



NO MORE FOOLING AROUND! DISCOVER YOUR UNREALIZED POTENTIAL

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Audio Transcript for April

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.

The first day of this month is April Fools' day. It's celebrated as a day where people play practical jokes on each other.

Well, this got me thinking about all the creative ways we play jokes on ourselves as well – and the unintentional ways we fool ourselves as we pursue our dream of building a successful business.

So what's keeping you from realizing your full potential? Are you playing a joke on yourself by playing too small? Are you being fooled by imagined fears and limiting beliefs?

I say, let's put an end to this folly!

If you are ready and willing to play full out, then April will be the month you see beyond any foolishness and find the courage to be a Champion!

You can access your Champion mindset immediately. The 90-day cycle of March, April and May will be a strong period of growth if you build toward the summer season. Now is the time to capitalize on this cycle and get your team on board to do the same. April is the centerpiece of your spring season.

To begin, let's look at April's holidays. The month usually starts with Easter and Passover. Whenever the holidays fall this year, it's best to strategically account for them and continue to work your business.

With strategic planning, you can effectively weave your business around the festivities. Without forethought, you may find yourself missing a sizeable chunk of the month – and that's a bad joke to play on yourself. You can't afford to lose valuable time. Review your calendar, work a plan, and enjoy these special holidays knowing you've got your business covered.

Depending on where you live, you may have Spring Break in April. This is another opportunity to joyfully mix work and play. Remember, when you work your business in part-time hours, it's always your choice to stay consistent rather than take an extended time-out during a holiday period.

April is a time to build on the momentum you've developed since January. Don't let your edge slip away. With consistent activity, you can have a strong month and move into May with dynamic momentum. This will set you up perfectly to enter the summer season.

As the month of April begins, avoid the foolishness; ask yourself:

"Am I playing jokes on myself about the pace of my business? Am I playing too small, moving too slow, and consequently duplicating a slow pace with my team?"

Are you fooling yourself about your desire to succeed? Do you find yourself dabbling, or taking a casual approach to your business without a firm commitment and consistent activity?

Well, no more fooling around. There's too much at stake. Let's discuss two ways you could unintentionally play a joke on yourself with detrimental results. And it won't be funny to your bank account.

Are You Playing Too Small?

If so, you need to step on the gas and up the pace!

The first 30 days of your new business partners' career is a pivotal time. It makes perfect sense to advise them to get off to a fast start.

Most companies offer a fast-start program or a quick-start strategy that, when put into play within a designated period of time, it reinforces and rewards the many benefits of getting off the starting line fast.

The best advice you can give a new partner who is excited about building their business is to GO FAST! If applicable, recommend they commit to following their company fast-start program with every intention of meeting or exceeding the initial goals.

By following a simple and proven fast-start program, everyone has the ability to experience success, and early success fuels the fire of BELIEF!

You owe it to your new business partners to show them the possibilities for achievement. As they begin their business, these possibilities can become a reality

when their pace is tied to a quick-start strategy. And one thing I know for sure, it's way more fun to go fast than slow.

Let's review the tangible benefits for going fast:

- The faster you help your new partner start their business, the faster you increase their belief in themselves. They believe with more fervor that they can sell and sponsor.
- The more belief they have, the more enthusiastic they become. This enthusiasm helps attract people who want to hear more about Direct Selling.
- The more enthusiasm they have, the more coachable they become. This willingness to learn the "system" creates a desire to take action.
- And the more coachable they become, the more action they take – which will result in early achievement.
- And early achievement allows your new partner to create an initial story of success. This success story will intrigue and attract like-minded people. And this success story will become one of their most effective sponsoring tools and will support their initial team-building efforts.

This shift in mindset is created with pace. By coaching the benefits of going fast, you can duplicate pace and create a culture in your team that supports and drives people to jumpstart their business with purpose.

Here's the moral of the story: The faster your new partners take action after the day of enrollment, the greater the odds are they'll stay with the business. They'll start as they become vested emotionally. They'll stay as they become vested financially.

Conversely, the slower they start, the greater the odds they'll call it quits before they really even get started.

That's why it's important to effectively share the vital benefits for going fast. This is a concept where many emerging Leaders unintentionally fool themselves.

Regardless of your pace when you started, you must show your new partners the many ways they can ramp up their business.

If you did not get off to a fast a start yourself, do not fall into the trap of duplicating a slow pace. That's a lousy trick to play on anyone.

And it doesn't matter why you didn't get off to a fast start. Maybe you weren't as coachable as you are now. Maybe there were life's distractions that didn't allow you to properly focus at the time. Maybe your belief in the business wasn't fully developed. Whatever your reason for not getting off to a fast start, I have a solution:

Simply act as if you enrolled in your business today, and over the next 30 to 60 days, commit to achieving the exact activities laid out in your company's fast-start program.

This is your time to stop playing small and set a fast pace.

No joke! Now is your chance to reset the clock, re-craft your story, and develop a new timeline of success! This is a proven method for not only resetting your pace, but expanding your potential as well.

Are You Dabbling?

If so, it's time to make a commitment! Over the years I've had the opportunity to interview hundreds of top performers. When I asked them to identify one specific decision that propelled them to the top, each and every one of them declared – in their own words – that there was a moment in time when they made the decision to succeed. They made the decision to be a high achiever and a top performer. They made the commitment to step into their greatness.

Have you made yours? Or are you still playing tricks on yourself? If you are dabbling, this lack of commitment will keep you from realizing your full potential.

The term "dabbling" refers to taking a casual approach to your business. Are you treating it like a hobby and only doing those activities that are safe, comfortable and easy? This is a common way to trick yourself; and soon you don't even realize that you're dabbling. You stay busy, but it's just busywork; and then wonder why you're not moving forward. Dabbling is a surefire way to sabotage your true potential.

