



Jump into January! Move from Aspiration to Action

Your ZannPlan Action Guide for January includes:

Audio Transcript for January.....	2
Your Action Steps for January	5
Action Step #1	5
Action Step #2	6
Action Step #3	6
Your Time Management Tip.....	7
Your Personal Development Challenge.....	8
Your January ZannPlan Take-Aways	9
Closing Words from Leslie	9

Audio Transcript for January

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.

Every year we make resolutions to look better, feel better and earn more money.

But while our intentions are good, our follow-through is often lacking. Research has found that, by February, 45 percent have given up the goals they set in January.

I say, "Not this year and not you! The heck with the research!"

With regards to your Direct Selling business, this year can be the year you shift your viewpoint, skill set and mindset to master the cycle of the seasons.

You can ... *and deserve* ... to master all twelve months to meet and exceed your goals. So welcome to January. Your New Year begins now!

It's time to move from aspiration to action! So what are your next steps?

Let's begin by reviewing your key income-producing activities and identifying the results they create ... or what I call gauges.

These gauges reflect the results of your action and consistency. And when you keep your focus on the income-producing activities spelled out in your company's business system ... you will see an increase in sales and sponsoring. The gauges never lie!

Let's identify some gauges you can track to meet and exceed your goals:

- ~ 'Paid As' title
- ~ Number of new people personally sponsored
- ~ Number of new customers
- ~ Number of qualified legs
- ~ Total organizational volume
- ~ Monthly income

I recommend that you work with your Sponsor or someone in your upline to set goals around these gauges. Commit to them in writing and take ownership of them.

Once you have your goals in place, what are some proven strategies for meeting and exceeding your goals? Let's review three in this month's ZannPlan:

- 1) Commit to a Sprint!
- 2) Treat your Business like a Business!
- 3) Work a 90-day plan!

1) Commit to a Sprint:

What does that mean to commit to a sprint? It means go fast in the hours you have.

Especially if you are working your business in precious part-time hours, block off time and place *high value* on those hours. You don't need 40 hours a week to be wildly successful in this business. It's what you *do* in your hours that can create success.

Work with your sponsor to gain clarity on exactly what activities you should be doing to move your business forward. Some good questions to ask are: What are your priorities? What is the best use of your time? What are your income producing activities? What are the most effective ways to work with your Sponsor or someone in your upline?

To help answer these questions, here are three proven steps:

- ~ Identify your most interested prospects. Work with your Sponsor and identify the best approach to help them 'move through the prospecting funnel' and towards a decision.
- ~ Make a list of the top 10 to 20 people you will reach out to next. Don't delay. Reach out and introduce your business and your products to new people. Consistently talking to new people is a proven strategy to pick up your pace.
- ~ Schedule time for three-way calls with your Sponsor or an upline leader. With three-way calls, you leverage your leader's expertise. It's the fastest way to learn new language and new skills, and it's a proven and professional way to ensure that your prospect receives the information they need to discover their interest.

And as you take action, continually ask yourself, "Will this activity help me increase the pace of my business?"

Here's a lesson for Champions. You CAN control the pace of your business by the number of new people you talk to and how fast you talk to them. So it just makes sense to commit to a sprint.

Now is not the time for a casual pace. Now is not the time to pre-judge, have a chicken list, or mildly greet the New Year. Now is the time for short-term massive action. Now is the time to jumpstart your month.

Heck, anyone can walk. Anyone can skip. Champions sprint!

2) Treat your Business like a Business!

Once you start your sprint ... the question then becomes, how do you stay consistent regardless of the distractions of the season? How do you learn to treat your business like a business and thrive in any cycle of the season?

For starters, you don't dabble. There is a difference between dabbling, or what I call taking a casual stance with your business ... and working your business purposefully in dedicated part-time hours. It's time to make a choice! As you begin the New Year, make the commitment to "play full out," to "be all in," to have a "whatever it takes" attitude.

When you dabble, it's easy to avoid those activities that move you out of your comfort zone, that stretch you a little, that make you uncomfortable. Yet, those are the activities that create success.

When you make the choice to commit ... when you choose to be a Champion ... doors will open, opportunities will present themselves and you will move more confidently in the direction of your dreams.

3) Work a 90-Day Plan

Once you choose to be a Champion ... what's the game plan? I recommend a 90-day plan. I love working in 90-day periods. You may notice that it matches the annual business quarters and the four seasons of the calendar. So a 90-day plan is tailor-made for your *ZannPlan*.

90 days is a period of time most people can commit to. Why? Because it's not too long. It's not too intimidating. It's not as if you're asked to do something for one year or five years. For most of us ... we can do anything for 90 days. So, it's a reasonable period of time to commit to a focused effort in building your business.

