



JUMP INTO JANUARY – AND MOVE FROM ASPIRATION TO ACTION

Your *ZannPlan* Action Guide for January includes:

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Audio Transcript for January

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.

Every year we make resolutions to look better, feel better, and earn more money. While our intentions are good, our follow-through is not always there.

Research has found that by February, 45 percent of people have given up on the goals they set in January.

I say, “Not this year! And not you! The heck with the research!”

With regard to your Direct Selling business, this year can be one where you shift your mindset and your skill set to master the cycle of the seasons.

You can – *and deserve* – to master *all* twelve months to meet and exceed your goals. So welcome to January. Your exciting and profitable New Year begins now!

If you’re ready and willing to play full out, let’s jump into January and sprint from aspiration to action!

So what are your next steps?

Let’s begin by reviewing some monthly goals you can set as you work your way through your company’s pay plan.

These goals reflect the results of your action and consistency. Let’s identify some targets you can aim for to meet and exceed your goals:

- ‘Paid As’ title
- Number of new people personally sponsored
- Number of new customers
- Number of qualified legs
- Total organizational volume
- Total personal volume
- Monthly income

I recommend that you work with your Sponsor or upline mentor to set goals based on these targets. Commit to them in writing and take charge of them.

Once you have your targets in place, it's now time to utilize some proven strategies for increasing sales and sponsoring. Let's review three in this month's *ZannPlan*:

- 1) Commit to a Sprint!
- 2) Don't be a Dabbler!
- 3) Work a 90-day Plan!

1) Commit To A Sprint:

What does "commit to a sprint" mean? You pick up the pace over a specific period of time. When you commit to short-term massive action, you can create exciting and rewarding results.

Especially if you are working your business in precious part-time hours, it's important to place *high value* on those hours. And it's exciting to know that you don't need to put in 40 hours a week to be wildly successful. You don't need a commitment of 40 hours a week to go fast. It's what you do in the hours you have that creates your success.

Work with your Sponsor or upline mentor to gain clarity on exactly what activities you need to be doing to move your business forward.

Some good questions are:

"What exactly are my priorities?"

"What is the best use of my time?"

"What are my key income producing activities?"

"What are the most effective ways to work with my Sponsor or upline mentor?"

Here are four proven steps for you to take a sprint right now:

- 1) Identify your most interested prospects. Who have you talked to about your products or business? Work with your Sponsor and agree on the best approach to help them "move through the prospecting funnel" toward an ultimate decision.
- 2) Make a list of the top 10 to 20 new people you will reach out to next.
- 3) Make no excuses for delay. Reach out immediately and enthusiastically introduce your business and your products. Consistently talking to new people is a proven strategy to pick up your pace.
- 4) Schedule the time for and commit to doing three-way calls with your Sponsor or an upline leader. With three-way calls, you leverage your Leader's expertise. This collaboration helps you take immediate action. By working together, you will build your business as you learn.

And while you sprint, as you take action, continually ask yourself: “Will this activity help me increase the pace and prosperity of my business?”

You can't control all the things in your business, but you can control your pace. And you can up the pace of your business by increasing the number of new people you talk to, and how fast you talk to them. So it just makes sense to commit to a sprint.

Now is not the time for a casual pace. Now is not the time to prejudge people's interest, or to have a chicken list of people you're afraid to talk to. Do not step into the New Year mildly. Now is the time for short-term massive action. Now is the time to jumpstart your month.

Heck, anyone can walk. Anyone can jog. Champions sprint!

2) Don't Be A Dabbler

Once you start your sprint, the question then becomes: "How do I stay consistent regardless of the distractions of the season?" The answer is: If you treat your business like a business, you'll thrive in any cycle of the season.

For starters, you don't dabble. There's a difference between dabbling, or what I call taking a casual approach with your business, and working your business purposefully in dedicated part-time hours.

It's time to make a choice!

As you begin the New Year, make the commitment to “play full out,” to be “all-in” to have a “whatever it takes” attitude.

When you dabble, you are unintentionally creating a hobby mentality. With this mindset, it's easy to avoid those activities that move you out of your comfort zone, that stretch you a little, that make you momentarily uncomfortable. Yet, it's those activities that create the most success.

When you make the choice to commit – when you refuse to be a dabbler and choose to be a Champion – unexpected doors will open, limitless opportunities will present themselves, and you'll move more confidently in the direction of your dreams.

Boldness accelerates success!

3) Work A 90-Day Plan

I love working in 90-day periods. You may notice that it matches the annual business quarters and the four seasons of the calendar. That's why a 90-day plan is tailor-made for your *ZannPlan*.

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.

That's why a 90-day plan is so effective. I recommend you work with your Sponsor or upline mentor in developing and working a 90-day plan with the intention of generating results that will keep you excited and in the game.

The simplest way to start is to focus on the same proven targets we discussed earlier. Over the next 90 days, keep your focus on reaching and exceeding your goals around your:

- 'Paid As' title
- Number of new people personally sponsored
- Number of new customers
- Number of qualified legs
- Total organizational volume
- Total personal volume
- Monthly income

Your journey begins anew, right now, in January. Unlimited cash flow awaits, based on your belief, decisions, and ultimate actions.

Commit to a Sprint, don't Dabble and work a 90-day Plan!

These proven strategies, when put into action, can help you master your month and set you up for unprecedented success – in this month, and every month to come!

Take the jump into January and sprint from aspiration to action!

