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| http://us.123rf.com/400wm/400/400/kbuntu/kbuntu1108/kbuntu110800128/10227383-magnifying-glass-with-the-word-focus-on-the-future-on-white-background.jpg | **FOCUS NOTEBOOK**  **By Katie McMahon** |

Focus stands for **Follow One Course until Successful**. I have realized that in Mary Kay we get paid for many thing but paperwork is not one of them; however with the proper follow-up it will bring you great wealth. So with that said you must have a system for keeping track of all of your leads and a solid follow through system. Realizing that most consultants work Mary Kay in addition to a Full time job, I recommend that you set up this binder system to function as a traveling desk. Additionally, you will want to set up your Brain Book and Car File as indicated below. These items will insure that you look smooth and that your systems for booking, selling, recruiting and tracking your activity are effective and helps you **FOCUS ON YOUR FUTURE!**

1st - Use a one-inch binder with a plastic sleeve on the outside cover.

**Outside Cover** – Place pictures symbolizing your yearly, quarterly, and month goal. Include the picture of the Star Consultant Prize. Remember that our brain functions more effectively when only having a couple of things to FOCUS on so keep this simple, but include things like you in the Malibu with a DATE ON IT! A picture of your family pasted over a brochure in front of Disney if that is a goal for you and the DATE… Add your positive affirmation…

**Back Cover** – Place your weekly plan sheet here. Use colored highlighters that represent the time you have like yellow for family, green for a time to work, blue for church, etc. This will help you see where you have time slots available.

**Inside Pocket** – Place a couple of the most recent brochures, a couple sales slips, and business cards and thank you postcards. You will want to keep copies of these in your date book and car file because having brochures and business cards everywhere is a good idea!

**Back Inside Pocket** – Place the most recent copy of the Applause Magazine

**Divider #1 Monthly Goals**– On or before the first day of the month, every month, you should set a goal for the month. Complete the Monthly Goal Sheet with a Retail, Wholesale and Team Building Goal. In the margin break it down to weekly numbers of faces, classes, bookings and interviews. You will create your “Six Most Important Things to do” List based on this goal. If you are tracking your car then the most important sheet is the Car Production Sheet available from your director.

**Divider #2 Prospective Hostesses/Leads** - Use a prospective booking sheet for all your hostesses. For general leads use a small spiral notebook you can carry with you at all times. Use this system to track all your leads. Record their name, address and phone and keep track of the status. When you book them complete a profile card while on the phone and then record the date on the profile if it is a facial. If it is a class fill out a Skin Care Class Checklist then list it on your tracking sheet and in your datebook. Keep your profiles/Skin Care Class Checklist in the front sleeve cover in the order of the dates of the classes for easy coaching.

**Divider #3 – Prospective Recruits** – If you work smart your recruit prospects will come from Section 2. Use the Tracking Form to record name, address, day and night phone, and status. Make notes giving descriptive information that will help you when talking to this prospect. Also record what info you gave her and the date that you are following up with her, bringing her to an event, etc. Remember that a recruit is only HOT for 24-48 hours. Get her to something or meet with her to share the opportunity.

**Divider #4 – Sales** – Keep a copy of your last Weekly Accomplishment Sheet here along with blank ones to complete for your director. Record your sales, booking and calling activity daily on your weekly accomplishment sheet. Transfer your Year-To-Date Totals to the new sheet. Put several Post It Notes glued to the front of this divider – write your weekly sales goal on a post it each week. Keep a running total of how far you are from reaching your goal.

**Divider #5 – Tracking/Contests** – Keep track of ALL promotions and prizes using this section. This section should include things like: Star Consultant Tracking Sheet, Court of Sales Tracking, Car Tracking, etc. . Place a copy of the monthly contest your director is running. Track each time you hold a class to make it easier at the end of the month.

**Divider #6 – Events** – Keep the most recent copy of the monthly calendar, Hot News, Newsletter, etc. Immediately transfer all pertinent dates onto your Datebook. If money is due write that down on the date it is due. If you have something to bring write that down on the day before so you can prepare for it.

**Divider #7 Customers** – File your Preferred Customer Program print out here. Every time you get a customer that you would like to add to the list record her name, address and phone on a blank sheet of paper in this area. Take a little bit of extra time to do this with each person because it will save you time in the long run.

**Divider #8 – Team Members** – Keep the most recent copy of your team report and team member information here. File last month’s copy in your income file.

In the very back keep a Spiral Notebook to record your six most important things to do list, call list, notes from conversations and training. Change it every month – IT SHOULD BE FULL!

**Other Helpful Systems:**

Car File – Keep a file in your car that will hold things like brochures, profiles, agreements, recruiting and coaching packets, cards and all other paperwork so you will be sure not to run out when at an appointment.

Brain Book – Keep a spiral notebook with a pen attached to it with you at all times so as you think of things you can WRITE THEM DOWN rather than wasting time to remember what you forgot.

You will feel so polished and professional when you use this system. You will be truly **FOCUSING ON YOUR FUTURE** rather than looking in the review mirror trying to figure out where you have been!

**Tab Labels**

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| Monthly Goals |
| Prospective Hostesses/Leads |
| Prospective Recruits |
| Sales |
| Tracking/Contests |
| Events |
| Customers |
| Team Members |

In order to fulfill your destiny, you have to make a plan according to God’s purpose and stay focused to fulfill that plan. Wake up each day knowing where you’re headed, which direction you’re taking and what you are going to accomplish – and then stick with it! Don’t allow the distractions and busyness of life to get you off course. Ask yourself, “Is what I’m doing moving me toward my God given destiny? Is this my purpose in life, or am I just wasting time being busy and not really making any progress?” Proverbs 4:25 says “Keep your eyes fixed straight ahead. Don’t look to the left and don’t look to the right.” Don’t spend your time and energy on things that distract you from fulfilling your destiny. Remember, God’s plans are blessed, and as you walk in His plan for your life, you will experience His abundance in everything you set your hand to!