

more than *Makeup*

by Pat Fortenberry

Mary Kay Independent Elite Executive National Sales Director Emeritus

A Guide to Finding
Strength and
Leadership
Within You
Workbook



More Than Makeup Workbook

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The ABC's of Life

By Tim Lee, Hampton University

Take the A-and accept the challenge
The B-and believe in ourselves
The C-convert our thoughts into hopes
The D-the determination to convert our hopes into dreams
We should E-expect some obstacles on the way up
And F-fight while we're faithful and finish the course
We should G-get God on our side
And H-have a Harvey model of leadership
(Harvey means warrior-like, battle ready, strong, and brave.)
We should I-inspire someone else
And J-take Jesus on our journey
We should K-keep on keeping on
And L-be a leader
We should M-make everyday count
And N-never give up!
We must O-overcome our obstacles
And P-put our best foot forward
We must Q-quit quitting
And R-run the race with patience
We must S-strive on
While T-trusting in The Lord
We should U-use our talents
And V-value our time
We should W-wait for understanding
And X- x-ray our own lifestyles
We should Y-yearn to achieve all that we seek
And Z-be zealous when reaching the top!



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Foreword

1- What was Mary Kay's prime reason for starting Mary Kay Cosmetics according to Tom Whatley?

2- What was Pat Fortenberry's reason for writing More Than Makeup according to Tom Whatley?

3- Describe the concept of "Lasting Leadership" discussed by Tom Whatley in the Forward.

4- In most businesses P and L stands for profit and loss. What did Mary Kay feel P and L stood for?

A Leader has two important characteristics!

First she is going someplace.

Second, she is able to persuade others to go with her.



Preface

1- Upon what “rule” did Mary Kay found her business?

2- What piece of advice di Mary Kay Ash always give to Pat?

Why not go out on a limb? Isn't that where the fruit is?

Introduction

The purpose of this workbook is to train your mind in a systematic way to understand the culture of how I created my Mary Kay Cosmetics business and apply it to your current business.

I have created a series of questions to help you have a better understanding of the lessons contained in *More Than Makeup*, how they can relate to your life as well as those important people in your life and to understand your business and how building people can help you build the business of your dreams.

“I’ve learned that no matter what happens, or how bad it seems today, life does go on, and it will be better tomorrow. I’ve learned that you can tell a lot about a person by the way he/she handles these three things: a rainy day, lost luggage, and tangled Christmas tree lights. I’ve learned that regardless of your relationship with your parents, you’ll miss them when they’re gone from your life. I’ve learned that making a “living” is not the same thing as making a “life.” I’ve learned that life sometimes gives you a second chance. I’ve learned that you shouldn’t go through life with a catcher’s mitt on both hands; you need to be able to throw something back. I’ve learned that whenever I decide something with an open heart, I usually make the right decision. I’ve learned that even when I have pains, I don’t have to be one. I’ve learned that every day you should reach out and touch someone. People love a warm hug, or just a friendly pat on the back. I’ve learned that I still have a lot to learn. I’ve learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.”

—Maya Angelou

This workbook will help you design a wise and purposeful plan for your business. Mary Kay Directors, you can use this workbook in your quarterly Pacesetter Classes. My book, *More Than Makeup*, is a guide to finding growth and leadership within you. Answering the questions in the workbook will make this happen!

Please take time to answer questions
and then look in the
back of workbook and
check your answers!

My Journey

1- What has Pat's career given her that she cherishes above the money, prizes, cars and trips (3 things)?

2- What was Pat's last job before becoming a beauty consultant?

"You cannot chase two rabbits and catch either one."

—Mary Kay Ash