Action Steps for January

Through these exercises, you'll learn how to sprint into the New Year, thrive in any cycle of the season, and master a 90-day business plan. It's time to sprint from aspiration to action!

Action Step #1

Why is it important that you sprint off the January starting line?

Identify three Action Steps you'll take in the next 48 hours to start your sprint.

1) _____

2) _____

3) _____

Identify three action steps you'll teach your newly enrolled business partners to help them start their own sprint.

1) _____

2) _____

3) _____

Action Step #2

When you think about the concept of "dabbling" or taking a casual approach to your business, would you define yourself as a Dabbler? Yes or No?

If Yes, are you satisfied with the pace and progress of your business?

If Yes, keep doing what you're doing.

If No, and you are not satisfied with the pace and progress of your business, list three Action Steps you will commit to doing within the next 48 hours to prove to yourself that you are not a dabbler.

1) _____

2) _____

3) _____

Action Step #3

Let's consider your key income-producing targets. It's time to set your business goals for the year. Where do you want to be at the end of the year with regard to your:

- 'Paid As' title
- Number of new people personally sponsored
- Number of new customers
- Number of qualified legs
- Total organizational volume
- Total personal volume
- Monthly income

I recommend that you work with your Sponsor or upline mentor to set these goals, then create a game plan to take action and achieve them.

Next, break down each target and set a goal for the next 90 days. Where do you want to be by the end of March with regard to your:

- Paid As' title
- Number of new people personally sponsored
- Number of new customers
- Number of qualified legs
- Total organizational volume
- Total personal volume
- Monthly income

“Don’t wish it was easier, wish you were better. Don’t wish for less problems, wish for more skills. Don’t wish for less challenges, wish for more wisdom.”

~ Jim Rohn

Social Media Strategy

Planning & Platforms

January is the time for planning how you are going to kick off your new year. Do you have a social media plan in place – or do you post on a whim? The key to a successful social media campaign is strategic planning, and consistency. In my consulting business, we create topics and trainings up to six months in advance, with seasonal themes, so that my message is always current.

Start with monthly themes, then break it down into weeks and days. Choose topics that not only relate to the interests and activities in your life, but especially those of your audience. For example, if your target audience is primarily moms, in August you might post about the chaos of preparing the kids for back to school.

Think about topics and themes that create an emotional impact for you. What makes you laugh, cry, or stomp your feet in frustration? What inspires you to dream, take action, or want to create change? The key to effective engagement is incorporating pieces of your personal life into your posts that others will relate to. Strive to be engaging and post with purpose. That way your audience will feel as if each post was created specifically with them in mind.

The quality of your posts are more important than the quantity. The same goes for the platforms you use. It’s best to choose, utilize and master one platform at a time. Start with Facebook or Instagram and branch out from there.

January Challenge: Create a posting plan for the year. Start by identifying one theme for each month that reflects your personal life, as well as that of your audience. For example, in January “New Year’s resolutions” can offer a host of possibilities, such as making – then breaking or keeping them. In February, your theme might be “things that touch your heart.” Begin today to create your social media plan and put it into practice on a consistent basis.

Social Media Strategy by Molly Rose - MollyRoseMedia.com



Time Management Tip

Be Proactive With Your Time

If you've made the commitment to take a sprint, then beginning in January, block off time on your calendar and set your hours of operation.

It's not uncommon for people new to Direct Selling to resist setting specific hours of operation. Other Direct Sellers' results have proven, time and again, that setting business hours will make you more productive, consistent, and successful.

Now is the time to look ahead and take a fun and practical approach to addressing your calendar, so you can fit in the expected seasonal adjustments like holiday weekends, ski vacations, and days when the kids are home from school.

It's easy to be REactive to your business and work only when it's fun, easy and comfortable. Champions are PROactive and schedule their time.



Motivational Message

Focus On Yourself

Personal Development is one of the most important gifts you can give to yourself, and to the people on your team. My clients know that I don't just focus on HOW to build the business, but give equal importance to the mental work, and recommend they commit to *daily* Personal Development.

I encourage you to regularly focus on self-improvement, and not just your job or your business. Commit some time each day – a minimum of 30 minutes – to feeding your mind with positive material that will inspire you to reach your full potential. This daily exercise will have an uplifting effect on your life, and the way you respond to any challenges that happen during the day.

January is the perfect month to begin or recommit to a Personal Development practice. This entails reading or listening to personal growth material; then writing down at least

one takeaway that you got out of it. Keeping a daily journal of your takeaways is a powerful and easy-to-do support tool.

Legendary thought leader Jim Rohn said: “For things to change, you have to change.” If you aren’t happy with the way things are – in any area of your life; from your health, to your income; from your relationships, to your business – by making a commitment to daily Personal Development, you can create a shift in all areas of your life.

You owe it to yourself to put positive thoughts into your head each and every day, and remind yourself how amazing you are, and how your possibilities are endless!

One of my favorite authors, James Allen, said: “You are today where your thoughts have brought you; and you will be tomorrow where your thoughts take you.”

You can’t control what happens in your life, but you can control how you respond, and you can take charge of your thoughts. This is just one of the many gifts of a Personal Development practice.

January *ZannPlan* Take-Aways

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

This can be the year your dreams come true! You can sprint into the New Year, transform yourself from dabbler to Champion, and master a 90-day business plan. It's time to sprint from aspiration to action!

Leslie

