MK001



The Go-Give Spirit

With all my heart, I believe the one quality which sets Mary Kay Inc. apart from other companies is our commitment to the go-give spirit. The very foundation of this Company is based on the premise of helping others. By applying the go-give principles, you have the opportunity to enrich the lives of others on a daily basis. All you have to do to be successful is remember that if you help enough people get what they want, you will get what you want.

In Mary Kay you have to know what heart is. The heart is the pulsating center that supplies the life force. In our Company, this force is the go-give spirit. The willingness to help one another. We are not just selling cosmetics -- we are touching lives. I hope you will practice the Golden Rule and make the go-give spirit an important part of your businesses. The best formula for success I know is to subtract hate, divide by kindness, multiply with love and add God.

MK002



How Much to Share

How do you respond to a potential team member who wants to know how much you are making? The best way for anyone to know how much you are earning is to look at the summary pages of your datebook!

When someone asks the question, as they sometimes do at skin care classes or during team-building interviews, "What do you earn?" a good answer is: "Well, first it depends on what I sell at a skin care class and second in our Company we have different bonus levels which depend upon the amount I order at one time." I believe that this is ALL the prospective team member needs to know about earnings until she is seriously considering becoming a Consultant.

I always said to my prospective team members, "If you're interested, I'll be happy to show you want I'm making -- after the class." Then I would sit down with my prospective team member and flip through the summary pages of my date-book. The datebook summary page is one of the finest team-building tools you have. USE IT! If you have not been filling out your summaries, why not begin today?

MK003



Making Giving a Way of Life

As my own life has been woven by the Master Weaver, I have learned many things. One of the greatest is that you can make giving a way of living! If you can do this, you will find yourself happier than you could ever have believed or imagined. Being able to do things for oth-ers fills you with warmth you can get no other way.

It is so important at your skin care classes that you go to give -- not to get! I promise that this will help you succeed. Of those women at your class think, "What can I do to make them more attractive?" not "How much money can I get from them?" Your customers will recognize your giving spirit and success will come to you.

Someone said the secret of success is to give your-self away with love. Strangely enough, the more you give, the more you receive. All you send into the lives of others does indeed come back into your own.

MK004



Customer Service

In today's busy and impersonal world, we have something to offer our customers that no other company has -- the personalized service, attention and guidance that only you as a Consultant can give them. Did you realize it only takes 3 or 4 phone calls to tie a customer to you? Once she knows you care about her needs, she is yours forever! Neglect her and you'll probably lose one of the greatest re-wards of getting a customer on the basic skin care system: reorders.

When you tie your customer closely to you by maintaining a friendly relationship, you'll not only be rewarded may times over with sales, you'll also be rewarded with loyalty. Because of you, she won't think of listening when someone tells her about another cosmetic company or other products. One way to keep your service and our products constantly on her mind is through consistent use of the Preferred Customer Program as well as timely follow-up phone calls.

DRAFT

MK005



What Was Life Like Before Mary Kay?

Have you even stopped to think how different your life might be if some caring person had not shared the Mary Kay opportunity with you? What would you be doing now? Would your life be boring and drab because you feel unfulfilled? How would you look? Think back to the day before Mary Kay. Were you as well-groomed and beautiful as you are right now? And most important of all -- are you now positive and happy where you were negative and unhappy?

I continue to believe that you have the best career in the whole wide world. Where else can you be your own boss, work the hours that you want, have exciting adventures every day, meet new friends -- and write your own paycheck with no limitations? Share ALL OF THIS with someone today!

MK006



Enthusiasm

One of the greatest fringe benefits of the Mary Kay way of life is being able to pass on to others our positive way of thinking. Literally hundreds of letters each year share how husbands of Consultants and Directors, inspired by the Mary Kay positive way of thinking, have quit jobs they've hated for years. Others tell of children who are high achievers because of the examples set by their mothers!

Someone once said, "Act enthusiastic and you will become enthusiastic." So before you ring that hostess's doorbell, get ready to act enthusiastic even if you don't feel that way. And when she asks how you are, say "I am great!"

Nothing will help you sell yourself better than the power of your personal enthusiasm.

MK007



Visualize Your Goals

Visualize a year filled with accomplishments and the realization of your goals. Map out your plan, including monthly, weekly and daily steps. Keep your mind filled with positive expectancy and focus on your plan. By working toward your goal, you will see the progress made one step at a time.

Remember that every big accomplishment results from a series of little ones. By achieving your daily goals, you'll be working toward your yearlong goals!

