



# MAKE THE MOST OF MAY AND PREPARE TO LAUNCH YOUR 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 a transitional month that, when worked effectively, can result in significant, even record-breaking growth for you and your team. As the final month in spring, your focused actions now can lead to exciting, fresh momentum as you move into the summer season.

Now is the time for consistency. Not only in the opening weeks, but also late in the month as you and your team work into and out of the Memorial Day weekend. With proper planning and taking right actions, you can enjoy the holiday weekend and at the same time, create a strong month-end.

Make a commitment to leverage the month of May as the spring season comes to a close. If you stay consistent, and talk to lots of new people, May can be the month that leads you and your team into a smokin' hot summer.

If you're ready and willing to play full out, your consistent efforts in May will ignite fresh momentum as you spring into summer.

So what is momentum? How do you create it? Why do you want it?

Momentum is a reflection of new growth and leadership. A feature of momentum is an increase in Emerging Leaders in your organization. Instead of being a parade of one, you're now attracting and mentoring teams of like-minded Direct Sellers.

As momentum takes off, it's imperative that you continue to set the pace and lead by example. *That never changes!* It's the continual creation of new Emerging Leaders – plus their growth and development – that supports the building of momentum.

Momentum is practically tangible – it's something you can feel! It carries with it an undeniable excitement. When in the frenzy of momentum, there's likely to be a surge of new team members and customers, with astounding monthly growth.

Let's dig deeper into these four concepts of momentum:

Momentum is **created** with focus, **earned** through consistent activity, can **duplicate** to your team, and can **expand** to unimaginable proportions. Momentum leads to record sales, record growth, and record wealth! Let's find out how.

## **Momentum Is Created!**

The fastest way to create momentum is with short-term massive action. Have you ever worked a 90-day business plan? If you've been a *ZannPlan* subscriber since January, you know the power of working a 90-Day plan.

Ninety days is a period of time most people can commit to. Why? Because it's not too long. It's not too intimidating. It's not as if you're being asked to create a one-week miracle – or belabor something for one to five years. Most of us can do anything for 90 days. It's a reasonable and comfortable period of time to commit to a focused effort in building your business.

So 90 days isn't too long and yet, it's long enough to actually create new habits, new confidence, new consistency, new volume, and new results.

Are you working a 90-day plan now? If your answer is yes, that's great news! If your answer is no, 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 creating new momentum over the next three months.

## **Momentum Is Earned!**

As you begin to experience the heat of momentum, realize that it was your consistent activity that lit the fire. Whenever you receive an email with a great referral, or read a text that says, "I'm ready to buy now," or you receive a phone call where they confirm, "Sign me up!" – these exciting results are all a reflection of your past consistent activity coming to fruition. Whether part-time or full, it's only through consistent, focused activity that momentum is earned.

## **Momentum Duplicates!**

And it's exciting to see it transfer to your team. A well-known phrase reminds us: *"The speed of the Leader is the speed of the team."* You magnify the duplication of momentum when you lead by example – not only through your words – but by your actions. As you consistently talk to new people, sign-up new customers, and sponsor new business

partners - all while *teaching your team to do the same* – you showcase best practices and experience firsthand how momentum duplicates.

**Momentum Expands!** Momentum is not the destination, rather part of the amazing journey. While momentum is building, this is the time to get laser-focused and purposefully drive the momentum to higher levels as it expands throughout your team. With momentum on the rise, this is not the time to become complacent and feel you can slack off to a degree. What an error that would be! On the contrary, this is the perfect time for consistent action, even stepping on the gas! Don't settle for your momentum being just a nice little surge, make it swell into a tidal wave of growth and achievement.

Your ability to develop and duplicate momentum is a key indicator for high achievement. Let's keep that in mind as we work through the month on May.

Memorial Day always falls on the last Monday of the month. So let's build our May plan around the holiday.

- 1) You usually have three weeks prior to the three-day weekend. So it just makes sense to jumpstart May and take immediate action as the month begins.
- 2) When there's a short month like May – because a holiday falls near the end of the month – I've learned to shorten the month on purpose. Rather than closing the month after the holiday weekend, make the commitment to reach or exceed your monthly goals prior to the holiday. Then challenge your team to do the same. Offering personal promotions – at strategic times – is a proven way to incent enthusiasm and drive activity. A promotion to motivate your team to reach their volume goals prior to the Memorial Day weekend, is an excellent incentive.
- 3) After the holiday weekend, you'll have just a few days to close out the month. Be sure to create your post-holiday plan of action prior to the weekend. Schedule your month-end activities – guest driven events, prospecting appointments, three-way call time, and networking events – *before* the holiday begins.

