



## **STEP INTO JUNE – AND LAUNCH THE SUMMER SEASON ON YOUR TERMS**

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## Audio Transcript for June

*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.*

Do you ever find yourself feeling frustrated with the progress of your business? Do you experience moments of hesitation, days of doubt, or times of trouble?

As you move into the summer season, with its many distractions, you may have days where you feel like that woman in the commercial who moans, “I’ve fallen and I can’t get up!”

Yes! The summer season can be loaded with distractions -- from kids home from school to taking family vacations. Champions learn to work through these distractions, stay on track, and keep going.

When I was in the field, I learned that “All distractions are equal.” Meaning, no matter what's going on in your life, there are universal solutions to stay consistent with your Direct Selling business.

If you are ready and willing to play full out, let’s step into June, and launch the Summer Season on your terms!

To begin, let’s consider your business timeline. Many Direct Sellers have a 3 – 5 year game plan to lay a solid foundation for their business. It’s been proven to me that over the years, with consistent effort – whether part-time or full-time – this is a reasonable timeframe to create massive success.

In the beginning, you lead the parade and your business revolves around your efforts. You lead by example and drive the duplication process. You are the coach and the cheerleader. You are the one who inspires your growing team to reach their potential. You set the pace!

And in due course, something magical happens. Your hard work begins to pay off, and your organization takes on a life of its own.

The volume is now driven by the efforts, hopes and dreams of the Emerging Leaders on your team. Your dedication, mentorship and support are rewarded through the

exponential growth created by other individuals committed to their team and their businesses.

One of the hallmarks of our profession, that has always inspired me, is how you can fulfill your destiny by helping others do the same.

So why doesn't this success story play out the same for everyone? What's the difference between the wannabe champions and the true Champions?

One major difference is the ability to stay the course, to keep your *blind*ers on and avoid distractions.

This is a leadership skill that must be mastered; for success comes not only from your willingness to take consistent action, but your commitment to develop and expand your leadership skills.

When I was in the field, the quote, "Be the Leader you're looking for", reminded me that my personal actions and commitment would attract other like-minded people to my team.

On a scale of 1-10, how would you rate your evolving leadership skills? Are you the type of Leader others want to follow? Are you developing and duplicating Leaders in your organization? Are you consistently in action, or do you go MIA for weeks or months at a time?

Jim Rohn, one of my favorite personal empowerment coaches, said, "Leadership is your challenge to be something more than average."

It's easy to settle for average. It takes courage and commitment to strive for greatness!

As you move into the summer season, you CAN stay on course, avoid distractions and be consistent throughout the season. It's a choice. The energy for this commitment will revolve around:

- The importance you put on your business.
- Your belief in yourself as a Leader.
- The example you set for your team.
- Your desire to maintain and grow what you've built to this point.

These characteristics will play a role in how you run your business over the next three months, and throughout the remainder of the year.

Every cycle of the year offers unique time management challenges. Summer is no different. As you move into the summer season, you can choose to stay consistent. You can choose to place a high value on your business. Building and maintaining your business is a choice.

A simple and proven solution for dealing with summer distractions is to revise and reset your hours of operation. With a calendar organized to work through the distractions, your business can thrive this summer.

As you consider your calendar, do you need to work more in the mornings, less in the evenings? Perhaps more on the weekends and less in the afternoons?

If your kids are home from school, effective time management will be the key to finding the joy in building your business. I recommend you utilize your calendar every day and block off hours to meet your family responsibilities. Then identify those hours when you'll fully commit to working your business.

Your time management commitment will allow you to place the level of importance of your business activities on par with those of your personal activities. This will be instrumental as you juggle your summer schedule.

And speaking of juggling, when you place a high value on your business, and choose to sustain it and work during the summer months, there's an easy way to hold yourself accountable.

Ask yourself every day: "Are my actions matching my words?"

Are you inspired each day, regardless of the season, to meet the challenges head-on and bring a "whatever it takes" attitude to your business?

When you consider if your "actions" are matching your "words", it always comes back to how you choose to handle distractions.

Let's take a moment to clearly define distractions:

The dictionary definition of *distraction* is "Something that divides the attention or prevents concentration." A second definition is: "Something that amuses or entertains." Wow! Isn't that interesting? Distractions are a mix of perceived good and bad. Something that can prevent concentration as well as amuse or entertain. Which mindset applies to you?

As you consider your summer distractions, also consider how your attitude dictates your actions.

You can have the attitude of a wannabe champion (of course, beginning with that BIG SIGH of resignation):

"My business will suffer now because the kids are home from school. With vacation coming up, my husband off work, and with all the activities we have planned, I just won't have the time to commit to my business. I'm going to lose everything I've worked so hard to build up to this point. But I guess I'll just have to pick it up again in the fall when things calm down."

OR, you can have the attitude of a true Champion:

"I will invest time every day to work my business. I will continue growing what I've built to this point. I will not sabotage my success or my income. I've worked too hard up to this point, and the summer is just another season like the other three. I will find many opportunities to meet new people and build my team! Summer may have some distractions – but all distractions are equal! I chose to work the summer season on my terms!"

A Champion's attitude can carry you through any and all distractions.

I strongly suggest you write down the phrase, ***All Distractions Are Equal***. Post it where you'll see it every day.

With this awareness and commitment, you'll successfully ride any wave of distraction and become unstoppable!

You'll be saying, "What distractions?!" With the right attitude, nothing will keep you from your ultimate goal! Nothing will stop you from taking action.

The choice to be great, however you define it, is propelled by a daily commitment to being the best you can be through your attitude and your actions.

