

The **Build**  
*It* **BIG**  
**WORKBOOK**

*Goals*

*Excellence*

*Freedom*

*Vision*

*Acknowledgment*

*Fun*

*Leadership*

*Balance*

*Inspiration*

*Beliefs*

*Retention*

*Joy*

Direct Selling Women's Alliance

WWW.DSWA.ORG

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## Acknowledgements

Creating this workbook has been a labor of love, fueled by our passion to help direct sellers from around the world experience more deeply the wisdom that the *Build It BIG* books offer.

Bringing that passion to focus on a workbook was the contribution of a very successful direct seller, **Carol Ranoa**, who has been a part of the profession for more than 20 years. Thank you Carol for the knowledge you share in exercises throughout this workbook, and for your dedication to direct sellers everywhere.

Thank you to Senior Editor **Susan Raab** for your ongoing support, vision and creative abilities—you have made such a difference for us! We also thank **Sally Smith** for your input and assistance in editing.

In finishing this workbook, we have found an even deeper appreciation for the authors who contributed to *Build It BIG* and *More Build It BIG*, and so to these lessons and exercises. Thank you for sharing your insights and experience—wisdom so powerful it inspires us all to take a deeper, more personal journey as we develop our careers.

And to all the wonderful direct sellers from around the globe who are part of the DSWA family—thanks for letting us share in your dreams. You are our reason!

Mahalo nui loa,

*Nicki Keohohou and Grace Keohohou*



## *Dear Direct Seller,*

Welcome to *The Build It BIG Workbook*, your companion on a very personal journey toward your dreams, desires and a better quality of life. As you follow its guidance, you'll develop the mindset, habits and strategies that can accelerate your progress toward your goals – and truly change your life. We can't wait for you to experience the ever-growing success and satisfaction that await you on the other side of these pages!

**In the beginning**, *Build It BIG* was simply a vision we crafted with top leaders who yearned for a tool that would provide their team with practical, proven ideas for growing their direct-selling business. From this vision, as well as our partnership with Dearborn Trade Publishing and the participation of our expert contributing authors, came the book *Build It BIG*, which first appeared in bookstores in January of 2005.

What happened next surprised even those who played a part in its creation. Within weeks, *Build It BIG* climbed to

#1 on Amazon Sales & Marketing

#1 on Amazon Business & Investing

#9 Overall Amazon Best Sellers List

#5 Overall Barnes & Noble Best Sellers List

Enthusiastic readers created *Build It BIG* study groups around the globe, and participants found inspiration to build their business with renewed integrity and purpose.

But our readers' zeal didn't stop there. As the wisdom and practicality of *Build It BIG* took hold, they expressed a **desire to experience the book "live."** So we designed a four-week teleseminar where participants can interactively foster the mindset, habits and strategies revealed in the pages of the book.

As the participants shared their journey, it became evident that they still needed a framework for an even deeper exploration – a journey inward to discover the dreams, desires, talents and brilliance that must be unleashed in order to truly *build it big*.

And so *The Build It BIG Workbook* came to be. A committee of trusted leaders and contributors came together to identify the 25 lessons best suited to **draw you into deep encounters with the wisdom of both *Build It BIG* and *More Build It BIG***, due for release in March 2006. We know that if you bring your best effort to this journey, this workbook will renew your spirit and sense of purpose, strengthen your commitment to your dreams, lift your self-esteem, hone your business-building skills and shine a light on the steps you need to take to arrive at your desired destination – wherever that might be.

While the path you take through the lessons is up to you, **you'll be best served by following them in the order presented.** In the initial lessons, you'll discover the details of your dreams – your ultimate vision for your life. This powerful motivator will fuel your progress through subsequent lessons as you explore the person you need be and the skills you need to develop along your way to the top. In the final lessons, you'll apply your new skills to perhaps the biggest challenge of success: developing your

career in balance with the other precious aspects of your life — your health, your family, and your prosperity.

The speed at which you progress through the lessons is unimportant. What matters most is that you **give each exercise your honest effort**, suspending any judgments about its worth or relevance to your business and your life. Just open your mind to the possibility that your results, your circumstances and your life can change for the better when you complete these exercises with the deepest wisdom of your heart.

For an even more rewarding experience, **invite a friend to share your journey**. Whether you travel these pages with one other direct seller or an entire team, the opportunity to talk about your findings and feelings will intensify your experience of each exercise and increase your retention.

Now it's time to take your first step toward a more rewarding and fulfilling life. We have high hopes for you, and our confidence in you is unshakable. **Everything you need is within** and who you are right now is *exactly* who you need to be to make the most of the journey.

With blessings and aloha,

*Nicki Keohohou and Grace Keohohou*

## TABLE OF CONTENTS

### WIN YOUR INNER GAME

1: Vision Quest .....	10
2: You've Gotta Have Goals .....	15
3: Finding Your Why .....	25
4: Success Habits .....	30

### BUSINESS BUILDING BASICS

5: The Never-ending Prospect List .....	38
6: Book Your Way Into Business .....	46
7: Make It Fun For Higher Profits .....	53
8: Tune Up with Your Hostess .....	58
9: Seek Out Product Benefits .....	62
10: Serve with a Smile .....	66

### STRENGTHEN YOUR SPONSORING

11: Sponsor with Powerful Questions .....	72
12: Strengthen Your Belief .....	77
13: Tell a Powerful Story .....	85

### LEAD YOUR TEAM

14: Legacy Leadership .....	92
15: Plan Great Meetings .....	99
16: Find Your Future Leaders .....	104
17: Design the Coaching Alliance .....	109
18: The Power of Acknowledgement .....	113
19: Befriend Your Inner Critic .....	116

### MANAGE YOUR FINANCES

20: Your Financial Freedom Plan .....	122
21: Build Your Prosperity .....	126

### LIVE YOUR IDEAL LIFE

22: Life Balance .....	134
23: The Art of Time Mastery .....	141
24: Support at Home .....	146
25: Your Professional Image .....	152





# Win *Your* Inner Game



Direct Selling Women's Alliance

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## ■ 1: Vision Quest

“When I dare to be powerful, to use my strength in the service of my vision, then it becomes less and less important whether I am afraid.”

AUDRE LORDE

### REVIEW AND REFLECT

Take a few minutes now to read these insights.

#### **Be More Committed to Your Dream than to Your Reality**

Marcia Wieder..... *Build It Big*, page 107

#### **Bring Your Values to Life with Direct Selling**

Joy von Skepsgardh..... *More Build It Big*, page 13

### WHY DISCOVER YOUR VISION?

Your vision is a portrait of your future – an image that draws you and that you are willing to work toward. It articulates your heart’s desires and your values. Your vision inspires you to take actions that may enlarge your comfort zone, but that are necessary to realize your dream.

When you don’t have a vision, you can be easily distracted by unrelated opportunities. Because they are often worthwhile and rewarding in the short term – helping others is one example – they can pull you away from purposeful movement toward long-term goals.

When you have a clear, compelling vision, it informs every choice you make. You are aware that every action you take—whether small or large—is either a step closer to or a step further away from the life of your dreams.

Consider that...

- A vision engages your heart and your spirit
- A vision expresses your deepest desires for yourself and the ones you love
- A vision provides meaning to the work you are doing
- A vision is the release of unexpressed desires
- A vision is ever changing and ever-growing
- A vision often expresses your longing for a greater quality of life, or an improvement in the quality of your relationships, surroundings and experiences

Your vision is your own, and is unaffected by others’ desires, expectations or beliefs in you. Be bold in creating your vision, and reach not just for what you want, but also for what you want for your loved ones. Make your vision so powerful that, each time you revisit it, you are moved, inspired and reconnected with your reason for living.

## EXPLORATION AND INTEGRATION

Through these exercises, you have the opportunity to create a vision for your life. Find a quiet time and place, and then set your creative spirit free.

Go beyond your current life circumstances. See beyond your present experience or what you believe is now possible in order to picture your ideal life.

### Your Vision Quest

To summon a vision of your ideal life, answer the questions below.

1. **If I could invent the future, what would I create for myself?** \_\_\_\_\_

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2. **At the end of my life, what will be my greatest accomplishments?** \_\_\_\_\_

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3. **What mission in life absolutely inspires me?** \_\_\_\_\_

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4. **What is my burning passion?** \_\_\_\_\_

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5. What work do I find absorbing and engaging? \_\_\_\_\_

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6. How will my business enable me to live these dreams? \_\_\_\_\_

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Looking at your answers to the questions above, **describe your ideal day**, from the moment you wake to the time you go to bed.

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11:00 a.m. \_\_\_\_\_

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*Write about your actions, your state of mind, the things you have and the people who surround you.*

*Are you grateful, fulfilled, happy, excited, satisfied or peaceful? What do you see happening around you?*

*What do you hear, taste and smell?*

*Describe as many vivid sensory details as you can.*

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## Picture Your Success

Go through magazines, family photographs, drawings and so on. Collect pictures, words and phrases that represent your vision for your ideal day and life. Organize them in a way that makes it easy for you to review them often:

- Create one or more dream boards by arranging your pictures, words and phrases on poster board.
- Paste them in a vision notebook. You may wish to organize your pictures, words and phrases by theme, such as career, family, and self.

## Rely on Your Vision

Make your vision part of your life!

- Display your dream boards where you can see them every day.
- Choose a regular time to page through your vision notebook.
- Take time every day to imagine your ideal day in as much detail as you can.
- When you feel discouraged or blocked, recall your vision and let it inspire you.

## Celebrate Your Accomplishment

Once you have completed all the exercises in this lesson, place your signature and date in the space provided. Then reward yourself for your accomplishment!

Lesson completed on: \_\_\_/\_\_\_/\_\_\_ Signed: \_\_\_\_\_

How I will reward myself: \_\_\_\_\_

## ■ Moving Forward

*Once you have a clear vision for your business and your life, review and update it regularly. Your vision should grow as you develop as a person and as a leader.*

## ■ 2: You've Gotta Have Goals

"What kid do you know who didn't have a bazillion things she wanted or wanted to do?"

MARK VICTOR HANSEN

### REVIEW AND REFLECT

Take a few minutes now to read these insights.

#### **Treat Everyday Like Your First Day In Business**

Les Brown ..... *Build It Big*, page 2

#### **Take My 101 Gold Rush Challenge**

Mark Victor Hansen ..... *Build It Big*, page 247

#### **Focus on Execution!**

Gary Ryan Blair ..... *Build It Big*, page 20

### WHY SET GOALS?

A goal is a specific, measurable end toward which effort is directed. In essence, the process of goal setting is an act of faith that allows our hearts and minds to dream. This process is the first step toward transforming a goal into a reality, even before you have taken a single action toward its achievement.

When you set goals, you trigger an almost magical set of events. You engage the power of your subconscious mind and call forth the support and assistance of something greater than yourself. The process of writing out your goals in fine detail ingrains them in your subconscious and allows you to more easily recognize those opportunities that will bring you closer to your goals.

Setting goals is a powerful and essential exercise in personal growth and planning. When you set goals on a routine basis, you remain clear about who you want to be, and what you want to do and have in your life.

By knowing precisely what you want to achieve, you are more inspired to take action. With this clarity and focus you are better able to identify the smaller steps that will help you realize your goal.

### EXPLORATION AND INTEGRATION

Believe in the power of your intention and give yourself the gift of setting and writing down your goals. These exercises will reveal the deep desires you hold in your heart. If goal setting is new to you, schedule an uninterrupted period of time. Before you dive in, create a comfortable environment and use relaxation techniques to quiet your mind and open your heart.

## Dare to Dream

To get started, read each of the following questions from Mark Victor Hansen. Close your eyes and allow your mind to wander into an ideal picture of your life. Right now, there is no need to write. Simply read each question, close your eyes and allow yourself to dream.

“What do I want to do?”

“What do I want to have?”

“Where do I want to go?”

“Where do I want to live? How many homes do I want to have?”

“What contributions do I want to make?”

“What do I want to learn? From whom? Where?”

“Who do I want to spend my time with?”

“How much do I want to earn, save and invest?”

“What will I do for fun and optimum health?”

## Quiet the Inner Critic

Now that you’ve done some dreaming, think back on your internal dialogue that took place during this process. When you imagine an outrageous goal, what does the voice in your head say? Is it encouraging or is it doubtful? Does it urge you to dream on or is it presenting all of the reasons you can’t reach your goal?

If you notice the voice of your inner critic, congratulations! Awareness is the first step in quieting the critic.

Your next step is to craft a response to the negative inner voice that will allow you to move on. It may sound something like, “Thank you for sharing. I know I deserve this and I will some day have it.” Or, “I hear you, but that is no longer my reality.”

In the next exercise, be alert to any suggestions from your inner critic, and use your new response to neutralize its negativity.

## Your 101 Goal Rush

Before you begin, review these ten characteristics of goals from Mark Victor Hansen on page 247 of *Build It Big*.

Here is a checklist to ensure you’re using a successful framework to set your 101 goals.

- Your goals must be *yours*. Not your spouse’s. Not your child’s. Not your employer’s. When you let other people determine your definition of success, you’re sabotaging your own future.
- Your goals must *mean* something to you. Your reason for charting a new course of action gives you the drive and energy to get up every morning.



- Your goals must be *specific* and *measurable*. Vague generalizations and wishy-washy statements aren't good enough. Be very specific!
- Your goals must be *flexible*. A flexible plan keeps you from feeling suffocated and allows you to take advantage of genuine opportunities that walk in your future door.
- Your goals must be *challenging* and *exciting*. Force yourself to jump out of your comfort zone to acquire that much needed energy and edge.
- Your goals must be in *alignment* with your values. Pay attention to your intuition, your gut. When you set a goal that contradicts your values, something inside will twinge.
- Your goals must be *well balanced*. Make sure you include areas that allow time to relax, have fun and enjoy.
- Your goals must be *realistic*. Be expansive but don't be ridiculous. If you're four feet tall, you'll probably never play in the NBA.
- Your goals must include *contribution*. Don't get so wrapped up in pursuing your goals that you don't have time in your life to give back to others.
- Your goals must be *supported*. Share your dreams selectivity with people who will support and encourage you. This is your web of support and accountability.

Now you're ready to list your 101 goals. Take time to visualize *everything* you want, and write your goals down.

- Start each goal with "I am" or "I will."
- Make each goal measurable by describing "how much" and "by when."
- Include as many details as you can imagine—all of the vivid, colorful nuances.

In the following worksheet, we've reproduced Mark Victor Hansen's questions to help you move beyond your perceived limitations and allow yourself to dream. They appear about every ten lines, but don't be limited by those constraints! If you have 20 things you want to do, write down all 20—no matter where the "What do I want to do?" question appears!

As you write, consider the six areas of your life (intellectual, emotional, physical, spiritual, financial and social) and who you would like to be, or what you would like to do or have in each of them. You'll be amazed at how quickly you'll come up with a well-rounded list of 101 goals!

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*“What do I want to do?”*

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*“What do I want to have?”*

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*"Where do I want to go?"*

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*"Where do I want to live?"*

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*"How many homes do I want to have?"*

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*“What contributions do I  
want to make?”*

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*“What do I want to learn? From whom? Where?”*

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*“Who do I want to spend my time with?”*

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*“How much do I want to earn? How much do I want to save and invest?”*

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*“What will I do for fun and optimum health?”*

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*“What else do I dream about?”*

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101 \_\_\_\_\_

## Connect Your Goals to Your Vision

Looking at your list of goals, notice how it feels to have claimed these for your own. Are you experiencing a sense of empowerment, pride and excitement? If so, congratulations! The stronger your commitment, the stronger your resolve will be when challenges present themselves.

Now look back at the previous exercise and notice the connection between your goals and your vision. What are the common threads? How will the achievement of these goals enable you to live the vision you hold for your life? What is missing from your goal list that will round out the vision?

## Celebrate Your Accomplishment

Once you have completed all of the exercises in this lesson, place your signature and date in the space provided. Then reward yourself for your accomplishment!

Lesson completed on: \_\_\_/\_\_\_/\_\_\_ Signed: \_\_\_\_\_

How I will reward myself: \_\_\_\_\_

## ■ Moving Forward

*We need 101 goals at all times! When you are celebrating the achievement of a goal, check it off and be sure to add a new one to your list.*



## ■ 3: Finding Your Why

“Every day, spend time with it, read it, look at the picture, carry it around with you in your mind and *feel it in your body*. When you do this everyday it will create momentum for you and motivate you to keep going, no matter what comes your way.”

CATERINA RANDO

### REVIEW AND REFLECT

Take a few minutes now to read these insights.

#### Connect with Your Why

Caterina Rando ..... *Build It Big*, page 4

#### Define Your Core Beliefs

Kathleen Heyn, JD ..... *More Build It Big*, page 4

#### Honor Their Dream

Dr. Shirley Carmack ..... *More Build It Big*, page 231

### WHY DISCOVER YOUR “WHY”?

Your *Why* is your deep emotional reason for building your business. It connects your business to your life vision and goals and is the part of your life vision that depends on your business success.

Your Why motivates you to achieve your business goals. When you know your strongest reasons for starting your business and choosing your company, you’ll more easily be able to stay on track (or get back on track) when challenges arise.

Without a Why – a clear vision of how your business will contribute to the life you are building for yourself – you can easily become confused about which business choices best serve you. For example, you might be attracted to an exciting opportunity only to discover that it is not as satisfying as the success you achieve in the aspects of your business that you truly enjoy.

When you’re aware of your Why, you make better choices every day. You expend your energy developing the kind of business that makes your heart sing.

### EXPLORATION AND INTEGRATION

As you approach these exercises, give yourself the gift of time and space. Retreat from your hectic surroundings, shut off your phone and get comfortable. You are about to re-discover not only your dreams and aspirations, but also your deepest motivations. You might be surprised to discover how truly profound your motivation is.

## Commit to Dig Deep

When asked just once, few people give their strongest reason for why they are in business. In fact, their first answer rarely describes their emotional connection to their work.

So be patient with yourself. You must peel the proverbial onion to get through the layers of intellectual reasons you're in business in order to discover your deepest emotional motivations—your Why—for deciding to become part of this wonderful profession.

Examples of deep emotional reasons for entering this business include:

- “I want my husband to be proud of me. I don't believe he has ever truly been proud of who I am.”
- “I no longer want my children to live in poverty.”
- “I want to show my parents that I can make something of myself and can be a success.”
- “I want to prove to myself that I can accomplish what I set out to do.”

Are you ready to dig deep? Make sure you feel safe and comfortable before you proceed. Promise yourself that you will honor and fulfill any deep personal needs you discover.

## Discover Your Why

Plan to make several passes through the following questions.

The first time, you can jot down the first answers that come to mind. But don't stop there. Continue to ask yourself the questions until they reveal the deep emotional reasons you have chosen to become a direct seller. You might find the repetition frustrating, but that can be the turning point when your subconscious will blurt out the truth! Then you'll know just how profoundly your needs will be filled when you are successful in business.

**Why did I decide to join my company?** \_\_\_\_\_

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**At what point in building my business will I truly feel successful? \_\_\_\_\_**

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**What will be in place in my business and personal life when I reach this point? \_\_\_\_\_**

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**How will I feel when I achieve this vision? \_\_\_\_\_**

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**How will my children feel about me as I achieve this vision? \_\_\_\_\_**

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**What will my spouse think about me when I achieve this vision? \_\_\_\_\_**

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**Is there anyone in my past who didn't feel that I could build a successful business and who I would like to perceive me as a success? \_\_\_\_\_**

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**If I had more than enough income to meet all of my family's immediate needs, what would I do with my additional time and money? \_\_\_\_\_**

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**Why am I committed to making my business a success? \_\_\_\_\_**

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**In whose life will I make a difference when I am successful in my business?** \_\_\_\_\_

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### **Celebrate Your Accomplishment**

Once you have completed all of the exercises in this lesson, place your signature and date in the space provided. Then reward yourself for your accomplishment!

Lesson completed on: \_\_\_/\_\_\_/\_\_\_ Signed: \_\_\_\_\_

How I will reward myself: \_\_\_\_\_

### **■ Moving Forward**

*Your Why will change over the years, as it is affected by circumstances in your life that cause your priorities to shift. Make a date with yourself to re-visit your Why at the start of each New Year to make sure it still represents your heart's desire.*

## ■ 4: Success Habits

“Make each day count by setting specific goals to succeed, then making every effort to exceed your own expectations.”

LES BROWN

### REVIEW AND REFLECT

Take a few minutes now to read these insights.