Are you ready to stop your self-imposed tomfoolery? If the answer is yes, then it's time to make a commitment to success. The minute you make the commitment to be all-in, to play full out, to embrace a whatever-it-takes attitude to reach the top of your pay plan, that's the day, as Lenny Berman from ESPN says, "You Could Go All The Way!"

So no more April Fools for you! No more playing small. No more dabbling! It's time to pick up your pace and make a commitment to go all the way to the top. The moment you stop fooling yourself, you'll discover your unlimited potential!



Action Steps for April

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

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

Action Step #1

Does your company offer a fast-start program? If so, act as if you are enrolled into your business today, and over the next 30 to 60 days, commit to achieving the exact activities laid out in your company's fast-start program.

What does this look like? Set your timeline and goals for new Sponsoring, new sales, and an increase in volume. Make sure to identify the "paid as" title you'd like to achieve in the next 60 days.

Action Step #2

When you master the language on the benefits for going fast, and share it with your new partners, you'll help more people get off to a fast start. Work with your Sponsor or upline leader and role-play the conversation. Knowing how to message the power of pace is a fundamental skill for Champions. Identify the many benefits for getting your business off to a fast start.

Action Step #3

Are you ready to make a commitment to play full out – to be all-in – to embrace a whatever-it-takes attitude and move to the top of your pay plan? If so, take the time here to declare that goal. Be specific in your declaration. What has been holding you back? Why is now your time?

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.

"Commitment. This is my favorite word because in some way people who are committed are always much more interesting and much more reliable, and much more, I would say deep, than people who are not."

~ Carlos Ghosn



Social Media Strategy

Tools & Branding

This month, our focus is on optimization, branding, and posting.

Again, your branding should be a representation of YOU, rather than your product or company. In addition to premade templates provided to you by your company, you can create your own. Have fun with the templates by adding personal photos, customized fonts and a variety of colors. But make sure anything you create complies with your company's policies and procedures.

Creating a banner can be simple and affordable with a free service like Canva. You can access royalty free stock photos from Pexels, Unsplash, and Pixabay. All that being said, the best photos come from your cell phone. Give people a peak into your life.

You can use quotes and text images with the Wordswag app to create beautiful designs in minutes, right from your cellphone; and it connects to Pixabay.

With banners that reflect your brand, and copy that captures your voice and message, your social platforms will be optimized for success.

Take advantage of links, bios, and other profile information in each platform. Use every opportunity to tell your story and share your "why". Include the link to your sales page in every bio on every platform.

Post live in real time to Facebook from your personal profile. For your Facebook business page, schedule posts within Facebook rather than through third party posting sites, which can lower your ranking. Check out Instagram GRUM or Planoly; and Hootsuite works well for LinkedIn and Twitter.

April Challenge: Use Canva to create or update your branding. Complete the profiles on all your social media platforms, including links to your sales page.

Social Media Strategy by Molly Rose - MollyRoseMedia.com



Time Management Tip

Without A To-Do List, The Joke's On You

Whether part-time or full-time, do you ever feel overwhelmed by the amount of work necessary to build a successful Direct Selling business? Do you find it stressful to identify not only what needs to be done, but how best to prioritize your income-

producing activities? Time is one of your most precious resources. Managing it is no place to fool around.

I recommend you write a daily To-Do list where you prioritize all the tasks you choose to carry out that day. List everything you have to do, then prioritize by placing the most important tasks at the top of the list, and the least important tasks at the bottom.

With a daily list, your tasks are all in one place and you won't forget anything important. By prioritizing the items, you can easily identify what needs your immediate attention, and what can be left for later.

I've worked a daily To-Do for many years. In fact, I make sure the last thing I do before I leave my desk at the end of each day is to write my list for tomorrow.

This simple tip can keep you from fooling yourself about your productivity while making it fun and easy to get things done. By prioritizing you can ensure you complete both the tough and the easy tasks.

A quote hangs in my office that reads: "The least effective people do the easy stuff first." Start using a prioritized To-Do list so you too become a most effective person and reach a higher level of achievement.



Motivational Message

No Foolin'! Pass It On!

The primary method for creating success in your Direct Selling business is your ability to successfully transfer your company's business system – skills and concepts – to the people you sponsor. We call this duplication.

I define duplication as the amazing results that are achieved when teams are trained and committed to everyone doing the same success-oriented activities.

Since everything duplicates, it just makes sense to duplicate the magic of Personal Development.

And just like with any activity, you duplicate most effectively by setting a personal example. If three-way calls can duplicate, so can a commitment to Personal

Development reading. If pace can duplicate, so can the desire to increase your positivity and belief.

I recommend that you promote the power of Personal Development to everyone on your team. And there are a variety of ways to duplicate this life-changing activity.

- Make a personal commitment to a daily practice.
Post a list of Personal Development books on your team page.
- Give Personal Development books as incentive gifts.
- Share positive quotes that support the importance of Personal Development.
Some of my favorites are:
 - *“Work harder on yourself than you do on your business or your job.”*
- Jim Rohn
 - *“You must master a new way to think before you can master a new way to be.”* - Marianne Williamson
 - Wise leaders know: *“The speed of the Leader is the speed of the team!”*

People are watching everything you do as you build your business. Along with demonstrating the mechanics, make a commitment to teach a mental foundation for success through Personal Development.

No funny business! When you pass on the power of Personal Development, you're not only supporting success, you are changing lives.

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 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.

It's time to look beyond the hidden jokes and foolishness and find the courage to be a Champion!

Leslie

