



ZANNPLAN
 MASTER THE CYCLE OF THE SEASONS

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THIS JULY – DECLARE YOUR EMOTIONAL INDEPENDENCE

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Audio Transcript for July

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.

Have you ever really lost it? I mean, you got so upset, disappointed or aggravated at a situation that you became emotionally paralyzed?

On the other hand, have you ever been so over-the-moon with enthusiasm and excitement that you simply lost your presence of mind?

The constant reactive teeter-totter of emotions can be both thrilling and draining. And unfortunately, whether you're thrilled or drained, those overwhelming emotions are likely to disrupt you from doing what you must to increase the growth of your business!

In honor of the Fourth of July holiday, I'd like to suggest you explode – or eliminate – those emotional disruptions. Your solutions are in this month's *ZannPlan*.

If you are ready and willing to play full out, July will be your month to declare your emotional independence.

Your declaration of independence from the tyranny of erratic emotions requires a powerful focused mindset. Let's review three simple, proven methods for overcoming your self-imposed limiting beliefs, balancing your emotions, and strengthening your leadership skills.

Strategy #1: Identify and overcome your self-imposed limiting beliefs.

Most people in Direct Selling do not aspire to be average or just "good enough". Once we make a commitment to pursue something we're passionate about, we deliver our best.

First, we define the benefits for creating success, or our "why". Then we learn the systems or activities necessary for creating that success – the "how".

The trick is to connect your "why" with the "how"! And what stops that from happening? Simply this: You run into a wall of limiting beliefs. And it's a wall *you* have built yourself, brick by brick:

“I’m not smart enough, pretty enough, educated enough, old enough, young enough, experienced enough, or *fill-in-the-blank* enough.”

And what does it take to tear down that wall? You begin by identifying the fears and limiting beliefs that built the wall in the first place. It’s only through awareness of what’s keeping you stuck, that you can begin the demolition process.

Awareness is your first step toward emotional freedom. Once you identify what’s been holding you back, you can then make the commitment to get unstuck.

The energy behind your commitment will empower you to identify your next steps. With a plan in place, you will harness your courage and take that first step.

This is the process that allows you to break down your barriers. I am a committed devotee of developing your inner game. In fact, I developed a virtual program for this called *Choose to Be a Champion – Conquer the Top Ten Fears and Multiply your Direct Selling Business*.

You *can* learn to identify and extinguish the fears that have been keeping you stuck. By moving through the process of awareness, commitment, identifying your next steps, and taking courageous action, you’ll easily connect your "why" with your "how", conquer your fears, and create a world of unlimited possibilities.

And as you harness the courage to make changes in your life – as you deliberately move toward a world full of unlimited possibilities – it will result in a roller-coaster of shifting emotions. The key to weather this ride is balance.

Balance Your Emotions – Stay Even

I remember when my first mentor counseled me about my erratic emotions. I was venting, as usual, and it was obvious to her that my overreaction to the situation – my out-of-control emotions – were holding me back.

She advised me to "stay even"; not to get too high when something good happens, or too low when something disappointing happens. She called this balancing my emotions.

I've learned firsthand that staying even is not always easy; but once mastered it's totally worth the effort. Life happens – it's how we *respond* to it that makes the difference between happiness and suffering.

For example, don't get too high when you sponsor a new business partner who promises to reach the top of the plan in record time! This person has social skills, she's articulate, seems coachable, has a large, attentive sphere of influence. She has the funds to get started and is crystal clear on her "why" for building a successful business. *Shazam!* Your excitement level is over the top! You are straight-jacket crazy thrilled! Status: Too high – not balanced.

So what about when this new partner doesn't deliver on her promises? What happens when, after talking to just a few people who were not interested, she quits before she even gets started? And not only does she quit, she informs you via text! *Bummer!* Result: Your level of disappointment is so paralyzing you can't muster the energy reach out to a new prospect for days. Status: Too low – not balanced.

So how do you buffer these highs and lows? How do you take charge and declare your emotional independence?

First, identify a recent situation where you reacted either too high or too low? Next, apply the powerfully neutralizing word: "Maybe."

- "She looks like a fabulous new business partner – *maybe*."
- "She's not living up to her potential – *maybe*."

By adding "maybe," you can pause, reign in your emotions, and move into balance. You can remind yourself of the uncertainties in the situation and respond with a cooler head – from a position of emotional independence.

"Maybe" also gives you the space to respond more appropriately. If *maybe* she'll be a fabulous business partner, how will you work to make that relationship a reality? If *maybe* she won't live up to her potential, how will you help her overcome her uncertainty, or perhaps let her go without judgment.

