



 **ZANNPLAN**
MASTER THE CYCLE OF THE SEASONS

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IGNITE YOUR DECEMBER – AND PROSPER IN THE NEW YEAR

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Audio Transcript for December

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.

As you look to December, do you wonder how the heck you'll find the time to stay in action?

Like every cycle of the season, December offers both benefits and distractions. Your results this month will depend on your attitude, discipline, and action!

Throughout the year, you've invested time, money and energy into your Direct Selling business. Now is the time to capitalize on those efforts by igniting your December.

You have two choices as you enter December: be complacent and let the flames of your business burn out – or stoke the fire with dedicated part-time effort and commitment.

If you choose to be complacent now, your loss will be more extensive than you realize. Not only will your volume suffer in December, you'll extinguish any possibility of sparking your January business.

When you choose commitment and dedication to consistent effort – you will spark your holiday season and ignite your New Year.

If you are ready and willing to play full out, you can find the time to both ignite your business and enjoy the holiday season. Then you'll be well prepared to prosper in the New Year.

I can hear you now! “That sounds great, Leslie! But looking ahead, how exactly will I be able to dedicate time to my business, when I already feel overwhelmed by the seasonal demands of family, friends, parties, dinners, visiting in-laws, shopping – all the joys of Christmas and Hanukkah?”

I'm here to tell you – I've been there – and there are viable solutions! I offer you four seasonal tips, that when put into practice, will help you effectively work through December and close the season – close your year – with massive success.

Tip #1: Culminate Your Month BEFORE The Holiday

Just like in November, set a goal to meet and exceed your monthly goals before the holiday; or sooner, and coach your team to do the same. When a month is shortened by a holiday like Christmas, that falls near the end of the month, you simply commandeer it *on your terms*. As December begins, work as if December 24 is the last day of the month. You'll have a lot more fun during the holidays knowing you've already met your goals! And after socializing throughout the holiday festivities, you'll come back to work with a fresh new list of people to reach out to.

Tip #2: Keep Your Funnel Full

Now is not the time to slow down your prospecting pace. Now is not the time to prejudge, have a chicken list, or go MIA from your team. Now is the time to stay consistent!

Your willingness to creatively reach out and talk to new people – on a daily basis – is the most effective way to continually fill your prospecting *funnel*. If this concept is new to you, let me briefly explain.

Imagine a funnel that's used in the kitchen. It's wide at the top and tapers down to a shallow neck at the bottom. Picture that as you reach out and talk to new people; see them dropping into the top of your funnel.

The idea is to consistently have a steady flow of new people dropping in. While in the funnel, they are moving through a process and learning about your products and business. The process is simple and entails presenting them with different "What's Next" options to learn more. Some examples are:

What's next? You connect them to your sponsor via three-way.

What's next? You send them a company video to watch.

What's next? You meet with them one-on-one.

What's next? You invite them to a home or launch event.

As they move through the funnel, your prospects will ultimately drop out of the bottom with varying degrees and/or areas of interest.

- Some will have an interest only in your products and they will become a customer.
- Some will show an interest in your business and they will join your team.
- Some, best case scenario, will have an interest in both the products *and* the business.

- Some will be interested in neither, but they'll offer referrals.
- And a few will have no interest whatsoever.

You have two main goals to effectively work your funnel:

- 1) To "fill it" and "keep it full" with as many prospects as possible – people who are considering your business and/or your products.
- 2) To shorten or condense the time from first contact to an ultimate decision of “yes” (product and/or business), “no – but a referral”, “not now, but maybe later”, or flat-out “no”.

Here's what can happen if you are not paying close attention:

You unconsciously slow down YOUR PROSPECTING PACE to match the DECISION MAKING PACE of the prospects in your funnel.

It's imperative that you do not slow down your personal prospecting pace, regardless of the decision making pace of the people in your funnel.

Here's an example. You tell me, “Leslie, I have three really terrific people in my funnel and if they decide this is a fit, they could be great to work with!”

And while you're waiting for those three people to make their decision, you stop talking to NEW people.