During the holiday weekend, while attending barbeques and parties, you'll have many opportunities to share your enthusiasm for your products and your business. It's essential to have a plan in place to make follow-up calls during the last few days of the month.

With May bringing the spring season to a close, now is the time for consistent activity. Take immediate action as the month begins and prepare to work into and out of the

Memorial Day weekend. Make the most of May and prepare for a record-breaking summer season!

## **Action Steps for May**

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

### **Action Step #1**

Work with your Sponsor or upline leader to identify at least three ways that Momentum in your team...

Is Created: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Is Earned: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Duplicates: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Expands: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## Action Step #2

Review your answers to Action Step #1 and choose at least three more actions you will implement this week to increase you and your team's momentum.

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## 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:

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

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"Momentum begets momentum, and the best way to start is to start."  
~ Gil Penchina



# Social Media Strategy

## Find & Create Cool Content

To strengthen your audience appeal, be sure to include educational and informative posts in addition to the personal and inspirational posts. This not only reinforces your brand, it establishes your credibility and creates a space your followers can turn to for the latest information, updates and insights associated with your brand.

Google Alerts and Google Trends are great tools for discovering relevant information to relay to your audience. To begin, make a list of everything you think will interest your target audience, and include your personal interests as well. You might choose entrepreneurial trends, working from home, popular culture – and especially any key words that relate to your business.

Next, use these keywords to set your Google Alerts. Soon you'll have access to articles featuring a variety of trending topics related to your audience's interests. Share these articles with your tribe, and include your personal experiences and stories where relevant to show your authenticity. By cross-referencing your posts with other trending information, you'll boost your searchability. In addition to sharing articles, you can use the topics to inspire new posts and blogs to build out your content calendar.

**May Challenge:** Set at least one Google Alert topic this week and share at least one new article with your social media audience. If you don't currently subscribe to media online, for example, *The New York Times*, *The Wall Street Journal*, or your local news, check to see what alerts they offer. Typically you can request email alerts that pull together certain topics daily or weekly.

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



## Time Management Tip

### No More Excuses

If I had a nickel for every time a Direct Seller told me, "I am so bad at time management," I'd be richer than Bill Gates (kidding, of course!).

Today, I offer you a new way to look at this excuse.

It's not that you're bad at time management, it's that you excel at avoiding the things you don't want to do! Or: It's not that you're bad at time management, rather you have a Master's Degree in Avoidance.

How do I avoid thee? Let me count the ways: The prospect that goes uncalled. The referral that doesn't receive a follow-up note. The meeting that is missed. The event that doesn't get scheduled. Etc, etc, etc.

"I'm am so bad at time management" is a euphemism for "I just can't find the courage to do the things that aren't simple, convenient and fun." Or: "I just can't bring myself to do the things that make me uncomfortable, that require me to stretch, or that take me out of my comfort zone."

You don't need 40 hours a week to be successful. It's what you do successfully in the hours that you have.

Don't hide behind the excuse that you are "bad at time management". Dig deep. Find the courage to move through your fears, and take action. Become a Master Time Manager!



## Motivational Message

### Give The Gift That Keeps On Giving!

When I was building a Direct Selling business, I liked to offer personal promotions to my team. In doing so, I was able to reward those who were willing to set the bar high and go for it.

Personal promotions offer exciting rewards in addition to the pay plan. It's a way to drive Champions to go farther faster.

If you choose to run personal promotions, there are 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 incentive rewards. Some of my favorite unique options are: hard to get tickets to a musical like *Hamilton*, 3 month's worth of gas cards, a shopping spree at an upscale boutique, a weekend in Las Vegas, 100 scratch-off lottery tickets, a pony. (OK, just kidding about the pony)

Your options and investment will be based on your level of success and the income you're earning at the time. In most cases you'll start low and increase the value of your rewards as your business and income grows.

As you consider the future benefits of an incentive – the *potential* income it can generate for you – factor that into the amount you are willing to spend on the incentive. It needs to get your team members excited enough to step up to the plate and deliver.

Whatever you do offer as a reward, always include a Personal Development gift. This can be a book, a CD, or even a ticket to a seminar.

You can teach your team the how-to – how to build a successful business, and even help them get clear on their why-to – why to build a successful business. And yet, if their head's not in the game, what's the point?

Teaching your team the value of strengthening their mindset is the greatest gift of all. It's the incentive gift that keeps on giving.



## **May ZannPlan Take-Aways**

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

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.

Your consistent efforts in May can ignite fresh momentum for you and your team and successfully prepare you spring into summer.

Leslie