MK008



Take Action!

What is it that you want from your Mary Kay business? Remember that all your goals and your desires are of no value unless you put them into action. Did you know that procrastination comes from fear? So act without hesitation because action cures fear.

Remember that the death of fear is in doing what you fear to do. Remember that you really are wonderful. Believe it now and act upon it, and soon you will be the winner that you so richly deserve to be.

Anticipate fear, don't dread it. You will encounter fear at every stage of the career path. Without fears there is no growth. By anticipating fear instead of dreading it, you and your business will continue to grow.

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MK009



First Impressions

Someone once said, "You never get a second chance to make a good first impression!" When you enter your hostess's home, those first few seconds sometimes mean the difference between a successful class or an unsuccessful one. That's why it is so important for you to always look your very best.

First choose a dress in which you "feel like a million." Next, although you won't be touching the faces of your guests, you will be demonstrating the strokes they will use to apply products. Well-cared-for fingernails will give you the confidence to gesture freely, and guest will notice how you pay attention to the details of grooming. Most important is your makeup because that is your business! All of these hairstyle, dress and makeup, are important because when you look your best, you feel your best!

MK011



Happy New Seminar Year!

These early months can be some of the most important in your career -- the beginning of a brand new year to reach your goals and make the most of the Mary Kay opportunity.

Now is the time to stop and reflect on last year's business goals. Did you meet or exceed your expectations? If you fell short of where you wanted to be, how can you improve for next year? Where do you want to be a year from now? You can reach any status you choose. First you need to decide upon a specific Seminar goal, then make a commitment to meet that goal.

Be persistent in making your dreams come true. Keep your ambitions set on what you are going to accomplish today.

MK010



What's In the Beauty Case?

What's in a beauty case? Over the years we have discovered there is so much more than tubes, brushes and literature. There is a wonderful way of life that has touched so many in a positive way.

I have received letters from our sales force telling me how a Mary Kay career helped purchase new homes, college educations, dream vacations and many other "gifts of the heart" that the family would not otherwise have been able to afford.

Perhaps you have not yet shared the opportunity and may be thinking, "When I know more about what I'm doing, then I will recruit." But I want you to ask yourself now, "Do I like what I'm doing? Am I glad that my recruiter shared this opportunity with me?" If the answer is yes, then wouldn't it be selfish not to share this opportunity with others?

MK012



Golden Rule Thinking

What constitutes Golden Rule thinking? First, having the maturity and go-give spirit to say, 'Jan has been talking to you about becoming a Consultant. I'll do everything possible to help you, but you must understand that one of the things that makes us different from other companies, and is a major factor in our success, is that we don't take customers or potential new team members away from sister Consultants." Second, if you have not succeeded in turning a prospective Consultant into a new team member in a couple of months, you should be able to say to yourself, "Perhaps Sue and I just aren't clicking. Maybe another Consultant could recruit her and encourage her to be active in our business."

Third, really try to walk in the other person's shoes to determine how you would like to be treated if you were she. Base your decision on that. Fourth, have the maturity to realize that your success or failure will never depend on gaining or losing any one customer, hostess or new team member. Fifth, realize that any person who won't "buy" our Golden Rule system probably won't succeed in our business. I hope you will have the courage, desire and determination to truly live by the Golden Rule and to realize that your success is built on providing people with stepping-stones to success, not using people as stepping-stones. I depend on you to help us build the Company with the Golden Rule. Be it with customers, hostesses, potential team members or sister Consultants, it is up to each of us to adhere at all times to the very best that is in us, to be to others what we would like them to be to us in thought and action.

DRAFT

MK013



Remember Names

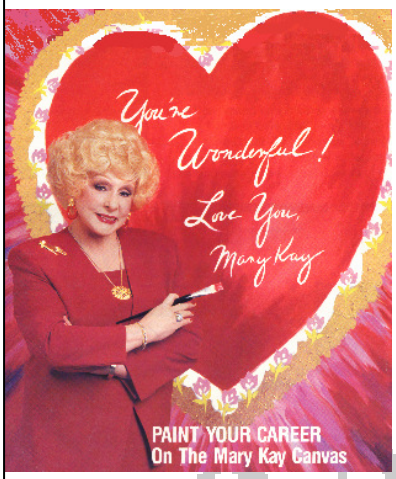
It has been said that one of the most beautiful sounds in the whole world is your own name, correctly pronounced! Likewise, customers who could eventually become team members appreciate it when you remember their names. They feel important and respected. These positive feelings can have a great impact on your relationship with customers and, subsequently, sales. When you meet several people each day, it can be difficult to remember every name you hear. Here are a few simple ways you can do this:

Concentrate. Most of us are so busy worrying about how we look or the impression we are making that we don't really hear the person's name. Make it a point to pay attention when you are introduced to someone.