So what happens if the three people in your funnel drop out like this: 1) decides to be a customer, 2) only gives you a referral, and 3) has no interest.

Now what do you have? An empty funnel. And you're forced to start refilling the funnel all over again. When you do it this way, you're working in spurts and stops; and this will bring your pace to a screeching halt.

The lesson here is simple: Keep adding NEW people to your funnel – and at the same time – continue to move those already in the funnel through the process. The two activities are not mutually exclusive.

Trust me, the funnel concept will prove to be a key to your success.

Tip #3: Counter The Holiday Objection

As you move into the holiday season, you'll hear a common objection from interested prospects about when they should start their business.

Their objection will sound something like this:

"Yes I'm interested. But I just can't imagine starting now. With all the holiday madness, I just won't have the time. I think maybe I'll start after the holidays."

There's a simple and proven response to overcoming their objection – and I want you to learn it – and teach it to your team. There are so many benefits to starting a business in December; most people just aren't aware of them. You owe it to your prospect to share these benefits before they make a steadfast decision to wait until the New Year.

Your counter response will sound something like this:

"You know, Jeanne, I understand your hesitation. And if you decide to wait until the New Year, I'll support your decision. But I owe it to you to give you another way to think about it. There are three key financial benefits to starting your business now, before the holidays."

"One: We're going into the number one retail time of the year. There'll be a lot of interest in our products to give as gifts. I don't want you to miss those sales."

"Two: This is one of the most social times of the year. With all the holiday parties and events, you'll have lots of opportunities to meet new people and share your products and business."

"And three: As we close in on the New Year, almost everyone is making a resolution to 'look better, feel better, and make more money. You'll have a solution for them."

"Now is actually the best time of the year to get up and running. I don't want you to miss this special window. And I'll be right here to show you exactly how to get started, part-time, and easily fit this into your holiday schedule."

When you effectively circumvent their objection to an end-of-year start, you present your prospects with a new way of looking at December. It gives them clarity on the benefits; and it provides the spark of excitement for them to jump in with both feet – right now!

Tip #4: It's Time To Peak!

Many great athletes are able to attain peak performance at just the right time before a big competition. I want you and your team to reach their peak this month, so you can sprint full out into the New Year with large-scale activity, sales, and sponsoring.

It's very common to hear success stories in January from teams who enjoyed record sales, record sponsoring, and record growth during the month of December. While the reasons are numerous, it essentially boils down to 5 strategies.

They...

1. Believed December was a great month to build.
2. Revised their hours of operation to fit the season.
3. Took immediate action as soon as the month began.
4. Shared a balanced message of both business and products.
5. Overcame the objection of "I'll just wait until the New Year."

Your time is now. You can have it all: Enjoy the holiday season and comfortably meld celebration and networking authentically and joyfully.

Over the next month, you have the opportunity to end your year in a powerful way, and enter the New Year with confidence, commitment, momentum, and vision.

Follow these tips and you can make the most of December; plus, you'll be way ahead of the game at the start of the New Year!

Action Steps for December

Action Step #1

With a fresh commitment to pick up our prospecting pace, let's look at your prospecting funnel.

Make a list of the top three prospects currently in your funnel. Then identify your next step for moving each one of them through the process to an ultimate decision. Is your next step a three-way call with your Sponsor? An invitation to business presentation? An appointment to meet in person? Decide and take immediate action!

Prospect in your funnel:

Next step to move them through the funnel:

Prospect in your funnel:

Next step to move them through the funnel:

Prospect in your funnel:

Next step to move them through the funnel:

Action Step #2

It's time to master your objection response for: *"I'm interested, but I'll just wait until after the holidays."*

Use the script in Tip #3 and personalize it. Then, practice the script with your Sponsor or an upline Leader.

Next, share this language with your Prospects who are interested, but think they should hold off until after the holidays.

Finally, teach your team this language and how to use it.

