



Be Smokin' Hot this August!

Create a fresh view of leadership

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Audio Transcript for August

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.

August is the final month of summer. Where's your mindset? Where's your focus? Where's your consistency?

The following quote from author Kent Nerburn reflects the unconscious complacency that can affect your business during the summer season.

He says, "We are all children of chance and none can say why some fields will blossom while others lay brown beneath the August sun."

None can say, huh? After two decades in our profession, I know darn well why some fields will blossom while others lay brown beneath the August sun. And the reason is a lack of consistent activity.

I am convinced that your level of activity can increase with a fresh view of leadership, a clear vision for the future and the value you place on your business today.

Your business can be smokin' hot this August and your fields will blossom! The question is ... how do you go about making that happen?

Let's start by creating a fresh view of leadership. To keep it simple, let's discuss three facets of leadership that will help you define your personal leadership style.

To begin ... Leadership is a process, a skill learned through consistent actions. Your leadership abilities will evolve as you master your business model and, in turn, learn to teach others to do the same.

This is where mentorship is invaluable ... mentorship from upline leaders, cross-line leaders, corporate training and personalized industry support. For many of you, it's only by working through the process ... experiencing the challenges and exhilaration of blossoming leadership ... that you will be able to identify the type of leader you ultimately want to be.

If you pay close attention, you are given many examples to evaluate. By processing these examples ... without judgment or criticism ... you gain a new awareness of the

unlimited possibilities. Pay attention to what works ... and doesn't work ... as you interact with your Sponsor and upline leaders. I recommend you take some Personal Development time to journal about what leadership style motivates you. You will gain important insight into how you want your personal leadership style to evolve.

As you make the commitment to lean into leadership, **regardless of the time of the year** ... you will gain the experience and confidence to define your individual leadership style on your terms. This will be your foundation for moving forward to ultimate success.

Facet #2 ... Leadership is a mindset that begins with belief and expands with commitment. Regardless of the time of year or the size of your organization today, your mindset should reflect the attitude of leadership. This will help develop your leadership posture.

Now, what do I mean by posture? I mean the emotional stance you take as you lean into leadership. Your personalized posture that, as a leader, you bring unique value to those you sponsor and to the team you develop.

One of the most critical aspects of leadership is the ability to empower others. Not only do you want to inspire your team by word and example, you want to empower them to clear any obstacles to their success.

These obstacles could be practical ... like understanding the process for placing orders and enrolling new team members. Or they could be mental obstacles such as fear and uncertainty. By sharing your stories of overcoming your own obstacles ... your honesty and authenticity will be obvious and inspiring.

The summer season can be perceived as one of these obstacles, yet you owe it to yourself and your team to effectively weave your business activities throughout the season. Develop the mindset that ... hey, it's summer, and yes, I'm busy ... but I'm always busy. There is no reason why I can't have it all. I choose to work my business part-time and also spend quality time with my family. Moving through obstacles is a choice.

Which brings us to the 3rd facet: Leadership is a choice: and this I know for sure! 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 ... and they made the decision to do what it takes to step into their greatness! That decision was a choice!

And once they made that decision, they took practical steps to follow through. They developed a vision for themselves and their lives that inspired and drove them to create their future success.

For most of us, our vision for the future is made up of equal parts personal achievement, personal development, financial success, recognition and the opportunity to truly make a difference in people's lives.

Our vision is given breadth by the culture of the company we represent. Confidence comes with the feeling of belonging. Satisfaction grows with the belief that we are in the right place, with the right company, at the right time. Anticipation expands as we articulate a future full of unlimited possibilities.

Ask yourself, "What will my new life look like?" Put your vision to paper through journaling and bring it to life. Then, take your newfound clarity and move confidently in the direction of your dreams. Men and women around the world continue to experience unprecedented and unimaginable success in the Direct Selling profession.

Whatever your company, product, pay plan or business model ... if you are invested emotionally and love what you are doing ... then find the courage to believe in your vision, and make the commitment to do what it takes to turn your vision into reality.

This is YOUR life! This is YOUR time! Keep your vision in front of you to propel you forward ... no matter the time of year.

Yes, the month is August. Yes, it's the last month of summer. You've worked hard up to this point. You've built a foundation ... if not a thriving organization. How valuable is your business to you?

Are you experiencing some distractions? Are you struggling with your calendar and hours of operation? Are you starting to believe that working during the summer season is a challenge? Well ... let's stop that self-limiting belief today!

Every cycle of the season ... throughout the year ... has its own unique distractions. Follow me here for a moment:

How about school breaks when the kids are home from school, or the weeks when the kids go back to school? You may be living this now.

How about selling your home, buying a home, going on vacation, coming home from vacation, getting married, getting divorced, having a baby, sending your child off to college, losing your job, starting a new job, dating someone new, breaking up with a special someone, moving to a new city, planning a birthday party, going away for the weekend ... are you following me here?

And what about the calendar? It's packed with distractions! It begins with New Year's and continues with Valentine's Day, Spring break, Memorial Day, 4th of July, Labor Day, Halloween, Thanksgiving, and finally, the various December Holidays. I mean really! It's a wonder we get anything done with all of these distractions!

You know what? The moral of the story is that LIFE is a distraction. And the leaders who truly desire to reach the top of their pay plan learn to work through the distractions.