#### **Ask, Ask, Ask!**

Jack Canfield..... *Build It Big*, page 263

#### **Say No to the Good So You can Say Yes to the Great**

Janet Switzer ..... *Build It Big*, page 250

#### **Master the Obi-Wan Approach**

Mark Victor Hansen ..... *More Build It Big*, page 267

#### **Plug Your Energy Drains**

Jennie England ..... *More Build It Big*, page 272

### WHY FOCUS ON HABITS?

We all have habits. They are the behavior patterns you don't give a second thought. They are your routines, your predictable reactions, your own version of autopilot that allows you to focus your thoughts and energy on other activities. For example, your driving habits free your mind to plan the rest of your day or talk to your passengers. Habits can be helpful routines, such as your morning ritual of eating breakfast, brushing your teeth and getting dressed. But habits can also be counterproductive, such as when you're chronically late for appointments, careless in your appearance, or sarcastic in your remarks.

The bottom line is that your habits determine your results. They govern how well your life works in every area—in your health, in your relationships and especially in your business. Bad habits can sabotage your success, while good habits improve your outcomes.

Habits govern your responses—the first things you think, say and do when something happens. As the saying goes, “It's not what happens to you, it's what you do with what happens.” When you develop positive habits, you'll find yourself automatically taking positive action when challenges arise.

Taking charge of your life through developing sound habits is the cornerstone that keeps you and your business constantly growing and moving forward. Develop the habits of:

- Ongoing self-improvement through reading and training. You’ll experience the benefits of better performance and a broader understanding of yourself and your business.
- Keeping your thoughts positive. You’ll experience a fresh perspective on your business, extend your vision and enlarge your comfort zone to forge a path for an exciting future.
- Looking beyond potential obstacles and focusing on the goals and visions you’ve created. You’ll experience finding a myriad of solutions to challenges; begin seeing problems as opportunities for growth; and looking for a positive aspect in every situation.
- Taking positive action. Nothing happens without action. Your ability to make things happen is the result of your actions. Action creates energy and energy causes excitement. When you are excited, people are drawn to you and want to become part of what you are doing.

When you are willing to push the boundaries of your comfort zone and develop new habits and attitudes that support you in achieving your dreams, you’ll experience the inner joy that comes from growing into the phenomenal person you were meant to be.

## EXPLORATION AND INTEGRATION

For decades, success experts have recognized the magic of “21 days to a new habit.” For most people, the repetition of practicing a new habit for 21 consecutive days is all it takes to turn a good idea into a supportive habit. In these exercises, you have the opportunity to create a new, productive habit. Set aside some quiet time to honestly evaluate which new habit will make the biggest contribution to your success.

Don’t overwhelm yourself by tackling more than one habit at a time! Slow, steady progress is the secret to success.

### Honing in on the Target Habit

**What negative habits are affecting your productivity? What new productive habits could you develop to take their places?**

<i>Negative Habits</i>	<i>Productive Replacement Habits</i>

*Negative Habits*

*Productive Replacement Habits*

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**What is one new habit you could adopt that would create more success in your life?**  
This new habit can be an element of your personal or business life.

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**List ways your life will be enhanced by adopting this habit.** How will this affect your personal well-being and the well-being of those around you?

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**List three ways you can make this new habit fun and enjoyable.**

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**Plan Ahead for Obstacles**

**List three obstacles you feel may keep you from adopting your primary habit.**

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**Why are you determined to prevent these obstacles from getting in the way of your dreams?**

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**List three things you will do when one of these obstacles surfaces in your life.**

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**To whom can you turn for support and encouragement when faced with one of these obstacles?**

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**How will you know that you have triumphed in the face of these obstacles?**

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## Track Your Success

One simple way to track your progress is to create a spreadsheet in a notebook or using Microsoft Excel.

1. Across the top, label each column with the name of the new habit you want to incorporate into your life.
2. Label each row down the left side with the dates for the next three weeks.
3. Post the chart where you will see it every day: on your refrigerator, on your bathroom mirror or on your office desk.
4. At the end of each day, check the habit you practiced that day and celebrate your success.

Remember that success requires focused action, personal discipline and lots of energy. You can be proud of every step you take toward success!

## Celebrate Your Accomplishment

Once you have completed all of the exercises in this lesson, place your signature and date in the space provided. Then reward yourself for your accomplishment!

Lesson completed on: \_\_\_/\_\_\_/\_\_\_ Signed: \_\_\_\_\_

How I will reward myself: \_\_\_\_\_

## ■ Moving Forward

*As you chose your target habit, you probably identified several you want to work on. When you're confident in your new habit, choose another to work on for 21 days. As you master each new habit, you'll find yourself one step closer to living as the extraordinary person you were meant to be!*



# Business *Building* Basics



Direct Selling Women's Alliance

[WWW.DSWA.ORG](http://WWW.DSWA.ORG)

## ■ 5: The Never-ending Prospect List

“Whether you are building your business full-time or investing just a few hours a week, if your dream is to advance to a higher level of leadership within your company, you simply must learn to build your business strategically rather than by accident.”

SARAH JANELL WHITE

### REVIEW AND REFLECT

Take a few minutes now to read these insights.

#### Work Now, Play Later

Shirley Tyson..... *Build It Big*, page 25

#### Build Your Business by the Numbers

Sarah Janell White..... *Build It Big*, page 91

#### Use Strategy to Speed Success

Cori Rose Dyer ..... *More Build It Big*, page 156

#### Fall in Love with “Out and About” Prospecting

Ann White..... *More Build It Big*, page 76

### WHY FOCUS ON YOUR PROSPECT LIST?

Whether you call it a Prospect List, a Possibility List, or a List of Friends and Acquaintances, a list of everyone you know is something every distributor—whether brand new or a seasoned pro—must have.

This ever-changing list of referral sources, potential clients and prospective team members serves a number of purposes. First, it keeps your opportunity to serve in the forefront of your mind. You have tangible evidence of how many people you can serve, and of the potential for those people to connect you to others you can serve. Second, your list leverages the time you dedicate to business building to your greatest benefit. Third, your list centralizes and systemizes your business-building process and, by constantly growing and changing, it provides you with fresh leads and business opportunities.

As your primary wealth-building tool, your Prospect List is the heart of your success. As such, you should pledge to make daily additions to your list. When you approach the task of growing your Prospect List with a sense of anticipation of all the incredible people you will have the privilege of getting to know, you will enjoy building your business!

## EXPLORATION AND INTEGRATION

Now that you understand that your greatest business asset is the people you know, the people you will meet and the quality of the relationships you have with them, you're ready to begin your list!

### List Your Possibilities

Because of the importance of this exercise, we encourage you to set aside 15 to 30 minutes to complete it.

Before you begin, gather the following items that will help jog your memory: business cards you have collected, Post-it notes, previous hostess forms, customer receipts, your calendar and your address book.

**Fill in 100 names and phone numbers below.** The first time through, take time to write down only the names. The goal here is to get into the flow so that the names come easily and you don't break your rhythm. If you get stuck, read the two exercises that follow the list for inspiration.

Name	Phone Number
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8	
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14	
15	
16	
17	

<i>Name</i>	<i>Phone Number</i>
18	
19	
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25	
26	
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Name	Phone Number
48	
49	
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### Convert Your Inner Critic

Often, when you are about to take the most important steps in life, you hear a voice that wants to hold you back. For this exercise, your inner voice may say:

“I don’t know anybody.”

“Everyone I know is either broke or unmotivated.”

“I can’t call her; she is already successful. How could I expect to offer her something?”

This is the voice of your inner critic. She often shows up when you are ready to take a step toward your dreams or step outside of your comfort zone. It's important that you are aware of the thought, recognize it as counterproductive to your goals and desires and either cancel or reframe the thought so your subconscious mind does not mistake it for truth.

**What internal messages do you hear when you sit down to add names to your Prospect List?** \_\_\_\_\_

\_\_\_\_\_

**How does this serve or hinder your progress toward your goal?** \_\_\_\_\_

\_\_\_\_\_

**How will you respond to these messages from this point forward?** \_\_\_\_\_

\_\_\_\_\_

Congratulations! You have taken an important step toward maintaining the mindset that will support you in completing and growing your Never-ending Prospect List.

## Jog Your Memory

Use the categories listed below to develop your Prospect List.

As you add names from the categories below, you can track your progress by placing a check mark in the boxes provided.

<b>Family</b>	<input type="checkbox"/> Immediate family members <input type="checkbox"/> Relatives <input type="checkbox"/> Cousins <input type="checkbox"/> In-laws <input type="checkbox"/> Friends of relatives
<b>Friends</b>	<input type="checkbox"/> Current friends <input type="checkbox"/> Friends you haven't seen recently <input type="checkbox"/> Friends of your friends
<b>Neighborhood</b>	<input type="checkbox"/> Neighborhood watch group <input type="checkbox"/> Retired people <input type="checkbox"/> Civic league <input type="checkbox"/> Landlord <input type="checkbox"/> College students <input type="checkbox"/> Stay-at-home moms
<b>Fellow Professionals</b>	<input type="checkbox"/> Co-workers <input type="checkbox"/> Former co-workers <input type="checkbox"/> Customers <input type="checkbox"/> Past professional acquaintances <input type="checkbox"/> Vendors <input type="checkbox"/> People who are interested in new opportunities <input type="checkbox"/> People who don't like their job <input type="checkbox"/> People who are in a similar line of work
<b>Employees of Stores</b>	<input type="checkbox"/> Department store <input type="checkbox"/> Gift shop <input type="checkbox"/> Clothing stores <input type="checkbox"/> Video

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<b>Where I Shop</b>	<input type="checkbox"/> store <input type="checkbox"/> Car dealership <input type="checkbox"/> RV dealership <input type="checkbox"/> Jewelry store <input type="checkbox"/> Carpet <input type="checkbox"/> Major appliances <input type="checkbox"/> Heating/fuel <input type="checkbox"/> Travel agency <input type="checkbox"/> Eyeglasses/contact lenses
<b>Religious Organizations</b>	<input type="checkbox"/> Religious education directors <input type="checkbox"/> Religious leader of congregation <input type="checkbox"/> Choir members <input type="checkbox"/> Ministers of youth <input type="checkbox"/> Youth workers <input type="checkbox"/> Teachers <input type="checkbox"/> Summer camp directors
<b>Professional Relationships</b>	<input type="checkbox"/> Doctors <input type="checkbox"/> Nurses <input type="checkbox"/> Chiropractors <input type="checkbox"/> Dentists <input type="checkbox"/> Orthodontists <input type="checkbox"/> Accountants <input type="checkbox"/> Psychologists <input type="checkbox"/> Architects <input type="checkbox"/> Optometrists <input type="checkbox"/> Ophthalmologists <input type="checkbox"/> Attorneys
<b>Sports Contacts</b>	<input type="checkbox"/> Golf <input type="checkbox"/> Fitness center <input type="checkbox"/> Bowling league members <input type="checkbox"/> Tennis club members <input type="checkbox"/> Sports teammates
<b>Social Contacts</b>	<input type="checkbox"/> Organization club members <input type="checkbox"/> New and old acquaintances <input type="checkbox"/> Holiday greeting card list
<b>School Contacts</b>	<input type="checkbox"/> Teachers <input type="checkbox"/> PTA <input type="checkbox"/> Parents of children's friends <input type="checkbox"/> Alumni association <input type="checkbox"/> School principal
<b>Organizations</b>	<input type="checkbox"/> YMCA/YWCA <input type="checkbox"/> Boy Scouts <input type="checkbox"/> Girl Scouts <input type="checkbox"/> Lodges-Elks, Moose and so on <input type="checkbox"/> Trade organizations <input type="checkbox"/> Civic organizations – Rotary and so on <input type="checkbox"/> Speakers association

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## Still Stuck?

If you don't get 100 the first time around, be patient with yourself. A first-time list typically includes 20 to 30 names. As you begin to work from your contact list – adding new names to it daily – its size will grow to many times that number.

## Pledge to Complete Your Contact Information

**I pledge to complete my list so I have everything I need to make my calls.**

- I will spend 30 minutes a day gathering contact information for my list on these days:  
\_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_.
- I will continue gathering contact information until I have contact information for everyone on the list.

## Set Goals for Your List

To ensure that you remain aware of the abundance of opportunities around you, hold an intention to connect with more and more people every day. Then, set a goal for the number of new people you will add to your Prospect List every day. With this intention and goal, you will find that new doors of opportunity will open.

### My goals for my list are:

- The number of new people I add to my Prospect List each week is \_\_\_\_\_.
- The number of people I need to meet each day either by phone, in person or by e-mail exchange to reach that goal is \_\_\_\_\_.

## Take Action to Achieve Your Goals

Never-ending means every day!

### I pledge to take these actions to reach my goals.

- I add to my Prospect List daily.
- I have read my company's training manual and done what it suggests to expand my Prospect List.
- The number of people I call from my Prospect List each day is \_\_\_\_\_.

## Keep Your List Ready for Action

### I pledge to keep my list ready to support me.

- I keep contact information current.
- I make a check by those I have been meaning to contact.
- I circle those who are most likely to hold a show or consider the business opportunity.
- I place a star by the next five people I will be calling, and jot down one benefit of my product or the business opportunity I think they would enjoy.

## Celebrate Your Accomplishment

Once you have completed all of the exercises in this lesson, place your signature and date in the space provided. Then reward yourself for your accomplishment!

Lesson completed on: \_\_\_/\_\_\_/\_\_\_ Signed: \_\_\_\_\_

How I will reward myself: \_\_\_\_\_

## ■ Moving Forward

*No matter how times change, success in direct selling has been and always will come from your consistent efforts to connect with people who can benefit from your product or service.*

JANE DEUBER

## ■ 6: Book Your Way Into Business

“Help may be as easy as learning to offer them a gift rather than asking them a favor.”

KAREN PHELPS

“Instead of focusing on yourself and how you feel, be totally focused on the person in front of you, on her hopes and dreams, and how you can share with her a way to achieve them. Sharing a gift of a better life is the most wonderful thing you can do!”

PAT PEARSON

### REVIEW AND REFLECT

Take a few minutes now to read these insights.

#### **Restore Your Business with Bookings**

Sue Rusch..... *Build It Big*, page 30

#### **Quit Asking and Start Offering**

Karen Phelps..... *Build It Big*, page 36

#### **Hang Up on Your Phone Phobias**

Christie Northrup ..... *Build It Big*, page 43

#### **Overcome Prospecting Fears**

Pat Pearson ..... *Build It Big*, page 68

#### **Fill Your Calendar with Appreciation**

Steve Wiltshire ..... *More Build It Big*, page 22

#### **Optimize Your Guest List**

Katherine Sigrist..... *More Build It Big*, page 29

#### **Let Friendship Lead to Fearless Phoning**

Beth Jones-Schall..... *More Build It Big*, page 61

### WHY FOCUS ON BOOKINGS?

Although your company may call them parties, showings or demos, bookings are meetings scheduled on your calendar with one or more people who have agreed to listen to you share your company’s product or business opportunity.

Bookings provide you with an environment in which you can present your products, opportunity and superior personal service, as well as the chance to turn your prospects into customers and business associates. In essence, bookings transform you from an outsider into a professional direct seller because they give you the time and place to conduct business.

So, put yourself in business by filling your schedule with opportunities to share your benefits with others and make a difference in their lives.

## EXPLORATION AND INTEGRATION

In contrast to the explorations in the first segment, these exercises get you moving! Get ready to take action. You might want to get out your calendar and schedule time to complete each of these activities and tasks.

### Get Psyched!

The first steps in filling your schedule with group presentations is to strengthen and solidify your belief in what you have to offer future hostesses and hosts.

Take a moment to reflect upon the many benefits your hostess, your guests and you will enjoy as a result of a successful show.

**Describe what you love most about your hostess program,** whether home grown or provided by your company.

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**List the free products, discounts and benefits the hostess of your highest show received.** Remember how excited and grateful she was.

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**What do your guests enjoy about your presentations?**

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**How do you benefit every time you hold a group presentation?**

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## Identify Your Calling Style

When it comes to making calls to schedule either shows or opportunity interviews, most distributors have a preferred style. Yours may be to carry your list of names and numbers with you and use stolen moments to call a prospect. This lighthearted approach prevents some distributors from over-thinking the process. As long as you approach each conversation with a clear intention of what you want to have happen during the call, you can make calls on the fly.

On the other hand, some distributors prefer to maintain a single focus in an environment they know won't take them by surprise. If you're among them, a block of time set aside on a pre-determined day might be best. Decide upon your preference and what approach fits within your unique lifestyle. Arrange your schedule accordingly.

**How do you prefer to measure your calling performance?**

- A specific number of calls made throughout your week
- A specific time blocked on your calendar to make your calls



## Set Your Intentions

At the top of your Prospect List, place these desired outcomes in the order of their importance to you. You want the person you call to:

- Book a group presentation of her own
- Attend another show or open house
- Schedule an individual opportunity interview
- Refer a friend who may be interested in the product or business opportunity
- Receive her permission to call her back

## Plan Your Conversation

Refer to the recommended booking script provided by your company. Which opening feels the most comfortable to you? Write it below.

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While you may begin with the help of a script, the sooner you gain experience, the sooner you can personalize your approach to fit your personal style. This will result in a more natural presentation and one that will resonate with others.

You might consider customizing this script to support the top three intentions you identified in the previous exercise.

## Feel the Fear and Do it Anyway

For some, scheduling group presentations and opportunity interviews is one of the most challenging aspects of growing a direct-selling business. If this is something you can relate to, go back and review the *Build It Big* insights from top leaders who felt the fear, did it anyway and triumphed in the end! Then answer the following questions, which will guide you through a process that can neutralize your fears.

**What is your greatest fear with regard to asking for a booking?**

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**What's the absolute worst thing that could come from asking?**

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**What's the absolute best thing that could come from asking?**

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**How will booking more shows bring you closer to your goal?**

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**What are you willing to give up to get more bookings?**

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**Establish a 60-Second Pre-Call Ritual**

Take the time to put yourself in the right frame of mind before making calls. You'll need only a few moments to prepare yourself for success. Here's an example many have found effective:

**Sample Pre-Call Ritual:**

1. Review my "Why" for building my business.
2. Review my short-term and long-term goals.
3. Say out loud my intention for my call. I state both the intention I've selected from the top of my Prospect List and my personal intention – to make her smile or give her hope, for example.
4. Let go of the outcome and enjoy the process!

**Reward Yourself**

Whether you make three phone calls to people on your list during a quick break at work, or schedule a marathon session of "roll dialing" for an entire hour one evening, treat yourself to something special so you are psychologically rewarded for enlarging your comfort zone. The more you do it, the easier it will become.

**Write a few of your success stories here.**

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## Celebrate Your Accomplishment

Once you have completed all of the exercises in this lesson, place your signature and date in the space provided. Then reward yourself for your accomplishment!

Lesson completed on: \_\_\_/\_\_\_/\_\_\_ Signed: \_\_\_\_\_

How I will reward myself: \_\_\_\_\_

## ■ Moving Forward

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*So often our success in direct selling is more closely related to the person we become in the process, rather than to the words we say or the actions we take. Be the kind of person to whom others are drawn. A positive attitude, a caring spirit and an uplifting disposition are the true secrets to filling your schedule.*

## ■ 7: Make It Fun For Higher Profits

“To love what you do and feel that it matters, how could anything be more fun?”

KATHARINE GRAHAM

### REVIEW AND REFLECT

Take a few minutes now to read these insights.

#### **Keep Parties Fun for Higher Sales and More Bookings**

Karen Phelps..... *Build It Big*, page 66

#### **Make Meetings Work Person to Person**

Linda Lucas..... *Build It Big*, page 161

#### **Pleasure Your Prospects to Win Loyal Customers**

Tami Carbone..... *More Build It Big*, page 37

### WHY FOCUS ON FUN?

Just because you take your career seriously doesn't mean you can't have fun when you're working. Having fun while serving others creates a joyful feeling within you and a pleasant and engaging atmosphere for those with whom you interact.

Humans instinctively know that good humor is participatory and shared; it is the exact opposite of manipulation and control. When you show lighthearted good humor, your guests intuitively sense that you have their best interests at heart, which in turn creates trust. You have greater credibility and your guests become engaged, relaxed and open-minded. They also have a tendency to want to deepen their relationship with you.

Without fun, your meetings can be charged with tension, since everyone expects you to pursue activities from which you alone benefit. In contrast, when everyone opens up and shares the gift of laughter and lighthearted fun, it is natural to share other benefits, such as those of your product and business opportunity.

