Babe who believes big, works hard, and inspires others with her big heart.

**Calling all Boss Babes....
It's time to BELIEVE in what God has called
you to do and be in this world!**



EARN YOUR BELIEVE TUMBLER WHEN YOU:

Attend at least 6 of the 9 Boss Babe Sessions and accomplish at least 3 of the following 4 goals:

- **Be a Powered by Pink Achiever in January by ordering at least \$600 wholesale**
- **Be a Powered by Pink Achiever in February by ordering at least \$600 wholesale**
- **Pamper at least 30 women at virtual and/or in-person appointments from Jan 1 – Feb 28**
- **Add at least 1 new team member**



2022 Boss Babe Schedule & Syllabus

January 24: Session 1 - Mary Kay's Secret Weapon

January 31: Session 2 – Enthusiasm Makes a Difference

February 7: Session 3 – Discipline is a Game Changer

February 21: Session 4 – Be Willing

February 28: Session 5 – Determination Changes Things

March 21: Session 6 – Serve and Appreciate Others

March 28: Session 7 – Be a Trailblazer

April 4: Session 8 – Stay True to What Matters

April 18: Session 9 – Inspire others

We will be reading excerpts from the following books. Feel free to order each book if you want to read along.

Miracles Happen: Mary Kay Ash (this book came in your Starter Kit)

Pass It On: What I Learned From Mary Kay Ash by Jennifer Bickel Cook (can order on Amazon.)

Welcome to Boss Babe 2022!

Hey Boss Babe, Yes YOU! It's a new year and God has lots of work for you to do. He has people He wants you to impact with your business, your gifts, and your talents. There's no time for fear, doubt, or complacency. It's time to jump into 2022 as a Mary Kay Boss Babe and make a difference in this world!

This year's Boss Babe series is all about learning from our founder, Mary Kay Ash, and reflecting on how she was truly a Boss Babe before the world even knew what a Boss Babe was. Check out this fun definition I found online. A Boss Babe *"is someone on a mission with a purpose. She has confidence and is disciplined and consistent. She pushes through her fears. She believes without a doubt that she can and will accomplish what she sets out to do! She makes things happen. She empowers others, gives more, loves more, inspires, does what's right and keeps growing, changing and adapting while going through the process."*

Take a minute to read back through that paragraph and reflect on Mary Kay Ash and all you have heard about her. Underline the phrases that speak to you. Now write that same paragraph out inserting your name in the description. Read it out loud as you write it and BELIEVE that this is who you are! Post this paragraph somewhere you will see it every day and read it to remind yourself of who you are.

Over the next 9 sessions we are going to dive deep into studying many traits that Mary Kay Ash valued and demonstrated throughout her life. I challenge you to participate in the weekly conversations with your Mary Kay sisters and to stretch out of your comfort zone to grow yourself in these same areas.

A key theme we are focusing on throughout this series is our belief. Every session you will write out what you BELIEVE you can do in the next 7 days in your business. We'll start our success night each session hearing from our sisters on what they accomplished *because* they believed they could! You'll also get a special belief scripture every week. Say it out loud throughout the week. Memorize it. Write it. Speak it over your goals and dreams – and watch as God grows you and your belief.

And finally, each session we will honor Mary Kay Ash by using several systems she created that every Mary Kay Boss Babe should use in her business. You'll see the original Weekly Accomplishment Sheet after each session. Thousands of legacy leaders and consultants used this sheet each week to track their sales. They were accountable to Mary Kay and/or their Sales Director with their faith filled efforts. Mary Kay would often say, "Inspect what you expect!" So, we will do that too! We will also use the Weekly Plan Sheet and the 6 Most Important Things List throughout the 9 weeks. We are Boss Babes. We believe BIG. And then we go to work to accomplish what God has called us to do. Let's become excellent in being intentional with our time, tracking our efforts & sales and as we grow as Boss Babes, we will also grow our belief and the strength of our Mary Kay businesses.



Boss Babes, Get Ready!

Mary Kay Starter Kit Bag – consider ordering an extra bag to use as your on-the-go bag.....take it to work, to the gym, to Panera when you are meeting a customer. Let this bag show off your fabulous Boss Babe image – and keep you organized for your business every week.

2022 Datebook – every good Boss Babe needs a professional datebook to help her keep track of her most important to-do's!

Keep track of your appointments, who you need to call, follow up opportunities, etc. This datebook goes with you every day, everywhere you go!

