



ZANNPLAN
 MASTER THE CYCLE OF THE SEASONS

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FALL FORWARD INTO OCTOBER WITH PROVEN FUNDAMENTALS

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Audio Transcript for October

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.

“Success occurs when opportunity meets preparation.”

I love that quote from legendary thought leader, Zig Zigler. Such a simple formula, but it's been proven to be true time and again.

As you move through fall – as you enter October – how will you find opportunity? How will you make it work for you this month and every month?

Here's the secret that may surprise you: You focus on the fundamentals!

The foundation for unlimited possibilities and achievement will always be the fundamentals. And as you continue to build your business and develop a team, you will learn to rely on the fundamentals that strategically support your business system.

Your lasting achievement – retention, sustainability, duplication – is created by repeating the time-tested features of your company's business system.

If you are ready and willing to play full out, October can be your month to fall forward and master the fundamentals.

To begin, you must dispel the illusion that you continually need to implement "new and improved" systems. Success is created by the repetition of fundamentals. Let's look to sports as an example – basketball in particular.

Whether or not you've played basketball, almost everyone can name the fundamental skills: dribbling, passing, and shooting.

I was watching a playoff game one evening with a couple of my friends, and I noticed how one of the coaches responded to the game's shift in momentum. With the game on the line, this coach put all of his veteran players on the court, the ones whose fundamentals he knew he could count on. And his team won the game simply by staying true to the basics: fundamentals.

There's no magic required to be a winner. These athletes were dedicated to practice. Their ability to win came from their willingness to drill and practice until they'd mastered the fundamentals. And even more so, mastering them to a greater degree than the competition.

There are three fundamental skills that drive your Direct Selling business:

- Sales
- Sponsoring
- Leadership Development

As you begin to sell your products, sponsor new business partners, and develop a team, you'll experience firsthand how the fundamentals you practice help develop your skills. This will prepare you to go the distance, stay in the game, and reach the top of your pay plan.

In sports they call it "muscle memory" or being "in the zone". It's the ability to access athletic ability on demand. When you are in your "zone", you'll access your fundamental skills with minimal thought or effort. You'll reach out to more people and share your stories with authenticity, and sponsor more business partners.

Mastering the fundamentals can be a journey. It's easy to fight the fundamentals. It's easy to dance around those activities that challenge us, that move us out of our comfort zone, that painfully stretch us.

As you enter the fourth quarter and move toward the holiday season, it's the perfect time to spotlight the simple strategies, goals and Action Steps laid out in your company's business system. This will ensure your success.

Your newfound appreciation of the fundamentals will strengthen your ability to build a team. So rather than fight or resist them, your goal is to master and enthusiastically duplicate them to your team.

A clear focus on the fundamentals during the months of October, November and December will set you up for a record New Year. And the momentum you carry into January becomes the foundation for the whole next year.

With this in mind, let's focus on one specific fundamental skill: Your commitment to consistently talk to new people. Over the next few months, you'll find numerous

opportunities to talk to new prospects as the holiday season revs up. In preparation, October is the time to put the hectic summer season behind you, pick up your prospecting pace, and move with focused determination into this new cycle.

For those Direct Sellers who are dissatisfied with the pace of their business, the reason is easy to identify: Their prospecting rate is simply not at the level necessary to meet their goals. They just aren't talking to enough people. They may think they are, and yet their results prove otherwise.

Do you ever wonder why, with the same part-time hours – the same demands on time, with work, family and social obligations – some Direct Sellers consistently succeed while others do not? That's because it's not just about making the time, it's about what you do wisely and efficiently in the hours you have. Are you consistently applying the income-producing activities such as prospecting and talking to new people? Or do you avoid them out of fear, rejection or frustration?

Avoidance reveals your resistance to doing those necessary activities that move you out of your comfort zone – and you keep on sidestepping them because you're not aware of what's happening to you.