Whether you are booking shows, demonstrations or parties, create ways to make them fun. When you do, you'll find that you make dear friends as well as customers.

### EXPLORATION AND INTEGRATION

These exercises include a mix of action and reflection. You'll spend time talking to friends and business associates, analyzing your past experiences and envisioning a new level of fun in your meetings.

### **The Anatomy of Fun**

Ask five friends what qualities they like to see in a person with whom they enjoy doing business. Write their answers below.

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Ask five of your previous hostesses or guests what makes a direct-selling party fun to attend. Write their answers below.

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### A Closer Look for Clues

The most fun I ever had conducting a demonstration, show or party was:

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Call to mind a recent demonstration, show or party, and provide the following information:

Hostess' Name: \_\_\_\_\_

What were the results? \_\_\_\_\_

What made it so much fun? \_\_\_\_\_

\_\_\_\_\_

What two things will I do at a future party to recreate this same result?

1. \_\_\_\_\_

2. \_\_\_\_\_

\_\_\_\_\_

Call to mind another recent demonstration, show or party, and provide the following information:

Hostess' Name: \_\_\_\_\_

What were the results? \_\_\_\_\_

What made it so much fun? \_\_\_\_\_

\_\_\_\_\_

What two things will I do at a future party to recreate this same result?

- 1. \_\_\_\_\_  
\_\_\_\_\_
- 2. \_\_\_\_\_  
\_\_\_\_\_

**Fun for You!**

**Ask yourself the following questions:**

How can I make more money and enjoy the process? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

How can I make my daily tasks more fun? For example, *I can make my calls outside while soaking my feet in a tub!* \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

How can I involve my family in the business and make it more enjoyable for all of us? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Solidify the Commitment**

**Here are the ways my life will be enriched when I bring more fun into my business.**

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<p><i>Examples:</i></p> <p>"I will feel less stressed."</p> <p>"I will make new friends."</p>
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## Celebrate Your Accomplishment

Once you have completed all of the exercises in this lesson, place your signature and date in the space provided. Then reward yourself for your accomplishment!

Lesson completed on: \_\_\_/\_\_\_/\_\_\_ Signed: \_\_\_\_\_

How I will reward myself: \_\_\_\_\_

## ■ Moving Forward

*When you infuse fun into your way of doing business, you increase your wattage and attract more customers and prospects. People today need more fun in their lives. Fill that need, and you will be modeling a way of living and doing business that will draw others to you.*

## ■ 8: Tune Up With Your Hostess

“What greater honor can a person give you than to invite you into her home, introduce you to her friends and family, and create a supportive environment in which you can showcase your business?”

JANE DEUBER

### REVIEW & REFLECT

Take a few minutes now to read these insights.

#### Deepen Your Relationship With Your Hostess

Jane Deuber ..... *Build It Big*, page 48

#### Make the Most of Every Show

Beth Jones-Schall ..... *Build It Big*, page 33

#### Catch and Coach Your Busy Hostess

Debbie Rotkovich ..... *More Build It Big*, page 27

### WHY FOCUS ON YOUR HOSTESS?

Since you rarely book shows, demonstrations or parties in your own home, your hostess is the person who provides you with a venue in which to conduct your business. She offers you a friendly environment where you can comfortably share your product, company and services, and credibility with her friends and family. She also provides you with a success story—one that you can share with others who may not even know her.

Deepening your relationship with your hostess can literally transform how you do business. When you develop a partnership with your hostess and set an intention to fine tune each step of your meeting at her home, you can improve your results and quite possibly make a lifelong friend.

### EXPLORATION AND INTEGRATION

In these exercises, you'll review how successful you've been with hostesses so far, and start building on that success.

#### Hostess Coaching Assessment

Thinking of your last party, demonstration or show, check the items on the Ultimate Hostess Coaching Checklist to assess your relationship with your hostess.

Recognize that this checklist includes every possible step, so do not be discouraged if your initial score is low. Once you're aware of what's possible, you can incorporate one or more steps into your next show.

Once all of these steps become habits, you will see positive results in the areas of guest attendance, sales, bookings and recruit leads.

### ULTIMATE HOSTESS COACHING CHECKLIST

#### INITIAL HOSTESS COACHING

- Presented a Hostess Packet soon after she booked her party
- Reviewed the Hostess Packet contents with the hostess
- Explained the importance of inviting three times the desired number of guests
- Asked her to list items she would like to receive free or at a discount (her Wish List)
- Set a date and time for your first hostess coaching call
- Reminded her to send you the Guest List ASAP (This is necessary only if you are sending the invitations or pre-calling each guest)

#### NEXT CONTACT

- Built her confidence with praise and encouragement
- Asked about her Wish List and totaled the value
- Set a party sales goal
- Determined how many advance orders she would like to collect
- Discussed the importance of a personal invitation from her to potential guests
- Helped her think of additional people to add to her list
- Set a date and time for your next care call

#### NEXT CONTACT

- Built her excitement by sharing your plans for the show
- Suggested she would be great at doing what you do (sponsoring seed)
- Reviewed progress on her Invitation Calls
- Reviewed progress on Advance Orders

#### FINAL COACHING CALL

- Asked about the confirmed guests
- Reminded her to keep refreshments simple
- Verified your arrival time and directions to her home

#### KITCHEN COACHING

- Wrote up her Advance Orders
- Discussed her interest in the business opportunity
- Identified guests who were most likely to book or become distributors

#### AFTER THE PARTY

- Contacted "no-shows" and asked if they would like to schedule parties of their own
- Followed up on Advance Orders
- Sent thank you note to the Hostess

**Your score:** \_\_\_\_\_ (26 possible points)

## Gathering Hostess Feedback

Another way to improve your hostess coaching as well as your product demonstration is to ask for feedback from your hostesses. Call a recent hostess and ask her about your event at her home.

**What did you enjoy most about your show?**

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**What could I have done differently before the show to enhance your experience as a hostess?**

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**What could I have done differently during the show to enhance the experiences of your guests?**

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**As I work with future hostesses, what advice can I pass on from you that might help them have successful shows?**

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Now review the feedback from your hostess and decide:

**What will I implement to improve my next show?**

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Ask these questions of your next ten hostesses. Making note of their answers and deciding what improvements you will implement are essential steps in achieving better results.

## Celebrate Your Accomplishment

Once you have completed all of the exercises in this lesson, place your signature and date in the space provided. Then reward yourself for your accomplishment!

Lesson completed on: \_\_\_/\_\_\_/\_\_\_ Signed: \_\_\_\_\_

How I will reward myself: \_\_\_\_\_

## ■ Moving Forward

*Hostess coaching can be the deciding factor between a show with marginal results and one with fantastic results. Doesn't it make sense to expend a little extra effort to fine tune your hostess coaching process so that they feel informed and supported as they prepare for a great show?*

## ■ 9: Seek Out Product Benefits

“Making money and exchanging value happen when you understand the benefits to your prospect and what’s in it for you.”

KATHIE NELSON

### REVIEW AND REFLECT

Take a few minutes now to read these insights.

#### Know Just Enough

Kathie Nelson..... *Build It Big*, page 17

#### Pitch with Accuracy, Speed and Power

Ronna Lichtenberg..... *More Build It Big*, page 35

### WHY DISCOVER PRODUCT BENEFITS?

Understanding the subtle differences between your product’s features and benefits can trigger an important shift in your selling and sponsoring career.

**Product features** are what the product *does* – actions like reducing fine lines, removing stubborn stains, adding fragrance to your home or providing good nutrition.

**Product benefits** are the *advantages* your customer obtains from your product or service – advantages like convenience, improved health or appearance, more security, or better productivity.

Perhaps the most common mistake that a new direct seller makes, whether sharing a product, service or business opportunity, is to sell on the merit of features. By listing the things a product does, you are leaving it up to your prospect to figure out for herself how the product will make her life better or easier. Busy people don’t have time to work that hard! You must make the connection for her, and make it so compelling that she thinks, “Wow!”

Product features may interest your customer, but product benefits motivate her to buy. The benefits connect the product to a real need in her life. For example, someone might not care much about removing stubborn stains in her carpet until she feels the need to show off her home to its best advantage.

When you go beyond the features and learn how your product can benefit your customer – the “Wow!” factor – you can connect customers to your product or service more quickly, for their benefit as well as your own.

## EXPLORATION AND INTEGRATION

Think of this exercise as a process of excavation. By chipping away at the surface of what appears to be the benefit of your product or service and going deeper, you will get to the heart of the matter—what really counts to your customer. When you uncover that nugget of truth, you can communicate the ways in which your product or service will improve your customer’s life.

### Uncover the “Wow!”

The following questions will help you uncover the “Wow!” factor of your product or service—the emotion, unmet need or heart’s desire that it addresses.

#### A Four-Step Sample Exploration

**Fact:** Low cost starter kit

**Benefit:** You can start your business with very little risk.

**Solution:** You can engage the support of your spouse and friends who see this is a “can’t lose” proposition

**Wow!:** You can start your business with pride and excitement rather than feeling that people will think you are nuts!

#### Now It’s Your Turn!

Choose products from your company’s product line and fill in the information.

**Product #1:** \_\_\_\_\_

**Fact:** \_\_\_\_\_

**Benefit:** \_\_\_\_\_

\_\_\_\_\_

**Solution:** \_\_\_\_\_

\_\_\_\_\_

**Wow!** \_\_\_\_\_

\_\_\_\_\_

**Product #2:** \_\_\_\_\_

**Fact:** \_\_\_\_\_

**Benefit:** \_\_\_\_\_

\_\_\_\_\_

**Solution:** \_\_\_\_\_

\_\_\_\_\_

**Wow!** \_\_\_\_\_

\_\_\_\_\_

**Product #3:** \_\_\_\_\_

**Fact:** \_\_\_\_\_

**Benefit:** \_\_\_\_\_

**Solution:** \_\_\_\_\_

**Wow!** \_\_\_\_\_

**Product #4:** \_\_\_\_\_

**Fact:** \_\_\_\_\_

**Benefit:** \_\_\_\_\_

**Solution:** \_\_\_\_\_

**Wow!** \_\_\_\_\_

**Product #5:** \_\_\_\_\_

**Fact:** \_\_\_\_\_

**Benefit:** \_\_\_\_\_

**Solution:** \_\_\_\_\_

**Wow!** \_\_\_\_\_

## Celebrate Your Accomplishment

Once you have completed all of the exercises in this lesson, place your signature and date in the space provided. Then reward yourself for your accomplishment!

Lesson completed on: \_\_\_/\_\_\_/\_\_\_ Signed: \_\_\_\_\_

How I will reward myself: \_\_\_\_\_



## ■ Moving Forward

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*As you continue to hone your skill of looking beyond the obvious features and benefits of your products and opportunity, you'll soon find that it comes more naturally—in fact, it will become a habit.*

*Once you've established this habit, you'll see your conversation rise to a new level of meaning when presenting your product or service, resulting in higher sales, more team members and greater profits.*

## ■ 10: Serve With A Smile

“You must take the time to establish the system and habits that make the reorder process as automatic as possible.”

JEFF SHAFE

### REVIEW AND REFLECT

Take a few minutes now to read these insights.

#### **Automate Your Reorder Business**

Jeff Shafe..... *Build It Big*, page 73

#### **Build Repeat Business**

Grace Putt ..... *Build It Big*, page 75

#### **Coddle Your Customers**

Jenny Bywater ..... *More Build It Big*, page 45

#### **Go the Extra Mile**

Grace Keohohou Lee ..... *More Build It Big*, page 18

### WHY FOCUS ON CUSTOMER SERVICE?

A survey conducted with customers who purchased products through a group demonstration or one-on-one revealed that, if they had not heard from their direct-selling representative within four months, it was assumed the individual was no longer with the company or representing the line.

In fact, what these responses indicate is that the general public views direct sellers as a transient bunch who may or may not be there to service them when it comes time to reorder a consumable or order additional products. How, then, will you ensure that you remain in the hearts and minds of your customers?

The heart of successful direct selling is *building relationships*. Because consistent individualized attention is something your customers do not receive when shopping in a department store or online, they will appreciate your interest and reward you with repeat business and referrals. This word-of-mouth marketing is cost effective and very powerful. The recommendation of a satisfied customer carries more weight than that of a stranger or newspaper advertisement. So, the better you serve your customer, the more business will come your way.

Exceptional customer service can be defined as anticipating the needs and desires of your customers and fulfilling those needs, putting your customers' needs first, and doing what's best for them. In essence, it's the art of making each of your customers feel as though she is your only customer, and consistently exceeding her expectations.

When you provide each customer with personal attention and exceptional customer service, you build strong credibility, a solid reputation, and deep customer loyalty. In

the process, you create an emotional bond that makes a friend of your customer and lets her know that you have her best interest at heart. This builds the foundation for a lasting business relationship that will support you as you grow your business.

Exceptional service will improve your business by assuring repeat business from previous customers, referrals for new customers from existing customers, bookings with new groups of customers and the satisfaction you gain from serving all of your customers.

## EXPLORATION AND INTEGRATION

Direct selling is about building relationships. You can smile twice, once with the satisfaction of pleasing your customer, and again with the reorder that supports your success. These exercises will help you develop your own process for creating good customer service systems and habits.

### Assess Your Customer Service

Think about the ways you currently serve your customers and check off the methods that you currently employ on the Ultimate Customer Service Checklist. If your initial score is low, don't be discouraged. The intent of this exercise is to increase your awareness of what's possible, so you can incorporate one or more steps into your next show.

Once these actions become habits and part of your repeatable success system, you will see positive results in your reorder business.

### ULTIMATE CUSTOMER SERVICE CHECKLIST

- Remembering your customer's name
- Using your customer's name frequently
- Remembering what she purchased
- Learning her likes and dislikes
- Sending thank you notes
- Contacting her regularly
- Putting her needs high on your priority list
- Informing her of personal or company specials
- Being available to meet her needs
- Following up when you say you will
- Remembering facts about her family or hobbies
- Selling her a product that is right for her
- Being organized and thorough

- ❑ Being a friend
- ❑ Returning phone calls promptly
- ❑ Demonstrating that you want to fill her needs

Your score: \_\_\_\_\_ (16 possible points)

## Choose A Customer Care System

Decide on a system for keeping track of and supporting your customers. Your system should include the following elements:

- Placing orders
- Sending thank you notes (remember the last time you received a thank you note and how you felt)
- Follow up
- Follow up
- Follow up
- Placing reorders

Take time to evaluate the following methods and choose which one is right for you in this stage of your business development:

- Create your own index card filing system
- Design your own tracking spreadsheet, using a tool like Microsoft Excel
- Develop your own database, using a tool like Microsoft Access
- Use a customer service system provided or recommended by your company
- Purchase software especially designed for automating follow-up and resales in a direct-selling business, such as MLM Easy Money, available at [www.dswa.org/dswa\\_store.asp](http://www.dswa.org/dswa_store.asp).

Whatever system you decide to use, be sure to incorporate the related activities onto your Master Calendar:

- Setting up your system
- Collecting the information to enter into it
- Adding the information to the system
- Using the system regularly to serve your customers.

Remember, the investment of time to set up your customer service system will return to you one hundredfold, in the form of reorder business, referrals and life-long customers.

### Plan Your Communication

Decide the primary method of communication you'll use - live calls, e-mail or mailings.

You can make regular customer service calls to your previous customers for many reasons. Each call has two purposes: to make sure your customer is satisfied with her purchase and to generate future business. Before your next customer service call, review this list and decide to work toward any or all of the following results:

- To assure satisfaction
- To generate additional sales
- To inform customers of a company special or new line preview
- To arrange an individual sales appointment
- To generate bookings
- To explore sponsoring possibilities
- To ask for referrals
- To invite customers to an event

### Creative Customer Service

List five fun ways to stay in touch with your customers and show them that you care about them and appreciate their business.

1. \_\_\_\_\_  
 \_\_\_\_\_

2. \_\_\_\_\_  
 \_\_\_\_\_

3. \_\_\_\_\_  
 \_\_\_\_\_

4. \_\_\_\_\_  
 \_\_\_\_\_

5. \_\_\_\_\_  
 \_\_\_\_\_

### Celebrate Your Accomplishment

Once you have completed all of the exercises in this lesson, place your signature and date in the space provided. Then reward yourself for your accomplishment!

Lesson completed on: \_\_\_/\_\_\_/\_\_\_ Signed: \_\_\_\_\_

How I will reward myself: \_\_\_\_\_

## ■ Moving Forward

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*Don't focus simply on drumming up new business. You'll have more fun and experience more success building residual income from your warm market—friends you care about who've already done business with you.*

# Strengthen *Your* Sponsoring



Direct Selling Women's Alliance

[WWW.DSWA.ORG](http://WWW.DSWA.ORG)

## ■ 11: Sponsor With Powerful Questions

“The greatest good you can do for another is not just share your riches, but to reveal to him his own.”

BENJAMIN DISRAELI

“True success in sponsoring comes when you see the process as an opportunity to connect and serve rather than an obligation to share and convince. When you learn Principle-Centered Sponsoring, any tendency to be overly tentative or intense naturally disappears.”

JANE DEUBER

### REVIEW AND REFLECT

Take a few minutes now to read these insights.

#### **Become a Recruiting Powerhouse**

Joan Nilsen..... *Build It Big*, page 82

#### **Master the Art of Sponsorship**

Jim Britt ..... *Build It Big*, page 112

#### **Lose the Hype**

Jeri Taylor..... *Build It Big*, page 94

#### **Shift Your Sponsoring Perspective**

Jane Deuber ..... *More Build It Big*, page 90

#### **Manifest the Team You Desire**

Caterina Rando ..... *More Build It Big*, page 93

### WHY SHIFT TO ASKING QUESTIONS?

Imagine you are in a coffee shop, observing a direct-selling distributor presenting the business opportunity to a prospect in the booth next to you.

If you are like most people, you envision a professional, friendly individual with high energy and a big smile seated across from the prospect. She is clearly enthusiastic about what she is presenting – and doing most of the talking while the prospect listens.

Every day, distributors are giving opportunity presentations, talking 80 percent of the time and only listening 20 percent of the time. The outcomes of such presentations are rarely healthy, balanced new partnerships.

To improve your sponsoring results you must turn the tables, put the spotlight on the prospect, ask powerful questions and then button your lip! Through using questions, you shift from telling about your business opportunity to learning about how the opportunity might serve your new partner. In the process, you will tear down the walls of resistance, mistrust and skepticism that nearly every prospect holds.



Questioning your prospect demonstrates your respect and trust for her, and your knowledge that she is the expert in her own life. If she says “No,” you’ll be at ease, knowing the reasons why the opportunity isn’t right for her at this time. If she says, “Yes,” the personal information you discovered gives you an excellent foundation for building a successful partnership.

Seeing your presentation as a chance to learn more about your potential partner will transform your attitude towards presentations. No longer will you worry whether your presentation is too intense or too timid because you know that your presentation isn’t the focus of the conversation – your prospect is.

Starting now, commit to changing your attitude towards your recruiting presentation. When you shift to caring about your prospect and learning the questions that will shine the spotlight on her, you will improve your success rate in recruiting new team members. Further, you’ll lay the foundation for their success as partners, because right from the beginning they will be clear about why they are committed to their business.

## EXPLORATION AND INTEGRATION

These exercises explore your attitude towards presenting your business opportunity and offer you an alternative way to structure your presentation in order to draw out your prospect. Because recruiting new team members is the cornerstone of building your business, allow yourself the time and space to reflect upon the potential involved in using a new approach.

### Uncover Your Beliefs

Indicate how you feel about each of these statements.

Questions invoke exploration, new discoveries and introspection in others	<input type="checkbox"/> T	<input type="checkbox"/> F
Questions keep the conversation moving forward	<input type="checkbox"/> T	<input type="checkbox"/> F
Questions take others to a deeper place of desires and dreams	<input type="checkbox"/> T	<input type="checkbox"/> F
Questions provide you with answers and insights about others	<input type="checkbox"/> T	<input type="checkbox"/> F
Questions show respect for the thoughts and opinions of others	<input type="checkbox"/> T	<input type="checkbox"/> F

## Step Back in Time

**Think back to the last time you presented the income opportunity to a prospect and record your memories.**

Who were you with? \_\_\_\_\_

Where were you? \_\_\_\_\_

How long did it take? \_\_\_\_\_

What was the mood? \_\_\_\_\_

How much did you really learn about the person's life, family, dreams and desires?

