

Case Study

Jen McClure

Mary Kay Cosmetics

Client/Company

Jen through her work with Mary Kay Cosmetics enriches women's lives by sharing fabulous beauty products and an outstanding career opportunity

Business Objectives

Connect with like-minded, generous, big thinking people to exchange mutually beneficial ideas gain skills to make me a better business woman to have fun

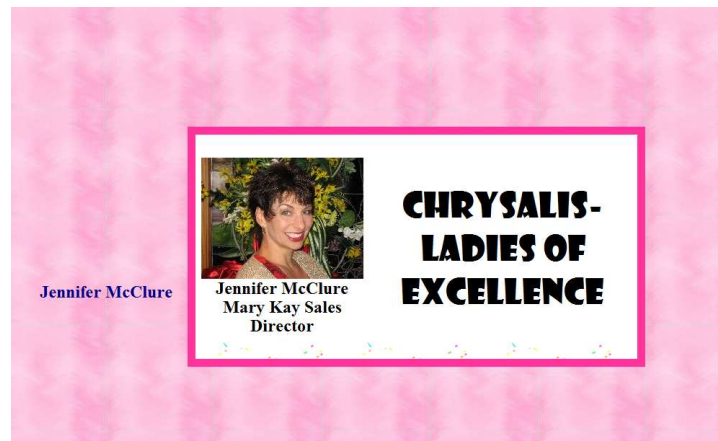
I appreciate that InSights Group provides an environment where I can "be myself" (my BEST & real self).

Solution

Implemented new business ideas including:

- ◆ "block scheduling, as much of my business is a distance away
- ◆ the "4-squares" process (knowledge-->attitude-->habits-->skills)
- ◆ the "4-squares" process (belief-->potential-->action-->results)
- ◆ morning pages
- ◆ the laws of allowance & process

These ideas have resulted in MAJOR marketing & communication improvements, including social media, more photos & videos, & strategies to improve every facet of my professional image.



Results

"I do, as a way to put a "personal face" on my business relationships. In any business, I believe your #1 product & asset is YOU. If you are a warm, genuine person of integrity, social media is an excellent, non-invasive way to share the many facets of "you" with the world. You become more than just a "sales person" - you become a "person" to your clients, potential clients, and team members. Social media also helps me get to know my clients & team members better also, so I can serve them better. "

I have several hundred FB friends. I have major AHA's all the time as a result of being connected with InSights people! They help me believe in myself & unlimited possibilities, which has led to shedding a lot of bad attitudes & habits, which has led to definitely increased income AND passion for my life & business!

One life-changing thing I've learned from being involved with InSights is how paralyzing & toxic FEAR is...fear of the unknown, fear of failure, fear of success. Now I choose to live, work & make decisions by faith & not based on fear, & that has made a huge difference!