



Discover the gifts in December!
Set yourself up for a record New Year

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Audio Transcript for December

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.

When you consider your business in December, do you see its possibilities or more of its pitfalls? Do you feel confident or uncertain?

Like every cycle of the season, December offers both benefits and distractions. Your results will depend on your attitude, discipline, and action!

Over the next 31 days, you have the opportunity to experience the month on your terms.

I suggest you start by making a gratitude list to remind yourself of all the remarkable gifts you already have in your life.

We reviewed the power of Gratitude in your July ZannPlan. That was the topic of that month's Personal Development Tip.

We learned how leading with gratitude inspires us to consider all the positive ways we can take action to design our lives today and expand our vision for the future. That's a great emotional place to start this month and every month.

So, simply enter the season knowing you can continue to work your business ... and at the same time, enjoy all the seasonal celebrations.

Now, you may be thinking, "That sounds great Leslie! But looking ahead, how exactly will I be able to stay consistent with my business, when I already feel sucked into the whirlwind of family, friends, parties, dinners, shopping, traveling and ... all the joys of the season?"

Like every cycle of the season, December offers both benefits and distractions that can either enhance or disrupt your business.

In support of a fun and productive month, I offer you four seasonal tips that, when put into practice, can help you find the joy as you build your business in December.

1) Make your month BEFORE the Holiday break!

OK ... just like you learned in November, I recommend you set a goal to meet and exceed your monthly goals by the Wednesday before the Holiday break or sooner ... and teach your team to do the same. Go into December pretending December 24 is the last day of the month. How fun to celebrate the holidays knowing you've already met your goals! And with the many new people you'll see during the holiday week, you can come back to work with a fresh new list of people waiting to hear from you.

2) Stay Consistent!

Now is not the time to slow down your pace. Now is not the time to pre-judge, have a chicken list, or take a rest after a busy year. Now is the time to stay consistent.

Your willingness to creatively reach out and talk to new people ... on a consistent basis ... is the most effective way to continually fill your prospecting funnel. If this concept is new to you, let me briefly explain.

Imagine a funnel like you may have in the kitchen. It's wide at the top and then morphs into a shallow neck at the bottom. Imagine that, as you reach out and talk to new people, they are dropping into the top of your funnel.

The idea is to consistently have a steady flow of new people dropping in. While in the funnel, you have the opportunity to offer information on both your products and your business.

Ultimately these prospects will drop out of the funnel with varying degrees of interest. Some will have an interest in your products and they will become a customer. Some will show an interest in your business and they will join your team. Some will offer referrals. And some will have no interest at all. And, however it shakes out ... it's all good!

You have two main goals with your funnel:

- 1) To 'fill it' and 'keep it full' with as many prospects as possible, people who are considering your business and/or your products.
- 2) To shorten or condense the time period from first contact to their ultimate decision of "yes," "no," "referral" or "not now."

Here is what can happen if you are not paying close attention:

You can unconsciously SLOW DOWN your prospecting pace to match the DECISION MAKING PACE of the prospects in your funnel.

What you want to avoid is having your personal prospecting pace slow down to match the pace it's taking the people in your funnel to make their decision.

In other words, you need to continue your pace regardless of your prospects' timelines.

I can hear it now. "Leslie, I have some terrific people in my funnel and if they decide this is a fit ... whew, they'll be great!"

And while you are waiting for those people to make their decision, you have slowed down your pace of talking to NEW people.

I hope this concept is making sense, because it is a key to your success.

Step back and evaluate your prospecting pace for December. I certainly want you to follow through with the existing prospects in your funnel.

However, I also want you to KEEP UP YOUR PACE for reaching out and talking to NEW people as well.

The two activities are not mutually exclusive, but rather support one another.

You can control the pace of your business by the number of new people you talk to ... and how fast you talk to them.

3) Master a balanced message!

The fact that you are in the midst of the retail season, chances are you will easily and joyfully sell your products or service. Now is the time to master a BALANCED message and offer the gift of your business with the same enthusiasm you offer your products or service. People deserve the opportunity to learn about your business NOW!

If you're only creating product sales ... then that's probably what you're asking for. When you start asking for business partners with that same gusto and enthusiasm ... the sponsoring will happen.

In support of this practice, I recommend you master the objection response for, “I’ll wait until after the holidays.” This is a common objection during December.

I want you to learn how to share the proven benefits your prospects can experience when they start their business in December.

Realizing that every company is different, I believe there are benefits ... common to all companies ... for starting a Direct Selling business in December:

- ~Capture the seasonal retail sales as you share your products with friends and family.
- ~Offer a solution for the New Year’s Resolution to “look better, feel better and make more money.” This justifies the strategy to offer a balanced message.
- ~Build a foundation in December in order to hit the ground running in January. This way you won’t miss that critical window. I believe “starting in January is good ... but starting now is better.”

