



Focus on February!

It's a short month ... there is no time to lose!

Your ZannPlan Action Guide for February includes:

Audio Transcript for February	2
Your Action Steps for February	5
Action Step #1	5
Action Step #2	5
Action Step #3	5
Your Time Management Tip.....	6
Your Personal Development Challenge.....	6
Your February ZannPlan Take-Aways	7
Closing Words from Leslie	8

Audio Transcript for February

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 I think about February I think about all the interesting holidays in the month. We have Groundhog Day and President's Day. The Chinese New Year and Ash Wednesday. We have Flag Day, Valentine's Day and my birthday!

February is certainly a unique month. And when it comes to your Direct Selling business, the thing to remember is that February is a **short** month. Yup ... in most years you have just 28 days! So what does that mean? There is no time to lose!

There are proven strategies to effectively work throughout month. And when the month is short ... they are more critical than ever.

So for this month's *ZannPlan*, I am going to focus on three key strategies to Master your Month.

Let me start by asking you a question. Have you ever experienced a month where you were not consistent with your activities ... and then found yourself in the last few days of the month making a desperate attempt to just meet your minimum goals and qualifications? I call this the exorcist impersonation! Your head starts spinning, your eyes roll back in your head ... heck, you even drool a little. Bottom line ... there is a big difference between coming from a position of desperation ... and working on purpose.

So how do we avoid that scenario? A good place to start is with the realization that you are paid on the volume created in a commission month. If you look at the month as a finite period of time in which to excel, it just makes sense to leverage every day as effectively as possible. In other words, if you have the whole month, why not take the whole month? And especially when it's a short month like February!

Take immediate action and front-load the month. You do this by creating as much activity as possible during the first two weeks of the month. Your activities should focus on your personal prospecting. Make sure to schedule time with your Sponsor or upline leader to work together to consistently talk to new people. Schedule time for both business and product driven events. Include activities like attending networking events and business presentations.

And don't forget the importance of effective follow-up. I challenge you to create these types of focused activities and take action immediately as the month begins. The interest and activity you develop in the first two weeks of the month can then be leveraged into MORE activity during the last two weeks of the month. This is how you maximize the whole month. This is how momentum and record sales are created!

Set a goal for mid-month volume. Most Consultants focus their volume goals on where they'd like to be by the end of the month. And certainly that makes sense. A proven way to exceed your monthly volume goals is to focus on a mid-month volume goal as well. Take whatever your *minimum monthly volume goal requirements* are ... and set a goal to meet or exceed that volume not by the end of the month ... but by the 15th of the month. What if it took you 30, 60, or 90 days to accomplish this? Just imagine the difference in sales, enthusiasm and income when early in the month volume is the norm for you and your team rather than the exception.

Learn how to purposefully close the month. The last few days of each month are a unique and special time when anything is possible. So let's review a few tips for closing out the month:

Take a Snap Shot:

With the last few days pending, treat your business like a business and take a look at the data, or what I call gauges, that reflect your productivity and those of your leaders. Gauges like ...

- Personal Sales
- Number of prospects you are working with
- Number of launch events or parties you have dated
- Number of people sponsored
- Number of qualified legs
- Organizational Volume

The gauges don't lie! If you pay attention, they will guide you to working your pay plan effectively. In fact, you will find that working your gauges will give you a simple strategy on how to move forward and where your focus should be. This will offer clear direction on what activities to prioritize and how to maximize the final days of the month to achieve your goals.

Take Action:

Don't settle for minimum goals. After taking a snap shot, embrace urgency. Ask the smart questions and take action! Smart questions like:

- Who are my top five prospects?
- Who is ready to enroll now?
- Who is ready to buy product now?
- Who is ready to date their party or home event?
- Where will my next referral come from?
- What event or incentive can I promote?

By asking the smart questions ... you will know exactly what to do to take action. And even if you've reached your goals, in fact, *especially* if you have reached your goals, learn to strive for more.

There is nothing more satisfying than ending the month with achievement. No more desperation! You are working on purpose and with a plan. Make a commitment to Master your Month and you will reap the rewards.

The journey begins anew, right now in February. Unlimited possibilities await based on your belief, decisions, and ultimate actions.

As you focus on February ... focus on frontloading the month, meeting higher mid-month volume goals and purposefully closing the month, on your terms.

These proven strategies, when put into action, make *you* the master of your month and set you up for unprecedented success. You'll experience Outrageous Achievement this month ... and every month!

Your Action Steps for February

Action Step #1

List at least three activities you commit to doing this month (and every month) to effectively front load you month:

1. _____
2. _____
3. _____

Action Step #2

List at least three activities you commit to doing this month (and every month) to effectively meet a mid-month volume goal:

1. _____
2. _____
3. _____

Action Step #3

List at least three activities you commit to doing this month (and every month) to effectively increase your business at month end:

1. _____
2. _____
3. _____

"Without a sense of urgency, desire loses its value."

~ Jim Rohn

Your Time Management Tip

Design Your Best Day!

Whether you work your business in part-time or full-time hours, highly effective Champions learn to plan their day before it unfolds. You can choose to do this in the morning or better yet, at night before you end your day. Especially if you work your business in part-time hours, every hour deserves forethought and your conscious choice of the most effective action to take with it.

Create a plan that gives you a good overview of how your hours of operation will unfold. That way, rather than being REactive to your business ... you can be PROactive ... and perhaps for the first time, start working your business on your own terms.

Don't get caught off guard. Your job for the day is to stick to the plan as best you can. I've always worked a daily plan. I can assure you that your productivity will be directly related to having a plan.

You can set your priorities for family, work, fitness, friends and play. There is enough time in the day to get everything done that you choose to get done. And with that mind set ... I challenge you to create and work a daily schedule.

If this concept is new to you ... or if for some reason you've been resisting creating and working a plan ... now is the time to surrender to this proven time management strategy. I know you'll learn to love it!

You are your own boss. You call the shots! Focus on the priorities that move you in the direction of your dreams ... and every day, design your best day.

Your Personal Development Challenge

Don't Delay, Do It Today!

What is the number one piece of advice you would give a new Consultant to ensure their success?

Here are some frequent and reasonable answers:

Follow the system. Be coachable. Commit to a minimum of 10 to 15 hours a week. Get clear on your 'Why! Plug into the community. Don't dabble. Commit to personal development.

All terrific advice, for sure! And if a new Consultant were to follow any of those recommendations ... I feel confident they would achieve some early success in their Direct Selling business.

And yet, to me, the number one piece of advice that drives the above recommendations ... is the advice to GO FAST!

Going fast as you begin your business ... quickly signing up new customers and sponsoring new business partners ... offers so many proven benefits.

You don't need 40 hours a week to go fast! You just need to embrace urgency in the hours you do have.

Why not post a note on your desk or in your office that says, "Don't delay, do it today!" With a commitment to Go Fast ... you will more quickly reap the rewards of your efforts.

Your February *ZannPlan* Take-Aways

List your top three take-aways from your February *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.

It's time to focus on February. There's no time to lose ... so begin to master your month today!

Leslie