



# Create an Outrageous October!

## Fall forward with Proven Fundamentals

Your *ZannPlan* Action Guide for October includes:

Audio Transcript for October .....	2
Your Action Steps for October .....	6
Action Step #1 .....	6
Action Step #2 .....	7
Action Step #3 .....	8
Your Time Management Tip.....	8
Your Personal Development Challenge.....	10
Your October <i>ZannPlan</i> Take-Aways .....	11
Closing Words from Leslie.....	11

## Audio Transcript for October

*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.*

*“Success occurs when opportunity meets preparation.”*

I love that quote from legendary thought leader, Zig Zigler. Such a simple formula, but it's been proven true time and again.

So as you enter October, how do you prepare? How do you find opportunity? How do you make it work for you this month and every month?

Here's the secret that may surprise you: You focus on the fundamentals!

The foundation for unlimited possibilities and achievement will always be the fundamentals. And as you continue to build your business and develop a team ... you will rely more and more on the fundamentals that are the foundation of your business system.

Lasting achievement ... retention, sustainability, duplication of system ... all come from the repetition of proven aspects of your company's business system.

Be sure to avoid the pitfall of believing that you need to continually look for 'new and improved' systems. Lasting achievement comes from the repetition of proven fundamentals. Let's look to sports as an example ... basketball in particular.

Now, whether you've played basketball or not ... most everyone can articulate the fundamentals of the game as dribbling, passing and shooting.

Watching a playoff game one evening, my friends and I noticed how the coaches responded to the game's shift in momentum. With the game on the line, the coaches kept their veteran players on the court, the ones whose fundamentals they knew they could trust. In order to WIN the game ... the team had to stay true to the fundamentals.

There's no magic to being a winner. These athletes were dedicated to practice. Their ability to win came from their willingness to drill and practice ... until they mastered the fundamentals. And even more so, mastering them to a greater degree than the competition.

There are three fundamental skills that drive your business. They are:

- ~ Sales
- ~ Sponsoring
- ~ Leadership Development

As you begin to sell your products, sponsor new business partners and develop a team ... you'll realize how relying on the fundamentals helps you develop and master your skills so you can go the distance and stay in the game.

In sports they call it muscle memory. In business ... it's developing the ability to access your skills with minimal thought or effort. And because it's so effortless ... you're able to maintain your authenticity.

Mastering the fundamentals can certainly be a journey. It's so easy to fight the fundamentals. It's so easy to dance around those activities that challenge us ... that move us out of our comfort zone ... that painfully stretch us.

As you move into fourth quarter and through the holiday season, I challenge you to focus on the simple strategies, goals and action steps laid out in your company's business system. This will help ensure the highest productivity during the hours you commit to your business.

Once you understand the importance of the fundamentals you can then create an awareness and willingness to embrace them. Then, rather than fight them, rather than resist them, you will master them and enthusiastically duplicate them to your team.

And with a clear focus on the fundamentals during the months of October, November and December ... you can set yourself up for a record New Year. And how you enter the New Year, my friend, becomes the foundation for the whole year. This exciting cycle of the seasons begins right now!

So it just makes sense to focus on the key fundamental skill ... and that's your ability to consistently talk to new people. Think about it ... there will be numerous opportunities to talk to new people as the holiday season revs up over the next few months. In anticipation, October is your opportunity to put the summer season behind you, pick up your prospecting pace, and jumpstart this new cycle.

For too many Consultants, their prospecting pace is simply not at the level necessary to meet their goals. They just aren't talking to enough people. They think they are ... but their results prove otherwise.

Do you ever wonder why, with the same part-time hours, the same demands on their time, with work, family and social obligations ... some people consistently succeed while others do not? That proves it's not just about making the time ... it's about what you do in those precious part-time hours. Are you attacking the fundamental income-producing activities like prospecting and talking to new people? Or do you avoid them out of fear or discomfort?

