



**ZANNPLAN**  
 MASTER THE CYCLE OF THE SEASONS

*Leslie Zann, CSP*  
 Certified Speaking Professional



*ZannPlan Action Guide for November*

**Navigate November like a Champion!**  
*Enjoy a fun and productive season*

Your *ZannPlan* Action Guide for November includes:

Audio Transcript for November ..... 2

Your Action Steps for November..... 2

    Action Step #1 ..... 6

    Action Step #2 ..... 7

    Action Step #3 ..... 8

Your Time Management Tip..... 9

Your Personal Development Challenge..... 11

Your November *ZannPlan* Take-Aways..... 11

Closing Words from Leslie ..... 12

## Audio Transcript for November

*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.*

Let me read to you a poem by Elizabeth Coatsworth:

"November comes, and November goes,  
with the last red berries and the first white snows.  
With night coming early and dawn coming late,  
and ice in the bucket and frost by the gate.  
The fires burn and the kettles sing,  
and earth sinks to rest until next spring."

Well, my friend, the earth can sink to rest until next spring – but if you are committed to closing out your year with record volume and achievement, if you want to increase what you've worked so hard to create, you cannot afford to "rest until next spring".

With the Thanksgiving holiday positioned near month's end, it makes perfect sense to jumpstart November by taking immediate action *now*.

If you are ready and willing to play full out, you can navigate November like a Champion.

Let's begin by taking a look at your calendar, and view it with a purview of the fourth quarter.

As I've reinforced in each *ZannPlan*, every season of the year has its own unique distractions and benefits. The secret to staying consistent with your Direct Selling business is to make strategic seasonal adjustments to your hours of operation.

Every season is unique with different demands on your time. As you enter each new cycle, it's essential to evaluate your hours of operation and revise them accordingly.

November and December are excellent months to build and grow your business. Why? Because of all the social activities. You'll find countless opportunities to be with family and friends, meet new people and make new friends. In reality, the social calendar creates networking on demand! The festivities need not be all fun and games; they can also support your business!

To make time for these extra-curricular activities, revise your November hours of operation and adjust your calendar. Do you need to add more time in the mornings, or take less time in the evenings? Should you schedule less time in the afternoons, or more time on the weekends?

Don't "wing it" or be REactive with your time management efforts. Champions are PROactive. They schedule specific time to focus on and increase their business.

Once you've adjusted your calendar to meet the demands of the season, get buy-in from your family on the revised hours. In addition, share your calendar with your team and upline mentors. With everyone on the same page, you'll be much more productive.

Finally, let's keep in mind what a glorious time of year we're entering. Thanksgiving reminds us to express our gratitude for all the good in our lives, as we come together with family, friends and loved ones.

Tap into the gratitude you hold for your business – and you'll stay productive as you move through the holiday season.

Here are five proven strategies that will help you navigate November like a Champion:

### **1) Make Your Month Culminate BEFORE Thanksgiving**

Set a goal to meet and exceed your monthly goals by the Wednesday before Thanksgiving, or sooner; and coach your team to do the same. Go into November acting as if the Wednesday before the holiday is the last day of the month. It'll be gratifying to celebrate the four-day weekend knowing you've already met your goals! And considering all the people you'll be socializing with over the holiday weekend, you'll begin work on Monday with a fresh list of people to reach out to.

In order to make your month culminate BEFORE Thanksgiving, review your monthly goals now and make a commitment to meet or exceed them.

How many new people will you talk to?

How many three-way calls will you make?

How many new partners will you sponsor?

Confirm your seasonal hours of operation, keep your goals top of mind, and do your best to reach them before the holiday weekend. It's time to take action! You can close the month on your terms!

## **2) Commit To Consistency**

When you stop talking to new people for any length of time, you lose momentum, and you lose your ability to effectively prospect. When you stop talking to new people, your enrolling skills get rusty. You lose your ability to effectively share your story, capture contact information, or schedule a follow-up call. When your skills are rusty, you come from a position of desperation, rather than genuine passion. Your prospects will pick up on that desperate energy, and get turned off. That's not how you want to operate. Because getting back up to speed will require a major effort on your part. That's why Champions choose consistency!

As you enter the holiday season, make a commitment to consistently reach out to new people. You'll keep your skills polished, your attitude positive, your tone authentic, and your business prospering.

## **3) Share Your Stories**

Never underestimate the power of a well-packaged story to create interest. Champions craft and memorize their stories so they can deliver them on cue – authentically and effectively. With all the social events coming up, it's smart to be prepared with a confident, genuine and well-told story about how your business is excelling now – or is beginning to make an impact on your life, family, and lifestyle.

