



**ZANNPLAN**  
 MASTER THE CYCLE OF THE SEASONS

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## **SPARK YOUR SEPTEMBER WITH REFERRALS!**

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## Audio Transcript for September

*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.*

Does this sound familiar?

- “I don’t know who to talk to.”
- “I’ve talked to absolutely everyone I can think of.”
- “There's no way I can add one more new name to my list!”
- “I’ve reached out to everyone I know!”
- "What do I do now?"

It’s not unusual for Direct Sellers to think they've run out of people to talk to. After sharing their business with some family members, friends, and co-workers, they wearily ask themselves, “Now who can I talk to?”

You must consistently reach out to find new prospects in order to create long-lasting success in your in Direct Selling business.

This month we’ll review a simple and easy-to-learn process that will ignite your September prospecting results, and lead you into a revolving door of ongoing customers and business partners.

If you are ready and willing to play full out, you can master the art of referrals and spark your September business.

Whether you are building your business in full-time or part-time hours, why not ensure your activities create the highest return for your efforts? In order to build a successful Direct Selling business, you must generate a consistent flow of new customers and business partners. Referrals are a proven way to make it happen.

Let’s review four time-tested steps that, when utilized consistently, will create ongoing referrals so you never run out of new people to talk to.

### **Step 1: Craft Your Stories**

There are three stories you’ll learn to share in a brief, professional, and passionate way. Work with your Sponsor or an upline leader to craft the following stories:

**Product Story:** Your personal product results.

**Business Story:** Your motivation for building your business. How it is or will affect your life, your family's welfare and your lifestyle?

**Company Story:** The unique and compelling points of differentiation about your company – and why people should take a look – *now!*

There's a well-known marketing phrase: "Facts tell, but stories sell." Your well-crafted stories will allow you to transfer your passion authentically without coming across as desperate, or sounding like you're being pushy. As you consistently share your stories with new people, you'll see an increase in sales, sponsoring, and referrals.

## **Step 2: Work A Never-Ending List**

The secret to referrals is this: It's not necessarily who YOU know, it's who THEY know.

As you develop your list of prospects, include family and friends, the people you do business with and your social media communities on Facebook and LinkedIn. As you meet new people, add them to your list to keep it current and ever-growing. Strategically work through your list and reach out virtually and via phone. Systematically approach people who are fun, connectors, business-minded and successful.

Everyone is a potential lead! Anyone can become a new customer, join your team as a new business partner, or refer you to the next perfect person. Simply share your message and allow them to decide if the timing is right and the interest is there. In many cases, a referral is a great place to start.

Below is proven referral language that will effectively and professionally support you in asking for referrals. Simply memorize and share these two simple sentences; and the whole world becomes a lead:

*"You may or may not have a personal interest, but I'm hoping you can lead me to just the right person. I'm looking for referrals."*

If you're thinking, "Can it really be that easy?" The answer is *yes!*

Let's say you have a cousin living in Dallas. You call her up and say:

*"Hi Mindy. My business is expanding to Dallas, so of course I thought of you. I'd like to take just ten minutes, tell you what I've got, and who I'm looking for. **You may or may not have a personal interest, but I'm hoping you can lead me to just the right person. I'm looking for referrals.**"*

Will everyone you ask give you a referral? No. But more will when you ask; and nobody will if you don't ask.

I've learned that people will give simply because you ask. There's no shortage of kind people, happy to help out. When you consistently work a growing list, and offer the option of a referral, you'll receive more referrals in record time.

Make a commitment to add new names to your list and reach out to new people every day. Success comes from enthusiastically sharing your product and business with as many people as possible, and as quickly as possible.

### **Step 3: Take Control Of The Referral**

When talking to people, be clear about WHO you are looking for, and HOW you would like to receive the referral.

Customers are a great resource for referrals. During customer follow-up, after you've confirmed they are satisfied, always ask for referrals.

It could sound something like this:

*"Jeanne, I'm so happy you love your <products>. And like most of my clients, I'm sure you have friends who'd love <these products> too. I've built my business on referrals. Who do you know who'd enjoy <the same results>? I'm looking for referrals."*

Whether you've asked for a product or business referral, use the following script to clearly instruct them on how you'd like to receive the referral:

*"Jeanne, the best way for me to share the information with your friends is to contact them directly. When you talk to them, simply say you'll have your friend <your name> call. Then send me their name and contact information and I'll follow up right away. Sound good?"*

Make sure you take control of the referral – which means you get the contact information. Many times people will say, “I know just the right person. I’ll give her your information and have her call you,” But they seldom do – give the information – or if they do, the referred person doesn't call you. When you use the right language, you’ll be sure to get the information you need to make the contact.