\_\_\_\_\_

Who spoke more – you or the prospect? \_\_\_\_\_

Did the person enroll in the business? \_\_\_\_\_

On a scale of 1 to 10, how would you rate the effectiveness of the encounter? \_\_\_\_\_

## Commit to Action

Following are questions you can use to establish rapport, uncover the need and discover how your business opportunity can have an impact on the life of your prospect.

1. **Study the questions on the Business Opportunity Interview form.**
2. **Use as many questions as you can in your next opportunity interview.**
3. **After the interview, check yourself by completing the worksheet.**

### Business Opportunity Interview Form

Prospect's Name:	Day Phone #:
Address:	Eve. & Cell Phone #:
	E-mail:

Tell me a little about yourself! (family, job, hobbies, education, and so on.)	
1.	4.
2.	5.
3.	6.
What motivated you to meet with me today?	What do you value most in your life right now?
What about the business sparked your interest?	What do you need most in your life right now?
How would a business of your own contribute to your life?	What is it that you don't like about your current career?

In the next five to ten years, what would be your ideal situation for you and your family?
--

1. If you were to enter this business, which of your personal strengths would contribute to your success?
2. About how much would you like to earn each month for the first six months in business?
3. About how many hours a week would you be able to invest in building your business?
4. On a scale of 1-10 (5 not counting) what is your interest level right now? ____ What would it take for you to be at a 10?
5. Other than _____, what else would hold you back from getting started right now?
6. Is there anything else you think I should know or are there any other questions you have for me?
7. Is there any reason why we couldn't get you started today?
<b>Now, either schedule a time to follow up with her or set a date for her initial training or business launch.</b>

## Celebrate Your Accomplishment

Once you have completed all of the exercises in this lesson, place your signature and date in the space provided. Then reward yourself for your accomplishment!

Lesson completed on: \_\_\_/\_\_\_/\_\_\_ Signed: \_\_\_\_\_

How I will reward myself: \_\_\_\_\_

## ■ Moving Forward

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*As you face the days ahead, remember that single most important change you can make in your approach to sponsoring is to **shift from telling to asking**. That's it! By asking questions and listening, you will find a sense of ease and joy in the sponsoring process that you have likely never before experienced.*

## ■ 12: Strengthen Your Belief

“Skepticism creates a real opportunity to educate others about why a legitimate direct-selling company is not a scam but an amazing method of marketing that financially rewards the individuals who distribute the products.”

DELBRA AND TIM LEWIS

### REVIEW AND REFLECT

Take a few minutes now to read these insights.

#### **Build Credibility for the Profession**

Delbra and Tim Lewis..... *Build It Big*, page 80

#### **Professionalism and Direct Selling**

Charles W. King, PhD ..... *Build It Big*, page 257

#### **Define Your Core Beliefs**

Kathleen Heyn, JD ..... *More Build It Big*, page 4

#### **Build Your Psychological Armor**

Paula Pritchard..... *More Build It Big*, page 103

### WHY FOCUS ON YOUR BELIEF?

Your beliefs about direct selling and your company will make or break your success because they subconsciously affect all of your actions. When your belief is strong, you appear confident and knowledgeable—you’ve done your homework and you know why your product or opportunity will serve your customer or prospect. Conversely, when you have misgivings, your hesitation and discomfort is communicated to your customer.

When you adopt a strong, positive belief in your product and company, you become passionate about your work. Your beliefs change your attitude and demeanor, as well as your reputation as a professional. They also serve to make you feel secure in what you know, thus improving your ability to handle skepticism while educating others about the opportunity of the direct-selling profession.

The first step toward adopting empowering beliefs is the awareness of your current beliefs and an understanding of how your beliefs drive your thoughts, words and actions in all areas of your life. Understanding the power of your beliefs—the power to either support or sabotage your success—is often all that is necessary to motivate you to make deliberate shifts in this area of your life.

## EXPLORATION AND INTEGRATION

Your beliefs form the core of your business success. These exercises will help you assess the strength of your beliefs and identify the negative thoughts that may be holding you back. Throughout this process, you can replace negative thoughts with empowering beliefs about the direct-selling profession, your products and company, as well as the special qualities you bring to your career. In the end, your new perspective will enable you to reap the success you deserve.

### Assess the Strength of your Beliefs

For each sentence below, mark the number to the right that indicates the truthfulness of the statement. (1 = not true at all. 10 = a very accurate description of how I feel.)

- |  |                     |
|--|---------------------|
| 1. I have complete confidence in my company and its ability to provide a venue for achieving my dreams.  | ① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩ |
| 2. I have an unshakable belief in the product or service I am offering to others and I am experiencing the benefits in my life on a regular basis. | ① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩ |
| 3. I have high self esteem and self worth that gives me strength during times of challenge or disappointment.                                      | ① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩ |

What did you learn from this exercise? \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

### Identify Disempowering Beliefs

Explore your beliefs in the area where you scored the lowest in the exercise above. Your intention is to uncover your hidden beliefs. Once uncovered, you can observe how these beliefs may be sabotaging your success. From there, you can transform them into new, supportive beliefs that will serve you.

#### Study this example:

**Disempowering Belief:** I don't have the right personality or skills for this business.

**Result:** A dejected character and a desire to quit.

**Empowering Belief:** Everyday I am growing and learning new skills that are positively impacting my success.

**Result:** A positive attitude that supports learning and attracts new opportunities.

**Now it's your turn.**

Write a disempowering belief you hold about yourself, your product or your company.

**Disempowering Belief #1:** \_\_\_\_\_

\_\_\_\_\_

**Result:** \_\_\_\_\_

**New Empowering Belief #1:** \_\_\_\_\_

\_\_\_\_\_

**Result:** \_\_\_\_\_

**Disempowering Belief #2:** \_\_\_\_\_

\_\_\_\_\_

**Result:** \_\_\_\_\_

**New Empowering Belief 2:** \_\_\_\_\_

\_\_\_\_\_

**Result:** \_\_\_\_\_

**Move to New Beliefs**

One way to shift from old to new beliefs is to spend time reflecting upon and appreciating the aspects of your business and life that are good and in working order. Appreciation has the power to change your life, as you learn to view your circumstances, surroundings and self with new and loving eyes.

**List an area in which you would like to strengthen your belief.** \_\_\_\_\_

\_\_\_\_\_

Now, for three minutes, write down all the things that are good about this situation.

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

What did you learn from this exercise? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## Know Why You Believe

Are you aware of all of the information that can strengthen your beliefs? In the following sections, let each prompt remind you of a fact about your profession, business, company or personal style. Better yet, let it remind you of a benefit! Write your discoveries next to each cue. If you don't have all of these facts in mind, contact your company and upline for information. To learn more about the direct-selling industry, visit [www.dswa.org](http://www.dswa.org).

### Benefits of the Direct-selling Industry

Fast-growing industry \_\_\_\_\_

Professional resources (such as web sites, books, speakers, magazines and so on) \_\_\_\_\_

Flexibility \_\_\_\_\_

No glass ceiling \_\_\_\_\_

Build residual income \_\_\_\_\_

Tax advantages \_\_\_\_\_

Ability to reinvest in your own business \_\_\_\_\_

Personal growth and development \_\_\_\_\_

Own your destiny \_\_\_\_\_

Make a difference in your life and the lives of others \_\_\_\_\_

Can you think of benefits to add to this list? \_\_\_\_\_

\_\_\_\_\_



**Benefits of Your Product**

Type of product \_\_\_\_\_

Exclusivity \_\_\_\_\_

Variety \_\_\_\_\_

Price range \_\_\_\_\_

Are introductions yearly/quarterly/monthly-or more often? \_\_\_\_\_

Variety of clientele it attracts \_\_\_\_\_

**Benefits of Your Company and its Programs****INCENTIVE PROGRAMS**

What type does your business offer?

Start up \_\_\_\_\_

Monthly \_\_\_\_\_

Annually \_\_\_\_\_

Sales based \_\_\_\_\_

Recruiting based \_\_\_\_\_

Promotion perks \_\_\_\_\_

Company-sponsored customer incentives \_\_\_\_\_

**COMPENSATION**

Personal overrides \_\_\_\_\_

Team overrides \_\_\_\_\_

Additional income bonuses \_\_\_\_\_

Direct deposit/debit card \_\_\_\_\_

Instant income, bi-weekly, monthly pay \_\_\_\_\_

Personal discounts on product \_\_\_\_\_

Travel \_\_\_\_\_

**STABILITY OF COMPANY**

Your company has been in business \_\_\_\_\_ years

Percentage of annual growth \_\_\_\_\_

Public or privately held company \_\_\_\_\_

Financial profile \_\_\_\_\_

Nationally recognized name \_\_\_\_\_

Your company has over \_\_\_\_\_ distributors

Industry awards your company has earned \_\_\_\_\_

National or international company \_\_\_\_\_

Your company does business in \_\_\_\_\_ countries

Your company's products are known for \_\_\_\_\_

### **Benefits of Your Support Systems**

#### **SALES PROCESS**

Options for sales (catalog, direct, home show, online and so on) \_\_\_\_\_

Online ordering, web services \_\_\_\_\_

Quality catalog \_\_\_\_\_

Company leads \_\_\_\_\_

Customer service \_\_\_\_\_

Minimums \_\_\_\_\_

Shipping times \_\_\_\_\_

Shipping costs \_\_\_\_\_

Territories/No territories \_\_\_\_\_

Ability to do business in all states \_\_\_\_\_

Sales tax submission by company \_\_\_\_\_

#### **TRAINING AND SUPPORT**

What does your business offer?

Conventions \_\_\_\_\_

Leadership training \_\_\_\_\_

Teleconferences \_\_\_\_\_

Regional trainings \_\_\_\_\_

Company web site \_\_\_\_\_

Company sponsored personal web sites \_\_\_\_\_

Promotional materials (quarterly, yearly) \_\_\_\_\_

Monthly publications \_\_\_\_\_

CDs/DVDs \_\_\_\_\_

Booking programs \_\_\_\_\_

#### **HOSTESS PROGRAMS**

Company-funded hostess program \_\_\_\_\_

Dollars to spend \_\_\_\_\_

Exclusive product \_\_\_\_\_

Hostess clubs \_\_\_\_\_

**Intangible Benefits**

Friends \_\_\_\_\_

Fun \_\_\_\_\_

Provide a meaningful service \_\_\_\_\_

Independence \_\_\_\_\_

Self esteem \_\_\_\_\_

Quality product and commitment to excellence \_\_\_\_\_

Membership in the DSA \_\_\_\_\_

Affiliation with the DSWA \_\_\_\_\_

**Benefits from You and Your Personal Style**

Your ability to be a hostess \_\_\_\_\_

Recognition for job well done \_\_\_\_\_

New and willing to grow together \_\_\_\_\_

Number of years of experience \_\_\_\_\_

Attend national events \_\_\_\_\_

Committed to the company, team and business \_\_\_\_\_

Provide these personal incentives/recognition \_\_\_\_\_

Toll free number \_\_\_\_\_

**I HOLD THESE TYPES OF TRAININGS**

Local meetings \_\_\_\_\_

Team web site \_\_\_\_\_

Email newsletters \_\_\_\_\_

Paper newsletters \_\_\_\_\_

Phone calls/coaching \_\_\_\_\_

**Celebrate Your Accomplishment**

Once you have completed all of the exercises in this lesson, place your signature and date in the space provided. Then reward yourself for your accomplishment!

Lesson completed on: \_\_\_/\_\_\_/\_\_\_ Signed: \_\_\_\_\_

How I will reward myself: \_\_\_\_\_

## ■ Moving Forward

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*Perhaps the most important belief you can hold is that direct selling enables you to live and work according to your own values—to arrange your life around that which is near and dear to you. Be proud of yourself for choosing to forge a path that allows you to realize your unique visions and dreams. Let your beliefs motivate you to strive for and embody excellence in your career choice and in your life.*

## ■ 13: Tell A Powerful Story

“We need people in our lives with whom we can be as open as possible. To have real conversation with people may seem like such a simple, obvious suggestion, but it involves courage and risk.”

THOMAS MOORE, PHD

“Once you are armed with great stories, your business will boom because you can touch contacts on multiple levels at once, engage them quickly, and help them persuade themselves to join your cause.”

MARY NELSON

### REVIEW AND REFLECT

Take a few minutes now to read these insights.

#### **Craft Your Recruiting Story**

Maria Dowd..... *Build It Big*, page 109

#### **Engage Prospects with Enchanting Stories**

Mary Nelson..... *More Build It Big*, page 100

### WHY TELL GREAT STORIES?

In prospecting and sponsoring, your goal is to spend 80 percent of your time listening and 20 percent of your time sharing. When your turn to share, you must make the most of it! In direct selling, it's as Mary Nelson says: “She who tells the best stories wins.”

A story can be as simple as an account of incidents or events. But a *great* story typically conveys a journey of transformation, beginning with a dissatisfying status quo, through an adventure of challenge, growth and change, to a new and better situation.

A great story engages the listener to identify with the initial discontent, to imagine engaging in the excitement of adventure and to share the enjoyment and satisfaction of the result. It captures her emotions with challenge, conflict, drama and pathos; attracts her mind with unique and interesting conditions; and absorbs her senses with vivid, colorful detail.

When you tell a powerful personal story, it magically opens the hearts of people who have a vision of their own. That's because a great story touches your listener on many levels at once. When you have the opportunity, offer a story that's honest, compelling and intriguing. To make it seem polished, yet spontaneous, you must prepare and practice.

## EXPLORATION AND INTEGRATION

These exercises take you through the process of examining your current story to re-creating it in a way that clarifies your own “Why” and provides you with a great story to share with your customers and prospects. Although your personal story will ultimately be brief, spend the time necessary to explore the significance of your experience in the direct-selling profession.

### Your Story Today

**Imagine you are talking to a friend and she asks, “What sparked your desire to join your company?” Write down what you would say.**

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If you are like most direct sellers, your answer falls into one of three categories:

- An energetic sharing of the benefits your product, service or company has to offer;
- A story about how John Doe has earned “big money,” lives a luxurious lifestyle and how you want that for your family as well; or
- An awkward recounting of the opportunity presentation your upline presented to you.

While there are elements of the above three responses that can be incorporated into your personal story, the end result must be heartfelt, compelling and most of all – *real*.

### Discover Your Powerful Story

When you give it the attention it deserves, crafting a compelling personal story is actually quite fun. This exercise will shore up your belief in your vision and spur you on to new levels of achievement.

**Step 1: Revisit the beginning.**

The day you signed the distributor agreement and ordered your kit, what were you feeling? What hopes did you have? What vision were you holding for yourself and your loved ones? What was it about the business that appealed to you when you first learned of the company and products? What drew you to the products and what did you love the most?

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**Step 2: Pinpoint your “Why.”**

Write down the top two reasons you decided to take the leap and then describe how it has felt as you have moved closer to your goals.

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**Step 3: Acknowledge unexpected surprises.**

Most people find that, when they enter the world of direct selling, they enjoy a wealth of benefits far beyond what they expected – benefits such as a new energy and sense of purpose, enriching friendships and increased self confidence. Write down any unanticipated pleasures you’ve experienced along your journey.

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### Step 4: Savor your results.

Now remember the sweet satisfaction of your success. How did you use your first commission check? What are you able to enjoy today that you would not have been able to enjoy before starting your direct-selling business?

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### Step 5: Put it all together.

While it may seem impossible, your goal is to bring the highlights of your thoughts together into a story that takes between one and two minutes to share. Yes, you read that correctly. One of the biggest mistakes a direct-selling professional can make is spending more time on her own story, vision, dreams and hopes than she does on the dreams of her prospect. By keeping your story brief, compelling and heartfelt, you will engage your prospect and pique her interest in learning more about the business opportunity.

To keep your story brief and engaging, choose:

- Your most compelling, heartfelt “Why;”
- Your most surprising, valuable adventure on your way to fulfilling that “Why;” and
- Your most satisfying result.

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**\* BE HONEST\***

**\*BE AUTHENTIC\***

**\* BE BRIEF\***



## Practice Your Story

Stand in front of a mirror and tell yourself your story. Keep at it until you are smiling and relaxed. You should love the story as you tell it!

If possible, record your story on a tape recorder. Listening to it will inspire you with ideas for improvement.

The next step is to tell your story to a friend. When you're finished, ask, "How did my story make you feel?" "What aspects of what I said interested you?" "What would you like to hear that I didn't mention?" "What could I do better?" Accept her feedback graciously and use it.

## Celebrate Your Accomplishment

Once you have completed all of the exercises in this lesson, place your signature and date in the space provided. Then reward yourself for your accomplishment!

Lesson completed on: \_\_\_/\_\_\_/\_\_\_ Signed: \_\_\_\_\_

How I will reward myself: \_\_\_\_\_

## ■ Moving Forward

*As you go forward, you'll find you need lots of stories to attract new people: stories to convey your love for the product, your passion for the company and your belief in the business opportunity; and stories to drive decisions, to convey values and to inspire loyalty. Begin to collect stories from your upline, your company lore and your customers. Pay special attention to your own experience—it's your best source of honest, authentic stories.*



# Lead *Your* Team



Direct Selling Women's Alliance

[WWW.DSWA.ORG](http://WWW.DSWA.ORG)

## ■ 14: Legacy Leadership

“To be the leader others wish to become, you must become the leader *you* would follow.”

NICKI KEOHOU

### REVIEW AND REFLECT

Take a few minutes now to read these insights.

#### **Become the Leader You Would Follow**

Nicki Keohohou ..... *Build It Big*, page 169

#### **Walk Your Talk**

Lisa Wilber ..... *Build It Big*, page 164

#### **Attract Excellence with Principled Leadership**

Laura Kaufman ..... *More Build It Big*, page 224

#### **Create Culture to Connect and Motivate Your Team**

Donna Johnson ..... *More Build It Big*, page 253

### WHY DEVELOP LEGACY LEADERSHIP?

In direct selling, leadership is the act of conducting others along a course of proven success and guiding their activities and performance. In serving the direct-selling community, the DSWA has discovered that the “best of the best” leaders practice Legacy Leadership™: the act of creating an organizational culture, the success of which endures independently of its creator.

Legacy Leadership is unique in that the emphasis is placed on growing leaders rather than climbing the ladder. It promotes independence rather than co-dependency. It creates a culture in which others flourish, leaders are born and right principles are practiced—even when the leader doesn’t have her hand in the day to day management of the team.

When you practice Legacy Leadership, you create a culture that permeates your team with your unique principles and values. Like a tiny bit of sourdough starter, the culture you infuse with your principles and values can empower productivity and growth for many generations to come.

Your organization’s culture is the integrated pattern of knowledge, belief and behavior that you and your leaders transmit to succeeding generations. A healthy organizational culture sustains growth, keeps attrition at bay and perpetuates success with or without you. Ultimately, it gives your organization roots and wings, so that someday you’ll have the pleasure of seeing it leave the nest and fly on its own, a real self-perpetuating contribution to the world – a legacy.

The first step in practicing Legacy Leadership is to embrace your strengths and recognize your weaknesses. From there, you can set an intention to make progress in one or two areas at a time.

## EXPLORATION AND INTEGRATION

True leaders are in a constant state of self-assessment, forever looking for ways to improve themselves and their businesses. The two exercises in this lesson provide a framework for assessing where you are with your business today, and give you a sense of where you can improve.

### Legacy Leadership Checklist

This checklist covers seven critical areas of leadership. Once you answer these questions, tally your score for each area.

Don't be discouraged if, initially, your score isn't high. The intent is to make you aware of what's possible so you can incorporate more of these practices into your leadership style. Once you've integrated them all, you'll be well on your way to exemplifying Legacy Leadership.

