Top 10 things to focus on in DIQ and before DIQ!
As shared by Lisa Allison, Future National (July 2005)
Thank you for being so self-motivated!

My 6 month focus: 4 things (July – December 2005)
1. Medal winners
2. Stars
3. DIQs
4. New Directors

Are you ready to fully focus on the following? If so, then you are ready to move into Leadership in Mary Kay!!!
Warning: if you’re not willing to do your BEST on all 10 items, then you are content to remain a Consultant…is that OK with you?

1. Booking classes CONSTANTLY!!!!!!! Write that down 3 times (need to find recruits, right? Where is the best place to find recruits?) How many classes are you willing to hold PER WEEK? Not book, but hold? Mary Kay asked us to hold how many? 3 per week
2. Hold classes EVERY WEEK and never go to a class alone. How do I know you’re holding classes? 2 main ways:
   (1) Guests to events(when you’re holding classes, guests to events/new recruits are NEVER a problem) and
   (2) YOU are in the sales line up
3. Interview EVERYONE
4. Invite EVERYONE to hear more, either a meeting, marketing call, guest event, Pizza and Possibilities in your home
5. Support your team!!! How should you support your team?
   • Encouraging them at weekly meetings (you do not need to meet with them outside of the meetings, unless of course they are going to your class with you) Share your recognition by recognizing your team
   • Emailing or sending postcards of encouragement
   • In DIQ, meet with Team ONCE to launch your Team Goals
• In DIQ (not before), get together during dinner time at meeting or AFTER weekly meeting for coffee (2 times MAX). You’ll hold meetings after DIQ…during DIQ, who’s meetings are you attending? Your Director’s, right? No need for extra meetings – classes are your #1 focus!

• Whose job is it to motivate your team? NOT yours. NOT your Director’s. Say to them what I say to you, “Thank you for being so self-motivated.”

• Ways to NOT support: assembling Starter Kit (can she go with you to your class to see how you organize YOURs?), organizing their inventory, meeting to discuss “plans”, hand holding and NEVER buy anyone’s Starter Kit or pay for their order. Please note: there is a big difference between ‘enabling’ and ‘supporting’ your team members, OK?

6. **What gets recognized is what gets DONE.** How will you want to recognize your team? Stars, team building, meeting attendance, classes held, Debutts held, sales, bookings, etc. Learn how to create ‘unrest’ by recognizing what people are doing (vs. what they are NOT doing)

7. **25 Recruiting folders** assembled and ready to go at all times, no exceptions. Why is this important? Who can you think of who might assemble these folders for you? Teenager, babysitter????

8. **10 NEW prospects AT ALL TIMES.** 10 new recruiting prospects that you’re following up with at all times – a list of 10. Can you list 10 right now? If not, what should you do? Maybe hold more CLASSES?

9. **Know where you are!** How many faces in the month, interviews, guests, new recruits, STARS? If I were to call you TODAY, would you be able to tell me how many without fumbling?

10. **Goal posters** – how many? There is NO such thing as too many. Have your Director sign them (at least one) and/or your power partners. They should be on every mirror, the pantry door, the microwave, refrigerator, back door, front door, in your car, above the toilet paper roll, over the kitchen sink, over the thermostat, on your nightstand, on the coffee pot – everywhere!!!!!!!!!

We are going for National on or before Jan 1, 2006!!!! Are you committed to run with us?????? Let’s run together!!!

*Lisa Allison, with total belief in YOU!*