



FOCUS ON FEBRUARY! IT'S A SHORT MONTH - GET MORE DONE IN LESS TIME

Your *ZannPlan* Action Guide for February includes:

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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.

Whenever February comes around I think about all the interesting holidays in the month. There's Groundhog Day and President's Day. The Chinese New Year and Ash Wednesday. Flag Day, Valentine's Day and ... my birthday! Not a holiday yet, but who knows?

February is certainly a unique month. And when it comes to your Direct Selling business, the thing to keep in mind is that February is the shortest month. Yup, except for leap year, you have just 28 days! So what does that mean? There's no time to lose! No wiggle room. But I say, why not get more done in less time!

There are proven strategies to effectively work through a month. Since February always seems to just fly by, in this month those strategies are more critical than ever.

That's why February's *ZannPlan* will target three key strategies to Master Your Month.

If you are ready and willing to play full out, let's focus on a fast and furious February!

Let me start by asking you a question: Have you ever experienced a month where you were not consistent with your activities; then found yourself, in the last few days of the month, scrambling and making a desperate attempt just to 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 possibly even drool a little. Bottom line, there's a big difference, results-wise, between coming from a position of desperation versus working on purpose.

So how do we avoid this scenario? A good place to start is understanding that you're 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, you'll do your best to leverage every day as effectively as possible. In other words, if you have the whole month, why not take advantage of the whole month? And especially when it's a short one like February! Let's review three proven strategies to focus on a fast and furious February.

1) Take Immediate Action And Jumpstart The Month

You do this by creating as much activity as possible during the first two weeks of February. Your most important activities are those that focus on your personal prospecting. Make sure to schedule time with your Sponsor or upline leader, and work

together with a commitment to consistently talk to new people. Schedule time for both business and product-driven events. Include activities such as attending networking events and business presentations. And don't forget the importance of effective follow-up.

I urge you to multi-laterally create these types of focused activities, and take action immediately as each month begins. The interest and activity you generate in the first two weeks of the month can then be leveraged into MORE activity during the last two weeks. This is how you maximize the whole month. This is how fresh momentum and record sales are created!

2) Set A Goal For Mid-Month Volume

Many Direct Sellers focus their volume goals on where they'd like to be by the end of the month. And that makes sense. Another 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 each month. It may take you 30, 60, or even 90 days to build to that the volume, but it'll be worth it. Just imagine the difference in your enthusiasm, sales and income, when early in the month volume becomes the new normal for you and your team, rather than the exception.

3) Learn How To Purposefully Close The Month

The last few days of each month are a special time when anything is possible. Let's review a few tips for closing out the month strong:

Take a Status Quo Snapshot

With the last few days pending, treat your business like a business and review the data that reflects your productivity – and that of your team:

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

Data doesn't lie! If you pay attention, the data will inform and guide you in working your pay plan effectively. In fact, you'll discover that seeing the results of your efforts – on paper – will give you a clear strategy on how to move forward, and where to focus your energies. You'll have fresh clarity on what result-producing activities to prioritize,

where you are weak and need to up your efforts, and how you can best maximize your production in the final days of the month to achieve your goals.

4) Take Immediate Fast Action

Don't settle for minimum goals. After taking a snapshot, embrace urgency! Ask questions, get answers, and take action!

- Who are my top five prospects?
- Who is ready to enroll now?
- Who is ready to buy product now?
- Who is ready to schedule a live or virtual event?
- Who can I ask for a referral?
- What event, product, or incentive can I promote?

The answers to your questions will tell you exactly what you need to know, and take action on. And even if you've reached your monthly minimum goals – in fact, *especially* if you've reached your goals – choose to strive for more.

There's nothing more satisfying than ending the month with achievement beyond your initial expectations. No more desperation for you! You're now working on purpose and with a plan. When you make a commitment to Master Your Month, you'll reap gratifying 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, concentrate on jumpstarting 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 to come!



Action Steps for February

Through these exercises, you'll learn how to Master Your Month – even when it's a short one!

