



Race Forward in March!

Keep your balance to go even faster!

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Audio Transcript for March

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.

“March comes in like a lion, and goes out like a lamb.” Well, whoever said that sure wasn’t building a Direct Selling business. March is no time to be sheepish!

It’s a pivotal month for three very good reasons. To take advantage of its opportunities and move ahead faster than ever before, you need to keep your balance.

Champions find balance in their hours of operation, their private time for personal development, and in their crucial conversations with prospects. That’s how they reach the top of the pay plan. And that’s why this month’s *ZannPlan* will focus on balance and its power to move you forward faster than ever before.

If you are ready ... and willing to play full out ... then let’s find the balancing power of March!

First, let’s consider March in terms of its importance to your first quarter success. If you’ve been with us since January, you know I recommend working in 90-day periods. Now’s the time to review how your consistent activity in January and February has resulted in new sales, sponsoring and volume, which in turn are setting you up ***perfectly*** for a strong month of March. If you’ve joined us more recently, this is still a perfect time to look at your year-to-date activity.

Because March 31st is an important milestone. As you review your gauges from March ... gauges like sponsoring, ‘paid as’ title, generational growth, organizational volume and income ... you get a snap shot of just how effectively you came out of the holidays and drove yourself and your team into action. You can evaluate whether you and your team are moving in the direction of those goals and resolutions you set on January 1st.

In essence, the results of your first quarter set a tone. They set a precedent for activity and results that become the foundation of your business for the entire year.

Here’s an analogy to consider. Think about the results when you effectively frontload the first two weeks of the month. That activity can set you up for a record month.

When you effectively frontload your first quarter by developing new growth, volume and momentum ... that activity can set you up for a record year!

Now here's the second reason March is pivotal. With 31 days, it's one of the seven long months of the year, and as with any month, you want to leverage every single day.

But that can be a challenge in March. Get out your calendar now and take a look. If you're like most of us, you'll see Spring Break in there somewhere.

That's why I encourage you to work consistently starting on March 1st: so you can more efficiently work around any distractions of Spring Break and still have the momentum, activity, sales and sponsoring to meet and exceed your goals for the month.

I want you to realize that when you casually lean into March, you can easily get distracted with Spring Break. If you wait until after Spring Break to take consistent action, you've lost the first two weeks of the month. Obviously, this can greatly decrease your odds for creating not only a successful month, but a successful close to the first quarter.

Finally, here's the third reason March is pivotal. It's the start of what's historically a strong three-month season with the potential for solid growth.

March, April, May can be a cycle that transforms the momentum in your business. It doesn't match up with a quarter, but it is definitely a season where you can create robust and duplicating growth heading into the summer season.

To leverage this cycle, along with consistent activity, stay focused on delivering a balanced message that shares your passion for both your products and your business.

I recommend the strategy of leading with the business and then following through with the products.

Let's think about this. When you lead with the business, if your prospect doesn't have an interest in the business today, you can easily segue to asking them for referrals and to consider enjoying the benefits of your products. This is a comfortable segue that makes sense.

If, on the other hand, you lead with the products and your prospect has no interest in your products at this time, it's rather challenging to make that segue to your business.

Now is the perfect time to master your ability to deliver a balanced message.

I don't want you to miss out on the opportunity to maximize the growth of your business and, ultimately, your payout! With that in mind, let's see where you are in terms of evolving from what I call Phase 1, the Sales Phase, into Phase 2, the Team Phase.

In the Sales Phase, you are primarily focused on Sales. This is when you become very skilled at talking about and selling your products. Newer Consultants generally feel more comfortable in this phase because what inspired them to join in the first place was typically having a positive personal experience with the products. It's very easy talking about your products. And a steady sales volume is great. Yet, here is where I recommend some awareness. *A sole focus* on selling can limit the amount of income you earn.

In most cases, you couldn't possibly sell enough products to leverage the full potential of your pay plan. Only sponsoring and team building allows you to do that.

In the Team Phase, you become as proficient at talking about your business as you are at talking about your products. You learn to 'lead with the business and follow through with the products'. You begin to consistently and enthusiastically talk to people about how your business is expanding and how you are looking for the right people to join your team. You consistently sponsor new Consultants and help them build their teams.

If your goal is to reach the top of your pay plan, Phase 2 is where you want to be, so you can enjoy the financial and emotional rewards that come from balancing strong product sales with consistent sponsoring.

If you find that you're creating only product sales, that's probably what you're asking for. When you begin asking for business partners with the same level of enthusiasm as you ask for customers, the sponsoring will start to happen.

