

Recruiting strong women and teaching others to do the same..

Some thoughts from Linda C Toupin:

Make no mistake everyone who is a leader recruits. Being recruited is the highest form of flattery. We are long past the notion of "trying to get people under us" or worse yet "trying to get someone to join Mary Kay". You are not just looking for women who need Mary Kay but women that Mary Kay needs.

1. Look for 'emotionally centered' women.

Women who, no matter what is happening around them, work any way. They truly milk the cows. Women who are not emotionally centered demand lots of your time and you see little or no return for your money.

2. Look for women who have already been successful at something.

You want women who have something to bring to the table. There are hundreds of thousands of women who have already been successful running offices, civic groups, church groups, or being great moms and homemakers. It is great that Mary Kay can help women but don't just look for women who are 'needy' ...look for women who are 'givers'.

3. Understand that Mary Kay brings 3 things to the table:

- a. An opportunity for greater self-confidence
- b. An opportunity for higher self-esteem
- c. Greater cash flow

' We recruit women like ourselves.'

-NSD Linda Toupin