In his book, *The War of Art*, this is how Steven Pressfield defines resistance:

“Most of us have two lives. The life we live, and the un-lived life within us. Between the two stands resistance. Have you ever brought home a treadmill and let it gather dust in the attic? Ever quit a diet, a course of yoga, a meditation practice? Late at night, have you experienced a vision of the person you might become, the work you could accomplish, the realized being you were meant to be? Are you a writer who doesn't write, a painter who doesn't paint, an entrepreneur who never starts a venture? Then you know what Resistance is.”

And I have to add, “Are you a Direct Seller who is hesitant about talking to people?” Then you know what Resistance is.

How can you tell that resistance is stopping you? Let's take your follow-up calls as an example. It's early morning; the time you scheduled for your calls. You rationalize to yourself: *“I can't make these calls now. Nobody has time FIRST THING in the morning. They're busy getting the kids off to school or getting ready for work. I'll call them later in the day.”* Can you see it's resistance that's creating your avoidance?

At midday, you think about placing the calls and again rationalize your resistance: *“I couldn’t possibly phone anyone now! I wouldn’t want to interrupt their lunch. I’ll call them later.”*

In the evening you feel the pressure and guilt that comes from avoidance and inaction. You go into your office with plans to make your calls and resistance strikes again. You find yourself thinking: *“This isn’t a good time to call. People want to relax after dinner, they don’t want to be bothered with my phone call. I’ll try them tomorrow.”*

This is how the cycle of Resistance persists and becomes the norm rather than the exception.

When you hear yourself rationalizing your resistance, stop and apply the following process:

- 1) Ask yourself: “What am I afraid of?”
- 2) Declare that you will NOT settle for things as they are.
- 3) Reconnect to your Reason Why to supply you with a jolt of courage.
- 4) Take action! You know what to do. Choose to do it.

If you are convinced you're with the right company at the right time - if you are committed to building your Direct Selling business - then now is the moment to take action.

Move through the fall season with purpose. Fall forward with a renewed commitment to success and you will enjoy more fun, more activity and more results.

Work with your Sponsor or upline leader and set goals for this exciting 90-day period. By December 31 or sooner, what title or rank would you like to achieve? What size organization do you want to have? What do you want your monthly income to be?

The actions you take now will dramatically affect these goals and turn them into reality.

You have unlimited possibilities available with your Direct Selling company. When you choose to break through your resistance, you'll soon be free to master the fundamentals. You'll be free to harness your possibilities and move with focused determination through this exciting new season.



Action Steps for October

Your October Action Guide offers three key Action Steps to overcome resistance and fall forward in the direction of your dreams.

Through these exercises, you'll learn how to master the fundamentals, and overcome any resistance that may be keeping you stuck. It's time to pick up your prospecting pace and move with focused determination into this exciting new season.

Action Step #1

Your company has a business system unique to its product line and pay plan. The fundamental skills that drive your success revolve around Sales, Sponsoring, and Leadership Development.

List at least three activities from your company's system that, when put into action, will increase your Sales.

List at least three activities from your company's system you can put into immediate action to increase your Sponsoring.

List at least three activities from your company's system you can put into action to support your Leadership Development.

As you delve into this exercise, I challenge you to come up with more activities than just three. Don't limit yourself. Take the time to create a 4th quarter Action Plan with no limits!

Action Step #2

Identify an area in your business where you are making excuses for inaction. In this exercise, you will move from resistance to action.

1) What are you afraid of? _____

2) What would be possible for you if fear wasn't slowing you down? _____

3) Reconnect to your Reason Why to supply you with a jolt of courage. Declare your Why here:

4) Take action! You know what to do. It's what you've been avoiding. What are at least three next steps you will take?

1. _____

2. _____

3. _____

“Paralyze resistance with persistence.”

~ Woody Hayes

Action Step #3

As you move through this exciting new 90-day cycle, identify the top 5 goals you are committed to achieving before the end of the year.

1. _____
2. _____
3. _____
4. _____
5. _____



Social Media Strategy

Grow Your Group

The secret behind a successful group is interaction among its members. Whether you've created your own group or joined a group, it's important that you inspire a sense of community. People should feel comfortable sharing their thoughts, questions, opinions and interests in relation to your chosen topic. The goal is to create natural flow and engagement.