Repeat. Immediately repeat the person's name after meeting them. "How do you do, Mrs. Ford?" Then use the name three times in the next few minutes of conversation and you'll remember it!

Associate. It also can be helpful to associate the name you have just heard with something or someone very familiar to you.
Of course, remembering names also requires constant awareness and self-discipline. However, practice over a period of time will gain rewards.

MK014



You've often heard , "People are known by the company they keep," but I think companies are known by the people they keep!

You truly are my Valentine! I am so grateful that God is using this Company in such a marvelous way to reach out and positively touch so many lives. Someone once described our Company as a unique way of life, providing the brushes, oils, pigment and canvas on which you can paint your life as you want it to be. You choose your own colors, your design and your pattern. With all my heart, I want you to paint a beautiful picture of your life because of your Mary Kay career!

Remember that happiness and success in Mary Kay is contingent upon helping others. Your career will blossom in proportion to the measure of care and love you send into the lives of others. This adage says it well: "Love in your heart wasn't put there to stay; love isn't love 'til you give it away." I challenge you to plant some love seeds today with your Director, your sister Consultants, your recruits and your customers -- and you will be blessed! I cannot think of a better time than during the Valentine month to let you know how **WONDERFUL YOU ARE!**

MK015



Occasionally a Consultant asks , "If my Director lives across town and another Director holds unit meetings nearer to where I live, don't you think it's OK if I attend that Director's meeting?" I strongly feel that, unless you live in a different city than your Director, you should attend her unit meeting. It is important that a special esprit de corps develop between a Consultant and her Director and the other women in the unit. Everyone must work toward a common goal, and this cannot happen unless unit members meet, share and work together.

Consider the Golden Rule: If you were a Director planning an informative, exciting meeting for your unit members, wouldn't you want them to attend? Each unit member has an important role to play. The only exception is adopted Consultants living in other cities. When a Consultant doesn't regularly attend unit meetings, she jeopardizes her chances for success.

We can provide you with extravaganzas such as Seminar and Career Conference, but each week you need to charge new life into your sales and recruiting efforts. A weekly unit meeting is a natural place for exchanging ideas about recruiting, sales, motivation, customer service — every aspect of your career. **Here are other reasons to attend**:

1. It's a chance to receive recognition, awards and prizes plus an extra pat on the back from your unit that urges you on to success.
2. Important announcements can be made to everyone at once, saving individual phone calls. There's always something going on at Mary Kay and your Director can keep you informed.
3. Every meeting includes educational opportunities to help you improve your business. No matter how long you've been a Consultant new situations can develop that you may be unsure how to handle.
4. Excitement and enthusiasm are contagious! When you're up, we need you. When you're down, you need us.

It's the perfect place to bring prospective recruits. They can see Mary Kay enthusiasm firsthand, discover how promising the business opportunity really is and make new friends.

MK016



Attend Seminar!

Some Consultants rationalize that they're not doing "well enough" to afford to go to Seminar. I believe that you cannot afford NOT to go. Consider the benefits and begin making your plans now to attend. **Here's why**: If you are a stock broker, manager, doctor or teacher, you've invested time and money in an education. If you're a trained hair stylist, technical or legal assistant, you've paid in time and money to learn your skills. Whatever your vocation happens to be, or has been, you first had to invest money and time to learn it. You didn't say, "I'll see how I do without it first, and if I do OK, I'll spend the money to go to school and learn how." **We invest FIRST in our training**.

Please consider the trip to Dallas a necessary business expense. You can earn enough to pay for it in the weeks ***before*** Seminar and you'll profit from the education you'll take home ***after*** Seminar. As a matter of fact, if I had not borrowed the money to go to the first Seminar I ever attended, you would not be attending this one. For it was there that I sat on the back row and resolved that next year I would be queen. At that moment, I had a $7 Stanley Home Products party average and was the worst recruit in the room. But at that Seminar, I was inspired. I learned so much, went home and applied it, and the next year I was queen. This can be your story too!

It's a decision I believe you will never regret.

DRAFT

MK017



A New Seminar Year!

