



Go to the head of the class... Ask a Teacher!

In today's climate of budget cuts and deficits, many teachers are looking for ways to supplement or replace their incomes. What a great time to connect with a teacher and offer her the Mary Kay opportunity!

Did you know that nearly 20% of our Independent National Sales Directors are former teachers? That's right! And here are just a few reasons why a classroom experience could not only help a teacher build a successful Mary Kay business, but could help propel her to the top! They are natural leaders (from the very first day they stood in front of their students).

- 📌 Teachers work independently – they decide what happens in their classrooms.
- 📌 Teachers are goal-oriented – they have a passion to see their students succeed.
- 📌 Teachers plan their work (lesson plans) and work their plans.
- 📌 Teachers nurture and inspire the leaders of tomorrow.
- 📌 Teachers are successful by helping others to succeed.
- 📌 Do these traits sound familiar? They should, because they describe a successful Independent Beauty Consultant!

Reach out to a teacher. Show her that she can change her classroom, and take control of her future!

"Leaders teach. They motivate. They care. For them, life is never lonely at the top. Leaders make sure that the way to success is always broad enough and straight enough for others to follow in their footsteps" - Mary Kay Ash

Teacher Outreach Tips:

You'll want to keep in mind that teachers (or anyone) experiencing layoffs may be filled with mixed emotions, so you may want to be "extra" sensitive in your approach. Here are a few suggestions to follow when reaching out to this group of potential team members:

Think about all the teachers you know in your social circles, i.e. neighborhood, church, friends, networking groups, etc. Why not share this incredible opportunity with them?

Consider hosting your own Teacher Appreciation pampering party. All teachers deserve to be pampered at the end of the school year, and many look for ways to supplement their incomes during the summer months. Others may be looking for new alternative professional opportunities.

National Teacher Appreciation Week begins May 6. You may want to check for any local community events planned to honor teachers. With permission from the school, you could host a lunchtime "Pamper and Praise Party" on National Teacher Day (May 8), where teachers are treated to a fun Satin Hands® pampering session and maybe other fun "goodies" that you'd like to include. Offer free gifts for each referral of a teacher who is not working through the summer months and share the opportunity with them.