So 90 days isn't too long and yet ... it's long enough to actually create new habits, new confidence, new consistency, new volume, and new results.

That's why a 90-day plan is so effective. I recommend you work with your Sponsor or upline leader in developing and working a 90-day plan with the intention of learning how to jumpstart your quarter as you begin the New Year.

The simplest way to start is to focus on the same proven gauges we've already discussed. Over 90 days, keep your focus on reaching and exceeding your goals around your:

- ~ 'Paid As' title
- ~ Number of people personally sponsored
- ~ Number of new customers
- ~ Number of qualified legs
- ~ Total organizational volume
- ~ Monthly income

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

Commit to a sprint, treat your business like a business and work a 90-day plan!

These proven strategies, when put into action, can help you master your month and set you up for unprecedented success in this month ... and every month!

Now is the time to jump into January and move from aspiration to action! I know you can do it!

Your Action Steps for January

Action Step #1

Why is it important to you to sprint as you jump into January?

Identify three action items you'll take in the next 48 hours to start your sprint.

Identify three action items you'll teach your newly enrolled business partners to help them start their sprint.

Action Step #2

When you think about the concept of 'dabbling' or taking a casual stance with your business, would you define yourself as a dabbler? Yes or No? _____

If Yes, are you satisfied with the pace of your business? _____

If Yes, keep doing what you're doing.

If No, if you are not satisfied with the pace of your business, list three action items you will commit to doing within the next 48 hours to prove to yourself that you are no longer willing to dabble.

Action Step #3

Let's consider your key income-producing gauges. It's time to set your key business goals for the year. Where do you want to be at the end of the year with regard to your:

'Paid As' Title _____

Number of people personally sponsored _____

Number of new customers _____

Number of qualified legs _____

Total organizational volume _____

Monthly income _____

I recommend that you work with your Sponsor or upline leader to set these goals, write them down and take ownership of them.

Next, break each gauge down and set a goal for the next 90 days. Where do you want to be by the end of March with regard to your:

'Paid As' Title _____

Number of people personally sponsored _____

Number of new customers _____

Number of qualified legs _____

Total organizational volume _____

Monthly income _____

"Don't wish it was easier, wish you were better. Don't wish for less problems, wish for more skills. Don't wish for less challenges, wish for more wisdom."

~ Jim Rohn

Your Time Management Tip

Be Proactive with Your Time!

If you make the commitment to "Treat your Business like a Business," then beginning in January, you'll want to block off time in your calendar and set your hours of operation.

It's not uncommon for people to think that setting specific hours of operation will be limiting. I am convinced that setting hours of operation is liberating ... and a key indicator for success.

My hope ... since you're a ZannFan ... is that you've listened to The Power of Pace and that you're already coloring your calendar. This is a perfect time management tool to ensure that you control your calendar during every season.

Now is the time to look ahead and take a fun and offensive approach to your calendar so you can fit in both the expected and unexpected seasonal adjustments, like holiday weekends, ski vacations and snow days when the kids are home from school.

It's easy to be REactive to your business and work only when it's fun, easy and comfortable. Champions are PROactive and schedule their time.

Your Personal Development Challenge

Focus on Yourself!

I believe personal development is one of the most important gifts you can give to yourself ... and to the people on your team. My clients know that I don't just focus on HOW to build the business ... but I give equal importance to the mental work and recommend they commit to daily personal development.

I want to encourage you to regularly focus on yourself and not just your job or your business. Commit some time each day ... a minimum of at least 15-30 minutes ... to filling your mind with positive information and reinforcement that will affect your life and the way you respond to any challenges that happen during the day.

January is the perfect month to begin or recommit to a personal development practice. As you read, you might write down at least one take-away from your reading. Keeping a daily journal of your take-aways is an easy-to-do and powerful support tool.

Jim Rohn, a legendary thought leader was known to say, "For things to change, you've got to change." If you aren't happy with the way things are ... in any area of your life ... from your health, to your income; from your relationships, to your business ... by making a commitment to daily personal development, you can make a shift in all areas of your life.

You owe it to yourself to put positive thoughts into your head each and every day and remind yourself how amazing you are and how the possibilities are endless!

James Allen, a favorite author of mine, said, "You are today where your thoughts have brought you; and you will be tomorrow where your thoughts take you."

You can't control what happens in your life ... but you can control how you respond ... and you can take charge of your thoughts. This is just one of the many gifts of a personal development practice.

Your January *ZannPlan* Take-Aways

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

This can be the year your dreams come true! You can sprint into the New Year, thrive in any cycle of the season and master a 90-day business plan. It's time to move from aspiration to action! Your journey starts now!

Leslie