One key thing to understand about distractions: We often use them to avoid what we fear. If that's you ... put a stop to it right now!

Our ability to deal with life ... and still find ways to stay involved and committed to our business ... is the key to high achievement.

Building a business is a process, which takes absolute consistency. When you go days, a week, a month without talking to new people ... it's like starting all over again each and every time. It's excruciating and truly takes all the fun out of the business.

Successful leaders learn early on to weave their business through the unique cycles of the seasons ... like thread through a needle. Now is the time to embrace this philosophy.

Don't use the distractions of summer as an excuse to fail. Do not let fear keep you stuck. Don't settle for less than you desire, less than you deserve. Don't play small! This is your life. Go for the gusto, my friend!

Your business can be smokin' hot this August and your fields will blossom! You know what it takes. So lean into leadership, take consistent action in the hours that you have and move in the direction of your dreams. Enjoy.

Your Action Steps for August

Action Step #1

What leadership styles motivate you? Do you like to be asked to participate? Do you prefer to be directed? Do you resonate with a motivational style? Do you perform best when there is an incentive on the line?

Take some time to consider the leadership styles you prefer ... and begin to define the leadership style you wish to create for yourself.

Action Step #2

On a scale of 1-5, with 5 being the highest, where is your Leadership mindset during the summer season? _____

If you rank yourself 3 or lower ... give specific details as to why.

If you rank yourself 4 or higher ... reinforce the aspects of your attitude that are keeping you positive and moving forward by giving details below.

Action Step #3

If leadership is a choice, have you made the decision to be a high achiever ... a top performer ... to do what it takes to step into your greatness? Your decision is a choice!

Explain how you are invested emotionally in your business.

List some ways you revisit your vision on a weekly basis.

If you are allowing distractions to stop you ... what fears are keeping you stuck?

Share your fears with your Sponsor or upline leader so together you can work to overcome them.

In support of overcoming your fears, consider reading my latest book, *I Have To, But I Can't* and use the pep-talk to overcome your fears and take immediate action.

"The quality of a leader is reflected in the standards they set for themselves."

~ Ray Kroc

Your Time Management Tip

Don't Stay Stuck!

There's more to time management than watching the clock. Some days you know exactly what your next steps are, and you take action with enthusiasm and confidence. Even when moving out of your comfort zone while taking those steps ... you are in action nevertheless.

Think about your emotional state when you are in action. Regardless of the outcome of those actions, don't you experience a sense of pride and empowerment simply because you chose to take action? How often do you experience this self-propelled empowerment? And would you like to experience it more often? And if so, how do you do that?

Consider the way you are working your business. Are you following a clear business plan or are you stuck not knowing what your next steps are? Especially if you work your business in part-time hours, the ability to take those next steps ... to stay consistently in action ... depends on having clarity on which activities deserve your time and attention.

If you question what your next steps are, I recommend you talk to your Sponsor or upline leader and rewrite this month's plan. Together, you can define your hours of operation and agree on a list of simple and fun activities you will do to move your business forward. Activities like expanding your list, talking to more new people, making more three-way calls, and asking for more referrals.

Don't stay stuck another moment. You can get unstuck today by knowing your next steps ... and finding the courage to take action.

Your Personal Development Challenge

Take a Weekend to Receive!

Personal development is a solid anchor in my life. Being a voracious reader (thanks to Mr. Severson in the 4th grade) I find joy and high value in my daily reading. In this day of wondrous technologies ... if you are not keen on reading and prefer to listen to your lessons ... you can easily enjoy books on tape via numerous applications. I believe a

daily commitment of a minimum of 15-30 minutes dedicated to personal development is a key indicator for high accomplishment and joy in all areas of our lives.

As Paul Harvey used to say, “here’s the rest of the story.” Have you considered making the investment to attend a personal development seminar? Depending on your budget at this particular moment, you can take action this year or add this to your goal board as a future activity to experience.

If the budget is there now, don’t delay. Follow the calendar of your favorite authors and mentors, and set a goal to attend at least one seminar every year.

There is something magical about being in a room full of like-minded people focused on purposefully being the best they can be. The uninterrupted time dedicated to working on yourself is magical and life altering. For me, it’s my time to ‘receive.’ For most of us ... we have mastered ‘giving’ ... of our time, energy, love, support. Yet, do we invest the time to adequately and consistently ‘receive?’ Receiving is my theme for this year.

I’ve set a goal to attend at least two weekend seminars this year. Why? Because the value of the experience is priceless. I recall a weekend spent in Charleston attending a seminar with Mark Nepo, one of my favorite authors who wrote *The Book of Awakening*. The lessons learned that weekend still resonate with me today.

On my current goal board are the intentions to attend seminars with Marianne Williamson and Gary Zukov. A dream trip is to attend Tony Robbins’s weeklong seminar in Fiji!

I want you to think unlimited here. There are local events and seminars where you can afford the investment of time and money. Take it under consideration, make the intention and add this marvelous personal development option to your practice.

Your August *ZannPlan* Take-Aways

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

- 1) _____

2) _____

3) _____

Closing Words from Leslie

Choose today to embrace the mindset for bold, courageous Leadership. Step into your greatness and you'll be unstoppable!

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.

Be smokin' hot this August and find your fresh view of leadership.

Leslie