New 3 Subject Spiral Notebook for 2022 – Purchase a new spiral notebook to track all of the names and numbers of women connected to your business in the next year. Section 1: Booking List– keep an up-to-date list of women you know who you need to share our product with. Section 2: Faces – Each month, start a new page and list every face that experiences our product with you either in person or virtually. Track key things you want to remember about your faces....and of course, every boss babe works to share our product with a minimum of 30 faces a month. Section 3: Team Member Prospects – Each month, start a new page and list each of your prospects for your team. List each “layer” that happens with each prospect as well as track your results/progress with each. This notebook goes with you everywhere so you have access to every woman who could possibly be a part of your customer base or personal team.

Create/Update your Mary Kay Albums on your smartphone – have several albums organized on your phone to help you be more efficient in your business with the pictures you need. This helps you access them at a moment's notice. Mary Kay Album – add pictures of products, etc that help you promote your business. Virtual Album – pictures of sets sheets, key pics that help you share our product virtually. Team Building Album – Starter Kit flier, Team Building flier as well as other pics that help you promote our business opportunity.

Take inventory of Makeover Supplies for In-person/Virtual Appointments: Restock your Mary Kay Starter Kit Bag for in-person makeovers. Check your quantity of plastic trays, disposable face cloths, sponge tip/mascara/lip applicators, cotton balls, Beauty Books/Look Books, Sets Sheet. Update your Demo Roll Up Bag to use in person and at virtual appointments. Also take inventory of your samples: 3D Miracle Set, Volufirm Repair Set, CC Creams, Charcoal Mask, Moisture Renewing Gel Mask, Color Cards, Lip Gloss Samples.

Notecards & Stamps: Stock up on a supply of notecards so you are ready to appreciate, celebrate and inspire your customers and team members. Check out Amazon for notecards and postcards you can order.



Session 1 – Mary Kay’s Secret Weapon

As we look back over Mary Kay’s life, a common thread everyone noticed about her is her big belief. She believed in herself, in people around her and most importantly, she believed in God. I think her belief is what fueled her own boss babe achievements – and it is also what inspired people around her to step out on faith too.

People “felt” her belief in them. One of her favorite phrases was, “I know you can do it!” She said this oftenand to everyone!

Define BELIEF -

Rate your belief in yourself on a scale of 1-10: _____
(1 = I don’t believe in myself. 10 = I believe big time in myself!)

Both “Believing in yourself” AND “Not believing in yourself” greatly impact your business. Share with your sister consultant your thoughts on how both of these mindsets have affected your business.

When I believe in myself, I....

When I do not believe in myself, I....

What does Mary Kay's "You Can Do It" outlook/attitude mean to you:

What are ways you can show a "You Can Do It" attitude to people through your business?

To your customers:

To your team members:

I am a Boss Babe who makes a difference in this world!

This week, I BELIEVE I can.....

(write down 3-5 specific things you will do this week to build your business and your belief)

1.

2.

3.

4.

5.

Your Belief Verse for the week:

"If you can?" said Jesus. "Everything is possible for one who believes." Immediately the boy's father exclaimed, "I do believe; help me overcome my unbelief!"

Mark 9:23-24

MARY KAY WEEKLY ACCOMPLISHMENT SHEET

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Page ____ of ____

Week Ending Date

[illegible]

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 \$ _____ Weekly Sales Total Less Tax

NEW TOTAL

WEEKLY SALES TOTAL (LESS TAX)

YEAR-TO-DATE SALES
TOTAL (LESS TAX)

Orders Submitted to Company This Week

\$ _____ Section 1 wholesale

\$ _____ Section 2 at cost

Estimated Weekly Gross Profit

Weekly Sales Total Less Tax	\$ _____
	x .40
Estimated Weekly Gross Profit	= _____

Deposit total amount collected in business account. It is suggested to allow 60 percent of sales for product replacement; 40 percent is profit less other business expenses.

¹⁵Section 2 items or gifts with purchase given to hostess or customer in addition to, or instead of, a discount from suggested retail price of Section 1 products.



Session 2 - Enthusiasm Makes a Difference

Enthusiasm means intense and eager enjoyment, interest or approval. Did you know the word “enthusiasm” actually comes from two Greek words: “en,” meaning “within,” and “theos,” meaning “God”. So the word “enthusiasm” literally means “**God within!**”

What are some ways you show enthusiasm in and through your business?

Rate your enthusiasm in the following areas on a 1-10 scale, with 10 meaning BIG enthusiasm:

The opening of your party: _____

Your I Story: _____

Your teaching of the Miracle Set/Skin Care System: _____

Your Closing: _____

When doing a career chat: _____

When telling others about your business: _____

When sharing your goals with your team/customers/family: _____

Write down names of Mary Kay women who you love their enthusiasm:

How do these women make you feel when you are around them?

