

Index

- Aceto, Maria, 33
Adoptee program, 28, 32
Affirmation, power of, 158–159
Amer-I Can! dream, 90
Anderson, Lenora, 96–99
Anger script, 66
Arthur Andersen and Company,
128–129
Ash, Mary Kay:
death, 130
founding Mary Kay Inc., x–xi, 129,
142, 165
marriages, 141–142, 164
principles, 25, 56, 129–130, 165, 179
work life prior to Mary Kay Inc.,
164–165
Attitude, “I can” versus “I can’t,” 87–100
Augsburger, Jim, 112
Banks, Gloria Mayfield, 41, 137
Barry, Mae, 5–7, 10
Battle, Debbie, 137
Bierbrodth, Laurie, 31–34
Bill-Malpica, Cathy, 87–90
BooHoo! (www.despair.com), 37
Bresette-Mount, Ruthie, 117–120, 121
Car dealerships, 20–23, 24, 29–31, 132
Career cars, xi, 28, 32, 44, 50, 55, 81,
83, 106, 111, 182–183
Caruso, Enrico, 72–73
Ceballos, Lupita, 142–143, 144
Champion, thinking like a, 63–73
Chipping, 58–59
Churchill, Winston, 114
Clemens, Janis, 54–55, 58
Commitment, success and, 90–91
Confidence (“I Can!”), 87–100
Corona, De De, 70
Criticism, accepting, 116
Daily planning/goals, 75–77, 92–93,
143
da Vinci, Leonardo, 113
Defeat, turning into success, 113–124
Denison, Dee, 96–97
Despair.com (BooHoo!), 37, 38
Discipline creating excellence, 75–85
Disney, Walt, 113
Dream(s), 135–146
accountability, 144
action inspiring, 140–141
action planning for achieving, 85,
141
daily goals, 92–93
life-goals, 135, 159–165
steps, 143–145
action versus, 143
balance, 145
to crystallize purpose, 138–140
defining, 143–144
differences in men and women, 136
going for, 85, 145–146, 185–187
milestones, celebrating, 144–155
sustaining power of, 141–142
Dutcher, Sherry, 33

- Einstein, Albert, 113
- Emotional baggage, 174–175
- Enron, 128–129
- Ethics/integrity, 125–133
- Excellence, three keys to:
 reach, 47–59
 rejoice, 35–46
 respect, 19–34
- Excuses:
 versus reasons, 77–79
 sales principle (“no excuses”),
 167–176
- Failure:
 as learning opportunity, 93
 script, 66
 turning into success, 113–124
- Family, 182. See also Priorities of God/
 family/work
- Ford, Henry, 113
- Goals:
 creating short list of, 135
 daily, 92–93
 “don’t leave where you are, go to
 something,” 41–44
 versus excuses, 167
 life (living with them in mind),
 159–165
- God, faith in:
 ability to turn defeat into success and,
 121
 Hennessy-Ortega, 16, 75, 84–85, 118,
 168, 179–187
 Mary Kay Consultants, personal
 stories, 33, 52, 118, 137
 putting God first, 181–182 (see also
 Priorities of God/family/work)
- Golden Rule of sales success (“seek the
 best for others”), 31, 129–130, 133,
 171
- Hemphill, Kaye, 52–54, 58
- Hennessy-Ortega, Gillian:
 coming to America:
 early years in Ireland, 3–10,
 145–146, 157–158
 first trip (with Monfort Singers and
 Dancers), 9–10
- Mary Kay career milestones,
 13–15, 32–33, 37–39, 76–77,
 142, 143
- religious faith, 16, 75, 84–85, 118,
 168, 179–187
- second trip (as a nanny), 3–4,
 10–13, 45–46, 48, 103, 114,
 121
- Hennessy-Ortega family:
 brother, 6
 father, 4, 5, 7, 8, 65, 103
 husband (Vince Ortega), 12–16,
 75–76, 140, 180, 187
 in-laws, 12–13, 131–132
 mother, 15–16, 120
 disabled, 5, 7, 114
 early years, 4–11, 114, 179–180
 encouragement/influence of, 9,
 39, 103, 114, 158, 179–180
 first trip to America, 13
 Hawaii trip, 15–16
 sisters, 5, 39, 187
 Donna, 5, 14, 39–40, 103, 120
 Mary, 10
 son (Vince Jr.), 13, 71–72, 75, 76,
 187
 uncle, 8, 10
- Hoosiers*, 102
- Humility, respect and, 34
- “I can” versus “I can’t” mind-set,
 87–100
- Integrity, 125–133
- Jackie (Kansas City neighbor), 11–12
- Job, biblical story of, 180
- Kirkpatrick, Nelli, 25–29, 34
- Lazarus, Emma, 45–46
- Life-goals, 135, 159–165
- Logan, Jessie Hughes, 42
- Lyme disease, 82–84
- Maple Woods Community College, 70,
 72
- Mary Kay Inc., x–xii
 career cars, xi, 28, 32, 44, 50, 55, 81,
 83, 106, 111, 182–183