As you master the ability to ask directly for referrals, and in addition, professionally instruct people on how you’d like them to send you their referrals, you'll receive more introductions.

### **Step Four: Timely Follow-up**

Once you receive a referral, time is of the essence. Referrals have a short shelf-life. I recommend you reach out immediately! Follow up on all referrals within 24-48 hours. Here's a script you can use to open the conversation:

*“Hi Sue, this is <your name> from <company> and I was given your name and number from Jeanne. She tells me you have an interest in learning a little more about our <products> or <business>. Is this a good time to talk?”*

Effective follow-up shows your professionalism, validates your enthusiasm for your product and business, and is a proven way to turn prospects into Customers or Business Partners.

You are not in control of how people respond, but you do control how often you ask. And asking for referrals is one of the most fun and effective ways to create a never-ending supply of prospects.

Incorporate these simple steps today and you and your team will reap a fortune in referrals.



## **Action Steps for September**

Your September Action Guide offers proven strategies that will – when utilized consistently – create ongoing referrals for you and your team! Through these exercises, you’ll learn some simple language and follow-up skills to become a master at referrals.

## Action Step #1

Begin immediately to work with your Sponsor or upline leader to craft and memorize your stories.

**Product story:** Your personal product results.

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**Business story:** Your motivation for building your business. How is it, or will it, affect your life, your family's welfare and your lifestyle?

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**Company story:** The unique and compelling points of differentiation about your company – and why people should take a look – *now!*

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## Action Step #2

Identify at least three existing satisfied customers. Within the next 48 hours, use the customer referral language in Step 3 above: *Take Control of the Referral*, and ask for referrals.

Make sure you not only ask for referrals, but clearly instruct them on how to send you their referrals.

Below, make note of who you called, the lessons you learned from the experience, and the results of your calls.

1) Existing Customer \_\_\_\_\_

Lessons Learned \_\_\_\_\_

\_\_\_\_\_

Results \_\_\_\_\_

\_\_\_\_\_

2) Existing Customer \_\_\_\_\_

Lessons Learned \_\_\_\_\_

\_\_\_\_\_

Results \_\_\_\_\_

\_\_\_\_\_

3) Existing Customer \_\_\_\_\_

Lessons Learned \_\_\_\_\_

\_\_\_\_\_

Results \_\_\_\_\_

\_\_\_\_\_

“Nothing influences people more than a recommendation from a trusted friend.”

~ Mark Zuckerberg

### Action Step #3

Once you receive a referral, be sure to follow up within 48 hours or sooner. Below, make notes on the referrals you followed up with, the lessons learned from the experience, and the results from your calls.

1) New Referral \_\_\_\_\_

Lessons Learned \_\_\_\_\_

\_\_\_\_\_

Results \_\_\_\_\_

\_\_\_\_\_

2) New Referral \_\_\_\_\_

Lessons Learned \_\_\_\_\_

\_\_\_\_\_

Results \_\_\_\_\_

\_\_\_\_\_

3) New Referral \_\_\_\_\_

Lessons Learned \_\_\_\_\_

\_\_\_\_\_

Results \_\_\_\_\_

\_\_\_\_\_



## Social Media Strategy

### Analyze This

Every social platform has dashboards that measure the success of your social media content. You can check your stats at the end of each week to get a pulse on your activity – and again at the end of each month for a broader perspective. Learn to track your progress and interpret the data. This will allow you to build your social media platform with expertise. You'll find a help tool on each platform with tutorials on how to interpret your analytics.

The statistics on each platform that will be most beneficial are:

- Facebook: Reach and Engagement
- Instagram: Followers, Likes, and Comments
- Twitter: Tweet Impressions, Profile Visits, and Followers

**September Challenge:** Visit your preferred platforms and review the analytics dashboard. Monitor your progress on a regular basis each week. Use the data you gather to refine your strategy.

