What Women Want Conversation Guide

Real conversations with women about dreams, purpose, fulfillment, flexibility, faith & what women truly want in this season of life.

Conversation Details

Name: _____. Consultant: _____. Age: _____

Generation: _____ Phone number: _____ Occupation / Season of Life: _____

Married / Single: _____ Kids (optional): _____

Opening

I'm excited to dive into this conversation today!

The What Women Want Project is all about having real conversations with women from different generations and seasons of life to discover the common thread of what women are truly looking for in their life, work, and future today.

Then we'll see whether the Mary Kay entrepreneur venture aligns with what you're looking for right now.

There are no right or wrong answers—I simply want to hear your heart, your perspective, and your experiences.

1 **Tell me a little bit about yourself and the season of life you're in right now.**

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2 **What do you feel like you need or want more of in your life right now?**

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3 **3. Thinking about other women in your generation, what do you think they might want more of right now?**

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4

Of these five things, what matters most to you in a work environment?

Rank 1-5 with 1 being the most important.

___ Work-Life Harmony

- Flexible schedule
- Can work around family, career, faith, & priorities
- Freedom to choose your pace
- Create income in pockets of time

___ Community

- Supportive sisterhood
- Mentorship & encouragement
- Connection with growth-minded women
- Feeling seen, valued, and celebrated

___ Personal & Professional Growth

- Leadership development
- Confidence building
- Communication skills
- Goal setting and mindset growth
- Personal development training

___ Purpose

- Helping women build confidence
- Making an impact beyond products
- Faith-friendly and relationship-centered culture
- Opportunity to encourage and serve others

___ Compensation

- Additional income stream
- Flexible earning potential
- Income toward goals, dreams, travel, family, debt payoff, etc.
- Recognition and rewards

Follow-up: Why does that one stand out most to you?

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_____

5

Would you be open to me sharing how I've personally found that the Mary Kay entrepreneur venture aligns with the things you just shared are most important to you?

6

What qualities or strengths do you have that you think would help you shine as a Mary Kay small business owner?

_____

_____

_____

If you had an extra $500 a month beyond bills and responsibilities, what dream, goal, or part of your life would you put that money toward first?

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What questions do you have for me?

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Closing Question

9 **Based on what you learned today, do you feel like the Mary Kay entrepreneur venture aligns with what you'd want in a career or side business?**

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10 **If They Say YES...**

Awesome! I'd love to help you get started. The next step is simply getting your agreement completed and setting up your first onboarding chat with me (and my mentor if needed) so we can customize your experience around your goals, lifestyle, and what you're wanting most out of this opportunity.

Starter Options...

- $20 digital start Option
  - Includes your website
  - Back office tools
  - Training resources
  - Mentorship and onboarding support
  - Opportunity to earn 30–50%
  - Discount on your personal products
- $20 Mary Kay Canvas Tote
- •$55 Optional Business Boost Pack
  - The Mary Kay® Business Boost Pack includes retail sized products for her customers to sample, along with supplies, business resources and more.
  - Great option if you want products and samples to use to demo

11 **If They Say NO...**

Thank you so much for sharing your heart and perspective with me today. Your input truly means a lot.

Follow-Up Referral Question

One more question — who do you know that would be open to participating in our 'What Women Want' project? I'm gathering feedback from women of different generations and lifestyles as part of my marketing research..

**If they haven't tried the Mary Kay product yet, book them for a facial or party.