



# MARCH IS A MILESTONE! A TIME TO GROW, GAIN STRENGTH AND EXCEL

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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. If March comes in like a lion, we want it to continue to grow, gain strength and excel!

The unique position of March – being the third month in the year’s first 90-day cycle – calls for consistent activity and vision.

As you build your business in March – and as you complete the first quarter – the actions you take will determine how effectively you jumpstart your year, move towards the summer season, and build the foundation your business will rest on for the entire year.

That’s why in this month’s *ZannPlan* you'll discover how to make March a milestone; and implement some strategies to help your business excel.

Are you ready and willing to play full out? Then let me hear you roar!

To begin, let’s look at March through the lens of first quarter achievement. If you’ve been working your *ZannPlan* since January, you know I recommend employing a 90-day plan. It’s time to review your activity since the first of the year, and evaluate how well you’ve prepared for a strong month of March.

If you’ve joined us more recently, this is a perfect time to analyze the effectiveness of your recent activity.

March 31 is an important milestone. As you review your targets from March – sponsoring, title, organizational volume, and income – you’ll get a snapshot of just how effectively you and your team moved out of the holidays and into the New Year. Look at your data, and evaluate if you and your team are moving in the direction of the goals and resolutions you set on January 1.

The results of your first quarter activity set a tone. They become the foundation of your business for the rest of the year.

Here's an analogy to consider: Think about the results when you effectively jumpstart the first two weeks of a month. That activity can set you up for a record-breaking month.

Similarly, when you effectively jumpstart the first quarter of the year – with new sales, sponsoring, and leadership development – that activity can set you up for a record year!

Next, let's look at March through the lens of the season. As you begin the month, get out your calendar and identify the dates for Spring Break. This is a time when many families are out of touch.

Once you know where Spring Break falls in the calendar, you can take the actions necessary to build around the break. With preparation, you can effectively work through the distractions of Spring Break and still create the momentum, activity, sales and sponsoring to meet and exceed your March goals.

If you casually lean into March, it's easy to get distracted with Spring Break. If you wait until after the break to act, there's the potential to lose the first two weeks of the month. This can make it difficult not only to create a successful month, but to successfully close the first quarter. Therefore, be proactive, figure out the Spring Break dates, and work into and out of the timeframe.

Finally, let's look at March as not only the end of a 90-day period, but also the start of what's historically a strong three-month season.

March, April, and May can be a cycle that transforms the momentum of your business. No, it doesn't match up with a calendar quarter, and yet, it's definitely an important period for you to create robust new growth, and purposefully move into the summer season.

A proven strategy to incorporate right now is a commitment to sharing a balanced message to your prospects. One that includes your passion for both your business and your products. Your company offers two distinct gifts: The gift of your business model and the gift of your products. It's not up to you to decide which one your prospects will be most interested in. Your job is to enthusiastically and consistently offer a balanced message and share both gifts. Let the people you talk to decide what is a fit for them.

In support of sharing a balanced message, I strongly suggest that you lead with the business and follow through with the products.

When you lead with the business, if your prospect doesn't have an interest in joining, you can comfortably recommend your products. And if they have no interest at all, you can always ask them for a referral to one or more people who might be interested in either the business, the products, or both. This affords a comfortable flow for your prospecting conversations.

If you lead with the products and your prospect has no interest at this time, it becomes a challenge to segue from their lack of interest in the products to taking a look at your business.

In other words, if a prospect isn't interested in the products for their personal use – imagine how difficult it will be to get them excited about selling the products? Or joining your team?

As you incorporate the strategies for delivering a balanced message and leading with the business, let's tie this all together by differentiating between two distinct phases that many Direct Sellers move through: The Sales Phase and the Team Phase.

While in the Sales Phase, you are primarily focused on product sales. This is the time you become skilled at talking about and selling your products. For many Direct Sellers, it's your personal experience with your products that inspired you to join the company in the first place. What happens next? You've fallen in love with the products, and get stuck in the sales phase to the point where you make selling them your *singular* focus.

Another reason you might get stuck in the sales phase is that you simply find it easier talking about your products. And of course, it makes sense to create a steady sales volume. And yet, it's important to learn early in your career that a *sole focus* on selling product will limit the amount of income you can earn.

In most cases, you cannot sell enough products to leverage the full potential of your pay plan. The proven way to maximize your income is in addition to robust product sales, you make a commitment to consistent sponsoring and team development.

In this Team Phase, you become as proficient talking about your business as you are in sharing your products. You lead with the business and follow up with the products. You

enthusiastically look for the right people to join your team. You consistently sponsor new business partners.

If your goal is to reach the top of your pay plan, it's the Team Phase that will take you there.

If you find you're more successful selling, then products are most likely what you are leading with. But when you talk about your business first with the same enthusiasm as you do your products, your sponsoring will increase and your team will grow.

Here's what I've learned over the years: Selling is selling. There's no difference between selling your business or selling your products. It's only your words that are different. If you believe you're better at selling your products, it's likely because you haven't built a business yet – and you feel it's riskier selling the business. You don't have a business story YET – so simply share the success story of your Sponsor or an upline mentor. As we discussed earlier, when you lead with the business and find they aren't interested, you simply segue to your passion for your products: “The reason I'm in this business is because I fell in love with the products,” and continue the conversation in that direction. Choosing to deliver a *balanced message* that includes both sponsoring and product sales is the path that will ultimately lead you to massive success.

