



MARY KAY ASH

Words to know: premise, launched, formula, unprecedented, fulfillment, commissions, consultants, enrich, recognition, motivation, incentives, accolades, prestigious, philosophy, foundation, grants, impact, and legacy

Reread the bio of Mary Kay Ash, paying close attention to the words above. If you are having difficulty with any of the words, use your dictionary, the Internet, or ask a friend for help.

Take out your journal and write Mary Kay Ash at the top of a new page. Then respond to the following:

1. Where did Mary Kay work for 25 years before she started her company?
2. How soon after her husband's death did Ms. Ash start her company?
3. How did Mary Kay describe her new company?
4. Is Mary Kay's company still in existence?
5. How many Mary Kay sales agents have earned more than \$ 1 million?
6. Do you think Ms. Ash had experiences as a woman in her early career that led her to believe a woman should be given more opportunities in sales?
7. What two causes are supported by the Mary Kay Ash Charitable Foundation?
8. Mary Kay is recognized for its pink Cadillac's won by its most successful sales agents. What other prizes can its agents win?
9. Pretend you are a Mary Kay sales agent who has just won a new Cadillac. Turn to a new page in your journal and write a thank you Mary Kay Ash. Remember to use your best letter writing skills and be specific concerning what you are thankful.

Be sure to color in the state in which Ms. Ash was born on the map of the United States. (Hint: Look at the list of awards won by Ms. Ash for a clue to the state where she lived.) On the back of the map, write Mary Kay's full name and the name of the state in which she was born.

Stretching Your Thinking: To start her company, Mary Kay used her 25 years experience in house-to-house selling for Stanley Home Products and her insight into what a strong female sales force could achieve with proper incentives. Treating employees fairly, paying them adequately, and building company loyalty worked to make the company huge. Notice that Mary Kay first understood the market and individual sales before she started. It is important to know your business before starting one. The rule,

Do What You Know, is a good one to follow. What interest or hobby or experience would you need to start your own business? To be an entrepreneur, you have to be willing to take serious financial risks. Do you think you are the kind of person to study first, plan carefully, and then take personal risks? Does it sound exciting to be responsible for sales, payroll, planning, leading, inspiring, and hard-working?