



# No More Fooling Around. *Discover Your Unrealized Potential!*

Your *ZannPlan* Action Guide for April includes:

Audio Transcript for April.....	2
Your Action Steps for April.....	6
Action Step #1.....	6
Action Step #2.....	7
Action Step #3.....	8
Your Time Management Tip.....	9
Your Personal Development Challenge.....	10
Your April <i>ZannPlan</i> Take-Aways.....	11
Closing Words from Leslie.....	11

## Audio Transcript for April

*As you listen to the audio, follow along with this transcript and take notes. This improves your retention so you can put your learning into action more quickly.*

The month of April begins with April Fool's day on the 1<sup>st</sup>. It's celebrated as a day when people play practical jokes on each other. The jokes and their victims are known as "April Fools."

Well, this got me thinking. It got me thinking of all the creative ways we play jokes on ourselves ... all the unintentional ways we fool ourselves as we pursue our dream to build a successful business.

So what's keeping you from your full potential? Are you playing a joke on yourself by playing too small? Are you fooling yourself with fears and limiting beliefs?

I say, let's put an end to this today. If you are ready, and willing to play full out ... then April can be the month you see beyond the hidden jokes and foolishness and find the courage to be a Champion!

And you can put that Champion mindset to work immediately. The 90-day period of March, April and May is historically a strong growth period as you build into the summer season. So now is the time to capitalize on this window and teach your team to pick up the pace. April is the centerpiece of those prime spring building months.

So pay close attention as you jumpstart April. You'll find the Easter and Passover holidays scheduled early in the month. If you aren't careful to schedule your time, honor your commitments and effectively weave your business hours strategically around these holidays, you may find yourself missing the entire first week of the month. That's a bad joke to play on yourself as that's some valuable time to lose. I'm confident that you can hit the ground running on April 1<sup>st</sup> and still enjoy these special holidays.

And depending on where you live ... you may have Spring Break in April. This is another opportunity to joyfully mix work and play. Remember, when you work your business in part-time hours, it's always a choice to stay consistent.

And specifically in April, you want to build on what you developed in March and not let that edge slip away. By keeping your focus in April, you can drive into May with some fresh momentum and this will set you up perfectly as you and your team enter the summer season.

As the month of April begins, let's avoid the foolishness. Ask yourself:

**Are you playing jokes on yourself about the pace of your business? Are you playing too small, moving slow and unintentionally duplicating that slow pace to your team?**

Are you fooling yourself about your desire to succeed? Do you find yourself dabbling, or taking a casual stance with your business without a firm commitment to succeed?

No more fooling around. There's just too much at stake. Let's discuss two detrimental ways we play jokes on ourselves and unintentionally trick ourselves. It's time to stop the foolishness once and for all.

So ask yourself:

**Are you playing too small?** If so, it's time to pick up the pace!

The first 30 days of your new Consultants' career is a pivotal time. So, it just makes sense to advise them to get off to a fast start.

Most companies offer a fast-start program or quick-start strategy that, when accomplished within a designated period of time, reinforces and rewards the many benefits for starting fast.

The best advice you can give a new Consultant who is excited about building their business is to GO FAST! Recommend that they make the commitment to follow their fast-start program with every intention of meeting or exceeding the initial goals.

By following a simple and proven fast-start program, everyone has the ability to experience success ... and early success fuels the fire for BELIEF!

You owe it to your new Consultants to paint the possibilities for achievement. As they begin their business, these possibilities can become a reality when their pace is tied to a

quick-start strategy. And one thing I know for sure ... it's way more fun to go fast than slow.

Let's review the tangible benefits for going fast:

- The faster you help your new Consultants start their business, the faster you increase their belief. They begin to believe that they can sell and sponsor.
- The more belief they have, the more enthusiasm they have. This enthusiasm helps attract people who want to hear more.
- The more enthusiasm they have, the more coachable they become. This willingness to learn the 'system' creates a desire to take action.
- And the more coachable they become, the more action they take ... which results in early achievement.
- And early achievement allows your new Consultants to create their story of success. This story will intrigue and attract like-minded people. This story will become one of their most effective sponsoring tools and will support their initial team-building efforts.

This is the total shift in mindset that is created with pace.

By clearly coaching the many benefits of going fast, you can duplicate pace and create a culture on your team that supports and drives people to jumpstart their business on purpose.

And here's the BADA BOOM: the moral of the story.

**The faster you help your new Consultant take action from the time of enrollment, the greater the odds that they will stick around long enough to get vested emotionally and ultimately, vested financially.**

Conversely, the slower they start; the longer the time period from day of enrollment to taking action, the greater the odds that they will quit before they ever even start.

That's why it's so important to effectively deliver the many benefits for going fast. This is a critical area where I think many emerging leaders unintentionally fool themselves, based on their past performance.

Regardless of your pace when you started, you want to support your new Consultants and show them the many possibilities available to them.

If you didn't get off to as fast a start as you wanted ... don't feel that you have to duplicate that slower pace. That's a lousy trick to play on anyone.

Whatever your past success was ... put it behind you. Who knows? Maybe you weren't as coachable as you are now. Maybe you had life's distractions that didn't allow you to properly focus at the time. Maybe your belief in the business wasn't as strong as it is now.

And honestly, whatever the reason, it really doesn't matter. Even if you have set the world's record for getting off to the slowest start possible ... it doesn't matter. Let it go because today's a new day.