Action Step #3

There will be stories from teams who are enjoying record breaking growth in December. Your team can do the same. Personalize your commitment to the following 5 strategies:

1. Why do you believe December will be a great month to build?

2. How will you revise your hours of operation to fit the season?

3. What actions will you take now as the month begins?

4. How will you share a balanced message of business and products?

5. How will you teach your team to counter the objection, "I'll wait until the New Year"?

"Create the highest, grandest vision possible for your life, because you become what you believe."

~ Oprah Winfrey

Social Media Strategy

Give It Away

As we enter the holiday season, it makes perfect sense to focus on gifts. In social media terms, this means giveaways. These can be a fun and powerful way to boost brand awareness and grow your community. You can use giveaways effectively on a social media platform or with a specific group.

December is optimal for a holiday giveaway, but during the year you might offer a giveaway to highlight a special achievement in your business (perhaps you promoted in title or earned a free incentive trip). You can ask those who enter your drawing to "like" and "follow" you on your social media channels – or maybe direct them to a particular platform you want to grow. When selecting prizes, keep it simple. Offer something specific to your niche to attract the right people. Gift cards are always a hit, and they can be delivered electronically.

Giveaways are great for bringing in new followers, creating fresh engagement, and potential new customers. This strategy can also help boost SEO (search engine optimization). Google's search algorithm places popular social media posts in the top section of its search, so make sure you include industry keywords and hashtags in your posts.

NOTE: Be sure to visit each platform you plan to use for a giveaway and review their specific rules on giveaways and contests.

December Challenge: In the holiday spirit, offer a giveaway this month. *Social Media Strategy by Molly Rose - MollyRoseMedia.com*

Time Management Tip

Reset Your Pace!

Think back to when you began your Direct Selling business. Did you get off to a fast start? At the time, did you understand the many benefits for starting fast?

If you didn't quickly get up and running, have you considered why not? Maybe you weren't as coachable as you are now? Perhaps "life's distractions" monopolized your time and energy? Maybe your belief in the business wasn't as strong as it is now?

There's a common phenomenon you must avoid: Slow starters tend to duplicate slow. It's called "detrimental duplication". If, for whatever reason, you didn't get off to a fast start, make sure you don't duplicate slow to your team.

Why do people do it? Generally, because it's all they know. They didn't set a fast pace when they began, so they don't know how to teach a fast pace.

But there is a solution. One of the best ways to reset your pace is to act as if you just enrolled today. Then, over the next 30 to 60 days, complete the exact activities laid out in your company's fast-start program.

By making this commitment, you'll not only reset your business, you'll create a new fast pace habit – and you'll understand what it takes, and why it's a key indicator for success. And your ability to effectively coach and mentor a fast pace will be transformed. Why? Because you did it!

This is a bona fide method for not only resetting your pace, but your attitude, belief and confidence as well.

Motivational Message

Design Your New Year

As you enter December, most likely you're looking ahead to the New Year. This is the time for dreaming big, identifying goals, and setting resolutions.

Before you look to the New Year, first look back. Review the past year and identify those areas in your business where you excelled and achieved, grew and evolved. For example, look at your leadership, sponsoring, prospecting, time management, or personal development.

Savor this moment and acknowledge your strengths and how you found the courage to step into your greatness. Even in the areas where you fell short of your ultimate goals, where did you learn a lesson that helped you move forward?

Next, and with self-compassion, identify the areas of your business where there's room for improvement. Where would you like to do better? Or have more confidence? In what areas would you like to take your game up to a new level? For example, look at your leadership, sponsoring, prospecting, time management, or personal development.

Once you've taken inventory on all the ways you excelled and the areas where you'd like to improve, you're ready to design the blueprint for your New Year.

Let me be one of the first to congratulate you on your efforts during this past year – and wish you massive success as you enter the New Year. I know your future is like a bright shining star!

December *ZannPlan* Take-Aways

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

1) _____

2) _____

3) _____

Closing Words from Leslie

Start today to develop the mindset and the skill set to create Outrageous Achievement.

As you gain more clarity in each 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.

Throughout the year, you've invested time, money and energy into your Direct Selling business. Capitalize on those efforts now, and celebrate at the same time.

I wish you and yours a Wonderful Holiday Season and a Spectacular New Year!

Leslie