#### I. Creating a Community

1. There is a sense of family among my team members. ....  Yes  No
2. I lead by example, first doing what I ask others to do.....  Yes  No
3. I communicate a clear vision for my organization.....  Yes  No
4. I have a system for welcoming new people to the team .....  Yes  No
5. I connect out of town team members with the rest of the team... .....  Yes  No
6. I bring enthusiasm and a positive attitude to all I do .....  Yes  No
7. The team is aware of our unifying mission or theme .....  Yes  No
8. I share my personal mission with my team .....  Yes  No
9. My team shares their goals with each other.....  Yes  No
10. I have regular events that bring the team together .....  Yes  No
11. A feeling of belonging-a sense of community-exists within my team.....  Yes  No
12. CREATING A COMMUNITY, TOTAL SCORE ..... \_\_Yes \_\_No

#### II. Training & Ongoing Education

13. I have an effective new distributor training program in place.....  Yes  No
14. I have an Annual Training Plan that helps my team grow and learn .....  Yes  No

15. I instill in my leaders the importance of training new distributors.....  Yes  No
16. The program is easy to duplicate no matter the skill level of the leader ...  Yes  No
17. I have a recognition program for new distributors in their first month. ...  Yes  No
18. I offer continuing education to my team each month.....  Yes  No
19. I deliver the information in a way that meets all learning styles .....  Yes  No
20. My top leaders support and implement the training program .....  Yes  No
21. TRAINING AND EDUCATION, TOTAL SCORE .....  Yes  No

### III. Team Coaching

22. I identify my top 20 percent performers.....  Yes  No
23. I offer regular coaching to my top performers .....  Yes  No
24. I create a sense of trust and mutual respect among my team.....  Yes  No
25. I have regular coaching calls scheduled with my top performers.....  Yes  No
26. My leaders call me at the appointed time for their coaching session.....  Yes  No
27. My leaders fax me a coaching call prep sheet prior to our call .....  Yes  No
28. I practice heart-centered listening in my dealings with others .....  Yes  No
29. I use the skill of "I See You" acknowledgement to lift up others.....  Yes  No
30. I use "You're the Expert Questions" to empower others. ....  Yes  No
31. I strive for agreed action and accountability with my team .....  Yes  No
32. I offer compassionate feedback to facilitate growth in others .....  Yes  No
33. My calls are upbeat, productive and rewarding for both parties. ....  Yes  No
34. I see results with the majority of the people I am coaching.....  Yes  No
35. TEAM COACHING, TOTAL SCORE .....  Yes  No

### IV. Team Growth

36. I have a proven system for sponsoring that is easily duplicable. ....  Yes  No
37. My leaders are skilled at presenting the business opportunity .....  Yes  No
38. I personally sponsor a minimum of two new distributors every month...  Yes  No
39. I add no fewer than three people to my ongoing prospect list every day.  Yes  No
40. I take one step each day to personally recruit a new team member .....  Yes  No
41. My organization adds at least 10 percent per month in new distributors.  Yes  No
42. I hold regular opportunity events by tele-conference or live events.....  Yes  No
43. I regularly promote current sponsoring promotions and incentives .....  Yes  No

44. I teach leadership as well as business-building skills.....  Yes  No  
 45. TEAM GROWTH, TOTAL SCORE ..... \_\_Yes \_\_No

### V. Business Management

46. I balance my business checking account every month.....  Yes  No  
 47. I know how much I made each month during the past year.....  Yes  No  
 48. My financial records are filed and well organized.....  Yes  No  
 49. I pay my business credit card balance off each month.....  Yes  No  
 50. I track my expenses weekly (including a mileage log).....  Yes  No  
 51. I have an accountant that specializes in home-based business taxation....  Yes  No  
 52. I have someone (or many people) to whom I delegate low payoff tasks...  Yes  No  
 53. I work with a schedule that allows me to put my top priorities first.....  Yes  No  
 54. My family respects the time I invest in my business .....  Yes  No  
 55. My office environment is well organized and clear of clutter.....  Yes  No  
 56. I use the proper technological tools to help me be more efficient .....  Yes  No  
 57. My computer skills are adequate so I can work efficiently.....  Yes  No  
 58. I set annual goals for achieving my dreams.....  Yes  No  
 59. I have annual goals and monthly goals that I review regularly.....  Yes  No  
 60. BUSINESS MANAGEMENT, TOTAL SCORE ..... \_\_Yes \_\_No

### VI. Emotional Management

61. I consider myself to be a happy, positive person. ....  Yes  No  
 62. Rarely do I lose my temper or engage in an argument .....  Yes  No  
 63. I approach conflicts with an intention to find a win/win solution .....  Yes  No  
 64. I remain calm under stressful situations.....  Yes  No  
 65. I model balance and self-care for my team and others.....  Yes  No  
 66. I understand the signs of burnout and know how to avoid it.....  Yes  No  
 67. I do not take rejection personally.....  Yes  No  
 68. I am in tune with my intuition and rely on it to make wise decisions.....  Yes  No  
 69. I am empathetic yet do not become involved in personal dramas. ....  Yes  No  
 70. I receive constructive feedback well and view it as a gift .....  Yes  No  
 71. I demonstrate honest, ethical behavior in my dealings with others.....  Yes  No  
 72. I have a mentor who offers me sound advice and guidance .....  Yes  No

- 73. I have a professional coach who supports me in achieving my dreams....  Yes  No
- 74. I have a personal faith that sustains me through difficult times.....  Yes  No
- 75. I have an interest besides business and family that brings me joy .....  Yes  No
- 76. EMONTIONAL MANAGEMENT, TOTAL SCORE..... \_\_Yes \_\_No

**VII. Life Management**

- 77. I am clear about my personal purpose and mission .....  Yes  No
- 78. I live in accordance with a set of values that guide my decisions .....  Yes  No
- 79. I have daily habits that sustain my success.....  Yes  No
- 80. I exercise regularly .....  Yes  No
- 81. I eat healthy foods.....  Yes  No
- 82. I take time each day for myself and my personal well-being.....  Yes  No
- 83. I take pride in my appearance and present myself professionally .....  Yes  No
- 84. I use my time wisely and consider myself to be efficient .....  Yes  No
- 85. I have a plan for my personal growth and education .....  Yes  No
- 86. I honor commitments to my family and friends.....  Yes  No
- 87. I schedule special time with the significant other in my life (date night)..  Yes  No
- 88. LIFE MANAGEMENT, TOTAL SCORE..... \_\_Yes \_\_No

**Your Vision of Leadership**

Spend 15 minutes describing what it would be like to operate at an optimum level in each of the leadership areas you just reviewed. How would you act? What actions would you take on a consistent basis? What results would you see each week? Imagine performing at your absolute best in each of these areas!

Based on your picture of optimum performance, rate your level of satisfaction with the results you are currently achieving in each leadership area. Use a 1 to 10 scale with 1 being totally dissatisfied, 10 being extremely satisfied.

CREATING A COMMUNITY \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩

TRAINING AND EDUCATION \_\_\_\_\_

\_\_\_\_\_



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① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩

TEAM COACHING \_\_\_\_\_

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① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩

TEAM GROWTH \_\_\_\_\_

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① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩

BUSINESS MANAGEMENT \_\_\_\_\_

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① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩

EMOTIONAL MANAGEMENT \_\_\_\_\_

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LIFE MANAGEMENT \_\_\_\_\_

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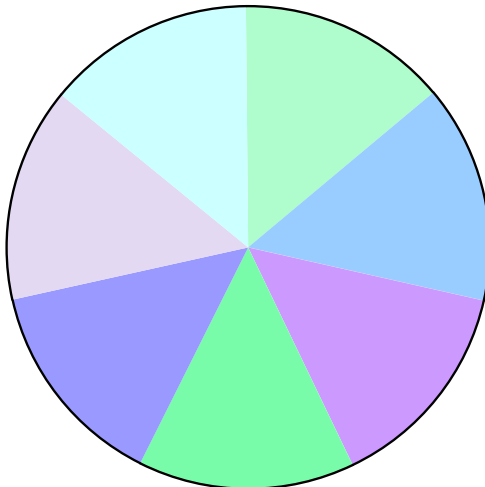
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## The Leadership Assessment Wheel



This exercise helps you visualize the leadership areas where you can most productively focus your next efforts for improvement. You can use it to track your progress as you learn to apply the habits, strategies and skills presented in this section of the *Build It Big Workbook*.



In this circle, draw a curved line in each section representing the numerical value you've assigned in the previous exercise. Notice the areas in which you are satisfied and those in which you want better results.

Be kind to yourself! You are most likely doing much better than you think. Throughout this process, be sure to acknowledge the progress you have already made since starting your business.

## Celebrate Your Accomplishment

Once you have completed all of the exercises in this lesson, place your signature and date in the space provided. Then reward yourself for your accomplishment!

Lesson completed on: \_\_\_/\_\_\_/\_\_\_ Signed: \_\_\_\_\_

How I will reward myself: \_\_\_\_\_

## ■ Moving Forward

*Constantly review your actions and the results you are getting. One of the best examples that you can set for your team is to always be growing and improving.*

LISA WILBER

## ■ 15: Plan Great Meetings

“My idea for holding business meetings is very similar to the franchise model: standardization. Identify a business meeting format, identify the presentation topics, identify a room layout, and stick to it regardless of who is doing the presentation or where it occurs.”

KOSTA GHARAGOZLOO

### REVIEW AND REFLECT

Take a few minutes now to read these insights.

#### **Make Meetings Work Person to Person**

Linda Lucas..... *Build It Big*, page 161

#### **Standardize Your Opportunity Meetings**

Kosta Gharagozloo ..... *More Build It Big*, page 118

#### **Excite Your Team with Interactive Meetings**

Courtney Wright..... *More Build It Big*, page 245

### WHY INVEST IN MEETINGS?

In a world of communication overload – cell phones, e-mail, voice mail, teleconferences, instant messaging and social media – meetings might seem unnecessary or old-fashioned. Meetings remain your best opportunity to bring your team physically together in an assembly for a common purpose. That’s why successful direct-selling leaders often meet with their teams for presentations, trainings, recognition and motivation.

In scheduling a meeting, you give team members the opportunity to interact and be seen at their best. You also give them—and yourself—the chance to make new friendships and deepen existing ones. In the process, you can build your team’s confidence, professionalism and camaraderie. These gatherings can also provide a wonderful setting for encouraging others to practice taking a leadership role during various segments of the meeting.

As Linda Lucas said, “Ours is a relationship business, not just between a distributor and her clients, but also among everyone on her team.” Meetings provide an opportunity for your team to get together to share good news, learn new techniques, be recognized for their achievements and become stronger, more successful distributors.

Because everyone’s time is precious, we encourage you to maximize the effectiveness of your meetings by creating a repeatable meeting planning formula. The enthusiasm of your team members will exponentially increase when they know they’re leveraging the investment of their time to reap a bounty of rewards.

## EXPLORATION AND INTEGRATION

These exercises help you create a repeatable success system for meetings. By having all of your meetings follow a similar format and conducting them with a consistently high level of enthusiasm and professionalism, you set the stage for your organization's future leaders to successfully duplicate your formula.

### Select Your Meeting Components

First, set a standard for the topics you will cover in your meetings.

1. Review the topics in the list below. If you need to know what each segment covers, see "Make Meetings Work Person to Person" on page 161 of *Build It Big*.
2. Place a check next to the segments you want to include in your own standard meeting agenda.
3. Indicate the approximate number of minutes you'll spend on each segment.
4. Calculate the total meeting time minutes and ensure you have allotted the appropriate amount of time for each segment.

<i>Segment</i>	<i>Minutes</i>
<input type="checkbox"/> The Welcome	_____
<input type="checkbox"/> The Sharing Segment	_____
<input type="checkbox"/> Recognition	_____
<input type="checkbox"/> Announcements	_____
<input type="checkbox"/> Opportunity Testimonials	_____
<input type="checkbox"/> Education	_____
<input type="checkbox"/> "Aha" Time	_____
<input type="checkbox"/> WOW Time*	_____
<input type="checkbox"/> Challenges and Incentives	_____
<input type="checkbox"/> What's Next	_____
TOTAL MEETING TIME	_____

\*The WOW time is an opportunity for attendees to commit to implementing something they learned in the training that they will do **Within One Week**.

## Plan Your Content and Presenters

1. What is your theme? (training, recognition, informational)

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2. What is your invitation process? (written, e-mail, social media, phone call, RSVP)

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3. What is your get acquainted or ice breaker activity?

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4. Plan for recognition and acknowledgement.

Name: \_\_\_\_\_ Achievement: \_\_\_\_\_

Name: \_\_\_\_\_ Achievement: \_\_\_\_\_

Name: \_\_\_\_\_ Achievement: \_\_\_\_\_

Name: \_\_\_\_\_ Achievement: \_\_\_\_\_

5. List of announcements and reminders:

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6. Planned testimonials and sharing by team members:

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7. Plan to involve your team.

Name: \_\_\_\_\_ Activity/Responsibility: \_\_\_\_\_

Name: \_\_\_\_\_ Activity/Responsibility: \_\_\_\_\_

Name: \_\_\_\_\_ Activity/Responsibility: \_\_\_\_\_

Name: \_\_\_\_\_ Activity/Responsibility: \_\_\_\_\_

## Meeting Preparation Checklist

- I have made arrangements for a room that is appropriate for the size of the group.
- The seating arrangement has been clarified and confirmed with the meeting setup crew. (Small groups can be in a U-shape, mid-size groups can be set in rounds and larger groups can be set in theater style with rows of chairs.)
- I have selected team members to help with the appropriate tasks before, during and after the meeting, and they are all aware of their responsibilities.
- I am prepared for my training segments and have the necessary visual aids, props and handouts.
- I have planned my recognition segment and know who will come to the front, what qualities I will acknowledge and what awards I will present.
- I have arranged for the appropriate audio/visual equipment (flip chart, white board, LCD projector, screen, mic, sound, music, etc.) and I am aware of all related costs.
- I have selected team members with warm and outgoing personalities to be at the registration table to welcome everyone and help them check in. They will be arriving early in order to prepare.
- I have nametags and thick markers for guests and distributors who did not bring their company nametags.
- I have arranged for an appropriate number of team members to set up a product display and have arranged for a suitable number of skirted tables.
- I have asked a distributor to supply the music before and after the meeting. I have asked her to select contemporary music that creates an upbeat atmosphere during this important networking time, such as the DSWA's *Make It Happen* CD.
- If I have invited a guest speaker, I have coached her on the culture of the company, the style of my meetings and shared my expectations.
- I have an agenda that has the times allocated for each segment. I have my watch with me and have selected a timekeeper so that we can stay on track and end on time.
- I have arranged to stay after the meeting to get new distributors started or to coach a team member who has requested one-on-one time.
- I have already selected the professional clothing I am going to wear and plan to arrive early, relaxed and excited to have a fabulous event.

## Celebrate Your Accomplishment

Once you have completed all of the exercises in this lesson, place your signature and date in the space provided. Then reward yourself for your accomplishment!

Lesson completed on: \_\_\_/\_\_\_/\_\_\_ Signed: \_\_\_\_\_

How I will reward myself: \_\_\_\_\_

## ■ Moving Forward

*In the weeks following your meeting, ask for feedback from your team members. Find out what worked and how you could improve. Discover how they are applying all that they learned.*

## ■ 16: Find Your Future Leaders

“Many people fail in life, not for lack of ability or brains or even courage but simply because they have never organized their energies around a goal.”

ELBERT HUBBARD

“Whether your group is 5 or 5,000, the solution lies in identifying and personally coaching your top performers.”

DEBB KLINGEL

“My dad always said, ‘There are two kinds of people in the world: blocks and balls. Blocks make progress only when you push them. When you push a ball, it rolls on long after you stop pushing.’ So I do whatever it takes to get lots of balls on my team.”

SUSAN RAAB

### REVIEW AND REFLECT

Take a few minutes now to read these insights.

#### **Catch the Spirit of the Pareto Principle**

Gale Bates..... *Build It Big*, page 133

#### **Build A Business, Not An Orphanage**

Richard Flint..... *Build It Big*, page 166

#### **Keep Your Finger on the Pulse**

Debb Klingel..... *More Build It Big*, page 146

### WHY FOCUS ON THE STARS?

Studies show that 20 percent of your team members will generate approximately 80 percent of your total group volume. Your stars are your team members who are in the top 20 percent. When you spend your time and energy nurturing these top performers, you are investing your efforts to produce the best results.

The simple truth is that you have a limited amount of time to support your team members. Give your stars your time, in the form of extra coaching. You will help them gain a clearer picture of their vision, which in turn gives them the ability to make powerful choices and take effective actions to bring their vision into reality.

When you shift to recognizing and serving your stars, your job becomes a pleasure. Instead of struggling to lift up those who seem to depend on you to build their business for them, you are working with positive individuals who are self-directed and motivating.



The challenge lies in identifying your stars. While your top performers are certainly stars, those team members who demonstrate the desire, talent and commitment to be future achievers should also receive extra attention. While determining how to best allocate your time is not an exact science, there are ways to assess team members so you invest your precious energy wisely.

## EXPLORATION AND INTEGRATION

These exercises will give you the opportunity to evaluate your team members, determine how you should allocate your time and extend coaching invitations. Keep in mind that it's more productive to support those who are already performing than to prod those whose enthusiasm and motivation lag.

### Determine Who Will Get Your Time

Put simply, you will assess potential leaders in three areas: attitude, actions and results.

1. Using your monthly activity report, identify your stars: the top-performing 20 percent by group volume. For example, if you have ten members on your team, look for your top two performers. If you have 50, begin with your top ten.
2. Peruse your activity report for hidden gems. These could be team members who have been consistent performers in the past but have recently slowed down; new team members with great attitudes who are just starting to build; or those with an extremely significant "Why" whose success is essential to their survival.
3. For each star and hidden gem, complete the following *Assessment of a Potential Leader* worksheet and *Leadership Land Mine* review.

## Assessment of a Potential Leader

*Private and Confidential*

Name: \_\_\_\_\_

Date: \_\_\_\_\_

Evaluate how accurately each statement below describes the candidate, then rate her on a 1 to 10 scale, where 1 is not true at all, and 10 is a very accurate description of her.

### I. ATTITUDE

1. She has a positive attitude about her business and her life. \_\_\_\_\_
2. She has a personal presence—a sparkle. \_\_\_\_\_
3. She makes others feel valued, whether in person or by phone. \_\_\_\_\_
4. She has a burning desire to advance by serving others. \_\_\_\_\_
5. She is driven primarily by her desire to serve and make a difference. \_\_\_\_\_
6. She is a team player who gets along well with others. \_\_\_\_\_
7. Others enjoy being with her and naturally want to follow her. \_\_\_\_\_
8. She is living congruent with her values. \_\_\_\_\_
9. She is focused on advancing to the next level. \_\_\_\_\_
10. She demonstrates a desire to improve her skills. \_\_\_\_\_

### II. ACTIONS

1. She attends functions offered by you or the company. \_\_\_\_\_
2. She is on time for events, trainings and meetings. \_\_\_\_\_
3. She acknowledges others for their part in her accomplishments. \_\_\_\_\_
4. She is a good listener. \_\_\_\_\_
5. She returns calls in a timely manner. \_\_\_\_\_
6. She offers assistance to others on or off her team. \_\_\_\_\_
7. She seeks out feedback from her upline and personal mentors. \_\_\_\_\_
8. She asks questions about moving to new levels of leadership. \_\_\_\_\_
9. She has written goals and a plan to achieve them. \_\_\_\_\_
10. She attends to the financial matters of her business. \_\_\_\_\_

### III. RESULTS

1. She schedules and holds opportunity interviews regularly. \_\_\_\_\_
2. She adds one or more team members each month. \_\_\_\_\_
3. She continues to have consistent personal sales. \_\_\_\_\_
4. She goes for and achieves contests offered by you or the company. \_\_\_\_\_
5. She follows through on promises. \_\_\_\_\_

**Total number of points:** \_\_\_\_\_

**Total number of points divided by 25 = average of:** \_\_\_\_\_

## Leadership Land Mine Review

It has been said that leaders are made, not born. However, just as a painter needs a clean canvas upon which to paint, a future leader needs a positive disposition upon which to grow. As you scout your team for future leaders, consider giving more weight to attitude, for it is the foundation of success in life and in business.

With this in mind, let's consider that there are certain attitudes that can sabotage a person's leadership potential. Zig Ziglar refers to this quality as *stinkin' thinkin'*. In fact, some personal tendencies can be so detrimental to one's ability to lead others that they deserve separate consideration.

The following five statements will help you spot Leadership Land Mines – personal habits that will deter a leader's success no matter how strong their score is in the assessment. For each answer that prompts a Yes response from you, subtract 10 points from the previous total number of points.

1. She has a tendency to gossip about team members, upline or fellow consultants.
2. She openly complains about company policies or corporate team decisions.
3. She frequently misses or is late for appointments with others.
4. She shows signs of "Excuseitis," where she frequently blames others for her lack of results.
5. Despite your encouragement and guidance, she continues to be negative and looks for what's not working instead of what's going well.

## What Support Will You Offer?

Once you have completed your assessment and identified your strongest candidates, consider how much time you can commit to spend with each of your potential leaders.