With awareness and through practice you can successfully put this powerful principle to work – in both your business and your personal life – to sustain your emotional independence.

When you teach yourself to balance your emotions, you'll be a more effective Leader, a more successful entrepreneur, and a happier person! You can harness this newfound emotional strength and integrate it into your leadership style.

Strengthen Your Leadership

As a Leader, you must continuously evaluate how best to support your team. By helping Emerging Leaders achieve THEIR goals, you achieve YOUR goals at the same time. That's one of the many inspiring benefits of your Direct Selling business.

With their best interests in mind, how do you discover if you are on the same page? By asking a few good questions.

When was the last time you asked your Emerging Leaders:

“What do you want from your business?”

“Are you satisfied with the pace of your business?”

“What's your next goal?”

It's not uncommon to be unintentionally running in different directions. This miscommunication can stifle the potential for achievement.

As each new month begins, check in with your team and confirm:

- What do they want from their business?
- Are they satisfied with their current title and income?
- Do they want to move forward, or are they comfortable with where they are?

Don't confuse what they need to accomplish in support of YOUR goals with what they need to accomplish in support of THEIR goals. Having a monthly "qualifying" call allows you to effectively guide them, while at the same time, prioritize your efforts as a Leader.

To enhance your time together, you should review a simple snapshot of their genealogy:

- How many qualified legs do they have?
- How many are stable and growing; and how many are weak or tenuous? Are they moving people into the Fast Start program?
- Is their organization growing? Plateaued? Or going backwards?

The data doesn't lie. Once you both see the reality, together you can plan how to move forward.

Most business models promote the following activities:

- Talking to new people
- Sharing a balanced message of business and products/service
- Sharing, educating, and branding via social media
- Asking for referrals
- Utilizing three-way conference calls
- Scheduling live and virtual guest-driven events
- Sponsoring new business partners
- Developing new Fast Start earners
- Signing new customers
- Promoting in title
- Participating in trainings
- Teaching your team to do the same

When your focus is on helping the business partners willing to take action, you'll have fewer frustrations and misunderstandings. Your emotional independence is strengthened when you and your team are on the same page and running in the same direction.

Don't just declare it, *do it!* With these key strategies, you'll create and sustain your emotional independence. You'll be prepared to overcome the challenges that can and will arise in your business.

Emotional independence will be yours – this month and every month. Enjoy!



Action Steps for July

Your July Action Guide offers three key Action Steps to jumpstart your month and declare your emotional independence.

Through these exercises, you will identify and overcome your self-imposed limiting beliefs. You'll learn a proven method for balancing your emotions. And you'll discover if you and your leaders are moving in the same direction. Emotional Independence will be yours this month and every month.

Action Step #1

Identify a fear or limiting belief that is holding you back.

How is this fear holding you back?

What could you accomplish if you didn't have this fear or limiting belief?

Action overcomes fear. Therefore, identify three Action Steps you will take to move through this fear or limiting belief.

Action Step #2

What situations or events cause you to lose your emotional balance? For example, maybe you got too high when someone who said "No" last week said "Yes" this week. Or, you got too low when a new partner stopped returning your calls. Let's review two recent situations and evaluate your emotions and your response.

Situation #1:

Describe the situation.

Did your emotions get too high or too low?

What emotion did you feel? (Elation, anger, disappointment, etc.)

What lesson(s) did you learn from the experience?

Situation #2:

Describe the situation.

Did your emotions get too high or too low?

What emotion did you feel? (Elation, anger, disappointment, etc.)

What lesson(s) did you learn from the experience?

Action Step #3

Identify your key leaders. Start here and use another piece of paper if necessary.

Leader's Name & "Paid As" Title: _____

Score: _____

Leader's Name & "Paid As" Title: _____

Score: _____

Leader's Name & "Paid As" Title: _____

Score: _____

Leader's Name & "Paid As" Title: _____

Score: _____

Leader's Name & "Paid As" Title: _____

Score: _____

On a scale of 1-5, with 1 being inactive and 5 being highly active, rate each leader based on their current activity level.

Note: Let's avoid judgment and be objective. This is a rating based on their *current* activity level, not what they've done in the past.

Contact each leader and ask them, "Are you satisfied with the pace of your business?"

If their answer is yes, release any unnecessary judgments and let it be. When building a team, Leaders "Work with the willing and love the rest."

If they answer no, and they are not satisfied with the pace of their business, together you can devise a plan to take *immediate* action. Make sure the plan revolves around activities we reviewed in the previous "Strengthen Your Leadership" segment.