We are on the threshold of a bright new Seminar year filled with challenges and opportunity! I have said many times that the best Director has not yet been appointed, the best unit has not yet been formed, the best Consultant has not yet been recruited. You can be that Director, form that unit, recruit that Consultant. What better time than now to take a look at where you are today and where you want to be. Dream big and set your dream in motion! Remember, anything the mind can conceive and believe, it can achieve.

Not having a goal is more to be feared than not reaching a goal. How true. With this in mind, think about these 8 areas of your life for which you can set specific goals this new Seminar year: Spiritual, Family, Professional, Self-Improvement, Finances, Community, Heath and Social.

Now consider these actions:

- Write out a monthly goal for each area, working for things you really want or dream of achieving.
- Think success and talk success. Keep in mind you will **NEVER** achieve more than you think you are worth, so begin now to believe and imagine yourself having reached your goals.

MK018



Overcome Price Objections

As Consultants, you may worry about the price of our products. I want to tell you that you shouldn't. Here's why:

- Compare our suggested retail prices to similar products in department stores, and you'll see that our prices are below the norm, especially for the quality and satisfaction guarantee your customers enjoy.
- Remember that price is not an OBJECTION, it's an INDICATION. If a customer uses price as a reason not to buy, it shows she just doesn't want the product enough. (Perhaps you haven't "sold the sizzle" enough).
- When your customer becomes emotionally involved and REALLY wants the product, her only question will be, "How can I pay for it?" You can help overcome most payment objections by mentioning at the very beginning of your class, "I accept MasterCard or VISA."
- If this "emotionally involved" customer (who really wants the product), doesn't have the means to purchase it, you have a wonderful alternative: She can EARN it at a skin care class of her own!

So you see, there really isn't any reason to worry about price!

MK019



Do You Want to Soar this Seminar Year?

Resolve to:

- Organize your time
- Be concerned mainly with just one thing: How many classes have I booked for next week
- Always book the first of the week first. From Monday and Tuesday classes, book for Wednesday, Thursday and Friday
- Book no more than 3 weeks in advance
- Coach your hostess thoroughly
- Kitchen coach your hostess the day of the class. This will instill confidence in her by letting her know that she can do to make the class a success
- Hold enjoyable and informative classes
- Take care of your customers. Contact customers every 4-6 weeks to build and strengthen your relationship with them
- Respect others' time
- Always arrive on time to unit meetings and appointments

MK020



Holiday Sales

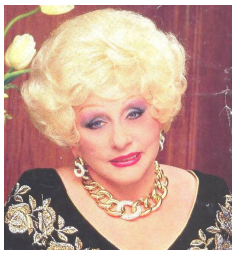
Procrastination is a subject that concerns all of us because we are all prone to putting things off. But with the holiday sales season just around the corner, we can't afford to put things off! Did you know that some retailers do as much as 50% of their business during the holiday season? With that kind of business waiting for you too, you'll want to make sure you ward off this thief of time before it hits.

You procrastinate in planning your open house or in contacting businesses for executive gift sales. By the time you get around to taking care of these 2 business-building ventures, your customers or potential customers have already purchased gifts elsewhere.

Force yourself into action. Remember that your success depends not so much on the degree of talent you possess, but instead on the degree to which you use the talent and resources you have. So begin today planning your successful holiday selling season!

DRAFT

MK021



Planning Holiday Sales

Even if this is your first holiday selling season as a Consultant, you can be as successful in selling and booking as a seasoned veteran! You can get your fair share of holiday gift sales by planning and knowing your customers' needs.

The first step is to plan the inventory you will need. Why not begin by making a list of YOUR personal gift-giving needs? So many times, especially since we're so familiar with Mary Kay products, it escapes us that our friends and relatives would be pleased to receive gifts of our products.

Then consider the gift needs of current customers. Look through your profiles to see which products in addition to skin care and glamour your customers already use, especially fragrance. What they enjoy using, they may also enjoy giving.

Next, estimate how many classes you'll hold during the holidays and make your plans to set up a holiday display and actively promote your holiday lineup. Accommodate the schedules of busy potential hostesses by offering to hold classes in your home where, of course, you've set up your holiday display and decorated to put everyone in the mood of the season. If a customer indicates that they are too busy to host a class, offer to schedule their class the week after Christmas. Your decorations will still be up and people are just itching to spend money they received as gifts. If you take the time to plan your holiday selling strategy, I believe you'll have a memorable first -- or 15th! -- holiday selling season!

MK022



Start Recruiting!