Choose to deliver a *balanced message* that includes both sponsoring and product sales ... and then teach your team to do the same. This is the path that ultimately leads to success.

And when you put this into practice in March ... you'll be on the path to successfully close out your first quarter and set the tone for the year.

Let March come in like a lion.

Hummm ... did you know that it's actually the Lioness who does all the hunting for the pride? If we were to transpose lion life to our profession, I'd say that it's the Lioness that does the primary income producing activity.

If you follow that interesting parallel ... your March may come in like a lion, yet with the right attitude, discipline and action ... it can go out like a LIONESS!

Your Action Steps for March

Action Step #1

Are you in Phase 1 or Phase 2? Maybe somewhere in between? Write down your thoughts about which phase you are in.

For additional clarity, ask your Sponsor what she/he thinks and record those thoughts here:

Action Step #2

List five activities that you consistently do in support of your sales:

- 1) _____
- 2) _____
- 3) _____
- 4) _____
- 5) _____

List at least five activities that you will put into practice in the next 48 hours to purposefully move you into the Team Phase:

- 1) _____

- 2) _____

- 3) _____

- 4) _____

- 5) _____

Action Step #3

When you think about leading with the business, what thoughts, fears or limiting beliefs come to mind?

Work with your Sponsor or someone in your upline and craft your brief script for leading with the business. Role-play and make a commitment to put this into practice immediately.

“Life is like riding a bicycle. To keep your balance, you must keep moving.”

~ Albert Einstein

The better your balance, the faster you can move! So develop the balance of a Champion in your hours of operation, personal development, and prospecting.

Get started now!

Your Time Management Tip

Balance Green Time and Red Time. You get to decide every day just how much time will you devote to your business. Especially if you are working your business in part-time hours, it just makes sense to schedule your weekly hours of operation.

And in those hours, it's important to stay focused on the key income producing activities that will move your business forward like: prospecting, talking to new people, sponsoring, working with your team, making follow-up calls, training, attending quest-driven events and asking for referrals.

Sometimes we can lose precious momentum by getting distracted with secondary activities like: posting on multiple team Facebook pages, answering emails, sending texts and doing office work. Now these activities are necessary ... but they are not primary, income producing activities.

When I was in the field, I monitored my time management effectiveness with a simple and fun method we called Green Time vs. Red Time. We didn't color code these activities in the calendar ... this was brought to life through our actions.

Green Time was Prime Time. In Green Time, I focused on my primary income producing activities.

Red Time was not Prime Time. In Red time, I completed my support activities.

For example, when I was prospecting and I received a call from one of my team members wanting to talk about a non-income producing activity (something we could

talk about at any time), I would say, “ Hey, I’m in Green time. I want to talk to you about this, but not right now. Let’s talk about this during Red time.”

As you work your business this month ... while you are in Green Time ... stay focused on your income producing, sponsoring and team-building activities. Perhaps put a sign on your desk that says: “Green Time is my Prime Time!”

Make sure your support activities are done in Red Time.

This simple time management tip can make a huge difference in your productivity.

Your Personal Development Challenge

Balance your Personal Development Practice!

In January, I challenged you to commit to 15 to 30 minutes of daily personal development reading. That’s a great place to start when beginning your journey into personal development.

This month, I’d like to offer you a variety of other ways to incorporate a balance of personal growth into your life.

In addition to your morning reading, this month I challenge you to select at least one of these additional methods and put it into immediate practice.

You can schedule time to listen to audio programs, attend a seminar or begin journaling.

You can spend more time with other like-minded, successful people.

You’ll find that taking time for the mental practices like reading, listening to audio programs and journaling can support you emotionally and mentally.

Connecting with like-minded people and with those you love can support you spiritually and expand your heart.

Schedule some pampering activities like massages and spa treatments that can support you physically and enhance your well-being.

Think about that hobby you love or always wanted to start. What about learning something new like singing or dancing or playing an instrument? You could add something as simple as having fresh flowers in the house.

It's your choice. Design your personal development practice on your terms and personalize it to meet your desires.

This month, take action and add a new method for expanding your spirit and designing your life on your terms.

Your March *ZannPlan* Take-Aways

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

- 1) _____

- 2) _____

- 3) _____

Closing Words from Leslie

Start today to develop the viewpoint, skill set and mindset to create Outrageous Achievement by mastering *every* month.

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.

Develop the balance of a Champion ... and learn to maintain your balance ... so you can move faster than ever before.