When opportunities arise to share your compelling story, be prepared and you'll be able to make the most of the moment.

## **4) Follow Through And Follow-Up**

As you navigate November you'll spend time with friends and family; and often come into contact with new people. You'll have numerous opportunities to share your business and products. Champions never miss an opportunity to follow up.

Effective follow-up shows professionalism, validates your enthusiasm for your product and business, and is a proven way to turn a prospect into a Customer or

Business Partner. If you approach your follow-up calls with a positive attitude, you'll come from a position of strength and confidence.

You are not in control of how people respond, yet you *are* in control of your commitment to follow up – and the optimistic attitude you maintain as you share your enthusiasm for your business. Meeting new people is exciting. Sharing your story is fun! Following through with follow-up is business at its best!

## **5) Create The Mindset Of A Champion**

Personal Development is a gift that keeps on giving. During the hustle and bustle of the holiday season, don't neglect your Personal Development practice.

Especially during this hectic time of year, you owe it to yourself to take 30 minutes each day to put positive thoughts into your head, and remind yourself how amazing you are, and how the possibilities for your success are endless!

Jim Rohn, a favorite author of mine, said, *"For things to change, you have to change."*

If you are not happy in any area of your life – from your health to your income, from your relationships to your business – making a commitment to daily Personal Development will create a shift in *all* areas of your life.

I firmly believe that what we think about, we bring about; and what we think about *most*, creates our reality. So why not continually think about all of the positive ways you can take action, make a difference, and design your life to meet or even exceed your goals?

This season, give yourself the respect you deserve, and make time to develop the Mindset of a Champion.

These five strategies not only will help you successfully navigate November, they'll also serve you throughout the entire year. Work with your Sponsor or upline mentor to put these strategies to work for you. When you take action *now*, November becomes a record month for you in all areas: sales, sponsoring, and organizational volume.

Do you wonder if that's really possible? I can assure you that come December 1st, there'll be hundreds, if not thousands, of Emerging Leaders in your company who've

created a record month in November. Whether or not you're one of those Champions depends on the actions you take with ongoing commitment and regularity.

Consistent sponsoring and new sales you have today, are a reflection of your consistent efforts during the previous 30, 60 or 90 days. Consistent activity in November and December is the ONLY way to successfully close the year strong and jumpstart the New Year.

You have two choices. Take the holidays off and slowly, desperately, painfully crawl into the New Year – OR, continue to work your business consistently and joyfully BLAST into the New Year!

I say blast off! Let's take action and navigate November!

## Your Action Steps for November

### Action Step #1

To make time for the extra-curricular activities, revise your hours of operation and adjust your calendar for November. Do you need to add more time in the mornings, or less time in the evenings? Should you schedule less time in the afternoons, or more time on the weekends?

Use your calendar to identify your November Hours of Operation, and I suggest you color-code your calendar entries on paper or online with categories such as:

- **Prospecting activities.** This includes prospecting calls, Launch Events, parties, one-on-one appointments with potential business partners, business presentations, networking events, etc.
- **Sales efforts.** This would include parties, sales appointments, sales-driven events, referral appointments, meeting with a potential customer, attending a sponsored Business Launch Event, etc.
- **Team-related activities.** This category includes all of your team trainings such as your one-on-one's as well as group training sessions, all of your team conference calls and your local team events as well.

- **Office work.** This would be time spent on generating reports, completing paperwork, creating videos, writing emails and posting on Facebook, Instagram or Twitter, just to name a few.
- **Home/personal/family/social time.** It's just as important to schedule your personal time, as it is your work activities so that you continuously strive for that healthy work/life balance.

## Action Step #2

**Identify at least three action steps you will take to personally put November's strategies into practice this month:**

1) Make Your Month **Culminate** BEFORE Thanksgiving

---

---

---

2) Embrace Consistency

---

---

---

3) Share Your Stories

---

---

---

#### 4) Follow Through and Follow-up

---

---

---

#### 5) Create the Mindset of a Champion

---

---

---

“Most people settle for average. It’s a choice. Choose to be a Champion.”

~ Leslie Zann

### Action Step #3

How will you duplicate these 5 strategies – including the Action Steps you listed above? Identify at least 5 ways you will coach, mentor and train your team to use these concepts.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

## Your Social Media Strategy

### Boost, Baby, Boost!

Use the Boost feature on Facebook! This proven growth strategy can be a cost-effective way to expand your reach. For just \$20 a week, depending on the size of your total audience, you can expect to expose your post to several hundred to a few thousand extra people per day.

