

# SUCCESS IS JUST LIKE MICROWAVE POPCORN

*Adapted from Sean Smith*



Have you ever made microwave popcorn? If not, let me explain...

There's a very simple recipe for making popcorn: Place bag in microwave. Heat for 3 minutes. Remove bag (it may be hot).

Have you ever stood by and watched the popcorn cook through the window? For the first two minutes, the only thing that really happens is the bag starts to inflate, right? If you're expecting to see any pops, you'll be very disappointed. But then something magical happens right around the beginning of minute #3... POP!

And then 5 seconds later... POP! And then 3 seconds later POP-POP!

And then all of the sudden... POP-P-P-P-POP-P-P-POP-P-P-P-POP-P-P-P-POP!!

Microwave popcorn is a full 3-minute process. Yet some people want to open the door and pull out the bag after a minute and 30 seconds because they haven't seen any results yet. If you don't give it the time it needs, you won't have a full bag of freshly-popped kernels. Success in Mary Kay is the same concept.

There is a simple recipe: Find women who want the product. Sell it to them. Find women who want the benefits of the business opportunity. Offer it to them. Show the ones who say "yes" how to do what you do. Repeat often.

Nowhere on the recipe does it say "make her understand why she needs to try the product" or "pretend her comments and actions mean something negative about you" or "decide all by yourself who wouldn't be interested in the business" or "expect your team members to help you reach your own personal goals" or "place really high expectations on women who say they're going to work hard and then get upset when they enter the Witness Protection Program about 3 days after signing up."

Those are all little extras that most women tend to add on their own. But if it's not in the recipe, it doesn't belong. Those kinds of emotional monkey wrenches will continue to stop you dead in your tracks until you quit adding them in yourself. And also understand that you're not in a cosmetics business, you're in a people business. That's the very best thing about Mary Kay and also the worst thing about Mary Kay- you have to deal with people.

When people are a main ingredient in your recipe, you'll never be able to predict how long success is going to take. But there is always a certain, unknown time frame that you must go through until you're done. And anything less than that isn't enough.

What's sad to see is how many Consultants don't get the results they are looking for, so they quit on themselves before allowing the whole process to unfold, just like taking the popcorn bag out after 90 seconds.

So if you're not experiencing the results you want, leave the bag in the microwave- you're probably in the first 2 minutes of a longer journey. Keep going. Allow it to take as long as it takes.

Just keep on doing the actions that lead to results, because pretty soon, the kernels of success will start popping. You'll start feeling the results you want, and oftentimes, once they start popping like crazy, you couldn't stop them if you tried!