



**ZANNPLAN**  
MASTER THE CYCLE OF THE SEASONS

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## **LEAN INTO LEADERSHIP AND BE SMOKIN' HOT THIS AUGUST**

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## Audio Transcript for August

*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.*

August is the final month of the summer season. What's your mindset? How's your focus? What's your volume?

The following quote from author Kent Nerburn reflects the unconscious complacency that can affect your business during the summer season:

“We are all children of chance and none can say why some fields will blossom while others lay brown beneath the August sun.”

None can say, huh? After three decades in our profession, I know darn well why the fields of some Direct Sellers will blossom – while others lay brown beneath the August sun. And it all comes down to leadership.

With a fresh commitment to leadership, your belief and confidence will grow, you'll sow more seeds with consistency, and in the August heat your business will blossom.

If you are ready and willing to play full out, August is the month to lean into a leadership mindset and create smokin' hot results.

And as you lean into leadership, you'll discover that it's not a difficult process. Let's review three facets of leadership that when polished brightly through practice, they will help you define your leadership style.

### **Facet #1: Leadership Is A Process**

Leadership is developed through experience and mentorship. You gain experience by taking consistent action. Your skills evolve as you learn to master your business model and, in turn, coach your growing team to do the same.

The mentorship necessary to guide you on your path is readily abundant, and can be found through upline leaders, cross-line leaders, corporate and industry training. It's only by taking action, and experiencing firsthand the challenges and exhilaration of

blossoming leadership, that you are able to establish your personal style and evolve into the Leader you ultimately want to become.

Over time, you'll observe a variety of leadership styles. Your exposure to various Leaders via videos, live events, interviews and personal interaction will guide you in defining your own style. By evaluating these examples – without judgment or criticism – you'll get a sense of which style you prefer.

Pay attention as you watch these Leaders. Notice which ones, or one, inspire and motivate you. Identify what it is that draws you to them. Take notes on what particular characteristics you want to emulate, or innovate on and make your own. Use your insight to define your personal leadership style.

## **Facet #2: Leadership Is A Mindset**

Your mindset begins with belief and expands with commitment and action. Regardless of the time of year, or the size of your organization today, your mindset must reflect an attitude of leadership. This will develop into your leadership posture.

What do I mean by posture? The emotional stance necessary to lean into leadership. The attitude that reflects how you, as an Emerging Leader, bring unique value to everyone you sponsor, and to the growing team you are developing.

A thrilling aspect of leadership is your ability to empower your team. And not just empower them to act, but to find the courage to move through the obstacles that are keeping them stuck.

These obstacles can be practical – like understanding the process for placing orders and enrolling new team members. Or they can be mental obstacles, such as the fear of failure or rejection. By sharing your personal experiences of overcoming obstacles and moving through fears, you set an inspiring example for your team on the power of a positive mindset.

The hectic summer season itself can be perceived as an obstacle. To create success, you must lead by example and consistently weave your business through those “crazy days of summer”. Having a leadership mindset gives you the will to act and set that example for your team.

### **Facet #3: Leadership Is A Choice**

Over the years, I've had the opportunity to interview hundreds of top sales achievers, from a wide variety of companies and business models. And in *every* case, there was a moment in their story when they said, in their own words and in their own way:

"One day I decided that it was my time."

"One day I decided that I was going to the top."

"One day I made the decision to jump in with both feet."

"One day I decided to claim it, to own it, to boldly go where I want to go, and let *nothing* stand in my way."

They found the courage, claimed the commitment, and made the choice to take action. That choice propelled them forward and inspired them to create their future success.

For most of us, our vision for the future of our business is made up of equal parts personal achievement, personal development, financial success, recognition, and the opportunity to truly make a difference in people's lives.

Your vision is given breadth by the culture of the company you represent. Confidence comes with the feeling of belonging. Satisfaction grows with the belief that you are in the right place, with the right company, and the right colleagues, at the right time. Anticipation expands as you imagine a future full of unlimited possibilities.