Once your plan is set, watch for results! Are their actions matching their words? If so, keep up the encouragement and support. If not, qualify their commitment again. Do not slow down your pace to match the pace of those unwilling to act.

When your focus is on how to best serve your team, you'll be a more effective Leader, you'll experience fewer frustrations and misunderstandings, and lead more people to success.

"A good leader ... maintains a balance between emotional drive and sound thinking."

~ Haile Selassie



Social Media Strategy

#hashtags

Did you know that hashtags are Instagram's digital filing system? With that in mind, be intentional when choosing a hashtag. Your hashtags categorize your posts by topic. Before you use the # symbol, think about your audience and brand. Then create hashtags that will tie your posts to the categories that support your business and your brand.

More popular hashtags like #Selfie or #SundayFunday are used so often, that when you reuse them, your post quickly drops to the bottom of the newsfeed. Instead, use hashtags that are used less often to increase your chances of getting noticed and displayed on the Instagram discovery page. By typing a hashing into the caption box on Instagram, you'll see the number of times it's been used.

Get creative with your branding and campaign hashtags. For example, #ZannFan builds a feeling of community with my followers, while at the same time strengthening my brand.

July Challenge: Go to Instagram, type a hashtag into the caption box and track the number of times it's been used. Duplicate this process and create between 11 - 20 intentional hashtags to use on future posts. According to a December 20, 2017 article in Forbes, posts using more than 11 hashtags get 80 % more interaction.

Social Media Strategy by Molly Rose - MollyRoseMedia.com



Time Management Tip

Put An End To Procrastination!

You have a deadline looming. You made a commitment to reach out to five new people today and yet, instead of making the calls, you are fiddling around with miscellaneous activities; things like checking email, posting on social media, or watching videos. You know you should be making the calls and yet, you just can't muster the discipline to act.

Are you familiar with the procrastination phenomenon? When you procrastinate, you squander away your valuable time and put off important tasks you should be doing, until it's too late. And then, when you realize it's too late, you panic and wish you had started earlier.

Chronic procrastinators spend years of their life looping in this cycle, which is driven primarily by fear. Avoiding what scares you, delaying to avoid rejection, hiding to avoid failure – it can become pervasive and the loop continues.

Procrastination is a bad habit that eats away at your confidence, causes and intensifies depression, and prevents you from being a Champion.

Don't let procrastination take over your life. Here are some proven strategies to help you overcome procrastination, banish your fears, and regain your emotional independence.

- 1) Divide your work into little steps. When something seems too overwhelming, breaking it down will make it easier to take action.
- 2) Change your environment. Different spaces will impact your productivity. Work where you are inspired.
- 3) Create a detailed timeline with specific deadlines. What is the goal? What is the plan to implement? When do you want to meet or exceed your goal?
- 4) Work with an accountability partner. Find someone who is highly disciplined, has the desire to achieve, maintains a positive attitude and work ethic.
- 5) Declare your goals. It's one thing to think about it. It's another to write them down. Additionally, declaring your goals out loud to your Sponsor, spouse, accountability partner, or a friend, takes your commitment to a whole new level.

Procrastination is a choice. If you want to be a Champion, choose to put an end to your procrastination.



Motivational Message

Create An Attitude Of Gratitude

The Law of Attraction dictates that whatever you think about MOST will manifest in your life. Therefore, if you think about what is NOT working in your life, you'll attract more lack. Conversely, if you think about IS working – and express gratitude for all the good in your life – you'll will attract more abundance.

You owe it to yourself to continually put positive thoughts into your head and remind yourself every day how amazing you are, and how your possibilities are endless! A daily gratitude list supports this commitment.

Every morning, I make a list of at least 10 things I am grateful for. What a glorious way to start my day! Most mornings, I do this in my head before I get out of bed. This way, my gratitude juices are flowing even before I take pen to paper.

I have always believed in the philosophy that what we think about, we bring about, and what we think about most of the time creates our reality. So, it just makes sense to continually think about all the things we are grateful for and that are working in our life.

Author Melody Beattle is an inspiration for me. She says, “Gratitude makes sense of our past, brings peace for today, and creates a vision for tomorrow.”

Leading with gratitude will inspire you to focus on all the positive ways you will take action to design your life today – and expand your vision for the future. An Attitude of Gratitude is the foundation for your emotional independence.



July ZannPlan Take-Aways

List your top three take-aways from your July 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.

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.

Overcome your self-imposed limiting beliefs, balance your emotions and strengthen your leadership. Do so and Emotional Independence will be yours, this month and every month.

Leslie