For these reasons and so many more ... it just makes sense to get started in December.

It’s not uncommon to hear success stories in January about teams who enjoyed record sales, record sponsoring and record growth during the month of December. And the reasons are numerous ... yet I believe it boils down to:

- ~ They believed December was a great month to build.
- ~ They revised their hours of operation to fit the season.
- ~ They took immediate action as the month began.
- ~ They shared a balanced message of both products and business.

I want you to deliver both your gifts this holiday season. The gift of your business as well as your products ... and you too can make it a record month for you and your team!

4) Embrace Prospecting Paradise!

When I was in the field, we called this time of year ‘Prospecting Paradise.’

With the right attitude, you will see how over the next few weeks the world will give you many opportunities to talk to people and build your business. We call them “parties!”

The key to success is to be joyful, authentic and consistent. While celebrating at countless holiday parties with friends, family and new acquaintances, you'll be able to simply share your authentic story and feelings of gratitude for finding your company and building your business.

Share your enthusiasm for next year and your passion will attract the right people who want to hear more.

When looking at the cycles of the season, your 4th Quarter activity sets you up for the 1st Quarter of the New Year. And the 1st quarter becomes the foundation you will build on for the rest of the New Year.

Do you know how athletes can peak at just the right time before a big competition? I want you and your team to peak this month so you can jump-start the New Year with new activity, sales and sponsoring.

Your time is now. You can have it all. Enjoy 'Prospecting Paradise' and comfortably meld celebration and networking in an authentic and joyful way.

Over the next 31 days, you have the opportunity to end your year on a purposeful and successful note and enter the New Year with confidence, commitment, vision and a full appointment book.

When you follow these tips you can discover the gifts in December and set yourself up for a record New Year!

Your Action Steps for December

Action Step #1

With a fresh commitment to pick up your prospecting pace, let's take a look at your prospecting funnel.

Make a list of the top three prospects currently in your funnel and identify your next step for moving them through the funnel to an ultimate decision. Is your next step a three-way call with your Sponsor, an invitation to a local business presentation, an appointment to meet in person? You decide and then take action!

Prospect in your funnel: _____

Next step to move them through the funnel: _____

Prospect in your funnel: _____

Next step to move them through the funnel: _____

Prospect in your funnel: _____

Next step to move them through the funnel: _____

Action Step #2

It's time to master the objection response for, "I'm interested, but I'll wait until after the holidays."

Start the process now by writing a script below. Then, review the script with your Sponsor or someone in your upline. Next, start sharing this language with your prospects who think it makes sense to delay. Finally, teach your team to do the same.

Action Step #3

In preparation for the upcoming holiday festivities, how will you answer the question, “How’s your business?” Or “Are you still working that business?” With preparation, you’ll be able to share your authentic story and feelings of gratitude for finding your company and building your business. And this can lead to many new exciting prospects.

“Create the highest, grandest vision possible for your life, because you become what you believe.”

~ Oprah Winfrey

Your Time Management Tip

Reset Your Pace

Think back to when you began your Direct Selling business. Did you get off to a fast start? Did you even understand the many benefits for starting fast?

If you didn’t start fast ... it’s time to let it go. Who knows, maybe you weren’t as coachable as you are now. Maybe there were life distractions that prevented you from properly focusing at the time. Maybe your belief in the business wasn’t as strong as it is now.

Even if you 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.

There's no time like the present to reset your pace!

One of the best ways to lean into this new attitude is to pretend that you were just enrolled into your business today, and take the next 30 to 60 days working to accomplish the exact activities laid out in your company's fast start program.

In essence, this is your chance to reset the clock, set a new pace and re-craft your story using your new timeline. This is a proven method for not only resetting your pace ... but your attitude as well.

Your Personal Development Challenge

Design Your New Year!

As you enter December, you are probably looking ahead to the New Year. This is a great time for dreaming, identifying goals and setting resolutions.

Before you look to the New Year, I recommend you take some time to review this past year.

Look back and identify areas in your business where you excelled and achieved ... grew and evolved. Enjoy this opportunity to acknowledge your strengths and where you were willing to step into your greatness. Even if you fell short of your ultimate goals, in what areas did you move in the right direction?

Next, and with compassion, identify the areas of your business where there is room for improvement. Where would you like to do better or feel more confident? In what areas would you like to step up to the plate more frequently? Great achievement starts with clarity and a willingness to take action.

Once you've taken inventory on how you've excelled and the areas where you'd like to improve, you'll have a solid foundation for looking forward, setting your goals and designing your New Year.

Let me be one of the first to congratulate you on all your efforts this year. You are on your way and your future is glaringly bright!

Your December *ZannPlan* Take-Aways

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

1) _____

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.

With gratitude and commitment, you can grow your business this holiday season on your terms ... with time for business, family and festivities.

I wish you and yours a joyous Holiday Season and Happy New Year!

Leslie