- commitment of salesforce to helping
 - each other, 38
 - adoptee program, 28, 32
 - mentorship tradition, 56–57, 107–108, 158
 - founded, x–xi
 - Golden Rule of sales success, 31, 129–130, 133, 171
 - inquiries about (by Vince Ortega), 14
 - mission statement (“Enriching women’s lives”), 139
 - priorities of God/family/work, xi (see also Priorities of God/family/work)
 - recognition awards/career path, 27, 40–41, 44
 - salesforce size, x, 38, 40
 - Seminars, 43, 51
 - Success Events, 40, 43
 - Men, as Consultants, 138
 - Mentors, 56–57, 107–108, 158
 - Metzger, Wanda, 41–44
 - Miracle, living a, 165
 - Monfort Singers and Dancers, 9–10

 - National Sales Directors, number of, 40
 - “New Colossus, The” (Lazarus), 45–46

 - Ogden, Kim, 149–154
 - Oja, Ava, 160–165, 183–185
 - Olympic skaters, 48–49, 56
 - Oniawa, Angie, 20–21
 - Ortega, Anita, 12–13
 - Ortega, John, 12–13, 131–132
 - Ortega, Vince, 12–16, 75–76, 140, 180, 187
 - Ortega, Vince, Jr., 13, 71–72, 75, 76, 187

 - Patton, George, 113
 - Perseverance, 93, 157–166
 - Personal excellence, three keys to:
 - reach, 47–59
 - rejoice, 35–46
 - respect, 19–34
 - Planning:
 - daily, 75–77, 143
 - discipline and, 85
 - for dreams, 85, 92–93, 141, 143–145
 - daily goals, 92–93
 - life-goals, 135, 159–165
 - steps, 143–145
 - after failure/defeat, 122
 - written plan for success, 79–80
 - Plowing analogy, 166
 - Positive thinking:
 - “I can” versus “I can’t” mind-set, 87–100
 - and living, 72, 101–112
 - Principles for sales success (10), xii
 - avoid sabotaging yourself, 147–156
 - discipline create excellence, 75–85
 - discover the power of your dream, 135–146
 - I Can!, 87–100
 - integrity, 125–133
 - no excuses, 167–176
 - perseverance, 157–166
 - think like a champion, 63–73
 - think positive, live positive, 101–112
 - turn defeat into success, 113–124
- Priorities of God/family/work, xi, 179–187
 - balanced life and, 168, 179–180
 - work third, 182–183
 - company founded/managed on principle of, xi, 26
 - concern for others versus self, 180–181
 - dreams and, 139–140
 - family second, 182
 - focus on positive thinking/living and, 112
 - God first, 181–182
 - going for your dream, 185–187
 - responsibility/accountability and, 167–168
 - Pritchard, Joni, 110–112
 - Prophecy, self-fulfilling, 109–110
 - Pujols, Albert, 68–72
 - Purpose, crystallizing, 138–140

 - Quitters, versus perseverance, 93, 157–166

 - Reach as key to personal excellence, 47–59
 - chipping, 58–59
 - commitment to, 58, 63

- Reach as key (*Continued*)
 defining, 47–48
 examples of, 47, 48, 49–55, 57–58, 65–66
 mentoring, 55–57
 setting goals, 58–59
- Reedy, Martha, 169–171
- Rejoice as key to personal excellence, 35–46, 59
 America providing opportunity for, 46
 celebrating success of others, 45–47
 confirmation that you are not alone, 37–39
 personal examples, 36, 39–40, 41–44
 revitalizing by, 36–37
- Success Events, 40, 43
- Respect as key to personal excellence, 19–34
 experiences illustrating lack of, 20–23, 29–31
 Golden Rule of sales success, 31
 humility and, 34
 personal examples, 25–29, 31–34
 for yourself, 25–29
- Reuser, Trish, 104–106
- Rubber band exercise, 172–173
- Sabotaging yourself, avoiding, 147–156
- Sales:
 calls, 108–109, 175–176
 difficulty of succeeding in, 123
 “methods,” 127
 personal ethics and, 126
 success, 10 principles of, xii
 avoid sabotaging yourself, 147–156
 discipline create excellence, 75–85
 discover the power of your dream, 135–146
 I Can!, 87–100
 integrity, 125–133
 no excuses, 167–176
 perseverance, 157–166
 think like a champion, 63–73
 think positive, live positive, 101–112
 turn defeat into success, 113–124
 success rate, average, 55–57
- Scripts, 65–67
 self-defeating, 66
- Self-fulfilling prophecy, 109–110
- Selfishness, 180–181
- Self-sabotage, 147–156
- Seminars, 43, 51
- Shower Power, 144
- Skaters, Olympic, 48–49, 56
- Skillings, Marlys, 151–152
- Smith, Willois, 136–138
- Statue of Liberty:
 personal vision and, 158
 poem inscribed on, 45–46
- Success:
 breeding success, 95
 celebrating, 35–46
 as a choice, 112
 money versus, 35–36
 turning defeat into, 113–124
- Super Bowl championship ring, 36
- Swindoll, Chuck, 113–114
- Tarbett, Rena, 49–52
- Thorp-Rapp, Winnie, 97–99
- USS Cole commander, quoted, 146
- Victim/victor, choosing, 7, 112, 115
- Visualization:
 learning tool (sailboat example), 106–107
 positive thinking technique (basketball team example), 102
 winning, 102
- Watchinski, Charlotte, 10–11
- Watchinski, Herb, 10–11
- Watchinski, Karin, 10–11, 12
- Wilson, Woodrow, 113
- Winning, visualizing, 102
- Wood, Robin, 80–82