

WHEN LIFE HAPPENS - PLAN B AHEAD

from Cadillac Sales Director, Lia Rene Carta



This week has been a powerful week for me and I just had to share a few things on my heart- So, if you have 5 minutes, grab a cup of coffee and read on.

My mom was the one who encouraged me to start my Mary Kay business. I remember calling her and asking: "Mom, I know this is crazy....but what would you think if I joined Mary Kay and did what your friend Lisa does (Executive Senior Sales Director Lisa Olivares)?"

And, as any competitive mom would say without missing a beat "Oh honey...YOU JUST HAVE TO . . .you'd blow Lisa out of the water! With your personality- you would go to the TOP of that company!! Lisa made \$16,000 in one month this summer- if she can do it- you can too!!"

Now...For those of you who know how AMAZING she isI doubt I'll ever "blow Lisa out of the water" but that shows you how much a mother can believe in her daughter. My mom always made me dream big ;-)

I remember the last conversation with my mom on June 13, 2006 -vividly. It was about apple pie of all things! We were debating what pie to get my grandpa for father's day. It's funny how you can remember such "non-important" things when they end up being the last memory that you hold closest to you. That evening as I was headed to our Tuesday night Mary Kay meeting I received a phone call telling me that I needed to come to the hospital right away. Walking into the hospital in MY RED JACKET as a Team Leader I saw the looks on the faces around me and knew she was gone. She was just 43 years old. In a moment like that you can't even cry. You are so shocked that no tears come. You just stand, stare, dumbfounded in disbelief. This was my first real experience with death and someone who I was so close with. Looking back two years ago today, I can clearly see how everything fell into place the way that it did.

We got home late that night and I remember as my husband Cody was in the shower and my brother Jeremy slept on the couch I just stared in the mirror. I was still in my red jacket. My answer was staring at me straight in the mirror. I honestly remember feeling a sense of relief and determination because I knew the task that lay ahead of me- but I also knew that at 21 years old I had a plan "B" .

The next morning my Senior Director Lisa showed up with groceries and the cards (over 40 from all across the country!) , and calls (I still have voicemails that meant so much that I saved them!) from fellow beauty consultants and directors poured in. Consultants took my date book and held classes for me not keeping any of the money for themselves! At the time I had only been in Mary Kay for 6 months. My boss (whom I worked for 3 years) called and said (her exact words) "Lia, I am so sorry about your mom....

But...I do need to know when you'll be coming back in." I couldn't believe it but realized at that moment that this was the "Corporate America dream job" that I was working so hard for. I was there for them when they needed me the most- but now they weren't there for me when I needed them the most. That was a hard wake-up call. Then I had the "Ah-Ha" moment that has literally changed my life. . .

"Life is going to happen whether I'm ready for it or not. I have NO control over that"

With the outpouring of support and love I was receiving from my Mary Kay family whom I had only known for 6 months was overwhelming! Life was going to happen- my grandparents will die eventually, I will have children, grandchildren, what if something were to happen to someone else I love?

I looked at my husband and said "With this kind of support- overwhelming support...I would be foolish not to stay with such an amazing company like Mary Kay." So I made a decision, I would add my 3 team members and submit for DIQ July 1st. Because of Mary Kay, I was able to quit my job immediately and focus on the most important thing- my family. My priorities finally were in **the right order**.

Now let me fast forward to 2 years later....Today...and tell you how this business has changed my life.

My 14 year old brother has a big sister who was able to chaperone for a week on his 8th grade Washington DC trip because of her Mary Kay business. I am aware of who he hangs out, his grades, because we have time together each day when I pick him up from school. We play video games, go for walks, and cook together. We have a blast. Our biggest argument is over the fact that he will have to drive a pink Cadillac while he has his learner's permit....Oh what a problem to have! He sees my work ethic. I work hard but also play hard. He now constantly talks about owning his own business or just marrying a Mary Kay National Sales Director. He is my office assistant and loves it. We work alongside each other and I can't help but think how if my mom hadn't passed away we probably wouldn't have the close relationship that we have today. I have the flexibility that allows me to have such a great relationship with him - **Thanks to Mary Kay.**

My future children will have an ambitious mom who took a chance on herself to create an incredible future for them. They will attend private school, go on a family vacation every year, and will always be taught to dream bigger than they every thought possible. They won't know any different. They will not see their parents argue over the stresses of money but instead be grateful to have a mom that can take off work for field trips, class parties, and any time they need me. What I put into this business now, I will get back ten-fold. I love working my business knowing that every day my future is getting brighter and full of options! - **All Thanks to Mary Kay**

I lost a mom but gained dear friends who all have my mom's traits. Lisa Olivares has my mom's endurance and "can do" attitude. Monica Arnett has my mom's wisdom and is one of my biggest cheerleaders and Toni Moore has my mom's laugh and humor. I work in a network of AMAZING women who lead me by example every single day- **Thanks to Mary Kay.**

I now know that I have a calling to live a life of abundance and excellence honoring my mom's memory each day by living by the Golden Rule, never giving up, always dreaming BIGGER, and never settling- **Thanks to Mary Kay.**

My mom used to always tell me to be in the company of "Balcony" people who lift you up and only speak positive- never basement people- those who drag you down and suck you under. My life is now FULL of balcony people- **Thanks to Mary Kay**

I live each day as if it's my last – **Thanks to my mom.**

**Today we are picking up our pink Cadillac -
Exactly 2 years to the date of when my mom passed away.
It's amazing how God works those things out.**

Now let me ask you....

Do you have your "PLAN B" put into place?

Have you CHOSEN to live a life of excellence that you were called to live and that you DESERVE to live?

Time is so precious. . . Have you CHOSEN to put those priorities of God First, Family Second, and Career Third in the right order?

Do you CHOOSE to overcome tragedies by turning them into Triumphs?

Do you CHOOSE to be a VICTOR and not a VICTIM?

I make a daily choice to allow my circumstance to strengthen and mold me into a stronger, passionate, leader.

YOU CAN TOO.

I have made a choice to live my **mom's** legacy.

This business is a CHOICE. My new "lifestyle" that you read about above is not because I'm "Talented" or "Gifted"...it's simply because I CHOSE to work and then backed it with action. My repetition of holding skin care classes and working full circle **allowed** me to become skilled- but CHOOSING to work with purpose and for MY WHY is what has made me passionate!

What do YOU CHOOSE? You are literally a decision away from changing your life. We are so fortunate in Mary Kay to have 45 years of experience and tools already in place to make us all stars!

I believe in you!....Thanks for taking the time to read my story. Now go pick up the phone and tell your mom you love her!

PS- As I celebrate my mom's life today I want to thank the people who along this journey have supported, loved, believed, motivated, and inspired me. I appreciate you more than you'll ever know. Thank you Lisa for hiring me as your 1st office assistant and planting a seed in my heart just 7 years ago. I used to make fun of your Pink Cadillac, *now I drive one!*



**Lia René Carta
I'm Dreaming BIG !**