



Make the most of May

Set yourself up for the Summer Season!

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Audio Transcript for May

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.

May is one of those transitional months that, when mastered, can create significant, if not record, growth and volume. As the closing of a unique 90-day period of March, April and May, your activity this month can create substantial momentum as you enter the summer season. So now is the time for consistent activity.

And consistency will be key late in the month as you and your team enjoy the Memorial Day holiday weekend. Remember, it's a holiday weekend ... just three days. Don't miss your opportunity to create a strong month-end.

I want you to leverage the month of May as this 90-day period comes to fruition. Play your cards right, and May can be the month that creates the foundation for some exciting, new momentum.

So what is momentum and why do you want to create it?

Momentum reflects the leadership development and expanding growth that is evolving on your team. A hallmark of momentum is an empowered team: Instead of being a parade of one, now you have other people sponsoring and building with you.

As momentum sparks, it's imperative that you continue to set the pace and lead by example. *That never changes!* It's the creation of a team ... and their growth and development ... that supports the magic of momentum.

Momentum is something you can feel! And it carries with it energy and excitement! You know it while it's developing. Momentum creates a surge of new team members and customers, and in most cases, new personal-best records for both volume and income. When in the throes of momentum, monthly growth can be astounding!

YES! You should have a goal to lead your team into momentum. And with that in mind, let's review some important features that create momentum.

Momentum can be created with massive short-term action. Have you ever worked a 90-day business plan? If you've been a *ZannPlan* subscriber since January, you've learned about the power of working a 90-Day plan.

This concept is worthy of review. 90 days is an effective period of time because it's not too long. It's not as if you're committing to a year or two ... it's just 90 days! For most of us, we can do anything for 90 days. So, it's not too long. It's a reasonable period of time to commit to a focused effort in building your business. On the other hand, 90 days is not too short a period of time. It's just long enough to create some exciting new habits, consistency, sponsoring, sales and volume.

Are you working a 90-day plan now? If yes, that's great news. If not, I recommend you start this month. Work with your Sponsor or upline leader to develop and implement a 90-Day business plan with the intention of learning how momentum can be created.

And as you create momentum, you will see very quickly how **Momentum is earned!** When you experience the heat of momentum, never forget that it was your recent and consistent action that lit the fire. So, when you receive the phone call with a great referral, or you get the text that says "I'm ready to buy now," or you receive the email that confirms, "Sign me up!" these exciting events are all a reflection of your past consistent activity coming to fruition. Whether part-time or full-time, it's only through consistent, focused activity that momentum is earned.

And guess what? **Momentum duplicates!** Imagine how excited you'll be when you see it transfer to your team. We often say that the speed of the leader is the speed of the team. You support the duplication of momentum as you lead by example not only through your words, but by your actions. As you consistently talk to new people, attend more events, sign up new customers and sponsor new Consultants ... while *teaching your team to do the same* ... you duplicate those activities for success and experience first-hand how momentum duplicates.

As the excitement begins to spread throughout your organization, it's critical to understand that **Momentum can expand!** Momentum is not the destination, my friends, but part of the amazing journey. While momentum is being created, this is a time to get laser-focused, to talk to more people, to set even higher goals, to ride the momentum to even greater heights! Momentum can expand and so this is the time to work smart and to work fast. While experiencing momentum, this is not the time to be complacent; what an error that would be! On the contrary, this is the time to push on and to see it through. Momentum can be a nice little wave to ride, or it can swell into a tidal wave of expanding development and growth.

To sum this up ... **Momentum is something to purposefully create and experience often.** Momentum is created with focus, earned through consistent activity, duplicates to your team and can expand to unimaginable proportions. Momentum can lead to record sales, record growth and record wealth! Your ability to develop and duplicate momentum is a key indicator for high achievement.

So, let's take your desire for creating momentum and come back to the month of May.

First, let's strategically consider how to work around the Memorial Day weekend. You have about three weeks prior to the holiday. So it just makes sense to front-load May and take immediate action as the month begins.

You might want to challenge yourself to meet or exceed your 'paid-as' title, sponsoring and monthly organizational volume goals prior to the holiday. I would challenge your team to do the same. Now that's a strategy for Champions. And depending on the size of your team, this incentive would make a great personal promotion.