So here's a strategy for reaching your unrealized potential:

I challenge you to pretend that you were just enrolled into your business today, and over the next 30 to 60 days, commit to achieving the exact activities laid out in your company's fast-start program.

This is your time to stop playing small and stop setting a slow pace.

No joking! Now is your chance to reset the clock, re-craft your story, and develop a new timeline! This is a proven method for not only resetting your pace, but expanding your potential as well.

Now, it's time to ask yourself:

**Are you Dabbling?** If so, it's time to make a commitment!

Over the years I've enjoyed the opportunity to interview countless top performers. When asked if they could identify one specific decision that propelled them to the top, each and every one of them said in their own words that at one point in time, they made

the decision to succeed. They made the decision to be a high achiever, a top performer. They made the decision to do what it takes to step into their greatness! They made a commitment!

Have you made yours? Or are you playing tricks on yourself? If you are dabbling, this lack of commitment may be keeping you from realizing your full potential.

When I talk about dabbling, I mean taking a casual stance with your business. Treating it like a hobby. Only doing those activities that are safe, comfortable and easy.

Whew ... this is a popular way to trick yourself. You don't even realize that you're dabbling. You keep yourself busy and yet you wonder why you are not moving forward. Dabbling is a sure-fire way to evade your true potential.

Do you want to stop your self-imposed tomfoolery? Then like the leaders I mentioned earlier ... it's time to make a commitment. The day you truly make the commitment to be all in, to play full out, to embrace a whatever-it-takes attitude ... the day you make the decision to be a top producer, to reach the top of your pay plan ... that's the day that in the words of Lenny Berman from ESPN, "you could go all the way!"

So no more April Fools for you! No more playing small. No more dabbling! It's time to pick up your pace and make a commitment to go all the way to the top. When you stop fooling yourself ... you will discover your unlimited potential!

## Your Action Steps for April

### Action Step #1

Does your company offer a fast-start program? If so, pretend you were enrolled into your business today, and over the next 30 to 60 days, commit to achieving the exact activities laid out in your company's fast-start program.





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“What lies behind us and what lies before us are tiny matters compared to what lies within us.”

~ Ralph Waldo Emerson

Through these exercises, you can express your commitment to jump-start your business, harness the power of pace and play full out! It's time to tap into your unrealized potential.

## Your Time Management Tip

### **Without a To-Do List, the Joke's on You.**

Whether part-time or full-time, do you often feel overwhelmed by the amount of work you have to do to build your Direct Selling business? Do you find it challenging to identify not only what needs to be done ... but how best to prioritize your income-producing activities? Time is one of your most precious resources. How you manage it is no place to fool around.

I recommend you start working a daily To-Do list. On this list, you can prioritize all the tasks that you choose to carry out that day. You'll list everything that you have to do, and it's best if the most important tasks are at the top of the list, and the least important tasks are at the bottom.

By keeping such a list, you make sure that your tasks are written down and all in one place so you don't forget anything important. And by prioritizing your tasks, you can easily identify what needs your immediate attention, and what you can leave until later.

I've always worked a daily list. In fact, I make sure that the last thing I do before I leave my desk at the end of the day, is to make sure my list is rewritten for the morning. It's fun and gives me a sense of accomplishment to see all the things I have checked off. This simple tip can keep you from fooling yourself about your productivity and make it fun and easy to get things done.

A quote that hung in my office for many years read, “The least effective people do the easy stuff first.” Start using a prioritized To-Do list so you too become a ‘most’ effective person and reach a high level of achievement.

## Your Personal Development Challenge

### **No Foolin’! Pass It On.**

The key to your success always revolves around transferring or duplicating your system of activities to the Consultants that you sponsor. We call this duplication.

I define duplication as the amazing results that can be achieved when groups of people are all doing the same success-oriented activities.

If everything duplicates, then it just makes sense to duplicate the magic of personal development.

And just like any activity, you duplicate most effectively by setting a personal example. If three-way calls can duplicate, so can a commitment to personal development reading. If the desire for pace can duplicate, so can the desire to increase your positivity and belief.

I recommend that you promote the power of personal development to everyone on your team. And there are a variety of ways to duplicate this life-changing activity.

- ~ Make a personal commitment to a daily practice.
- ~ Post a list of personal development books on your team page.
- ~ Give personal development books as incentive gifts.
- ~ Share positive quotes that support the importance of personal development. For example:

Jim Rohn said, “Work harder on yourself than you do on your business or your job.”

Marianne Williamson said, “You must master a new way to think before you can master a new way to be.”

Wise leaders often say, “The speed of the leader is the speed of the team!”

People are watching everything you do as you build your business. Along with the how to and the why to, make a commitment to build a mental foundation for success through personal development.

No joke! When you pass on the power of personal development to your team, you are not only supporting their success ... you are changing their lives.

## Your April ZannPlan Take-Aways

**List your top three take-aways from your April ZannPlan:**

- 1) \_\_\_\_\_  
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- 2) \_\_\_\_\_  
\_\_\_\_\_
- 3) \_\_\_\_\_  
\_\_\_\_\_

## Closing Words from Leslie

Start today to develop the viewpoint, skill set and mindset to create Outrageous Achievement.

With more clarity in every season, you will set better priorities, take more consistent action, and meet and exceed your goals ... not only this year, but for years to come.

It's time to jump-start your business, harness the power of pace and play full out! It's time to tap into your unrealized potential.

*Leslie*