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**WITH HER  
BEST FACE  
FORWARD!**

# WITH HER BEST FACE FORWARD

By Peter Wood

What do we think of when we think about successful people? Is it their drive, or perhaps the way they carry themselves... it might even be how they look... well meet one person who has all that and more; Mary Kay representative Carol Rennehan who always puts her "Best Face Forward". Her professional demeanor and fun-loving spirit has given Carol the edge to make a difference in the difficult cosmetic market. Being in the top 10 for Canadian sales Carol's reputation for delivering on the promise is always at the top of her mind.



Carol will tell you some of the secrets of her and Mary Kay's success and her wisdom is one borne of the 25 years of experience. "I teach everyday makeup, because as we mature, sometimes less is best." As she'll tell all her satisfied clients, "Makeup is to enhance beauty... not to cover it up!" Having chosen an industry where flare is a definite asset, Carol also brings that special touch along with the innovative Mary Kay outreach programs. Carol's excitement about the programs for women, such as 'Look Good; Feel Better'; a program that helps

women going through chemotherapy and physically challenging diseases feel better, is evident in her discussion about them. "I do a class for women to help them feel better about themselves and get out of their 'comfort zone' and back into the world. When we are faced with the loss of our outward appearance, we often lose our focus of who we really are. When we get into those classes we see transformations each and every day that show us the power of a little powder and what looking good is really all about. Sometimes we help women who have been unemployed for a long period update their look and make them look

successful. Once we do the 'outside' the 'inside' shines through and the power of their personality gets them back on their feet." We can understand why Carol's credo is "To enrich women's lives."

Though Mary Kay's main market focus is on skin care, they have branched out into the lucrative fragrance and men's product markets where they are now making strong inroads into a traditionally closed market. With Carol's 25 years in the business you can understand that all the accolades she has received are a wonderful recognition of work well done, and incentive to strive to greater heights.

"Being a director now means that I train people to promote the Mary Kay system, but I still enjoy the one on one makeover sessions with the women I meet every time I offer a class, or facial." Carol always suggests the free facial as a way of meeting prospective customers, and often times, making lifelong friends, as she states, "It is my goal, and the goal of Mary Kay Cosmetics, to always be on top offering the consumer the best quality products in reasonable quantities at the best price!" Strange as it may seem to the outsider, most cosmetics are sold in deliberately small containers and that is where most of the costs are buried. At Mary Kay their philosophy is you deserve quality for your dollar, not just fancy packaging. Carol expands on this philosophy by pointing out that, "90% of our clientele are return customers who come back for the quality product and the personalized service."

So where does Carol get this insatiable drive? "I guess it all started in 1982 right out of high school. I was always interested in fashion and I did a skin care class with a beauty consultant and she asked me if I had ever considered starting my own business? Oddly enough, I had, and as they say... the rest was history!" Carol's 25-year history includes many awards for sales and service. "I've been blessed with having won 6 cars, 22 diamond rings and enough furniture to furnish the house... any more awards and we'll have to move! It's the nice pats on the back for a job well done that motivate us and makes us strive to climb further up the ladder of success... one rung at a time. Mary Kay is so good to us." But it is not only her success in the business world that sets Carol apart. Ask her about her family and her sense of pride is easy to see. "I've been married to Charles for 19 wonderful years and have three beautiful children to come home to. My family is my focus along with my faith, and that means that I stay well-grounded when it comes to business." It is also Carol's people skills that present the prospective customer with the picture of a successful woman in all she accomplishes. "I love people, so I want what's best for them.



You see, helping people feel better is all the thanks I need. I can take someone that has never even thought of skin care or their appearance and when we're done she can't stop looking at herself in the mirror. They often say that they can't believe they can look that beautiful. I tell them the beauty was always there but with the help of a little Mary Kay we just had to give it a little finesse."

When asked how the Mary Kay system works, Carol is more than willing to

discuss its unique flexibility and sense of integrity. "Independent Sales Directors talk about living their dream – and you question just what it takes to get there. You may have heard them talk about the flexibility of a Mary Kay business and how it's given them the opportunity to spend quality time with their family. They may enjoy such rewards as the use of a Career Car or financial success that may have allowed them to give up their full-time job or career. How is it possible to have it all?"

“Make no mistake: We strive to get where we are today. When people hear Mary Kay Ash’s philosophy of “faith first, family second, career third,” they may misinterpret what she meant. Keeping one’s priorities in balance doesn’t mean you don’t have to work hard – or make sacrifices – to be successful. What sets the Mary Kay opportunity apart from a typical corporate job, however, is that you have more flexibility, and the sky’s the limit when it comes to possible income. Part time, or fulltime Mary Kay is a rewarding career.

“Mary Kay Ash was known for being one of the hardest working people you’d ever meet. As the founder of what she called the “Five O’clock Club”, her day began no later than 5 a.m. She chose to sacrifice an hour or two of sleep to achieve a jump-start on her day. And today, many Independent Beauty Consultants choose to join the “Five O’clock Club” so they can accomplish what they need to before dropping kids off at school – or carrying out any of our other responsibilities.

“You can schedule your appointments around your family’s activities. Or maybe you prefer to work your business on weekends. Whatever the lifestyle, the choices for a Mary Kay business are limitless.

“By contrast, in corporate career, odds are good that your employer expects you to be at the office from at least 9 a.m. to 5 p.m. – and you probably don’t have the flexibility to decide your own work hours. And even if you’re lucky enough to work for a company that offers flexible hours, it’s rare that you’d be able to pick your own hours as you see fit.” This was certainly a drawing point for Carol as she made the decision to go into Mary Kay full time after two years on a part time basis. She continues, “As a Mary Kay Independent Beauty Consultant and/or Director, you are your own boss – so you get to decide what time you begin and end your work each and every day. You determine your own schedule – and the rate at which you want to achieve success.

“The point is that you’re free to choose your own destiny. You determine the balance of faith, family and career that’s just right for you... but always put your best face forward.”

Never a person to sit on her laurels, Carol Rennehan will be putting her best face forward for years to come.

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