Ask yourself, "What will my new life look like?" Put your vision on paper through journaling and bring it to life. Then, take your newfound clarity and move confidently in the direction of your dreams. Men and women around the world continue to experience unprecedented and unimaginable success in the Direct Selling profession. You will too!

Whatever your company, product, pay plan or business model, find the courage to move through your fears, lean into leadership, take action and turn your vision into your reality.

This is YOUR life! This is YOUR time! Keep your vision in front of you to propel you forward, no matter the time of year.

Right now it's August. It's the last month of the summer. You've worked hard up to this point. You've built a foundation, if not a thriving organization.

Are you experiencing summer distractions? Are you struggling with your calendar and hours of operation? If so, it's time to shift your perspective.

Every cycle of the season, throughout the year, has its own unique distractions that can pull you away from your business. For example, selling your home, buying a home, going on vacation, getting married, getting divorced, having a baby, preparing to send your son or daughter off to college, quitting your job, starting a new job, dating someone new, breaking up with someone special, moving to a new city, planning a birthday party, getting away for the weekend, buying a new car... are you getting the picture?

Or the weeks when the kids prepare to go back to school, shopping for new clothes and school supplies. And summertime activities when the kids are home from school. You may be living that right now.

Okay, let's look at the calendar. It's packed with distractions! It begins with New Years and continues with Valentine's Day, Spring Break, Memorial Day, Fourth of July, Labor Day, Halloween, Thanksgiving, and ends with Christmas and Hanukkah. I mean really! It's a wonder we get anything done with all these distractions!

The moral of the story is: "LIFE is a distraction." Or not. It's a matter of perception. And the Leaders who reach the top of their pay plan are the ones who learned to work around or through the distractions. They have a different moral of the story: "LIFE is an opportunity."

Your choice to deal with life's distractions – or opportunities – and at the same time stay consistent in working your business will lead to high achievement.

Consistency is the key. If you go days or weeks without talking to new people, when you do reengage it's like starting all over again. It's excruciating and takes all the fun out of the business.

Successful Leaders learn early on to stay consistent and weave their business through every season, like a threaded needle through a garment.

Don't use the distractions of summer as an excuse to fail. Don't let fear keep you stuck. Don't settle for less than you desire, less than you deserve. Claim this summer season as your opportunity to prosper.

Your business will be smokin' hot this August and your fields will blossom! You know what it takes. Lean into leadership, take consistent action, and move in the direction of your dreams.



## Action Steps for August

Your August Action Guide offers three key Action Steps to help you define your leadership style.

Through these exercises, you will identify and overcome your self-imposed limiting beliefs. You'll learn a With these exercises, you will learn what leadership style motivates you, how to manage your leadership attitude as you work through the summer season, and how to expand your vision for leadership.

### Action Step #1

What leadership style motivates you? Do you like to be asked to participate? Do you prefer to be directed? Do you resonate with a motivational style? Do you perform best when there is an incentive on the line?

Grab your journal and take some time to consider the leadership style you prefer – and begin to define the one you wish to be yourself.

### Action Step #2

On a scale of 1-5, with 5 being the highest, where is your Leadership mindset during the summer season? Circle the number that fits: 1 2 3 4 5

If you rank yourself 3 or lower, give specific details as to why.

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If you rank yourself 4 or higher, reinforce the aspects of your attitude that are keeping you positive and moving forward by giving details below.

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### **Action Step #3**

Leadership is a choice. Have you made the decision to be a high achiever – a top performer – to do whatever it takes to step into your greatness?

Explain how you are invested emotionally in your business.

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List the ways you revisit your vision on a regular basis.

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If you are allowing distractions to stop you, what fears are keeping you stuck?

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Share your fears with your Sponsor or upline leader so together you can work to overcome them.

If you're committed to accessing your courage, I recommend you add my virtual program, *Choose to Be A Champion!* to your library. You will learn the exact steps to overcome your fears and take immediate action.