Let's take time to brainstorm together ways to add enthusiasm into our business:

Mary Kay always taught consultants to share their I Story with enthusiasm. Do the women at your parties feel your enthusiasm when you share your story? How can you add more enthusiasm during this part of your party or career chat?

What are the positive effects that YOUR enthusiasm can have on those around you?

I am a Boss Babe who makes a difference in this world!
This week, I BELIEVE I can.....

(write down 3-5 specific things you will do this week to build your business and your belief)

- 1.
- 2.
- 3.
- 4.
- 5.

Your Belief Verse for the week:

Therefore, I tell you, whatever you ask for in prayer, believe that you have received it, and it will be yours.

Mark 11:24

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Session 3 – Discipline is a Game Changer

There is a famous quote about discipline: “Discipline is choosing between what you want now and what you want most.” Mary Kay knew the value of discipline in running a company and being a leader. Let’s read together in Pass It On, pages 64-65 about Mary Kay’s discipline in reaching a big goal, a 10 Show Week.

What stands out to you about Mary Kay’s discipline in reaching this goal?

Where do you need more discipline in your business?

- _____ In making consistent booking calls
- _____ In holding parties/makeovers
- _____ In warm chatting/getting new names and numbers
- _____ In holding career chats

Pick one of the above and write down how increasing your level of discipline in this 1 area would impact your progress in reaching your goals?

How will you start today to increase your discipline in working your business?

I am a Boss Babe who makes a difference in this world!

This week, I BELIEVE I can.....

(write down 3-5 specific things you will do this week to build your business and your belief)

1.

2.

3.

4.

5.

Your Belief Verse for the week:

If any of you lacks wisdom, you should ask God, who gives generously to all without finding fault, and it will be given to you. But when you ask, you must believe and not doubt, because the one who doubts is like a wave of the sea, blown and tossed by the wind.

James 1:5-6

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Session 4 – Be Willing

Being willing is defined as being ready, eager, or prepared to do something out of your comfort zone or something that stretches you.

Can you describe yourself as being “willing” in your business? _____

What are some examples of times in your business where you have been “willing” and what happened as a result?

What stops you from being “willing”?

In Chapter 3 of *Pass It On*, the author describes Mary Kay’s typical day. Listen as we read together and make a few notes of where you see that she was “willing” to do key things that helped her be successful.

Mary Kay often quoted the following in many of her speeches. She describes 4 kinds of people in this world:

- Those who make things happen.
- Those who watch things happen.
- Those who wonder what happened.
- Those who don't know anything happened!

Which phrase would you use to describe Mary Kay Ash? _____

Which phrase best describes you today? _____

Which phrase do you want to describe you? _____

Before we look at what we are WILLING to do in our business this upcoming week, what have you been UNWILLING to do in your business?

How has your unwillingness impacted your progress in building your business?

What are you willing to do this week? (Be specific)

I am a Boss Babe who makes a difference in this world!

This week, I BELIEVE I can.....

(write down 3-5 specific things you will do this week to build your business and your belief)

1.

2.

3.

4.

5.

Your Belief Verse for the week:

And without faith it is impossible to please God, because anyone who comes to him must believe that He exists and that He rewards those who earnestly seek Him.

Hebrews 11:6

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Session 5 – Determination Changes Things

Determination is doing what needs to be done even when you don't feel like it. It's not always fun doing what needs to be done to reach a goal, or to do your work with excellence, but it's always worth it. Determination and commitment go hand in hand.

Mary Kay Ash faced several obstacles when she was working to open the doors to her new company. Let's read about some of the things that could have stopped her, but thank goodness, they didn't! From her autobiography *Miracles Happen*. Read along with me on pages 31-32 and also in *Pass It On*, starting with the second paragraph on page 8.

Describe Mary Kay's determination to start her Company.

How would you and your life look today if Mary Kay had not been determined and committed to opening the doors to her Company back in 1963?

Listen in as we read the section "Persevere Despite Obstacles" on pages 52-53. Make notes of Mary Kay's thoughts on perseverance:

In what area(s) do you need to be more “determined” in your business??? What difference would your increased determination make if you followed through on this commitment?

I am a Boss Babe who makes a difference in this world!

This week, I BELIEVE I can.....

(write down 3-5 specific things you will do this week to build your business and your belief)

- 1.
- 2.
- 3.
- 4.
- 5.