Examples of support:

- One 30-minute coaching call every week.
- One 30-minute coaching call every two weeks.
- One 60-minute coaching call at the end of the month.
- Shadow training: She remains with you for an afternoon or evening to see how you conduct business – an effective and efficient way to train.

Name: \_\_\_\_\_ Support: \_\_\_\_\_

Name: \_\_\_\_\_ Support: \_\_\_\_\_

Name: \_\_\_\_\_ Support: \_\_\_\_\_

Name: \_\_\_\_\_ Support: \_\_\_\_\_

Name: \_\_\_\_\_ Support: \_\_\_\_\_

## Ready for Rollout

In the world of professional coaching, when someone hires a coach to be her success partner, the first step is to design a plan for the coaching relationship. In the world of Principle-Centered Coaching™, we refer to this as Designing The Coaching Alliance. The next lesson provides a step-by-step plan to roll out your new coaching program and start fresh with your key team members.

## Celebrate Your Accomplishment

Once you have completed all of the exercises in this lesson, place your signature and date in the space provided. Then reward yourself for your accomplishment!

Lesson completed on: \_\_\_/\_\_\_/\_\_\_ Signed: \_\_\_\_\_

How I will reward myself: \_\_\_\_\_

## ■ Moving Forward

*For more information on coaching, visit the DSWA store for the most comprehensive industry-specific program available - Principle-Centered Coaching™ - A **Proven** Model for Coaching Your Team to Success.*

## ■ 17: Design The Coaching Alliance

“Our chief want in life is having someone who will make us do what we can.”

RALPH WALDO EMERSON

“Perhaps the most common question I hear from distributors who have discovered the value of Principle-Centered Coaching is, ‘Okay, now that I understand the importance of proper coaching, how do I make a fresh start when I have been leading or mentoring in a way that is less than ideal?’”

JANE DEUBER

“After the two of you commit to your coaching partnership, you can use tools to uncover her life priorities, positive attributes and areas that need improvement. Then together you can map the journey to her desired goal.”

RYSIA CROCKETT

### REVIEW AND REFLECT

Take a few minutes now to read these insights.

#### **Transform Relationships through Coaching**

Linda Wiseman-Jones ..... *Build It Big*, page 135

#### **Reveal Her Re-engaged Vision**

Rysia Crockett ..... *More Build It Big*, page 137

### WHY MAKE A FRESH START?

A fresh start gives you and your team member the opportunity to design a coaching program that works well for both of you. You make a fresh start whenever you roll out your coaching program for the first time; you start coaching a new team member; and when you decide to re-engage a team member through coaching.

When you transform your relationship with your team member into a coaching alliance, its uniqueness and personalization stimulate a deeper commitment, which in turn helps the alliance withstand any challenges that arise. In the process, you’ll be free to enjoy all of the benefits of the coach role. For many leaders, this represents the first time that they place 100 percent of the responsibility for a team member’s success firmly on her own shoulders.

Whether you are starting fresh with a brand new distributor or identifying individuals on your existing team you would like to coach, there are four simple steps you can follow to design a coaching alliance and get it off to a great start. Each step is designed to lay the foundation for a positive coaching relationship, based on a mutual understanding and respect, so please...don’t skip any steps!

## EXPLORATION AND INTEGRATION

In the previous lesson, *Find Your Future Leaders*, you assessed the leadership qualities of your team members and identified those with whom you want to work. Now is the time to start working with those stars and hidden gems!

### Put Stars on Your Schedule

Using the list you created in “Find Your Future Leaders,” set a date and time to talk to the first five team members you want to offer your three-month coaching program.

Name: \_\_\_\_\_ Date/Time: \_\_\_\_\_

Name: \_\_\_\_\_ Date/Time: \_\_\_\_\_

Name: \_\_\_\_\_ Date/Time: \_\_\_\_\_

Name: \_\_\_\_\_ Date/Time: \_\_\_\_\_

Name: \_\_\_\_\_ Date/Time: \_\_\_\_\_

### Prepare for the Call

Make the appropriate number of copies of the *Designing The Alliance Form* or use the appropriate form provided by your company. The purpose of this form is to have a record of your conversation regarding their dreams, desires and challenges. This will serve as a valuable tool for supporting them as they grow their business, whether they participate in the three-month coaching program or not.

#### Designing the Alliance Form

Name: \_\_\_\_\_ Date: \_\_\_\_\_

Goals and Dreams: \_\_\_\_\_

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Time available to invest in their business each week: \_\_\_\_\_

Offered Coaching Program:  Yes  No

Date of next call: \_\_\_\_\_

Her commitment: \_\_\_\_\_

Actions I must take: \_\_\_\_\_

\_\_\_\_\_

## Make Your Fresh Start Call

The most critical step is the conversation you have in order to introduce your coaching program to your team member. When you call your star team member, have your *Designing the Alliance* form in front of you. This section provides a template that you can use to guide your conversation.

### STATE YOUR INTENT

After the initial pleasantries, describe why you have called and what you hope the outcome will be, for example:

“I’m calling to tell you about my new three-month coaching program. I’d like to review your vision and goals and see whether we agree that this program could help you reach them.”

During your call, share from your heart and express a sincere desire to help her achieve her dreams. Ask about her goals and vision, and note the highlights on the form.

When she shares her goals for her business, honor them regardless of how they fit within your goals to build your business.

Finally, if you feel her goals are genuine and she demonstrates a desire to be coached, move to the next phase of the conversation.

### DESCRIBE AND INVITE

Tell her about the three-month coaching program you are about to launch with a select group of people who have voiced a desire to grow their businesses and who have demonstrated their commitment with consistent business-building activities.

Cover points such as

- The frequency and length of the coaching calls;
- The rules for showing up and the consequences of missing a call;
- The required preparation for the call; and
- How you believe she will benefit from each call.

If she responds positively and expresses a desire to participate, invite her to personally coach with you for a three-month period.

### CLARIFY AND PLAN

Once she accepts, take time to make sure she understands what is expected of her. Clarify that she accepts the responsibility to:

- Prepare for the call;
- Call you at the appointed time;
- Allow the coaching process to take place;
- Be willing to find her own answers rather than relying on you; and
- Follow through on agreed actions and commitments to the best of her ability.

## CLOSING POINTS

Let her know how much you value the opportunity to coach with her by acknowledging the traits she possesses that will strengthen her ability to lead.

Before hanging up, be sure you have determined the frequency and length of each call and explained what you need from her prior to the first call, such as a completed goal sheet or action plan provided by your company.

Finally, reaffirm your commitment to support her in achieving her goals through her direct-selling business and build anticipation that this may be the very thing that will help her take her business to the next level.

## Organize Your Coaching Files

Once you determine which team members you will be personally coaching, create a file folder for each one. Put her last name and first on the tab, insert her *Designing the Alliance* form and file it where you'll be able to access it conveniently for calls.

As your alliance progresses, you'll add her *Coaching Call Preparation Sheets*, her *Achievements Forms* and any other notes that will help you stay connected with her dream, her accomplishments and her challenges.

## Celebrate Your Accomplishment

Once you have completed all of the exercises in this lesson, place your signature and date in the space provided. Then reward yourself for your accomplishment!

Lesson completed on: \_\_\_/\_\_\_/\_\_\_ Signed: \_\_\_\_\_

How I will reward myself: \_\_\_\_\_

## ■ Moving Forward

*As you begin coaching your team member, you will want to support her by holding her accountable for both her vision and the action steps needed to reach it. Her vision provides the inspiration for the action steps to be taken.*



## ■ 18: The Power of Acknowledgement

“When we treat man as he is, we make him worse than he is; when we treat him as if he already were what he potentially could be, we make him what he should be.”

JOHANN WOLFGANG VON GOETHE

“Perhaps the most important thing you can do to honor others is to recognize the person they are becoming more than the actions they are taking.”

JANE DEUBER

### REVIEW AND REFLECT

Take a few minutes now to read this insight.

#### **Reveal Her True Self with ICU Acknowledgement**

Cheryl Walker, PCC ..... *Build It Big*, page 128

### WHY IS ICU ACKNOWLEDGEMENT BETTER THAN COMPLIMENTS?

There is a slight, yet significant difference between a compliment and an acknowledgment. A *compliment* is the recognition of an action taken or the result created. An *acknowledgment* is honoring the qualities or character traits one exhibits to bring about a result. Because the acknowledged person feels “seen,” you’ll sometimes hear it called “I see you” or ICU acknowledgement.

Because an acknowledgement calls out your team member’s personal strengths, it affirms her more deeply and accelerates the growth of her self-confidence. It also strengthens your relationship with her and builds an environment of trust and mutual respect.

Truly acknowledging others can become the most rewarding part of your role as a leader.

### EXPLORATION AND INTEGRATION

These exercises are designed to help you identify the underlying traits that spur your team members’ successes. Once you understand these traits, you can work toward transforming compliments into acknowledgements. With practice, ICU acknowledgements will become second nature.

## Know What to Look For

To help make the shift from recognition toward acknowledgement, familiarize yourself with the positive characteristics listed below and then look to affirm them in others.

Enthusiastic	Dedicated	Giving
Resourceful	Committed	Intuitive
Independent	Courageous	Innovative
Positive	Fun-loving	Organized
Generous	Ambitious	Self-disciplined
Honest	Compassionate	Trustworthy

## Look and Discover

Select one of your top leaders and list the qualities you appreciate in that person.

Name: \_\_\_\_\_

Qualities I admire: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

How does that feel? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## Keep It Short and Sweet

The most effective acknowledgment is short and to the point. When learning this skill, it is natural to have a tendency to go on too long, thereby diluting the impact of the acknowledgment. Select just one or two dominant character traits for a memorable and affirming acknowledgment.

Think of an acknowledgement you would like to give a team member and write it below in 25 words or less.

\_\_\_\_\_

\_\_\_\_\_

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### Practice Makes Permanent

By yourself or with a partner, consider a compliment that you find yourself giving your team members frequently. Write the compliment below and then re-write it as an acknowledgment.

Compliment #1: \_\_\_\_\_

New ICU Acknowledgement: \_\_\_\_\_

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Compliment #2: \_\_\_\_\_

New ICU Acknowledgement: \_\_\_\_\_

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### Celebrate Your Accomplishment

Once you have completed all of the exercises in this lesson, place your signature and date in the space provided. Then reward yourself for your accomplishment!

Lesson completed on: \_\_\_/\_\_\_/\_\_\_ Signed: \_\_\_\_\_

How I will reward myself: \_\_\_\_\_

### ■ Moving Forward

*What is the greatest learning you will take forward from this exercise?*

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## ■ 19: Befriend Your Inner Critic

“Your mental attitude is something you can control outright and you must use self discipline until you create a positive mental attitude – your mental attitude attracts to you everything that makes you what you are.”

NAPOLEON HILL

“The inner critic is like an overprotective mom who wants the best for us but clips our wings in the process.”

JENNIE ENGLAND

### REVIEW AND REFLECT

Take a few minutes now to read this insight.

#### **Make Friends with Your Inner Critic**

Jennie England ..... *Build It Big*, page 125

### WHY BEFRIEND YOUR INNER CRITIC?

The inner critic is the voice in your mind that points out your shortcomings, relives your failures and squelches your deepest desires. By convincing you that its concerns are real, your inner critic shakes your confidence and fills you with self-doubt. It can negatively affect your attitudes and behavior—and thus your success—without you even knowing it.

Acknowledging your inner critic is the first step toward removing it from power. Then, you can choose to neutralize it or befriend it. When you differentiate the critic’s voice from reality, you can either quiet the message or replace it with more powerful, affirming thoughts and observations.

No matter how strong your inner critic, you have the power to turn the volume down and make it a positive influence in your success.

### EXPLORATION AND INTEGRATION

It’s impossible to overestimate the negative impact that the voice of your inner critic can have on your business and on your life. Set aside the time you need in order to fully explore your inner critic and devise responses to counteract its influence.

#### **Recognizing the Inner Critic**

What does your inner critic tell you? Awareness is the first step, so spend a few minutes exploring some of the messages you receive from your inner critic.

1. List three messages that you hear frequently from your inner critic.

- a. \_\_\_\_\_
- b. \_\_\_\_\_
- c. \_\_\_\_\_

2. Describe how these messages make you feel.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### Six Steps to Make Friends with Your Inner Critic

#### Step 1: Notice the inner critic.

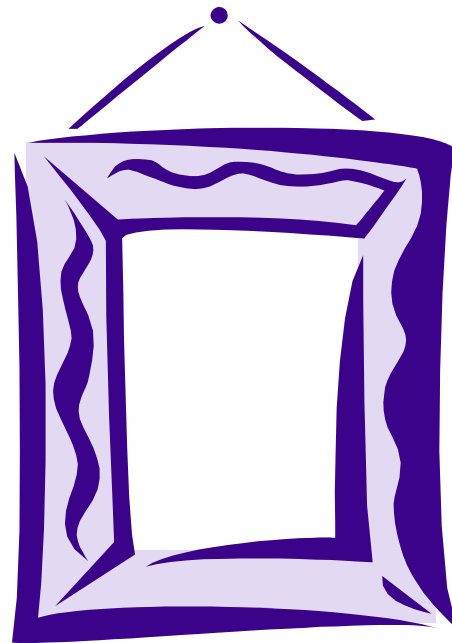
When does it speak the loudest? What does it say?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

#### Step 2: Personify the inner critic.

Name it, draw it and describe your relationship with it.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



**Step 3: Choose your response.**

List some ways you will respond when the inner critic shows up. For example, you might say, "Thank you for sharing, but I choose to believe..." or "Cancel that thought, I choose to believe...."

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**Step 4: Use affirmations.**

List ways to affirm what is true and reprogram the inner critic's negative statements.

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**Step 5: Converse with your inner critic in writing.**

If given the chance, what would you like to say?

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**Step 6: Witness your inner critic.**

Take the next 24 hours to observe when and how your inner critic shows up in all areas of your life. This exercise requires that you become a detached observer, so try to remain unemotional and nonjudgmental. Remember, one way to turn down the volume of the inner critic is to counterbalance negative messages with those that recognize and affirm your strengths.

Here's what I heard: \_\_\_\_\_

Here's what I chose to do: \_\_\_\_\_

Here's how I felt: \_\_\_\_\_

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## Celebrate Your Accomplishment

Once you have completed all of the exercises in this lesson, place your signature and date in the space provided. Then reward yourself for your accomplishment!

Lesson completed on: \_\_\_/\_\_\_/\_\_\_ Signed: \_\_\_\_\_

How I will reward myself: \_\_\_\_\_

## ■ Moving Forward

*Learning how to quiet the inner critic is a skill that will serve you well in all areas of your life. Over the coming days, continue to observe it without getting caught up in or believing its messages. Notice the benefits to you and your business.*





# Manage *Your* Finances



Direct Selling Women's Alliance

[WWW.DSWA.ORG](http://WWW.DSWA.ORG)

## ■ 20: Your Financial Freedom Plan

“It is not the level of prosperity that makes for happiness but the kinship of heart to heart and the way we look at the world. Both attitudes are within our power, so that a man is happy so long as he chooses to be happy, and no one can stop him.”

ALEKSANDR SOLZHENITSYN

“Review your financial picture and become clear about your income, your expenses, and your current debt. It is impossible to get where you want to go if you don’t know your starting point.”

TERESA ROMAIN

### REVIEW AND REFLECT

Take a few minutes now to read these insights.

#### **Get Ready to Come Home**

Barb Pitcock ..... *Build It Big*, page 178

#### **Attend to the Business Side of Business**

Vicky Collins ..... *Build It Big*, page 182

#### **Get on the Fast Track to Freedom**

Teresa Romain..... *Build It Big*, page 174

#### **Swim in the Wealth You Keep**

Kathy Robbins..... *More Build It Big*, page 159

### WHY FOCUS ON YOUR FINANCIAL FOUNDATION?

It is impossible to reach your financial goals if you aren’t aware of your current financial situation. Your financial foundation consists of your current income, expenses, assets and liabilities. This is the starting point upon which you can build.

In essence, determining your financial foundation serves as a reality check. You will no longer live in a cloud of wishful thinking or under a cloud of unfounded fears. When you gain clarity about your current financial status, you have the bedrock upon which you can build your business.

### EXPLORATION AND INTEGRATION

The following six-step plan will enable you to gain a realistic picture of your current financial situation, develop a plan to gain financial freedom and gain the support of your loved ones in achieving your vision.

## The Six Step Plan toward Financial Independence

### STEP 1: TRACK INCOME AND EXPENSES

On a piece of paper or in a computer spreadsheet program, list all your fixed monthly expenses, such as mortgage or rent, utilities, groceries, insurance and taxes. Then list estimated variable expenses, such as school supplies for the kids and clothing. Lastly, list occasional annual expenses, such as vacations, holiday gifts and home improvements.

Working under the assumption that your income does not fully support your household, list the amounts from each category of expenses for which you will personally be responsible. For example, you may be responsible for earning \$500 per month for fixed monthly expenses, \$200 per month for variable expenses, and \$200 per month for occasional expenses. Or, perhaps your spouse's income covers the fixed monthly and variable expenses, but you are responsible for covering all of the occasional expenses.

The figures below should represent the portion of the expense and income for which you will personally be responsible.

- a. Fixed Monthly Expenses: \_\_\_\_\_
- b. Variable Expenses: \_\_\_\_\_
- c. Occasional Expenses: \_\_\_\_\_
- d. Annual Income Needs (a + b + c =): \_\_\_\_\_
- e. Divide your required annual income needs by 12 months (d ÷ 12 =): \_\_\_\_\_
- f. Add a ten percent safety margin [e + (e x .10)] \_\_\_\_\_

The final figure in f is your monthly earnings target.

### STEP 2: PAY YOURSELF FIRST

Build your savings account by setting up an automatic payment into a liquid (easily accessible) account. Keep going until you have at least six months' income available at any time.

Monthly savings amount: \_\_\_\_\_

From this account: \_\_\_\_\_

To this account: \_\_\_\_\_

Date of transaction: \_\_\_\_\_

### STEP 3: PAY OFF YOUR CREDIT CARDS

According to CNN, the average credit card debt per American household reached a record \$9,312 in 2004. Avoid being part of this statistic! You may be one of the many direct sellers who started her home-based business for the express purpose of reducing her credit card debt. Make a commitment to pay not just the interest, but to make a substantial payment on the principle amount each month. Most importantly, don't incur additional debt—leave your credit cards at home.

Credit Card #	Name of Card	Balance	Monthly Pmt.
1.			
2.			
3.			
4.			

#### STEP 4: TRACK YOUR SPENDING

One of the simplest and most powerful financial tools is to keep a daily log of every penny you spend. For a period of one to two months, carry a small notebook with you wherever you go. Each time you pay for something, record the amount spent and enough information about the purchase to categorize it later.

It's as simple as that.

When you write down all of your expenditures, the flow of money through your life becomes real and exact. You can see, simply and clearly, just where you are spending your money, on what and why. Once you have that knowledge, you'll find it much easier to control your spending and put the money you save toward your financial freedom plan.

#### STEP 5: REDUCE YOUR SPENDING

Discover creative ways to reduce your spending each month. For example, you may decide to pack a lunch rather than go out; delay your personal care appointments by one or two weeks; forgo prepared foods and cook on a budget; or enjoy a weeknight in rather than going out.

List five ways you will save money this month:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

#### STEP 6: SET YOUR GOALS FOR FINANCIAL FREEDOM

Based on your discoveries, establish your financial freedom plan by calculating how much income you would like to earn from your direct-selling business each month to fulfill your vision. For example, if your vision is to work in your business full time, how much income will you need?

Then, decide on a time frame to accomplish your financial goals. If you've never developed a financial plan, this may sound challenging. However, starting this process will help you gain control and provide you with a vision and a plan. If you need help, ask for it from your upline, partner or spouse.

Monthly income goal: \_\_\_\_\_

Date by which I will be earning this amount: \_\_\_\_\_

Why I am committed to this goal: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

How this will impact me and my loved ones: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

### **Celebrate Your Accomplishment**

Once you have completed all of the exercises in this lesson, place your signature and date in the space provided. Then reward yourself for your accomplishment!

Lesson completed on: \_\_\_/\_\_\_/\_\_\_ Signed: \_\_\_\_\_

How I will reward myself: \_\_\_\_\_

### **■ Moving Forward**

*Select a time when you will sit down with your family and discuss your goal to go full time with your direct-selling business. Share your plan, ask for feedback and explain how much their support means to you. By sharing from your heart what your business means to you, you increase the chances of gaining their support and encouragement along the way.*

## ■ 21: Build Your Prosperity

“True happiness stems from a quality within ourselves, from a way of thinking about life. Of all the millions of words written on happiness, this is the oldest and most enduring truth. If the principles of contentment are not within us, no material success, no pleasures or possessions, can make us happy.”