"The quality of a leader is reflected in the standards they set for themselves."  
~ Ray Kroc



## Social Media Strategy

### Enter The Twittersphere

Twitter is a unique platform that allows you to talk in real time. Additionally, it's a popular customer service tool. Twitter is great for Direct Sellers; it allows you to interact with your clients while building a buzz around your brand. Should you decide to incorporate Twitter as one of your platforms, begin directing new and existing customers – as well as potential prospects – to your Twitter page and get the conversation started!

Twitter is one of my favorite places for social listening. This simply means tracking mentions of your brand or products, competitors, and other topics relevant to your business. Twitter's social listening tool is simple to incorporate and add to your posting routine. Just type your key word into the search bar on Twitter, and at the top left of your results page, click "Search Filters", then "Advanced Search". There you'll find a list of filters to help you narrow down your search.

Twitter's social listening tool will help you build content by revealing trending topics. Track who's interested in posts that mention your industry; or include your keywords and connect with them to build your audience.

**August Challenge:** Go to your Twitter account and access the "social listening tool". Start by creating content for next week. For more advanced Twitter users, check the analytics page and see if your posts are in alignment with your audience's interests.

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



## Time Management Tip

### Don't Stay Stuck!

Think about a day when you knew exactly what you wanted to accomplish – then you acted without hesitation and with complete confidence. Regardless of the outcome, the simple fact that you make a move creates a sense of pride and empowerment.

How often do you experience this self-propelled empowerment? Would you like to experience it more often? And if so, how can you do that?

In your Direct Selling business, are you following a clear, concise business plan? Or are you stuck and confused about what to do? Do you know which activities deserve the most of your time and attention? Do you know how to prioritize these activities?

If you are questioning how to move forward, the solution is simple. Work with your Sponsor or upline leader and develop your Plan of Action for August. Together, you will define your hours of operation, and agree on a few simple and fun activities that will result in new sales and sponsoring. Activities like expanding your list, talking to new people, making three-way calls, inviting people to events, and asking for referrals.

Once you know what to do, you can accomplish anything!

Get unstuck today by learning your next steps. Work with your upline Leader and take action.



## **Motivational Message**

### **Take A Weekend To Receive**

Personal Development is a solid anchor in my life. I'm a voracious reader (thanks to Mr. Severson in fourth grade) and I find joy and high value in my daily reading.

In this day of wondrous technologies, if you are not keen on reading, you can easily listen to books on tape via numerous applications. A daily commitment of at least 30 minutes dedicated to Personal Development reading (or listening) will result in more success and joy in all areas of your life.

Here's another idea. Why not invest in a live seminar? Your budget may only allow for local events and seminars at this time. And that's okay. Do whatever you can easily afford.

As you build your business and increase your income, you can follow the online events calendar of your favorite speakers and mentors, and set a goal to attend a live event at least once a year. There's something magical about being in a room of like-minded people all focused on improving their lives and turning their dreams into reality.

The time dedicated to working on yourself is inspiring and transforming. I consider my time at seminars a time to "receive". To receive new information, support, ideas and advice. For most of us, we are highly invested in giving. We give our time, energy, love, support. Yet, do we invest enough time to adequately receive and recharge?

Every year I attend one or more live seminars. The value of these weekends is priceless. I still recall a memorable weekend in Charleston, SC when I attended a seminar lead by Mark Nepo, one of my favorite speakers, and author of *The Book of Awakening*. The business and life lessons I learned that weekend still resonate with me today.

And if you cannot work it into your schedule to attend a live event, there are a number of fantastic business mentors such as Suze Orman, or high performance coaches such as Brendon Burchard, who you can watch on YouTube.

Don't limit your options. Set the intention, make the commitment and add attending a live event to your Personal Development practice.



## **August ZannPlan Take-Aways**

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

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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.

With 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.

August is your month to commit to leadership, act more consistency, and create smokin' hot success.

Leslie