Today women from every profession (medicine, law, journalism, etc.) are joining Mary Kay as a haven from the corporate world of harassment and job discrimination. With our Company, they are able to write their own tickets to success. They control their own destines, the hours they want to work, the paychecks that meet their needs and the privilege of caring for their families and their faith as their hearts desire.

Many of our National Sales Directors have earned more than a million dollar in commissions during their Mary Kay careers, enabling them to give their families a life they never dreamed possible. This has all come about simply by sharing our wonderful opportunity with others! If you aren't recruiting, my response is, "Your not asking enough people!" There are literally thousands of women who are unhappy with their lives because they are unable to earn enough money to support their families and are deprived of the opportunity to spend adequate time with their children.

Enthusiastically tell the Mary Kay story to everyone you meet! Follow up with a skin care class. Then introduce her to your Director; take her to a unit meeting and watch her interest turn into desire.

You have in YOUR power the ability to change a life!

MK023



Nothing Happens Until Somebody Sells Something

If one idea could capture the element that sets top performers apart, it would be customer focus. Outstanding sales depend on your ability to think from the customer's point of view and understand and respond to your customer's best interests.

Successful salespeople know how to interpret what they hear their customers say. They not only listen, they also hear what the customer really means, like:

"I'm a soap-and-water person." **Meaning**: I've never tried anything else because I couldn't decide what would be best.

"I prefer the natural look." **Meaning**: I don't know how to use glamour.

"I don't know anybody to invite to a class." **Meaning**: I'm afraid they'll say no.

The best salespeople work with their customers as facilitators and create a partnership that enhances the selling relationship. Your motivation for maintaining a solid relationship with your customers is powerful: it costs 5 times as much to attract a new customer as it does to maintain an established one.

Remember to keep the Golden Rule your #1 priority.

MK024



Have A Marvelous May

What a beautiful time of year! The earth is turning green and the flowers are blooming as God turns on His magic to beautify our world. I hope you will move in May with strength, enthusiasm and determination to make your dreams a reality.

We have everything going for us for a marvelous selling season with new products your customers will love. You'll want to get on the phone and enthusiastically call all your customers to schedule a summer facial! Now, how do you arouse this enthusiasm within yourself? By using the products and experiencing the tangible benefits.

Of course, nothing works unless you do! A plan of action and consistent effort are truly your KEYS to success. Learn all there is to Know about the products. Become an expert and enhance your professionalism by reading all of the information provided for you online and in Company literature. Then plan to practice what you will say to your customers about the products.

Set a goal for realistic amounts you expect to sell each week. Don't allow yourself to stop until you reach your goal. Remember to stretch a little. It's no fun just doing what you would have done anyway, is it?

Make May the best selling month you've even known. Take off with flying colors and land in the WINNER'S CIRLE!

DRAFT

MK025



How Important Is Your Image -- at Home?

Imagine a family starting their day with a woman who comes to the breakfast table in a bathrobe, face undone, mad at the world.

Now picture this same exhausted woman at day's end, coming home from a job she can't stand, after being told off by an irate customer and having an argument with her supervisor. At the very least, her battered self-esteem will put a damper on her whole family's dinner experience.

Wouldn't you prefer your children to see a mother who gets up and comes home feeling glad? Since a woman's husband and children are the most important people in the world to her, shouldn't a woman want to look her best for them as well as for herself? And shouldn't she want to radiate self-esteem when she is with them?

MK026



A Study of A Winner

In studying winners, we have found that there are some qualities which winners have in common. I think it all begins with a positive mental attitude. Someone once said, "If you think you can, you can; if you think you can't, you're right." Many times when a new Consultant comes into the Company, she doesn't have that positive mental attitude. She's long been subjected to the negative aspects of the world. But being around other positive Consultants and Sales Directors, she acquires this positive mental attitude, and this can be her very first step up that ladder of success.

MK027



God Has a Plan for Your Life

You truly are wonderful and when God created you, He had a beautiful and special plan for your life. He knew that He had created within you the abilities and the talents that you needed to be the beautiful creature He had destined you to be. He planted in you the seeds of greatness. You can be anything you want to be; you can climb any mountain you want to climb; you can reach any goal you want to reach. It all lies within you. Believe in yourself. Have faith in yourself. Look for the best qualities in yourself. Believe that you are becoming the best you that you can be. Remember that all human activity is prompted by desire, and desire will develop a sense of urgency in you to make your dreams a reality.