With a solid commitment to success, you open the door to unlimited possibilities. Yes, it takes courage. And you must believe you are up to the challenge!

Find the courage to be a Champion. Don't let distractions – of any nature – stand in your way. Experience the joy of being the best you can be, each and every day, all summer long!

I wish you a summer full of family fun. I also wish you a summer full of record sponsoring, record customers, and record income. Choose to have it all.



## Action Steps for June

Your June Action Guide offers three key Action Steps to define your leadership skills, strengthen your commitment, and deal with distractions.

### Action Step #1

“Be the Leader you’re looking for.”

Let’s bring that concept to life as you consider your leadership mindset, and how it will drive your activity over the next three months.

How important is maintaining and growing your business and why?

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Define your belief in yourself as a leader.

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In what ways do you set an example for your team?

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Consider your commitment to your business up to this point. How strong is your desire to maintain and grow what you've built?

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**Action Step #2**

Ask yourself, "Are my actions matching my words?"

Are you committed every day, regardless of the season to meet the challenges head-on and bring a "whatever it takes" attitude to your business? If so, how?

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Declare three steps you will take to increase your activity.

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### Action Step #3

Identify three summer distractions you are dealing with and create a solution to work around or through each distraction.

Summer Distraction #1: \_\_\_\_\_

Solution to overcome it: \_\_\_\_\_

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Summer Distraction #2: \_\_\_\_\_

Solution to overcome it: \_\_\_\_\_

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Summer Distraction #2: \_\_\_\_\_

Solution to overcome it: \_\_\_\_\_

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"Whatever you want to do, do it with full passion and work really hard towards it. Don't look anywhere else. There will be distractions, but if you can be true to yourself, you will be successful for sure."

~ Virat Kohli



## Social Media Strategy

### Video Via Phone

You hold one of the most powerful marketing tools in the world in the palm of your hand every day. With apps like Facebook Live, IGTV (Instagram TV), and Instagram stories, there's no better way to connect with your audience, share your thoughts, and brand yourself as an expert in your field.

The best live videos are casual, intimate, and fun. Just grab your cell phone or laptop, turn on the video recorder, and start talking! Prepare your thoughts and do your best. Practice makes perfect. To hold your audience's attention, begin with compelling information from the moment your video starts. Your goal is to deliver personalized content and value to your audience – in a way only you can deliver.

There are a variety of video options available on social media platforms. Facebook Live allows you to interact with your audience, and can be used much like a webinar to hold interactive classes. With Instagram stories, you become a digital storyteller. Use Instagram's Boomerang app to create very short videos that loop continuously. IGTV allows you to upload videos up to an hour long – great for a free class – and creates user “channels” similar to YouTube.

**June Challenge:** Schedule a Facebook live event with the goal to go LIVE one time each week. Send an Instagram story or Boomerang at least once a week.

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



## **Time Management Tip**

### **Gain Fresh Clarity With Your Calendar**

As you enter the summer season, make a point to review your calendar. Now is not the time to be reactive and unorganized. Now's the time to set priorities and work a schedule.

The summer can cause a big shift in your usual daily schedule: the kids are home from school, a family vacation is coming up, your spouse may take time off work, and there could be any number of baseball, soccer, swimming, dance or gymnastics classes to chauffeur the kids to. As you move into the summer, there are many fun and fascinating activities that will fill your calendar.

Champions control their calendar. Look at your week and revise your hours of operation to reflect the season. In doing so, you can focus on the family AND stay consistent with building your business.

Start by blocking off the time in your calendar when you are committed to family activities. Block off only the events you consider to be a priority. Next, schedule the hours for your Direct Selling business. Prioritize the income-producing activities that will move your business forward the fastest. Activities like reaching out to new people,

making three-way calls with your Sponsor or upline leader, attending guest-driven events, and meeting with new prospects. Determine the number of hours each week you will absolutely commit to your business, and schedule the hours accordingly.

The summer can be a very hectic time. Don't get so caught up in your schedule that you forget the fun. It's fun to talk to new people, coach Emerging Leaders, and mentor your team. The goal is to arrange your commitments in a way where you'll enjoy the summer season both personally and professionally.



## **Motivational Message**

### **Inspire Through Your Message**

By now you know the importance I place on Personal Development.

This month, I'd like to discuss a number of simple and fun ways you can share the concept of Personal Development with your team – and how it will support their ultimate success.

Consider the variety of ways you communicate with your team. It makes perfect sense to share Personal Development tips in your monthly communications.

Some examples:

- On your team page, promote a self-help book you've recently read, and include your top three takeaways. You can also share how you've put those takeaways into practice to positively impact your business, your confidence and/or your vision. Ask your key Leaders to join you in recommending the books that are influencing them.
- Start a book club. Those who join will read the same book over the course of a month. Once read, you can come together on a brief conference call to discuss the lessons you've learned. Working together, you can turn those lessons into actions.
- If you have monthly or weekly team calls, be sure to include Personal Development in your agenda. I used to share a personal story each week on how my practice was impacting my leadership style, my belief, and my actions.
- Each time you work one-on-one with an Emerging Leader, take time during the session to reinforce the power of Personal Development. Remind them that Champions find at least 30 minutes every day to work on themselves, their attitude, and their commitment.

Here's what I know for sure: By inspiring your team to embrace Personal Development, you'll not only impact their business, you'll impact their lives.



## **June ZannPlan Take-Aways**

List your top three take-aways from your June ZannPlan:

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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.

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.

Step into June. Move through distractions with ease and launch your summer season on your terms!

*Leslie*