Your avoidance reveals your resistance to doing those activities that move you out of your comfort zone ... and you'll keep on avoiding them because you're not aware of what's happening to you.

In his book *The War of Art*, Steven Pressfield defines resistance in this way:

"Most of us have two lives. The life we live, and the unlived life within us. Between the two stands resistance. Have you ever brought home a treadmill and let it gather dust in the attic? Ever quit a diet, a course of yoga, a meditation practice? Late at night, have you experienced a vision of the person you might become, the work you could accomplish, the realized being you were meant to be? Are you a writer who doesn't write, a painter who doesn't paint, an entrepreneur who never starts a venture? Then you know what Resistance is."

And I would have to add, "Are you a Direct Seller who never talks to people?" Then you know what Resistance is. Ouch!

How can you tell that resistance is stopping you? Let's take your follow-up calls as an example. It's late morning; the time you scheduled for your calls. Maybe you rationalize to yourself, "I can't make these calls now. Nobody has time in the morning. They're busy getting the kids off to school or getting ready for work. I'll call them later in the day." Are you aware it's your resistance that's making you think that way?

At mid-day, you think about the calls again and rationalize your resistance. "I couldn't possibly reach anyone now! I wouldn't want to interrupt their lunch. I'll call them later."

In the evening you feel the pressure and guilt that comes from avoidance and inaction. You go into your office with plans to make your calls and the resistance strikes again. You find yourself thinking, "This isn't a good time to call. People want to relax after dinner ... they don't want to be bothered with phone calls. I'll call them tomorrow."

That's how the cycle of resistance continues and becomes the norm rather than the exception.

When you hear yourself rationalizing your resistance ... stop and apply the following process:

- 1) Ask yourself: "What am I afraid of?"
- 2) Decide if you're willing to settle for things as they are.
- 3) Reconnect to your Reason Why to supply you with a jolt of courage.
- 4) Take action! You know what to do. You are simply choosing not to do it.

Are you convinced you are with the right company? Are you convinced that your products or service is outstanding? Are you convinced that now is your time to be a Champion?

Then make the decision to take action in spite of your fears, doubts, history or discomfort!

You can fall forward this season with a fresh commitment to overcome your resistance and focus on the fundamentals.

This commitment can result in more fun, more activity and more results. Why dabble or take a casual stance with your business?

Purposefully move into the fall season. Work with your Sponsor or upline leader and set some goals for this exciting 90-day period.

By December 31 or sooner, what title or rank would you like to achieve? What size organization do you want to have? What do you want your monthly income to be?

The actions you take now can dramatically influence these goals and help turn them into reality.

You have unlimited possibilities available with your Direct Selling company. When you choose to break through your resistance, you are free to master the fundamentals and jumpstart this exciting new season on your terms.

## Your Action Steps for October

### Action Step #1

Every company has a business system unique to its product line and pay plan. And still, the fundamental skills that drive achievement revolve around Sales, Sponsoring and Leadership Development.

List at least three activities from your company's system that, when put them into action, can increase your Sales.

*For example: learning to authentically share your product story, working your contact list, asking for referrals or holding guest-driven events.*

---

---

---

List at least three activities from your company's system you can put into action to increase your Sponsoring.

*For example: Learning to authentically share your Company story, consistently prospecting and talking to new people, or utilizing three-way calls with your Sponsor.*

---

---

---

List at least three activities from your company's system you can put into action to support your Leadership Development.

*For example: Utilizing the training offered by your company and upline leadership, learning to authentically deliver recognition to the people on your team, or committing to a daily personal development practice.*

---

---

---

As you begin working on this exercise, I am confident that you will come up with many more activities than just three. Don't limit yourself. Take the time to create a 4<sup>th</sup> quarter action plan with no limits!

## Action Step #2

**Identify an area in your business where you are rationalizing your resistance. Take some time here and apply the following process:**

1) Ask yourself: "What am I afraid of?"

