



Your *mission* here at Maskcara Beauty



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I didn't always feel like a
Queen before mascara...

Let's rewrite your vision here...

“I, _____, am more than just a sales person or team leader. I _____ because it is important to me to _____ so that I can impact the world by _____”.

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EVERYTHING WE DO
AND EVERYTHING WE CREATE
IS BASED ON WHAT WE
BELIEVE IN.

THAT HELPING OTHERS LOOK BEAUTIFUL IS NICE
BUT HELPING THEM BELIEVE THEY ARE BEAUTIFUL
IS LIFE CHANGING



HAPPINESS IS CONTAGIOUS

AND WITH ENOUGH COURAGE, CREATIVITY AND OPTIMISM
YOU ACTUALLY CAN HAVE YOUR CAKE AND EAT IT TOO.

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Your ideal mission
statement:

1

CLARITY

How specific can we get on what you are looking to have and accomplish here.

2

FULFILLMENT

What does it FEEL like to have your maskcara business thriving. How is your heart?

3

FREEDOM

What are you able to do with all the different freedoms that will come

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Maskcara is our
vehicle to literally
change the world.

You will quit on the “ I am doing this so I
can afford more groceries every month”

But you wont quit on “One by one, I am
going to help mom’s throughout the
world quit their full-time jobs and teach
them how to run a business from their
home!” you shift the focus

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The power of ONE:

ONE teammate

Helping your teammates discover what they are here for too will invigorate your business. When you turn the focus to them and helping them find their mission statement.

Not everyone is here to CRUSH. Still love them where they are. That moves you mission and energy forward.

ONE customer

Find something beautiful with every color match and makeover (caras story)

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Clarity

You've got to be clear on what you WANT before you address the HOW (and having motivation)

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Lets define your ideal customer, teammate, instagram follower, feel of your social media and like page.

What happens to people when you interact with them?!

You cannot commit to something you are not clear on.

Clarity

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Freedom:

“Working because you want to, not because you have to is financial freedom”

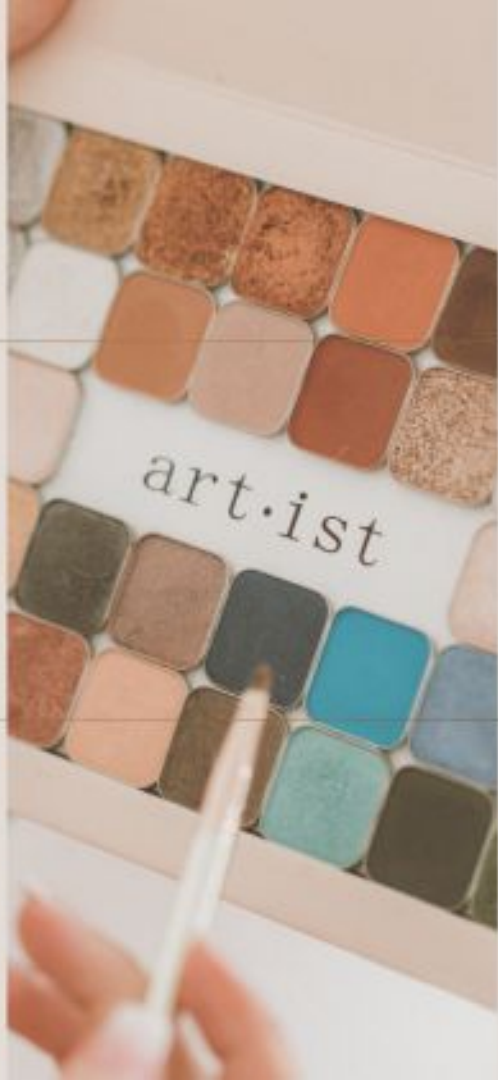
-Tony Robbins

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Let's sit and feel like what your
family's financial/time
freedom will be like

Now envision being able to
offer that to your entire team

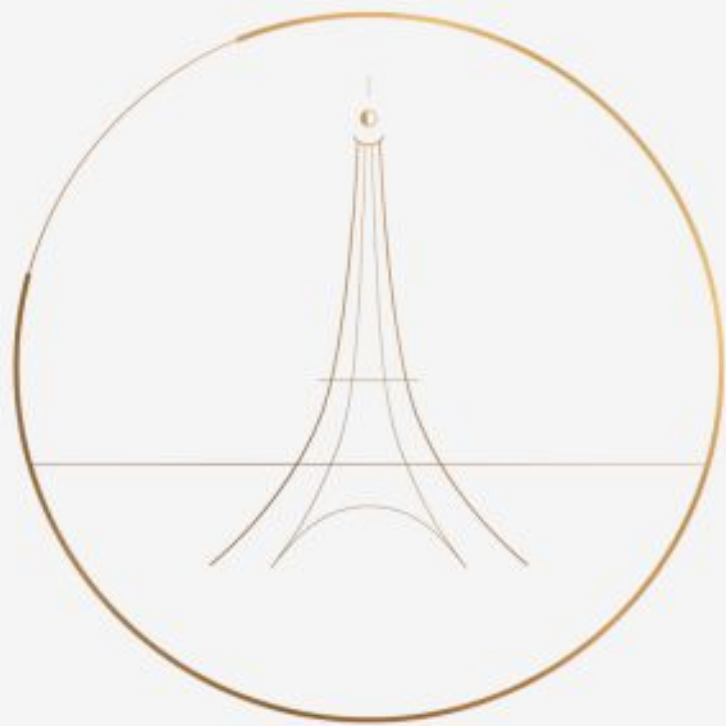
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How does mascara
free a
customer/artist?!

Let's rewrite your
mission statement.

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Shalika