

Story of a 2nd Chance Beauty Consultant in Mary Kay



I am **EXCITED** to share my story with you today regarding a decision I made almost just five short years ago that has forever **CHANGED MY LIFE** and the **LIFE OF MY FAMILY!**

My story starts out as a typical story. I went to college and earned my college degree in Marketing and Actuarial Science. Upon graduation, I worked in the Marketing Research profession in Corporate America for large firms in the NY and NJ area for 18 years. Early on in my career, my sister-in-law told me about a woman she met who sold lipsticks for a living, didn't have her college degree and was earning over \$100,000 per year! That got my attention as I had my college degree and I was only earning one-third of that at the time. I quickly learned about Mary Kay and decided to become a Beauty Consultant in March 1993. I worked my Mary Kay business on the side for about one year as I continued to work my full-time job in Corporate America. My dream was to quit my job once I had children and just do my Mary Kay business. While I loved my Mary Kay business, I decided to "let go" of my Mary Kay dream after I got pregnant with my first child and decided to stick with what felt comfortable - working 9 to 5 for someone and else, living paycheck to paycheck while accumulating debt!

After giving up on a Mary Kay career, I continued to live the typical story. I was married with children, owning our own home and working for Corporate America. (By the way, I continued to use the Mary Kay products and was paying full price!) However, as I focused more on my family and less on my career, I noticed my income started to dwindle and I wasn't able to move up the career path in Corporate America.

Life changed for us as suddenly as we made the decision to move to Florida in 2004. When we moved to Florida, my Market Research business was not doing well, our debt was increasing and our income decreasing. I was praying to God to show me what I could do to help my family **INCREASE OUR INCOME** yet have **FLEXIBILITY** for my family. Also, I wanted something fun and challenging and rewarding and fulfilling all wrapped up on **ONE**. It sounds impossible, but than God did just that!

My former Sales Director, Vivian Diaz, called me up OUT OF THE BLUE (I hadn't spoken to her in years) on May 1, 2006 and said, "Ruth, when are you coming back to Mary Kay?" I said, "Vivian, I'm not coming back to Mary Kay. I already did that and we're doing just fine. I'm working out of my home in my Market Research profession." Vivian continued to share the Mary Kay opportunity with me and I continued to give her all the reasons why I couldn't start it again - I was way too busy for this and I couldn't imagine squeezing one more anything into my life. I didn't think I would enjoy doing the parties and working nights/weekends. I told her I was happy where I was at. Everything was great. She asked, "Do you get paid over and over again for that one day's work that you do?" I didn't even understand the question. I said "no". I get paid one time for the work I do. Vivian said in Mary Kay, I would get paid over and over and over again for the work I did. It got my attention. Well, I decided to restart my Mary Kay business that day JUST TO GET MY PRODUCTS AT COST! I wasn't even too excited. Vivian called me up a few months later and offered to do a party for me at my home. I told her, "I'm not interested in doing a party because I don't really want to do this business". Vivian convinced me to have a party. I had my first Mary Kay party on Friday, Sept. 29th, 2006. She sold over \$1,200 at that first party and that is when life moved from ORDINARY to EXTRAORDINARY!

Since I restarted my Mary Kay business on that fateful day just five years ago, look at all that has happened to me because of Mary Kay and God's blessings!

◦INCOME beyond my wildest imagination! I am earning a six-figure annual income in the state of FL during the recession today! I am earning more than my corporate job in NYC! My highest check so far in one month has been \$12,648.15! This does not include my product sales and free car! We have paid off all our debt and we are able to bless others too!

◦FLEXIBILITY so I can be around for my two children (Rachel - 16 years and Matthew - 14 years) and my husband, Glen. I can take them to doctor appointments, be home caring for my daughter during the 2 weeks she had the flu, travel to Seattle, WA at the drop of a hat to help my brother, care for my father after surgery, and so much more!

◦FRIENDS - I have made the most wonderful FRIENDS through MK as I had only been living in Florida for a little over one year and didn't have many friends.

◦FREE CARS - I have earned a total of 5 FREE CARS - 3 of them are Pink Cadillacs! I will be picking up my 3rd Pink Cadillac this December! I haven't had to make a car payment since 2007 and I am saving so much on insurance as Mary Kay pays for 85% of it!

◦PERSONAL GROWTH - I have increased my self confidence! I used to absolutely hate talking in front of people and now I love it because I love what I do.

◦HELPING OTHERS - I have helped other women earn their own Mary Kay cars and quit their J-O-B's so they can have more flexibility and income too for their families! A total of almost 30 cars have been earned since I said "yes" to Mary Kay!!! Plus, eight women have become Sales Directors too! The other way I help others every day is by having parties and helping women feel good about themselves by sharing the #1 skin care and glamour cosmetic product in the US! How fun is that!

◦RECOGNITION and REWARDS - I have earned jewelry, trips for my family, luggage,

printers, camera, 2 flat screen TVs, designer hand bags, just to name a few. My favorite piece of jewelry is a 3-ct. \$4,000 diamond ring!!

oDREAM BIG - Mary Kay has taught me to dream big and my dream now is to retire my husband early at the age of 50!

To think this all started because I decided to give Mary Kay a 2nd chance! I'm so glad I did. Is there any reason why you wouldn't want to get started today? What have you got to lose? I'm certainly glad I decided to give it a 2nd try!!!

Love and belief,
Ruth



Ruth Everhart
*Independent Future Executive Senior Sales Director
Proud Director of the Everharts on Fire Unit
Building a Million \$\$ Unit and Future National Area!*

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"Commit whatever you do to the Lord and your plans will succeed!"

The business card features a portrait of Ruth Everhart on the left side. The background is a dark purple with a subtle floral pattern. The text is primarily in white and pink, with the name 'Ruth Everhart' in a large, bold, white font. The contact information and quote are also in white, while the descriptive text is in a smaller, pink font.