---

---

2) Decide if you're willing to settle for things as they are.

---

---

3) Reconnect to your Reason Why to supply you with a jolt of courage.

---

---

3) Take action! You know what to do. You are simply choosing not to do it. What are your three next steps?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

### Action Step #3

**As you enter this exciting new 90-day cycle, identify the top 5 goals you are committed to achieve before the end of the year.**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

"Resistance is futile."

~ The Borg, *Star Trek: The Next Generation*

## Your Time Management Tip

### Embrace a Sense of Urgency

"Do it today ... don't delay!" That's one of my favorite expressions to communicate a sense of urgency.

What is urgency? I'd say it's your willingness to take action, get things done in a timely fashion and avoid procrastination. Maintaining a consistent sense of urgency is vital for high achievement when building a Direct Selling business.

Whether you work your business in precious part-time hours or have transitioned to full-time hours, mastering a sense of urgency will play a major role in your ability to maximize the hours you commit to your business.

And it's more than simply getting things done. I recommend you target to be early. How does that look?

If you are attending a business presentation or home event that begins at 7:00pm, show up at 6:30 prepared to meet your guests, support the local team and set an example for your business partners. When I was in the field, we always said, "On time is late for Leaders!"

If you've scheduled a three-way call with a prospect and your sponsor, be sure to reach out to your sponsor with advanced notice. By taking early action to briefly discuss the call, your time spent on the three-way call will be as fun and effective as possible.

If you're a Leader and have a team conference call scheduled, create your agenda early. This will give you time to enthusiastically promote the call to your team, identify and invite some key leaders to participate, and ultimately, you'll enjoy the confidence that comes from early preparation and effective execution.

How else is urgency successfully demonstrated? By making your follow-up calls within 24 hours. Adding new people to your list and talking to new people every day. Signing up new customers and sponsoring new business partners every month.

One additional benefit for mastering urgency is that through your example ... urgency will duplicate to your team. You want to create a culture where urgency is embraced and transferred as your team grows.

In fact, I'd go so far to say you will see a direct correlation between your sense of urgency and the ability to transfer urgency to your team ... and the ultimate pace of your business.

So, 'do it today, don't delay' and move more confidently in the direction of your dreams.

# Your Personal Development Challenge

## Rehire Yourself Every Day

I believe one of the reasons that many emerging and top Leaders don't reach the ultimate level of success they desire in our profession is the lack of accountability.

If you, like many Consultants, are accustomed to someone else holding you accountable for your performance ... you may feel a little lost at times.

At every step along the journey to the top, you'll want ongoing mentorship, trusted peers to collaborate with, and most importantly, a mindset to help you develop your personal accountability.

So where does this mindset come from? It must come from within. You must provide it with desire, discipline and activity. And yes, this is easier said than done.

So how can you ignite the desire, discipline and activity to work your business on your terms?

One proven way is to *rehire yourself* each and every day.

Here is the premise: Pretend that there are two of you and that one is the "boss" and that the other is the "manager." Now, with your boss hat on, evaluate the activity and productivity of your manager-self over the past week, two weeks or thirty days. Be compassionate, yet truly honest as you evaluate your leadership ... your actions, decisions and results.

Now, with your boss hat still on, decide whether or not your manager-self deserves a raise, a warning letter or a notice of dismissal. In other words, would you give yourself a promotion, put yourself on a performance improvement plan, or fire yourself?

If you are willing to be honest with yourself ... this exercise can be very effective in creating clarity on whether or not you are living up to your potential ... or if you are suffering from a lethal case of denial.

Find the courage to rehire yourself every day and learn how to build your business on your terms.

## Your October *ZannPlan* Take-Aways

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

Lasting achievement ... retention, sustainability, duplication of system ... all come from the repetition of proven fundamentals.

Fall forward and jumpstart this exciting season on your terms.

*Leslie*