After the holiday weekend, you have just a few days to close out the month. Make sure you create your post-holiday plan of action prior to the weekend. Schedule your month-end activities like guest-driven events, prospecting appointments, three-way call time and networking events before the holiday.

I want you to have fun during the holiday. I also want you to look for opportunities to talk to new people about your business and your products. With that in mind, it just makes sense to have a plan in place that allows you to take immediate follow-up action ... that allows you to effectively follow through during the last days of the month.

As you close out this unique 90-day period of March, April and May, keep in mind that your activities this month will play a major role in how you enter the summer season.

And if you're working your business in part-time hours, remember that you don't need 40 hours a week to create consistent activity. The key to successfully working your business in precious part-time hours is to stay focused on the income-producing activities that will make the biggest impact on your business. And that always revolves around finding the joy in talking to new people.

Now is the time for consistent activity that can create exciting new momentum for you and your team. Take charge of your business! It's your time to make the most of May and set yourself up for a record-breaking summer season! Enjoy!

Your Action Steps for May

Action Step #1

Work with your Sponsor or upline leader to identify at least three ways that Momentum:

Is created:

Is earned:

Can duplicate:

Can expand:

Action Step #2

Review your answers above and choose at least three actions you will implement this week to put you and your team into momentum.

Action Step #3

Look in your calendar and create your Memorial Day holiday game plan.

Identify at least three activities you will do prior to the holiday to keep the momentum going:

Identify at least three activities you will put in place to ensure you take immediate action during the final six days of the month:

"If you have the guts to keep making mistakes, your wisdom and intelligence leap forward with huge momentum."

~ Holly Near

Through these exercises you will access your wisdom and intelligence to lay the foundation for some exciting new May momentum. It's time to leap forward with your plan to strategically work through the Memorial Day holiday (while still having lots of fun!) and set yourself up for a record summer season.

Your Time Management Tip

Do the tough stuff first!

In my coaching practice, I often hear exasperated voices proclaim, "I am so bad at time management!"

Today, I offer you a new way to look at this dilemma. It's not that you're so bad at time management ... it's that you excel at not doing the things you don't want to do!

YIKES! Can this be happening?

How do I avoid thee? Let me count the ways ... the prospect that goes uncalled or the referral that doesn't receive a follow-up call; the meeting that is missed or the event that doesn't get scheduled.

"I'm just so bad at time management" could really sound like "I just can't find the courage to do the things that aren't simple, convenient and fun. I just can't bring myself to do the tough stuff! I choose to do the easy stuff!"

To create momentum, you must be aware of your actions. Are you in the habit of doing the easy stuff or the tough stuff? Find the joy in the tough stuff and focus on the #1 activity that will create success ... and that's prospecting and talking to new people.

I want you to be a Champion! So I challenge you to choose to do the tough stuff first, and create the momentum and success you're looking for.

Your Personal Development Challenge

Give the gift that keeps on giving!

When I was in the field, I always enjoyed running personal promotions for the team. These promotions allowed me to reward those team members who found the courage, discipline and joy in taking action, achieving goals and setting the pace.

Personal promotions helped me set the bar higher than the pay plan. It's a way to drive Champions to go farther faster.

If you choose to run personal promotions, you can find countless ways to reward your team ... rewards that reflect your personal style and the team culture you choose to create.

Bling, designer bags, spa days and cash are all popular rewards for earning an incentive. And I think they're all terrific options.

Of course the monetary value of your rewards will be based on your level of success and income. In most cases you'll start low and increase the value of your rewards as your business and income grows.

Here's my recommendation! Along with the bling, designer bags, spa day and cash ... always include a personal development gift.

This can be a book, a CD or even a ticket to a seminar.

Remember, you can teach your team the how-to and even help them get clear on their why-to. But, if their head is not in the game ... what's the point?

Helping the members of your team improve and expand their mindset is the greatest gift of all.

Your May ZannPlan Take-Aways

List your top three take-aways from your May 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 strategically work through the Memorial Day holiday (while still having lots of fun!) and set yourself up for a record summer season.

Leslie