For example, if your product focus is on health and nutrition, regular group posts could spotlight sharing health-conscious recipes, fun tips for the kitchen, or vegetarian meal planning. You can increase the engagement by creating weekly posts.

By posting #MealTipMonday with your weekly meal tip – and inviting the group to do the same – you keep the engagement active. Members will return to keep the conversation going.

Your goal is to create a foundation built on trust, education, and connection. It can also be profitable. Rather than shouting, “Buy my products!” you are selling through

education. Returning to the health and nutrition example, you could incorporate #FitFriday into your social media plan, and use it to introduce one of your products that relates to your weekly topic.

October Challenge: Head over to your group and see what topics are prompting the most interaction. Introduce a weekly post that both educates and entertains. Get the conversation going and grow your group.

Social Media Strategy by Molly Rose - MollyRoseMedia.com



Time Management Tip

Embrace A Sense Of Urgency!

“Don’t delay, do it today!” That’s one of my favorite expressions to communicate a sense of urgency.

What is urgency? Your willingness to avoid procrastination by taking action, and getting things done in a timely fashion. Maintaining a consistent sense of urgency is vital for high achievement when building a Direct Selling business.

Whether you work your business in part-time or full-time hours, mastering a sense of urgency will play a major role in your ability to maximize those hours.

It’s more than simply getting things done. It’s how you prepare and how you show up.

If you are attending a business presentation or home event that begins at 7:00 PM, show up at 6:30 prepared to meet the early arriving guests, support the local team, and set an example for your team. When I was in the field, we had a saying: “If you’re on time, you’re late.”

If you’ve scheduled a three-way call with a prospect and your Sponsor, be sure to have a strategy session with your Sponsor in advance. By preparing ahead of time, your call will be more productive.

If you’re a Leader who is going to schedule a team call, create your agenda early. This will give you time to promote the call to your team, select the key Leaders you want to participate, and prepare your thoughts. Ultimately, you’ll enjoy the positive results that come from early preparation and effective execution.

How else can urgency be embraced? Make your follow-up calls within 24 hours. Add new prospects to your list every day. Talk to at least one –preferably more – new people every day. Sign new Customers and sponsor new business partners every month.

There's another benefit for demonstrating urgency: it will duplicate to your team. You'll create a culture where urgency is embraced and transferred as your team continues to grow.

They say “The speed of the Leader is the speed of the team.” You'll see a direct correlation between your sense of urgency and that of your team. This sets the stage for the ultimate power of pace.

So, "Don't delay, do it today!" and move confidently in the direction of your dreams.



Motivational Message

Take the High Road

Sometimes, while prospecting, you'll meet someone who tells you they've already heard about your company from someone else. So how do you respond? Here is my recommendation:

“That’s great! I’m not surprised that <whoever> told you about <company>. It’s a fabulous company with terrific <products/services>. I recommend that when you get home, you call <whoever> and ask them to tell you more. I’m confident that you’ll like what you hear.”

You want to be fair to the Consultant who originally introduced this person to your company. It's just the right thing to do. And, when the same thing happens to a prospect who you've spoken with, you'll appreciate it if the other Consultant directs your prospect straight back to you.

You obviously can't control what happens next, but you'll be confident that you did the right thing.

They may insist they don't know the person, or don't know how to contact them. Maybe they can't remember who they spoke with. Or perhaps they'd prefer not to deal with them. If that's the case, use common sense and good character if you continue to correspond with them.

Leading them back to the original source, is a common and expected practice that promotes and preserves the integrity of the profession. Do not trade your character for a possible new prospect. Nobody is worth it. Once you lose your character – or get a bad reputation in the Direct Selling community – or any community for that matter – it's impossible to recoup.

Always take the high road and teach your team to do the same. Success is not just about the destination, but who you become along the way.



October ZannPlan Take-Aways

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

1) _____

2) _____

3) _____



Closing Words from Leslie

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.

Lasting achievement – retention, sustainability, duplication of system – all come from the repetition of proven fundamentals. Fall forward and move with determination through this exciting new season.

Leslie