And when you put this into practice in March, you'll be on your way to creating a successful first quarter and a strong foundation for your year.

Let March come in like a lion. Hmmm, did you know that it's actually the Lioness who does the hunting for the pride? If we were to draw an analogy between lion life and our profession, I'd say that it's the Lioness who does the primary income producing activities.

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



## Action Steps for March

Your March Action Guide offers three key Action Steps to jumpstart your month and drive consistent activity and results.

Through these exercises, you can leverage March to grow, gain strength, and excel.

### Action Step #1

Are you in phase 1 or phase 2? Maybe somewhere in between? Write down your thoughts about what phase you are in:

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For additional clarity, ask your Sponsor what she/he thinks?

### 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 purposely 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?

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

**"It's better to be a lion for a day than a sheep all your life."**

**~ Elizabeth Kenny**



# Social Media Strategy

## Get Thee Visible

Showcase your Direct Selling business by creating Value for your audience, and increasing your visibility. Let's review 3 strategies for getting noticed.

**#1 Join Groups.** Look for groups that share your common interests and offer you the opportunity to interact with people who may be your potential audience. For example, if your company offers nutritional and weight loss products, join groups with a focus on health, weight loss, nutrition and wellness. Rather than selling, commit to sharing your knowledge and experience. Again, first get them interested in YOU. Your products and business come later. In some instances they will actually ask what products you are using that make you feel so good about yourself. This blows the door wide open for you to share them.

**#2 Share Your Expertise.** You can do this in a variety of fun and effective ways. For example, be a guest speaker on Facebook Live, IGTV and Podcasts. You can submit articles or blogs to websites that are of interest to your audience. These activities will not only get your name out to a new network, but will provide your current audience with a fresh perspective, and it'll reflect another facet of your personality. Eventually it will provide the opportunity to share new information about your product and business. Just be careful you're not too heavy-handed about it.

**#3 Utilize Popular, Reoccurring Hashtags.** Examples are: #transformationTuesday or #winsday which will create community and anticipation for future posts. Consistent content tied to hashtags also creates continuity, and is a fun way to share your passion for your products and your commitment to your business.

Returning to the weight loss product example, on #transformationTuesday, you could post a before and after picture. Or, how about #testimonialTuesday. If you're a ZannFan, you've seen me share my clients' inspiring testimonials at least once a week.

**March Challenge:** Join a group. Identify a way to collaborate with the group. Reach out to a podcaster or blogger and book an appearance, or submit an article.

*Social Media Strategy by Molly Rose - MollyRoseMedia.com*



## Time Management Tip

### Balance Green Time and Red Time

You get to decide just how much time you will devote every day to your business. Especially if you work your business in part-time hours, it makes perfect sense to schedule weekly hours of operation.

And during those hours, it's important to stay focused on the key income producing activities that will move your business forward. Activities like: prospecting, talking to new people, sponsoring, working with your team, making follow-up calls, attending virtual or live trainings, promoting guest-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. Don't get me wrong, these activities are necessary, but they are not primary, income producing activities, which must come first.

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 brought this concept to life through our actions.

**Green Time was Prime Time.** (Think: the color of money!) In Green Time, I focused on my income producing activities.

**Red Time was spare time.** In Red time, I completed my support activities.

For example, if I was prospecting and received a call from one of my team members who wanted to talk about a non-income producing activity (something we could talk about at any time), I'd say, "Sorry, I'm on Green time. I want to talk to you about this, but not right now. Let's talk about it during Red time."

As you work your business this month, while you are in Green Time, stay focused on your income producing and team-building activities. Perhaps put a sign on your desk that says: "Green Time is Prime Time!" And make sure your support activities are done only in Red Time.

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



## Motivational Message

### Balance Your Personal Development Practice

In January, I challenged you to commit to 30 minutes of daily self-help book reading. That's a great place to start when beginning your journey of Personal Development.

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

In addition to your daily reading, this month I challenge you to select at least one of these methods and put it into practice:

- Schedule time for mental practices like listening to audio programs, attending a seminar, or journaling.
- Spend time conversing with other like-minded, successful people.
- Schedule pampering activities like massages and spa treatments that will support you physically and enhance your well-being.
- Think about that hobby you always wanted to start. How about learning something new like singing or dancing or playing an instrument?
- You could add something to enliven your environment, such as always having fresh flowers in the house.

Have fun, be creative, and design your Personal Development practice to meet your needs and desires.



## **March ZannPlan Take-Aways**

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

1) \_\_\_\_\_

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2) \_\_\_\_\_

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3) \_\_\_\_\_  
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\_\_\_\_\_

## **Closing Words from Leslie**

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

With more clarity in every season, you will set money-making priorities, take more consistent action, and meet and exceed your goals, not only this year, but for years to come.

March is a milestone: It your time to grow, gain strength, and excel.

*Leslie*