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



## Time Management Tip

### Don't Panic – Prioritize!

A key strategy for achievement in *every* month is to jumpstart the month on day one. From a financial perspective, it's your best move. If your company gives you the whole month to create commissionable volume – then why not use the whole month? You owe it to yourself and your business, regardless of holidays or other distractions.

In months like September, when Labor Day weekend falls early in the month, this becomes essential. Your goal is to work effectively around and THROUGH the holiday weekend.

If you wait until after the holiday to take action, you lose more than just a few days, you lose precious time. You lose all those hours when you could have made contacts, asked

for referrals, signed-up new customers, followed up with prospects, and enrolled new Consultants.

Each month, get out of the gate on the first day to stay ahead of the pack and avoid falling behind.

Yet, what happens if you *do* fall behind? What happens when you feel the panic of having more to do than hours in the day to do it? Holidays can compound this situation.

That's the time to stop – *breathe* – then prioritize. Look at your list and move from high level – where you see everything that's on your plate – and scroll down to low-level to prioritize your next steps.

Multitasking, or doing several things at once, is a trick we play on ourselves, thinking we're getting more done. In reality, our productivity goes down by as much as 40%. Research shows that multitasking isn't just inefficient, it's stressful. So avoid this trap.

During long weekends, there's the possibility of getting overwhelmed with your To Do list. Yes, it's important to enjoy the holiday; but you must also stay consistent with your business. And if you do find yourself unexpectedly swamped, rather than hit the panic button, remember: *breathe* – then prioritize your activities. You'll find it refreshing, even liberating, to focus on one activity at a time and see it through.

If you need help with identifying your next steps, talk to your Sponsor or an upline leader for guidance. Prioritize rather than panic – and you'll experience a lot more joy in your productivity.



## **Motivational Message**

### **Create a Compelling Vision**

If you could design your life – any area of your life – to be exactly as you want it, what would it look like? Where will you be? Who would you be with? What work would you be doing? How will you be impacting the world and making a living at the same time? What will your day look like? How much will you be earning?

The answers to these questions are the first steps to creating a compelling Vision for your life and business.

## Let's consider the power inspired by VISION:

### A VISION...

- Engages your heart, mind and spirit as you bring it to fruition
- Gives your everyday life significance and meaning
- Is fun, invigorating and breathes new life into your journey
- Allows you to release unexpressed desires
- Creates the discipline to take action
- Keeps you connected to your deepest desires

### Discover VISION in your own life:

One thing I know for sure is that when it's time to ignite your passion in any area of your life, there's no better way to do this than by creating, revisiting and/or enhancing your Vision. You can design your life, and the process is a lot of fun.

A compelling Vision is a written description of the exciting – even amazing – life you want to be living at a defined time in the future. It's a snapshot of something you want so badly that you're willing to take risks and stay in motion to see it become your reality.

Your Vision is an expression of what you will manifest in both your personal and professional life in order to make the contribution you are here to make, and live the quality of life you are here to live.

It's best if it's significant, expansive and filled with things that thrill and inspire you. Your Vision is your path to follow as it leads you to your greatness.

It takes commitment to gain clarity on your Vision; to see it, develop it and articulate it. Do not put this off for another day! Begin right now to access your compelling vision with these easy tips:

- **Write it** out on paper, in your journal or in a sketchbook. Do not be stingy with details. Go all out! The more the better.
- **Feel it** by noticing what feel-good emotions it evokes when you consider having all this in your life.
- **Picture it** in a dream scrapbook, or vision board, where you put clippings of pictures, words, and images that represent your vision. Visually capture the exciting things you want in your life.

- **Gather it** by taking notice of things in your surrounding environment that move you and resonate with what you want in your future vision.
- **Draw it** using coloring pencils, paint, or crayons to express the vibrant energy you want it to include.

Take the time to work on your Vision. Don't limit your imagination with thoughts of what's "not quite right" or what's "probably wrong", or "not really possible". This is your Vision of the future you want to live into. This is not the time to play small. This is the time for unlimited thinking and imagination.

Bringing your Vision to life is the ultimate journey! That's why I encourage you to start your extraordinary adventure *today*.



## **September ZannPlan Take-Aways**

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

1) \_\_\_\_\_

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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.

Spark your September and lead yourself into a revolving door of future customers and business partners. Master the art of referrals and watch your business take off at record speed.

*Leslie*

