

Developing an In-Home Business by Charles Fortenberry, husband of Executive NSD Pat Fortenberry

Helping your wife develop the in-home business of Mary Kay Cosmetics can be a three-step process. The first step is so important when she is getting started, but can always apply at any level of her career.

The First-Step

- A. Be An Amen Corner
- B. Praise Her (she is doing this for the family)
- C. Attend Meetings when you can (make an effort)
- D. Carry her business cards (Pass them out when possible)
- E. Help out at home in any way you can (This gives her more time to build the business)
- F. Develop patience through belief in her and the company, because people building takes time (people building is the key to success in Mary Kay)

The Second Step

- A. Learn about a career in sales (books, tapes, classes, meetings, seminars, etc.)
- B. Learn how to be on the "same sheet of music" with your wife. (Know each others schedules, so nothing is a surprise)
- C. Establish family/business goals (You know where you are headed)
- D. Develop business credibility (When others see you excited about the business, they want to be a part of it)
- E. Develop a job description (help out by doing those things she should not be doing, or hire some one else to help)
- F. Learn how to keep a positive attitude at all times (a key in the business)
- G. Attend Mary Kay meetings when you can (Keeps the big picture in focus)
- H. Treat it like a business (office, proper equipment, record keeping, money management, etc.)
- I. Have fun with the business (enjoy the journey)

The Third Step

Reap the benefits, Live your dream, Play golf, and Retire young

The key to it all is to be "the keeper of the big picture." The ladies are in the trenches doing all the sales and recruiting work. Someone has to tell them when things get difficult that "it is worth it."