LILLIAN EICHLER WATSON

“Knowing that you’re in control of your business finances has a powerfully positive impact on your financial destiny and your attitude.”

VICKY COLLINS

### REVIEW AND REFLECT

Take a few minutes now to read these insights.

#### **The Seven Money Skills of Extremely Prosperous People**

Mark Victor Hansen and Robert G. Allen..... *Build It Big*, page 185

#### **Get Control of Your Business Finances**

Jeff Shafe..... *Build It Big*, page 176

#### **Claim Your Deductions**

Joseph H. Craft, CPA..... *More Build It Big*, page 162

#### **Build it Big with Tax Incentives**

Bruce Gardner ..... *More Build It Big*, page 165

### WHY FOCUS ON MONEY SKILLS?

Why do some people earn ten times more money in their lifetime than the rest of us? Do they work ten times harder? Are they ten times smarter? Of course not. The bottom line is that wealthy people hone their money skills and use them consistently.

Money skills are behaviors that support all aspects of your personal financial management. Money skills begin with an understanding of the value of money and move to exerting control over your income, expenses and investments. Integral to this process is keeping impeccable financial records that allow you to assess your current financial standing and plan for the future.

In developing money skills, you leverage your resources and make the most of the money you have while planning for your future success. Practicing financial skills creates greater confidence, but more importantly, it helps you create more money and brings you closer to financial freedom.

## EXPLORATION AND INTEGRATION

In this lesson, you'll assess your mastery of the seven money skills that Mark Victor Hansen and Robert Allen describe in *Build It Big*. You'll also assess how well you apply them in your daily life and at the end of the month.

### Assess Your Money Skills

Take a moment to make an honest assessment of how you are doing in each of the areas listed. Use the following scale to indicate how frequently these statements are true for you.

A = Always

U = Usually

S = Sometimes

R = Rarely

N = Never

Then, identify a step you will take in each area to ensure you are progressing toward your goal of financial health and happiness.

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<b>#1 VALUE</b>	I respect the value of money and show my respect for money by managing it well.	<b>A</b> <b>U</b> <b>S</b> <b>R</b> <b>N</b>
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One step I will take in the area of VALUE that I will implement by \_\_\_/\_\_\_/\_\_\_ is: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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<b>#2 CONTROL</b>	I control my money by taking the six extra steps described on page 185 of <i>Build It Big</i> .	<b>A</b> <b>U</b> <b>S</b> <b>R</b> <b>N</b>
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One step I will take in the area of CONTROL that I will implement by \_\_\_/\_\_\_/\_\_\_ is: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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<b>#3 SAVING</b>	I enjoy saving and will allot at least 10 percent of my income to an appropriate investment account.	<b>A</b> <b>U</b> <b>S</b> <b>R</b> <b>N</b>
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One step I will take in the area of SAVING that I will implement by \_\_\_/\_\_\_/\_\_\_ is: \_\_\_\_\_

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**#4 INVESTING** I have a system for investing my money that results in the best possible return in relation to my comfort with risk. **A U S R N**

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One step I will take in the area of INVESTING that I will implement by \_\_\_/\_\_\_/\_\_\_ is: \_\_\_\_\_

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**#5 EARNING** I have multiple streams of income that act as my long term insurance plan for myself and my family. **A U S R N**

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One step I will take in the area of EARNING that I will implement by \_\_\_/\_\_\_/\_\_\_ is: \_\_\_\_\_

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**#6 SHIELDING** I have taken the steps to shield my wealth through the appropriate legal venues such as trusts, corporations, limited partnerships and so forth. **A U S R N**

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One step I will take in the area of SHIELDING that I will implement by \_\_\_/\_\_\_/\_\_\_ is: \_\_\_\_\_

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**#7 SHARING** I share my wealth consistently with the people, institutions and non-profits that are in line with my values. **A U S R N**

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One step I will take in the area of SHARING that I will implement by \_\_\_/\_\_\_/\_\_\_ is: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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## Financial Organization Checklist

You know that managing your business is vital to your success, but you just can't seem to find the time to get a handle on your paperwork, finances and inventory. Below is a comprehensive checklist of the steps you should have completed or be taking on a monthly basis to keep your finances in order. As you review the list, be kind to yourself. Remember, awareness is the first and most important step in getting your financial house in order. When followed by a sincere commitment to take gradual steps toward your goal, you are well on your way to becoming a Money Maven.

Using a check mark, indicate the items below that you complete on a monthly basis. For the items you have not yet integrated into your management system, note the date by which you will complete each step. Be realistic when setting dates for completion so that you ensure your success.

### ADMINISTRATION AND BOOKKEEPING

- I set up a filing system to keep track of important papers and receipts. DATE \_\_\_\_\_
- My papers are organized and filed. DATE \_\_\_\_\_
- I schedule filing and administrative time in my calendar and never miss the appointment. DATE \_\_\_\_\_
- I have a separate checking account that I use only for my business transactions. DATE \_\_\_\_\_
- I deposit all income to ensure good recordkeeping. DATE \_\_\_\_\_
- I designate one credit card that I use exclusively for my business. DATE \_\_\_\_\_
- I always keep an envelope for receipts in my car, purse or planner. DATE \_\_\_\_\_
- I have a mileage log and keep complete records of my travel. DATE \_\_\_\_\_
- I know and take the legal home-based business deductions. DATE \_\_\_\_\_
- I use a financial software program designed for direct sellers. For recommendations, see [www.dswa.org/dswa\\_store.asp](http://www.dswa.org/dswa_store.asp). DATE \_\_\_\_\_
- I use a contact manager designed for direct sellers. For recommendations, see [www.dswa.org/dswa\\_store.asp](http://www.dswa.org/dswa_store.asp). DATE \_\_\_\_\_
- I reconcile my accounts monthly. DATE \_\_\_\_\_

- I run financial statements every month and own the results, good or bad.  
DATE \_\_\_\_\_

### PLANNING AND CONTROL

- I know how much money I have (or don't have). DATE \_\_\_\_\_
- I know whether I can make a purchase (or not). DATE \_\_\_\_\_
- I make proactive business decisions on what to spend and when. DATE \_\_\_\_\_
- I have considered having a business telephone line installed for easier tracking of business-related calls. DATE \_\_\_\_\_
- I have considered purchasing a computer to be used strictly for business.  
DATE \_\_\_\_\_
- I have a simple, written business plan that shows my intention to grow a profitable business and outlines how I plan to do it. DATE \_\_\_\_\_

### LEADING MY SUCCESS TEAM

- I help others in my team, upline or cross line understand their business finances.  
DATE \_\_\_\_\_
- I have developed a relationship with an accountant who understands the nuances of home-based businesses and who is an enthusiastic member of my success team. Visit [http://www.dswa.org/accountant\\_profile.asp](http://www.dswa.org/accountant_profile.asp) for recommendations. DATE \_\_\_\_\_
- I have found a "Money Mentor" who can help me understand my company's pay plan so I never leave money on the table. DATE \_\_\_\_\_

### Steps for Closing Out Each Month

One way to stay on top of your finances is to schedule a time after the end of each month to reconcile, organize and put all the necessary papers together for future reference.

**I have done the following for the month of \_\_\_\_\_:**

- Receipts filed
- Inventory counted
- Mileage log updated
- Phone log/phone bills with business calls highlighted
- Day planner calendar filled out with all of my business activities
- Bank statement reconciled
- Guest book for my home showing business visitors is accessible
- Travel itineraries updated to show business appointments
- All financial transactions entered in my general ledger

- All financial statements are drawn up, such as
- Profit and loss statement
  - Cash flow statement
  - Current balance sheet

## Celebrate Your Accomplishment

Once you have completed all of the exercises in this lesson, place your signature and date in the space provided. Then reward yourself for your accomplishment!

Lesson completed on: \_\_\_/\_\_\_/\_\_\_ Signed: \_\_\_\_\_

How I will reward myself: \_\_\_\_\_

## ■ Moving Forward

*Knowing that you're in control of your business finances has a powerfully positive impact on your financial destiny, your attitude and your success. In fact, it can be such an empowering experience that you will begin to see your business opportunity in a whole new light, and will often spur you on to new levels of success!*



# Live *Your* Ideal Life



Direct Selling Women's Alliance

[WWW.DSWA.ORG](http://WWW.DSWA.ORG)

## ■ 22: Life Balance

“Many people seem to think that success in one area can compensate for failure in other areas. But can it really? True effectiveness requires balance.”

STEPHEN COVEY

### REVIEW AND REFLECT

Take a few minutes now to read these insights.

#### Choose to be Balanced

Grace Keohohou Lee ..... *Build It Big*, page 203

#### Choose Success Systems to Stay Motivated

Dr. Zonnya ..... *Build It Big*, page 213

#### Make Your Children the Reason

Kristin Rogers ..... *Build It Big*, page 194

#### The Art of Balance for the Entrepreneurial Parent

Karen Olson ..... *More Build It Big*, page 191

#### Share Life Lessons with Your Children

Michelle Knapp ..... *More Build It Big*, page 210

### WHY FOCUS ON BALANCE?

Where you put your time and attention determines not only the quality of your life today, but also the quality of life you will live for years to come. Giving appropriate attention to all areas of your life – attaining life balance – allows you to express your values. In practice, this means scheduling activities for each area during a week so that you move towards your goals in all areas at once.

Balance prevents your efforts for advancement in one area from overwhelming your efforts in other areas. For example, you may feel you’re living a rich and abundant life with days filled with activities that range from the mundane (laundry and cleaning) to the exhilarating (witnessing the fruits of your labor). But if you are neglecting other aspects of your life, such as your health, your friends and your own good spirits, your life is out of balance.

Although working toward life balance is important, striving for perfection is not. It’s impossible to have a perfectly balanced life, so you should work toward balance without guilt or worry. If perfection is not the goal, you can find joy in the process of observing, noticing and tweaking those elements of your life that need more attention. Indeed, you will find a sense of peace and satisfaction that comes from living life as best you can and loving yourself through the process.

## EXPLORATION AND INTEGRATION

The many facets of your life fall into a number of different areas. Each area represents a role to play, an obligation to fulfill or a dream to hold dear. The following exercises will help you tweak these areas and move toward a more balanced life.

### Envision your Optimal Performance

Spend some time thinking about what it would look like to operate at an optimum level in the seven areas of your life outlined below. How would you act? What actions would you take on a daily basis? What results would you see as a consequence of living this way?

Based on your picture of optimum performance, rate your current level of satisfaction with the results you are experiencing in each area of your life. Use a scale of 1-10, with 1 being totally dissatisfied and 10 being extremely satisfied.

**1. FINANCIAL** – This area encompasses your experience of wealth, such as the income you desire, your investments, your savings and debts you choose to pay off.

**If you were performing at your optimum level, what would you be experiencing today?**

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**Rate your current level of satisfaction**..... ① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩

**2. BUSINESS AND CAREER** – This area includes your business goals, your career path, and the people with whom you choose to work.

**If you were performing at your optimum level, what would you be experiencing today?**

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**Rate your current level of satisfaction**..... ① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩

**3. PERSONAL** – This area is all about taking time for you. It includes the skills you want to master, the things you want to learn, the material items you want to buy, the vacations you want to take and the places you want to see.

**If you were performing at your optimum level, what would you be experiencing today?**

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Rate your current level of satisfaction..... ① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩

**4. HEALTH AND FITNESS** – This area of your life encompasses your physical fitness, spiritual fitness and mental fitness. It addresses such issues as exercise, nutritional habits, spiritual development, learning new ways of thinking and overall awareness.

**If you were performing at your optimum level, what would you be experiencing today?**

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Rate your current level of satisfaction..... ① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩

**5. FUN** – All work and no play makes for an unfulfilling life. This area includes the experiences that make you smile and bring you joy, such as playing golf, painting ceramics, fishing, dancing or riding roller coasters.

**If you were performing at your optimum level, what would you be experiencing today?**

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Rate your current level of satisfaction..... ① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩

**6. RELATIONSHIPS** – This area encompasses the people in your life, such as family members, friends, clients, mentors, co-workers and employees.

**If you were performing at your optimum level, what would you be experiencing today?**

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Rate your current level of satisfaction..... ① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩



**7. CONTRIBUTION** - This area involves the ways in which you choose to give back to society by tithing your time, talents or money.

**If you were performing at your optimum level, what would you be experiencing today?**

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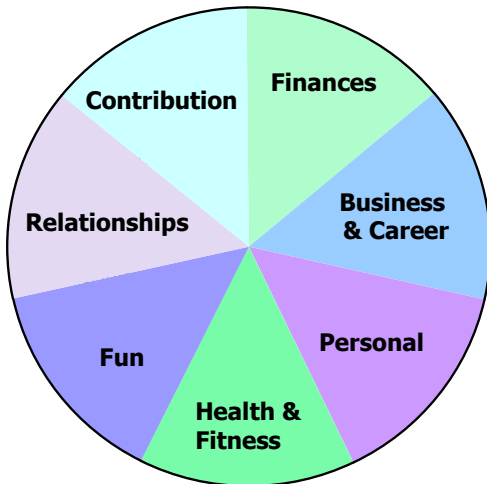
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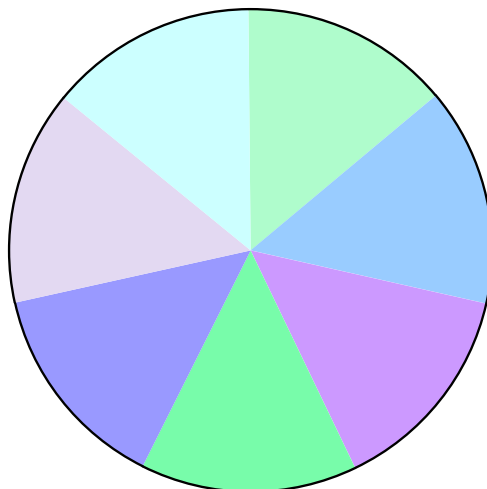
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**Rate your current level of satisfaction**..... ① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩

### Complete Your Life Balance Wheel



This exercise helps you visualize your life in balance and identify areas where you can most productively focus your next efforts for improvement.



In this circle, draw a curved line in each section representing the numerical value you've assigned in the previous exercise. Notice the areas in which you are satisfied and those in which you want better results.

Be kind to yourself! You are most likely doing much better than you think. Throughout this process, be sure to acknowledge the progress you have already made since starting your business.

## Choose to Improve

Now ask yourself, "What two parts of my Life Wheel have I neglected?" Select two areas you will focus on in the coming week. For each of these two focus areas, write down three action steps you will take to move closer to your ideal satisfaction level of 10 in this area.

**Area 1** \_\_\_\_\_

Action 1 \_\_\_\_\_

Action 2 \_\_\_\_\_

Action 3 \_\_\_\_\_

**Area 2** \_\_\_\_\_

Action 1 \_\_\_\_\_

Action 2 \_\_\_\_\_

Action 3 \_\_\_\_\_

## Take Action Daily

Each morning, visualize yourself living at a satisfaction level of 8 or higher in your two focus areas. What are you doing? What new habits have you acquired? How are you presenting yourself to the world? Then, decide which of the action items you identified you will work on during the day.

The purpose of this exercise is not to live life at a level of 10 in each area of your wheel. Such a quest will only result in disappointment, frustration and failure. Rather, this is an exercise about learning how to be the observer of your own life, noticing the areas that need attention and taking simple steps to round out the wheel.

## Check Your Attitude

It has been said that your attitude determines your altitude. Yet, how do you stay positive in your quest for greater life balance when you're faced with the challenges that life throws at you? The answer is to maintain an attitude of gratitude. When you remain focused on what's working in your life, you see the world through new eyes.

The quality of the questions you ask yourself is directly in proportion to the quality of your life. If you begin your day by asking questions that focus on what is great in your life, you will experience better results. Whenever you're in need of a "check up from the neck up," take just 15 minutes to quickly answer these seven questions, either verbally or in writing.

**1. Who do I love?** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**2. Who loves me?** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**3. What do I enjoy most about my life?** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**4. What is great about my business?** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**5. What have I accomplished that I'm particularly proud of?** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**6. What am I most grateful for in my life?** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**7. What do I look forward to in my life?** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## Celebrate Your Accomplishment

Once you have completed all of the exercises in this lesson, place your signature and date in the space provided. Then reward yourself for your accomplishment!

Lesson completed on: \_\_\_/\_\_\_/\_\_\_ Signed: \_\_\_\_\_

How I will reward myself: \_\_\_\_\_

## ■ Moving Forward

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*Learn to find and keep balance in your life through continual evaluation and adjustment. Perfect balance is a myth. It's in the constant pursuit of balance that we will find the joy.*

## ■ 23: The Art Of Time Mastery

“When you identify the things you do that are directly related to growing your business, you can manage them better, giving them higher priority than other activities that might not serve you as well.”

EARL NIGHTINGALE

“Concentrating on merely “good” often prevents the “great” from showing up.”

JANET SWITZER

### REVIEW AND REFLECT

Take a few minutes now to read these insights.

#### **Treat Your Business Like a Business**

Shan Eisler ..... *Build It Big*, page 9

#### **Take Control of Your Calendar**

Delores Douglass ..... *Build It Big*, page 41

#### **Say No to the Good so You Can Say Yes to the Great**

Janet Switzer ..... *Build It Big*, page 250

#### **Structure Your Life for Productivity**

Joyce Ferraco..... *More Build It Big*, page 188

#### **Color Your Hours for Balance and Success**

Christy King ..... *More Build It Big*, page 196

### WHY TAKE CONTROL OF YOUR SCHEDULE?

Time is the ultimate perishable commodity. The minutes, hours and days that tick by can never be regained. All too often, however, we treat time as though it is in endless supply. Without thinking, we give it away or spend it on tasks that don't benefit us. True time mastery is the product of aligning how you spend your time with what's most important to you. When you're the master of your own time, you identify, schedule and invest time in the opportunities that will best express your values and move you most quickly to your goals. You also have the discipline to decline other opportunities.

Even the best time managers realize that they don't have time to do everything they'd like to accomplish. So the question changes from “How do I manage my time?” to “How can I use the time I have to my greatest benefit?”

When you clarify your priorities, you will develop a sense of living up to your true values and highest potential. In the process, you will find it easier to say, “No” to the good and “Yes” to the great, thus speeding the achievement of your most important goals.

## EXPLORATION AND INTEGRATION

True time mastery is less about “doing things right” and more about “doing the right things.” Take these steps to shift your focus from fretting about time to becoming a master of time.

### **Step 1: Know what’s important to you.**

This step involves a quick review of some of the work you have done in previous exercises. With your values, goals and dreams in front of you, you’ll be able to make better decisions about how best to use your time for the greatest payoff.

**List seven to ten values that drive your life.**

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**Write the top three goals that you will accomplish in the next year.**

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**List your “Why” – your reason for building your direct-selling business.**

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### Step 2: Know how you spend your time right now.

For a period of five weekdays, write down observations about how you are spending your time. Rather than recording every task you undertake, simply observe your use of time in three segments: morning, afternoon and evening.

In your journal, write the answers to the following questions for the next five days.

1. What did I do that moved me closer to my dreams and goals? For example, *Called customers, processed an order, offered the opportunity.*
2. What did I do that did not move me closer to my dreams and goals? For example, *Watched television, talked too long on the phone, complained about my circumstances.*
3. What was the biggest waste of my time? For example, *Taking Peter’s lunch to school after he forgot it.*
4. For each non-productive task, determine how you can avoid, eliminate or delegate the task. For example, *Be more organized in getting the kids off to school.*
5. How will you benefit from making this shift? For example, *Productive morning with no extra trips to school.*

### Step 3: Identify high payoff tasks.

After five days of observing how your time is spent, identify which tasks gave you the greatest results and moved you closer to your goals.

**List the seven most effective things you can do to grow your business.** For example: *Conduct a business opportunity interview or Share the products in a group setting.*

1. \_\_\_\_\_
2. \_\_\_\_\_

3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_

### **Step 4: Take control of your calendar.**

Now that you are more aware of how best to use your time, it's time to do some planning.

In your day-timer, first note the non-negotiable time blocks. These include commitments you've already made to your children, spouse, team, church, civic organization, school and so on. In the time you have left, schedule in your highest payoff business-building activities from the list above. The more you can schedule into your week, the greater results you will have.