MK028



The Importance of Enthusiasm

If you were to ask me which I would prefer, enthusiasm or technique, I think you know my answer would be enthusiasm. This explains how a brand new Consultant goes out and has a $500 class. She does it with enthusiasm, certainly not with technique. Someone said, "Act enthusiastic and you will become enthusiastic," and it's absolutely true. I believe enthusiasm is very important. When I meet someone in our organization and ask, "How are you?" the only acceptable answer is "Great!" Someone once said that half the people who ask are only moderately curious and the other half are kind of glad you got what was coming to you, so you might as well answer "Great!" It makes you and the person asking feel better and keeps enthusiasm running high.

DRAFT

MK029



Recruiting

Our Company has brought financial security to women's homes and stability to their families. We are indeed changing this old world for the better. I've often said that we are doing something far more important than just selling cosmetics, we are changing lives

MK030



Constructive Action

Remember that the hardest part of any job is getting started. J.C. Penney once said that, and it is true. So get home and get started and get going.

Be careful not to confuse mere activity with action. You can put in a lot of miles running in place – but you will stop right where you started. The secret is constructive action. Placing a value on your time and learning to balance and budget your time. Treat it as if it were gold, which it is.

MK031



A Sense of Urgency

The president of a successful company was asked what it took to get to the top. He answered, "The same thing it took to get started: a sense of urgency about getting things done." No matter how intelligent or able you may be, if you don't have this sense of urgency, now is the time to develop it.

The world is full of very competent people who honestly intend to do things tomorrow, or as soon as they can get around to it. Accomplishments, however, seldom match those of less talented people who are blessed with a sense of the importance of getting started now.

MK032



The Important Things

If you become the most successful woman in the business world today and in the process lose your husband along the way, it is my opinion that you have failed. f you're not able to juggle a career and marriage, then leave the career alone.

We have a saying in our Company that "a woman with her husband with her is a woman and a half; and without him, she's half a woman." Your job is to sell your husband on the fact that you are smart enough to be both a good wife and mother and a career women at the same time. (From a speech Mary Kay wrote in early 1970s titled, "The Role of Contemporary Women in Today's Society")

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MK033



Bring Your Beauty Out

At Mary Kay Cosmetics, our goal has always been to help women bring the beauty they have inside them – outside! Instead of 'concentrating on what's less than perfect, we encourage them to look at the big picture – the positive qualities that make them special and unique. I don't know how many times I've heard a woman worry about her close-set eyes when she should have been focusing on their gorgeous shade of blue! It's not just coincidence that when you look past your shortcomings, others do too. Still, that doesn't mean you can "wish" your way to an attractive appearance. Looking good takes motivation and effort. It means setting aside time to do those things that will contribute to your physical and your emotional well-being. Rule Number One: Include yourself on your list of priorities – no matter how long that list may be.

MK034



Learn to Persist

Learn to persist. Successful people take the attitude that there are no failures, just temporary setbacks. If you truly desire something, learn to stand up to any obstacle that may appear. Sometimes you must put "Plan B" into operation when "Plan A" isn't paying the rent. But if you are truly in love with your goal, your chances are 90 percent that it will become yours.

When you have persistence, your dreams can come true. Being persistent may sound easy, but it really isn't. Many things pop up to deter us from our course. When they do, people without persistence find it easy to rationalize themselves back into their old rut again. Our excuses may sound very rational, even to ourselves, but they still are excuses and nothing more. So to find the success we seek, it is necessary to persist day by day.

MK035



What's the Difference?

What is it that makes the difference between the successful and the unsuccessful Consultant. Each of us has two hands. We all have the same Guide to study. Each has the same Starter Kit, the same flip chart - that can't be it. Each has the same class procedure. So what is the difference?

The difference, I believe, is attitude. A person can always find something to blame if he is not doing well. Many people go through life blaming their personal failures on one thing after another, but of course the same excuses are available to the Consultants who are climbing the ladder of success.... Anyone can locate an excuse, but it takes courage to find a way to go over, around, under or right through any obstacle that might stand in your way.

MK036



I Prefer Enthusiasm

If you were to ask me which I would prefer, enthusiasm or technique, I think you know my answer would be enthusiasm. This explains how a brand new Consultant goes out and has a $500 class. She does it with enthusiasm, certainly not with technique.

Someone said, "Act enthusiastic and you will become enthusiastic," and it's absolutely true. I believe enthusiasm is very important. When I meet someone in our organization and ask, "How are you?" the only acceptable answer is "Great!" Someone once said that half the people who ask are only moderately curious and the other half are kind of glad you got what was coming to you, so you might as well answer "Great!" It makes you and the person asking feel better and keeps enthusiasm running high.

DRAFT