The intention for boosting is to reach a larger audience. To entice people to engage with you, give your audience something they need. For example, you can boost blog posts, video, or free downloadable worksheets. Running an ad for video views is an especially cost-effective way to boost your information for as little as a penny per view.

If you're looking to add people to your mailing list, you can offer a free worksheet or information packet. In the post, include a link to an opt-in page where they provide name and email in exchange for your content. Now they are part of your community, and they'll receive emails, product specials, and community-specific communications.

**November Challenge:** Be creative and take action. Write a post or record a video. Offer free information to positively impact your audience, or showcase your expertise. Start boosting today!

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

## Your Time Management Tip

### Rehire Yourself Every Day

One of the reasons certain people do not reach the level of success they desire in our profession is a lack of accountability. If you're accustomed to someone else holding you accountable for your performance, as most Direct Sellers are, you may feel a bit lost without that support. Lost enough perhaps to avoid taking action.

Your Sponsor is not your boss and therefore cannot *make* you do anything. And since you are not an employee, no one can *insist* you take action while holding dire consequences over your head if you don't.

So where do you find the accountability you need to achieve? *It must come from within.* You must provide it to yourself with desire, discipline and continuous activity. And yes, this is easier said than done. But like everything, it becomes easier *to do* with steady practice.

Since most Direct Sellers work their business in part-time hours, how do you ignite the desire, discipline and activity to take action? One proven method is to *rehire yourself* every day.

Here's the premise: Pretend there are two of you and that one is the *boss* and the other is the *employee*. With your *boss* hat on, evaluate the activity and productivity of your *employee* self over the past seven days, two weeks, or month. Be compassionate, yet honest, as you evaluate your actions, decisions, and results.

With your *boss* hat still on, decide whether or not your *employee* self deserves a raise, a warning letter, or even a pink slip. In other words, as the *boss*, would you give yourself a promotion; or would you fire yourself?

If you are willing to be honest with yourself, this exercise can be effective in creating clarity on whether or not you are truly in action – or if you're suffering from a lethal case of denial.

You may wonder if your *boss* self is experienced enough, knows enough to evaluate your *employee* self accurately and fairly. Your *boss* self only needs to evaluate one thing: Whether or not you are talking to enough new people.

Years ago, I interviewed a Leader who had recently promoted to the top of her pay plan. When I asked her what caused the rapid increase in her pace and productivity, she replied, “Leslie, I was convinced I was talking to enough people – until I actually started talking to enough people.”

There's no silver bullet in our profession. But if there were, that would be it!

Start to track the number of new people you talk to every week. This one activity will give your *boss* self the results for a fair and effective evaluation.

Have the courage to *rehire yourself* every day by putting your *boss* hat on and evaluating your actions. If your *boss* self is happy with your prospecting efforts, soon your “job promotions” will be promotions in title, and “salary raises” will come in the form of an ever-increasing monthly check.

# Your Motivational Message

## Book Club

By definition, our profession is social and collaborative. Consider bringing these aspects to life in a new way. Why not promote and duplicate the power of a Personal Development practice by creating a virtual Book Club with your downline team?

You don't have to meet in person. And you don't have to invest a lot of time to make this a lot of fun and highly effective.

If you like the idea, here are five ways to create your own Book Club:

- 1) Choose a book or audio book from Leslie's Library. (Download here.)
- 2) Invite your team to join the club and read the book. You can set up a Facebook page specifically for your book club.
- 3) Schedule and post a reasonable deadline to finish reading the book.
- 4) Schedule a conference call for everyone to participate in a discussion. Prior to the call, everyone can post their top three takeaways from the book and how they intend to utilize these lessons to enhance their life, their business and/or their leadership style.
- 5) Select the next book. Rinse. Repeat.

By bringing your team together around a common theme, you can inspire everyone to dream bigger, take action, and move to the top of their pay plan.

## Your November *ZannPlan* Take-Aways

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

- 1) \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
- 2) \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

3) \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## 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.

Navigate November on your terms. Grow your business and enjoy the holiday season at the same time.

In celebration, I'd like to close with a quote from one of my favorite authors:

*"Acknowledging the good that you already have in your life is the foundation for all abundance."* - Eckhart Tolle

Here's wishing you and yours a joyous Thanksgiving Holiday!

*Leslie*