Scheduling tips:

- Be specific regarding exactly what you will do with each time slot, whom you will call, their contact information and the expected outcome.
- Allow a time slot at the beginning or ending of the day to evaluate the previous day's activities and results and adjust the new day accordingly.
- Make sure that each activity creates a result that propels forward momentum in the growth your business.
- Allot as little time as possible to paperwork and planning. The more time you spend "doing," the faster your business will grow.

### **Step 5. Follow the schedule you've created.**

- ✓ Whenever you consider altering your day's plan, ask yourself if the other activities you're considering are as important to the achievement of your goal.
- ✓ Develop the habit of handling the most valuable activities first. Let the less important things come after you've achieved your main objectives for the day.
- ✓ Use stolen moments to your advantage. These are the 10- to 15-minute time slots that you have while waiting in the doctor's office, waiting for your kids, folding laundry and so on. Ask yourself, "What can I do to turn this time into business-building time?"
- ✓ Play the five-minute mind game. Sometimes you may procrastinate on a project because you're not in the mood to do it. When this happens, tell yourself you will give the task just five or ten minutes. The momentum you create will likely carry you on to complete the task.



## Celebrate Your Accomplishment

Once you have completed all of the exercises in this lesson, place your signature and date in the space provided. Then reward yourself for your accomplishment!

Lesson completed on: \_\_\_/\_\_\_/\_\_\_ Signed: \_\_\_\_\_

How I will reward myself: \_\_\_\_\_

## ■ Moving Forward

"I don't manage time. No one can manage time. Time cannot be managed. I merely manage activities."

EARL NIGHTENGALE

*Remember that your life is yours to spend as you choose. And how you choose to spend it determines your results. Day by day, moment by moment, choose to create the life of your dreams!*

## ■ 24: Support At Home

“In the rush of daily living it’s easy to forget all the remarkable people, real or fictional, who have been a part of your life. But if you just imagine they are near for a moment, you will realize that anyone who ever touched your heart is always with you, patiently waiting to emanate warmth and support whenever you remember to think of them.”

BARBARA SHER

“The first sale you must make is to your family members.”

SHAN EISLER

### REVIEW AND REFLECT

Take a few minutes now to read these insights.

#### **Work From Home For Your Kids’ Sake**

C. J. Eisler ..... *Build It Big*, page 192

#### **Engage your Kids in Your Business**

Connie Kittson..... *Build It Big*, page 198

#### **Partner with Your Partner**

Carol Renoa ..... *Build It Big*, page 200

#### **Partner Up for a More Prosperous Future**

Barb and Clem Birch..... *More Build It Big*, page 198

#### **Maintain Your Balance with Family Meetings**

Sue Burdick..... *More Build It Big*, page 201

#### **Be a Hero in Your Wife’s Business**

Mark Semple..... *More Build It Big*, page 207

### WHY FOCUS ON YOUR FAMILY’S SUPPORT?

When a woman chooses a direct-selling career, she typically does so because family is one of her core values and she wants her new business to benefit her family. Family support means that those you love and live with feel that they play an important part in your business, that they benefit from it and that they are willing to take action to make your business a success. In other words, it’s not just your business, it’s the *family* business.

Studies show that direct-selling distributors who have support from home not only achieve greater success, but they also have a greater sense of pride in their profession. When your family members are willing to take action to support you, you can enjoy the process of building your business—without guilt—because you work with the knowledge that your business is aligned with and expresses your family’s values. When your

family's values are aligned with your direct-selling business, you are living your ideal life.

Although research and common sense indicate the importance of partnering for success, the reality is that many direct sellers lack support from spouses, family and close friends. If this is true for you, the exercises in this lesson will help you move from frustration to fruition in gaining the support of those who are closest to you. If this is not true for you, think about one of your team members who lacks family support and share this lesson with her. If you feel you have some support, and want more, this lesson will help you further engage your family.

## EXPLORATION AND INTEGRATION

Three things need to take place before you can enjoy the support of loved ones.

1. You must be able to clearly communicate your business strategies and plans.
2. You must engage your spouse, first in conversations about your business, and then in your business itself.
3. You must engage your children in your business, typically through family meetings.

Don't overlook sources of support from outside your family circle. Friends and colleagues who hold you to your highest potential can make valuable contributions to your success and self-esteem.

### Strategize and Plan

Create a brief description of your business so you can portray it with confidence to those you love.

**Why your business is important to you? Why you are determined to succeed?**

If you need help, review lesson 3: *Finding Your Why*.

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**What activities does your business require?**

This list may include prospecting, new customer contact, sales and marketing, administration (including accounting, record keeping, ordering and inventory control and so on), information gathering and preparation of tax returns, new associate training

and support, ongoing contact with existing customers and associates, goal setting and managing your vision.

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**What are the costs of your business?**

Consider the costs of the activities you listed above as well as start-up expenses you pay to your company.

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**What are your prospects for success?**

Be sure to include non-monetary benefits, such as teaching your children success habits, fiscal responsibility and being able to greet your children when they arrive home from school. Include things that are important to both you and your partner.

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### What support do you want from your partner?

Go back to the list of activities required by your business. This time, look at it with an eye to dividing up the responsibilities. Identify which activities match your personal skill set and the activities with which you need help. Think about your partner's skills, and determine which tasks he might enjoy. Mark those activities with a star.

### The Initial Conversation with Your Partner

Once you're prepared to clearly discuss why you started your business, along with costs, activities and prospects for success, you're ready to engage your new business partner in a conversation about your business.

- **Choose a favorable time and location.** Wait until your spouse is positive about your business. Getting him involved when he's not open to the possibility of success can set you back.
- **Initiate a businesslike conversation.** Show him that you have a for-profit viewpoint, not an emotional one. Be businesslike and in command, but not cold and bossy. Remember, this is a business proposal to your *friend*.
- **Ask for his help with those activities you marked with a star.** Let him know that you either feel under qualified to perform them or believe they will actually get in the way of your progress if you are left to do them alone.

If you have adequately prepared and presented your ideas, you should find yourself with a new business partner, one who is ready to help you engage the rest of the family.

### The Family Meeting

Hold a family meeting, during which you decide on a family goal you will all work toward. Then talk about how you can work together to achieve that goal.

**Prepare for the meeting.** While you want the meeting to be spontaneous, spend time beforehand thinking and writing about your thoughts for each topic you'll discuss during the family meeting:

Why this business is so important to me: \_\_\_\_\_

\_\_\_\_\_

How I see our family benefiting from the business: \_\_\_\_\_

\_\_\_\_\_

An example of a goal we can work toward as a family: \_\_\_\_\_

\_\_\_\_\_

What each family member can do to reach the family goal: \_\_\_\_\_

\_\_\_\_\_

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Why family support is important to me: \_\_\_\_\_

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What changes may take place as a result of this new business: \_\_\_\_\_

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**Envision your family's support.** Before your family meeting, take some time to envision the outcome you want. See your family interacting in a respectful and loving way. See them responding with excitement to the idea of having a family goal. See yourself being honest and sharing any nervousness you might feel about starting your business; you'll be modeling what it is like to have a goal or dream and then go after it. Imagine ways they can support you that are realistic, and hold a vision of open communication in which they feel free to express their worries or concerns. Finally, imagine a sense of family in which everyone feels closer and excited to have something to which they can all look forward.

**Make the meeting positive and fun.** You will also want to make the meeting fun and upbeat. Which of the following suggestions will you incorporate into your family meeting?

- Schedule the meeting for a time when everyone can relax and enjoy themselves.
- Serve a special treat at the meeting.
- Eliminate distractions.
- Acknowledge and appreciate their willingness or excitement to have the family meeting.
- Have magazines, glue and poster board on hand to cut out pictures that represent the family goal.
- Practice heart-centered listening.
- Keep the conversation positive and loving.
- Refer to the business as "our" business, rather than "my" business.

## Fostering Your Family's Support

In a perfect world, those we love will enthusiastically embrace our enthusiasm and offer their support with both their words and actions. However, your path to gaining the support of your loved ones may be roundabout. Don't lose hope. Rather than allow their misgivings to create bitterness or resentment, use it as a reason to strengthen your resolve to success.

Here are some additional tips that will help you engage your family. Check the box for each item you have completed or practice on a regular basis.

- ❑ Think twice before sharing your disappointments and challenges with your spouse. Your partner's natural instinct is to protect you from things that make you sad or frustrated, so he tends to remember your frustration long after you have gotten over it. Begin sharing "the best thing that happened" after you come home from each event—it will create a mental shift in both you and your family.
- ❑ Get help from people who understand your business. Unless your husband or best friend has experience in successfully growing a direct-selling business, it is often better to look to them for encouragement and support and look to your upline, company and the DSWA for specific strategies for building your business.
- ❑ Keep complaining to a minimum. If you have a concern you need to share, schedule a time to talk with your upline.
- ❑ Educate yourself and your spouse about the tax benefits of a home-based business. Many times this knowledge will make a difference in how he views your career. Visit the Prosperity Center at [www.dswa.org](http://www.dswa.org) for more details.
- ❑ Be patient! Sometimes the people close to us need to see results in the way of income, changes in our attitude or acknowledgement from our company before they truly understand the significance of our business.
- ❑ Above all, notice and celebrate even the smallest shifts toward understanding, accepting and ultimately appreciating your business. The journey will be more fun and more rewarding when the people you love are with you along the way.

## Celebrate Your Accomplishment

Once you have completed all of the exercises in this lesson, place your signature and date in the space provided. Then reward yourself for your accomplishment!

Lesson completed on: \_\_\_/\_\_\_/\_\_\_ Signed: \_\_\_\_\_

How I will reward myself: \_\_\_\_\_

## ■ Moving Forward

*Success expert Caterina Rando encourages you to evaluate the relationships in your life. Are the people in your life contributing to your success or are they draining the success out of you? Outside of your family, it's more important than ever to surround yourself with people who want you to win. Acknowledge the supportive people in your life and tell them you appreciate their friendship.*

## ■ 25: Your Professional Image

“Whether you build your direct-selling business on a part-time basis, or plan to rise to the highest level of management within your company, paying attention to the details of your professional image is vital to your success.”

MARION GELLATLY, AICI, CIM

### REVIEW AND REFLECT

Take a few minutes now to read these insights.

#### **Nurture Your Professional Image**

Marion Gellatly, AICI, CIM..... *Build It Big*, page 205

#### **Boost Your Online Image**

Marion Gellatly, AICI, CIM..... *Build It Big*, page 232

#### **Spell Your Image P-R-O-F-E-S-S-I-O-N-A-L**

Marion Gellatly, AICI, CIM..... *More Build It Big*, page 269

### WHY FOCUS ON YOUR IMAGE?

Many people believe that your professional image is made up of your appearance, body language, tone of voice and attitude. But a professional image truly consists of your personal conduct and how you project yourself to the world. It's the energy you bring into a room and the way you make others feel when they meet you. Your professional image is sometimes called your *personal power* and it has a huge impact on your success.

Taking an honest look at how you are perceived by others requires courage. You must be willing to see the small details that may seem insignificant to you, but are detracting from your ability to draw new customers and potential team members into your life.

### EXPLORATION AND INTEGRATION

This lesson will help you assess behaviors that either increase or decrease your personal power, and spur you to identify areas for improvement. It's sometimes difficult to understand the image you project to others. If this is the case, you may want to ask a trusted friend, a team member, or your upline for her assessment. Keep in mind that feedback is a gift, even if it is sometimes difficult to hear.



## Assess your Professional Image

This assessment tool can help you determine your satisfaction with your professional image and how you present yourself to others. Answer each question honestly so that you have the most realistic picture of your image.

Use this scale to indicate how frequently these statements are true for you.

**A** = Always    **U** = Usually    **S** = Sometimes    **R** = Rarely    **N** = Never

1. I am clear on the image I wish to project to my team, clients and prospective recruits.	<b>A</b>	<b>U</b>	<b>S</b>	<b>R</b>	<b>N</b>
2. I spend time at least twice a year reevaluating my professional image.	<b>A</b>	<b>U</b>	<b>S</b>	<b>R</b>	<b>N</b>
3. I emphasize quality over quantity in my clothing purchases.	<b>A</b>	<b>U</b>	<b>S</b>	<b>R</b>	<b>N</b>
4. My business wardrobe is based on classic pieces of clothing.	<b>A</b>	<b>U</b>	<b>S</b>	<b>R</b>	<b>N</b>
5. I pay attention to details in my grooming and attire.	<b>A</b>	<b>U</b>	<b>S</b>	<b>R</b>	<b>N</b>
6. I receive compliments on my professional appearance.	<b>A</b>	<b>U</b>	<b>S</b>	<b>R</b>	<b>N</b>
7. I use color strategically in my business dressing.	<b>A</b>	<b>U</b>	<b>S</b>	<b>R</b>	<b>N</b>
8. My nails are reasonably short and well manicured.	<b>A</b>	<b>U</b>	<b>S</b>	<b>R</b>	<b>N</b>
9. My hairstyle has been updated within the last two years, and my hair is clean and manageable.	<b>A</b>	<b>U</b>	<b>S</b>	<b>R</b>	<b>N</b>
10. I am aware of my body type and how to flatter it.	<b>A</b>	<b>U</b>	<b>S</b>	<b>R</b>	<b>N</b>
11. I am careful not to wear too much perfume or cologne.	<b>A</b>	<b>U</b>	<b>S</b>	<b>R</b>	<b>N</b>
12. My wardrobe selection for the day is tied to whom I will be meeting.	<b>A</b>	<b>U</b>	<b>S</b>	<b>R</b>	<b>N</b>
13. I maintain my shoes and keep them scuff-free.	<b>A</b>	<b>U</b>	<b>S</b>	<b>R</b>	<b>N</b>
14. I have my business cards in a carrying case to keep them clean, and have them with me at all times.	<b>A</b>	<b>U</b>	<b>S</b>	<b>R</b>	<b>N</b>
15. I know how to make proper introductions.	<b>A</b>	<b>U</b>	<b>S</b>	<b>R</b>	<b>N</b>

16. I stand up and initiate a handshake with my hand extended-thumb up and out.	A	U	S	R	N
17. I attach my nametag on my right shoulder when networking or in a meeting.	A	U	S	R	N
18. I don't chew gum, eat or drink while conducting business on the telephone.	A	U	S	R	N
19. I answer my business telephone with my full name, rather than just my first.	A	U	S	R	N
20. I only answer my telephone when I can talk; otherwise, I let it go to voicemail.	A	U	S	R	N
TOTAL for each frequency	A	U	S	R	N

Now, tally your score. Multiply your score for each frequency with the value shown below. This will give you a basis from which to begin.

Always:	x 5 points	=
Usually:	x 4 points	=
Sometimes:	x 3 points	=
Rarely:	x 2 points	=
Never:	x 1 points	=
TOTAL POINTS		

## Interpret Your Results

### 1 to 25: You Can Do Better!

You must look and act the part even before you get there, so develop the professional image techniques that will propel you to success. Please stay connected to the DSWA Image Center to continue developing your skills and self-confidence.

### 26 to 50: Keep Trying!

Your intent and desire to polish your professional image is evident, but perhaps you have not had any training in this area. Take the time to stay connected to the DSWA Image Center, where you will receive valuable information to help you stand out – to look great and be great in your business.

### 51 to 75: Great!

You have demonstrated many of the important aspects of a successful professional image. Your focus can now be on honing your expertise in the areas of style and communication, as well as in setting an example for your team members. With a little

more effort, you can continue to increase your score and attain a higher level of success and earn the recognition you deserve.

### **76 to 100: Superb!**

You have done a great job of putting into practice the effective techniques that guarantee your look is attractive, confident and that of a top-notch professional. You have guaranteed yourself a professional edge in your direct-selling business. Congratulations!

## **Identify Your Wardrobe Challenges**

Make a list of what you feel is *not* working for you with regard to your wardrobe. Be honest with yourself! For example, you might say:

- My closet is full of clothing that no longer fits
- I have numerous items that don't go with anything else
- I have garments that I haven't worn in over three years

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Do you clearly see what needs your attention now?

## **Set Your Wardrobe Goals**

What types of clothing do you need to have in your wardrobe? Consider for which occasions you need to dress on a regular basis. For example, you might say:

- Active wear for time with the kids
- Work-at-home wear
- Professional attire, such as suits, for presentations and events

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Next, make a list of the steps you will take to build a personal wardrobe that enhances your professional image and supports your success. For example, you might say:

- Clear out clothes that don't work for me
- Learn how to select clothes that fit and flatter me
- Invest in clothes that will last longer

- Build a mix-and-match wardrobe with lots of variety
- Organize my closet so clothes are in order and easy to find
- Try on every item to see that it fits properly and separate those that do not.

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Finally, select three things you will do in the next week that will move you closer to your professional image goals and the day and time you will do each one.

<i>Activity</i>	<i>Date and Time</i>
1.	
2.	
3.	

### **Celebrate Your Accomplishment**

Once you have completed all of the exercises in this lesson, place your signature and date in the space provided. Then reward yourself for your accomplishment!

Lesson completed on: \_\_\_/\_\_\_/\_\_\_ Signed: \_\_\_\_\_

How I will reward myself: \_\_\_\_\_

### **■ Moving Forward**

*Your appearance, body language, tone of voice and attitude all convey your commitment to building your business. Enhance your personal power by constantly learning, growing, and serving professionally and reliably. Become the person others want to meet and watch your business soar!*

## ■ Additional Resources

### ABOUT THE DSWA

The **Direct Selling Women's Alliance** is a community of individuals who are engaged in the pursuit of their dreams through one of the fine network marketing or party plan income opportunities available today. Our membership is comprised of women (and men) who represent independent direct sellers from more than 12 countries and hundreds of direct selling companies.

The mission of the DSWA is to make an authentic difference in your direct-selling career and your life! We are teachers, cheerleaders, friends, coaches, confidants, and mentors who offer industry specific education by the top leaders, speakers, trainers and experts the profession has to offer. We respect your choice to grow your direct-selling business and will work to provide you with all that you need to become the person you are meant to be.

### DSWA MEMBERSHIP BENEFITS



As a member of the Direct Selling Women's Alliance, you'll enjoy extensive benefits, both on line and in your local area. Why not become a part of our welcoming community of individuals who respect your choice to have a direct-selling business, understand your challenges and have the answers and guidance that will empower you to take your business to new heights.

Member benefits include...

- ✓ 400+ page content-rich website, designed to meet your needs
- ✓ 25% discount off copy & printing services at FedEx Kinko's
- ✓ Two weekly tele-classes with top industry trainers and over 100 archived classes
- ✓ Five Fabulous success-enhancing e-books by celebrity trainers
- ✓ Free admission to Millionaire Mind Intensive workshop by T. Harv Eker
- ✓ Group medical and dental insurance programs
- ✓ Financial fitness group consultation with a Home-Biz CPA
- ✓ 10% discount off most DSWA produced products
- ✓ Regional Success Circle and Area Chapter meetings

Join direct sellers from around the world who are achieving their goals, living their values and having the time of their lives through a career in direct selling! Visit the DSWA web site to learn more: <http://www.dswa.org>.

## DSWA PRODUCTS

Discover these powerful Direct Selling Women's Guides!

- With *The Build It Big Audio Book*, you can take *Build It BIG* with you wherever you go! The 12 CD Collection brings the insights of 101 experts and leaders to life. *The Build It BIG Audio Book* is like being mentored by the brightest and most successful individuals of our profession all in the comfort of your home, office or car!
- In *Managing Your Business Finances*, Vicky Collins, CPA gives you a comprehensive, easy-to-understand approach to taking care of the "money side" of your business - once and for all!
- In *Principle-Centered Coaching™*, Jennie England, PCC, CPCC, teaches the skills of Principle-Centered Coaching – a unique and effective approach to working with team members that results in improved performance and more rewarding relationships.
- In *Personal Power*, Marion Gellatly, AICI, CIM guides you through the steps of designing a professional image that supports your success. From creating a fabulous business wardrobe to networking like a pro, this comprehensive program will accelerate your rise to the top!

\*The *Managing Your Business Finances*, *Principle-Centered Coaching* and *Personal Power* programs each come with a comprehensive e-workbook that serves as a guide for learning and implementing the ideas presented by DSWA's very own Center Directors.

To learn more about these and other exciting DSWA products, visit the DSWA Store at [http://www.dswa.org/dswa\\_store.asp](http://www.dswa.org/dswa_store.asp).