Your Belief Verse for the week:

If you believe, you will receive whatever you ask for in prayer.

Matthew 21:22

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Session 6 – Serve & Appreciate Others

Mary Kay Ash was always “others-focused.” She truly practiced what she preached: “Pretend like everyone has a sign around their neck that says, ‘Make me feel important!’ She was always focused on how to make those around her feel special and appreciated.

Let’s read in Pass It On pages 49, 60-61, and 83. Make notes of the ways that Mary Kay made others feel special in these stories:

How have you shown customers/team members that they are special to you?

Mary Kay wrote lots of notes encouraging and appreciating people in her life. She knew the power of the written word and would carve out time in her day to write notes to many people because she knew it made a difference to them.

Who comes to mind that you need to write a note to today? Next to each name, write down the key message you want to communicate in your note:

I am a Boss Babe who makes a difference in this world!

This week, I BELIEVE I can.....

(write down 3-5 specific things you will do this week to build your business and your belief)

1.

2.

3.

4.

5.

Your Belief Verse for the week:

He replied, "Because you have so little faith. Truly I tell you, if you have faith as small as a mustard seed, you can say to this mountain, 'Move from here to there,' and it will move. Nothing will be impossible for you."

Matthew 17:20

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Session 7 – Be a Trailblazer

Boss Babes are trailblazers. They are not afraid to take a risk or pursue something others haven't. They are often pioneers or innovators. They get a vision for what they can do or how they can impact lives – and they step out on faith and go for it.

Mary Kay Ash was a trailblazer. She had a vision of wanting to help cure cancer, and rather than only think about it, she put a plan together and took a leap of faith. Listen into Pass It On on the bottom of page 90 – the middle of page 92.

List some of the things Mary Kay did to impact cancer research that ultimately led to her creating our Foundation.

Reflect on all of the lives that have been impacted by her blazing a trail to make a difference in the area of female cancers, and now domestic violence.

When a consultant has a desire to build a team, lives are changed because of her steps of faith to blaze a trail as she builds her own team/unit. Take a minute to brainstorm things that could happen when a consultant makes the decision to pursue leadership:

Do you consider yourself a Trailblazer??? _____

If yes, what excites you about this as it affects your business?

If not, what stops you from being a Trailblazer in your business?

Where do you feel that God is calling you to blaze a trail in your business in 2022?

I am a Boss Babe who makes a difference in this world!
This week, I BELIEVE I can.....

(write down 3-5 specific things you will do this week to build your business and your belief)

- 1.
- 2.
- 3.
- 4.
- 5.

Your Belief Verse for the week:

Because you know that the testing of your faith produces perseverance.

James 1:3

MARY KAY WEEKLY ACCOMPLISHMENT SHEET

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WEEKLY SALES TOTAL (LESS TAX)

YEAR-TO-DATE SALES
TOTAL (LESS TAX)

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Session 8 - Stay True to What Matters

Mary Kay Ash had values she held dear to her heart. As a result, some of these values ultimately became building blocks of our Company and culture. Values are things that you believe are important. The values that are important to you will ultimately guide and motivate your attitude and actions. A Boss Babe protects and champions her values. She is bold about them because she knows that they make a difference. She stays true to what matters to her and who she is in this world as a result of these values.

Listen in as we read together in Pass It On, pages 42-43, for an example of something that mattered greatly to Mary Kay Ash.

What were some of the values that Mary Kay championed?

How would our Company – and you – be different today if Mary Kay had not taken a bold stand for these values?

Which of these values have impacted you the most?

What matters to you the most as you build your business? Think of things you are very passionate about and that you can speak boldly about to those around you.

I am a Boss Babe who makes a difference in this world!

This week, I BELIEVE I can.....

(write down 3-5 specific things you will do this week to build your business and your belief)

- 1.
- 2.
- 3.
- 4.
- 5.

Your Belief Verse for the week:

In the same way, faith by itself, if it is not accompanied by action, is dead.
James 2:17

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Session 9 – Inspire Others

Boss Babes have a way of inspiring others. Mary Kay Ash is a perfect example of this. Her words and her actions.....and perhaps most of all, her belief, inspired people around her. From the corporate staff to the sales force to people in her community, the way she lived her life and the way she treated others, inspired people to be their best and to believe bigger in themselves.

Listen in as we read together several stories from Pass It On on page 142-148. These stories are about Mary Kay Ash and her faith in Jesus. Listen to how her faith walk inspired so many in our company to grow in their faith.

What do you think it was about Mary Kay and her faith that inspired others?