Action Step #1

List at least three activities that you'll commit to doing this month (and every month) to effectively jumpstart your month:

1) _____

2) _____

3) _____

Action Step #2

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

1) _____

2) _____

3) _____

"Progressive improvement beats delayed perfection."

~ Mark Twain



Social Media Strategy

Marketing – Attract Don’t Attack!

Love is in the air! Your February Social Media Strategy highlights the relationships you share with your audience and how best to nurture them.

Resist cold messaging and brand blasting. Followers do not want to feel like they’re getting bombarded with sales pitches.

With social media, YOU are the product that interests your audience. Your followers want to scroll through their news feed and feel like they’re looking through a window into your interesting life. People need to first buy YOU before they’ll buy your Direct Selling product or business. Therefore, resist the urge to post the easy, cold sales messages and brand-blasting. Most people will be turned off by too much marketing, then permanently tune out.

To create this virtual relationship, be authentic when you're sharing your life. This includes anything from heartbreaking losses to extraordinary wins, and everything in between. The goal is to develop a relationship with your audience. You want them to feel as if they know you; and you're always being honest and upfront with them. This relationship is nurtured through responsive interaction.

As your network continues to grow, make the extra time to stay involved. Treat your Facebook *friends* like actual friends. Ask questions and respond when your audience responds. Add a comment and *like* their posts. Send a Happy Birthday or Anniversary wish when appropriate.

February Challenge: Create 3 posts that showcase something, or things, you’re passionate about. Make at least one of them a question or curiosity post. Focus on building relationships with your followers.

Social Media Strategy by Molly

Rose - MollyRoseMedia.com



Time Management Tip

Design Your Best Day

Whether you work your business in part-time or full-time hours, Champions plan their day before it unfolds. You can either create your plan in the morning before your day begins, or prepare the night before. You don’t need 40 hours a week to be wildly successful in your business. It’s what you do effectively in the hours you have that makes the difference.

Create a plan that gives you a good overview of how your hours of operation will unfold. Make sure you are putting first the top priorities (activities) that stand to generate the most income for you. In doing so, rather than being REactive to your business – you can be PROactive – and work your business on your terms.

Do your best to work your plan. Your productivity will improve, your confidence will soar, and you'll enjoy the results of consistent activity.

[A] Begin by blocking off specific time for your Direct Selling business.

[B] Then, schedule time for family, your other job (if you're part-time), fitness, friends, and recreation.

There's enough time in the day to accomplish everything you choose to do. And with this mindset, you allow your Direct Selling time to become a priority rather than an afterthought.

If working a daily plan is new to you, or if you've been resisting creating and working a plan, now is the time to embrace this proven time management strategy. You'll reap the rewards of more productivity and achievement.

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.



Motivational Message

Don't Delay, Jump On It Today!

What is the number-one piece of advice you'd give a new business partner to ensure their success?

Some common answers are:

- Follow the system.
- Be coachable.
- Commit to a minimum of 10 to 15 hours a week.
- Get clear on your "Why!"
- Plug into your team's community.
- Don't be a dabbler – be a professional.
- Commit to daily Personal Development.

All terrific advice, for sure! And if a new partner follows these recommendations, they'll achieve some exciting, initial success in their Direct Selling business.

And yet, there's one piece of advice that supersedes and supports all of the above recommendations: GO FAST!

If you go fast building your business – take consistent action in the hours that you have – talk to more new people, sign new customers, and sponsor new business partners – you'll create success, retention, and new growth. Not to mention, it's just a lot more fun.

And if you haven't been going fast, you can always reset your pace by acting as if today is your first day in business. Start fresh with renewed passion and commitment to talk to more people every day. Work with your Sponsor or upline leader to set your prospecting goals.

You don't need 40 hours a week to go fast! You just need to embrace the excitement urgency creates, and take consistent action in the hours you do have.

Why not post a note on your office wall that says, "Don't delay, do it today!" With a commitment to Go Fast, you'll reap the rewards of your efforts exponentially and move to the top of your pay plan.



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 mindset and the skill set to create Outrageous Achievement by mastering *every* month.

As you gain more clarity in every season, you'll set money-making 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. Get more done in less time! Begin to Master Your Month today!

Leslie