Mary Kay also inspired others to reach for big goals or to believe more in themselves. Listen in to the following stories from Pass It On, pages 74-76.

How did Mary Kay inspire others?

How can you be more intentional about inspiring others through your business interactions?

I am a Boss Babe who makes a difference in this world!

This week, I BELIEVE I can.....

(write down 3-5 specific things you will do this week to build your business and your belief)

1.

2.

3.

4.

5.

Your Belief Verse for the week:

Jesus answered her, "O woman, great is your faith! Be it done for you as you desire." And her daughter was healed instantly.

Matthew 15:28



Your Legacy.....

I want to share an amazing story about Mary Kay Ash and her legacy from Pass It On (pages 177 3rd paragraph – through the top of page 179).

I think we can all agree that Mary Kay Ash impacted so many lives. Aren't you grateful that her legacy is alive and well and lives on today through Boss Babes like you and me? For your homework as we wrap up this Boss Babe series, take some time to write 2 special letters.

First, write a letter to Mary Kay Ash sharing your commitment to keep her legacy alive. Tell her what is important to you about what she started. Consider this thought: the only way many people today will know Mary Kay Ash, is through you and me and the way we build our businesses and follow her example. This is a huge responsibility and one we shouldn't take lightly. Mary Kay is counting on us to protect what makes us so unique. Write this letter and keep it somewhere special so you can read it from time to time to remind yourself of your commitment to Mary Kay.

And second, I'm asking you to write a letter to yourself, a Boss Babe Pledge, if you will. What is your commitment to the world around you as a Boss Babe businesswoman? You can impact many lives with your Mary Kay business and your leadership when you believe big. What do YOU believe you can do when you commit to being your very best? It all begins right there, with what you believe. God placed you in Mary Kay for a purpose. It is great that we have a business that helps us provide for our families and make dreams come true, but it is so much more than that. This business gives you a platform to inspire and change lives. What do you believe you are to do as a Boss Babe in Mary Kay this new year? Write in detail your commitment to yourself. What traits will you develop? What will you believe for yourself? How will you encourage others? How will you show up in your business this year? Write your pledge and hang it somewhere special to remind yourself of what God is calling you to do with your business in 2022.

Finish your pledge with this declaration, "I believe I can, so I will do all of this and more!"

You've got this, Boss Babe friend! Be enthusiastic, disciplined, willing, and determined. Serve and appreciate the people around you. Blaze trails that challenge you to trust God in a huge way! Stay true to what matters to you, and most of all, inspire people around you by the way you live and love!

My Boss Babe Pledge to myself:

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Page ____ of ____

Independent Beauty Consultant Name and Number

Telephone No. _____

Independent Sales Director Name

Week Ending Date

[illegible]

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\$ _____	Weekly Sales Total Less Tax

WEEKLY SALES TOTAL (LESS TAX) 	YEAR-TO-DATE SALES TOTAL (LESS TAX)
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Orders Submitted to Company This Week 	Estimated Weekly Gross Profit <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 80%;">Weekly Sales Total Less Tax</td> <td style="width: 20%; text-align: right;">\$ _____</td> </tr> <tr> <td></td> <td style="text-align: right;">x .40</td> </tr> <tr> <td>Estimated Weekly Gross Profit</td> <td style="text-align: right;">= _____</td> </tr> </table> Deposit total amount collected in business account. It is suggested to allow 60 percent of sales for product replacement; 40 percent is profit less other business expenses.	Weekly Sales Total Less Tax	\$ _____		x .40	Estimated Weekly Gross Profit	= _____
Weekly Sales Total Less Tax	\$ _____						
	x .40						
Estimated Weekly Gross Profit	= _____						

\$ _____ Section 1 wholesale \$ _____ Section 2 at cost	
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MARY KAY WEEKLY PLAN SHEET/HOJA DE PLANEACION SEMANAL MARY KAY

NAME (NOMBRE) _____

SUNDAY
(DOMINGO)

MONDAY
(LUNES)

TUESDAY
(MARTES)

WEDNESDAY
(MIÉRCOLES)

THURSDAY
(JUEVES)

FRIDAY
(VIERNES)

SATURDAY
(SABADO)

WEEK OF (SEMANA DE)

600							
700							
800							
900							
1000							
1100							
1200							
1300							
1400							
1500							
1600							
1700							
1800							
1900							
2000							

Six Most Important Things

Date... _____

1

2

3

4

5

6

Goal this week...

the pink bubble

Six Most Important Things

Date... _____

1

2

3

4

5

6

Goal this week...

the pink bubble