



# *Direct Selling* **POWER**

*Expert advice to accelerate your business*

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Karen Clark • Celine Egan • Lyn-Dee Eldridge  
Ruth Fuersten • Shari Hudspeth • Rhonda Johnson  
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*In association with the*  
**Direct Selling Women's Alliance**



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**POWER**

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*For you:*

We dedicate this book to you, the direct seller, whether you are experienced or just getting started, who recognizes the power of knowing what to do and when to do it to have a wildly successful direct selling career. We salute you for embracing knowledge to advance your career—and we celebrate your commitment to being the best you can be!

**The Co-authors of Direct Selling Power**

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# Developing an Abundant and Profitable Mindset

*By Marcy Stahl*

**W**hat will have the biggest impact on your business over the next year? Think about that for a minute. Did you answer “the economy”? Or maybe “social media”? The true answer is, “the voices inside your head.” This may seem strange, but it’s true.

Here are some of the things that those voices can say:

- *“You can’t do that.”*
- *“No one can make money that way.”*
- *“People don’t want to listen to me; they don’t care about my offer.”*
- *“Wealthy people are uncaring and greedy.”*
- *“If I become successful, I’ll become a different person and thus lose my friends and family.”*

It’s exhausting and depressing just reading that list! These are all examples of limiting beliefs that give you a negative mindset and interfere with your ability to build a successful business.

## **Develop a Top Mindset**

The top women in direct sales have the top mindsets. When you have been around the most successful women in your direct sales company, you’ve undoubtedly noticed how relaxed and self-confident they are and how they are present in the moment, even while they’re leading very busy lives.

A profitable and abundant mindset is the biggest contributor to their success. They are very conscious of the power of their mindset, and continually work at developing and maintaining it. They read books or listen to audio recordings on topics like the law of attraction, how the brain works or on building a business. Some have a spiritual practice that they incorporate into each day.

They didn't get super-extra-special training from their direct sales company, nor do they have 30 hours in each day instead of 24. They all started out at the same place as you, with many of the same limiting beliefs in their head.

They may have started out thinking: *"I don't think I can make a lot of money"* or *"I can't get this business going"* or *"People won't pay attention to me."* Along their mindset journey, they shifted to a mindset of: *"There's plenty of abundance in the universe. There's always someone who wants to hear about what I offer. Money comes to me easily."* If these women, who started out just like you, can do the work of shifting their mindset, then so can you.

### **A Successful Mindset Starts with You**

The biggest change you can make in your business is to change yourself. The benefits are huge:

- Your business becomes more successful, which translates into more income and opportunities.
- You feel more at ease in your life.
- You become the kind of person who attracts other people. People want to be around you because they feel something special in your presence.
- It helps you accomplish your purpose in your work. That is the biggest reason to have an abundant and profitable mindset.



## Five Steps to Creating and Maintaining an Abundant and Profitable Mindset

*“Thinking small isn’t hard. It’s just a habit.  
A habit with consequences. Same for thinking big.”*

—Mike Dooley, American entrepreneur

**1. Make a conscious choice to change how you want to think, and most importantly, feel in your business.** To implement a change in your habits, you have to have some energy behind that choice. Are you totally committed, in that “can’t-wait-to-start-and-know-just-what-you-want” way? Are you thinking, “These ideas could be true but I’m not certain. It sounds possible, and a little intriguing.” You can start to change your thinking from a place of curiosity and exploration or from a place of total commitment. Either way will work. Right now make a commitment to yourself to develop your abundant and profitable mindset in order to fulfill your purpose and succeed in your business.

**2. Decide where you want to be.** Maybe you already know where you want to be, or whom you want to emulate. Do you want to be on stage at your company’s next conference? Do you want to make enough money to send your children to a private school? Do you want to become the kind of successful and inspiring team leader you see in your upline?

Whatever you decide, write it down and cut out a picture for your visualization board. Get really clear on what you want your life to look like and write a vivid description—now. This is really important. Do not read any further until you have gotten clear on what you want your life to look like.

If you're not sure about your goals, try this question: What are the qualities you'd like to experience in your life? Ease? Abundance? Beauty? Fun? You can often gain clarity on your goals and life vision by first exploring your values. For more on choosing your top values visit Shannon Bruce's chapter, *Ignite Your Passion and Live with Purpose*, on page 13.

Next, get your subconscious enrolled in your success:

- Get all your senses involved. What are the sights, sounds, and smells associated with your vision of success?
- Make it emotional. Numbers alone are not motivating. Having a new house with more space for the kids is motivating. Being able to quit your job because you have replaced your income is motivating. Seeing yourself running a meeting in your living room with thirty enthusiastic direct sellers filling the space is motivating. *Feel* your vision.
- Visualize each step along the way. If you know the steps leading to your vision, visualize yourself performing them. That's what Olympic athletes do. If you're not sure how to achieve your vision, then visualize the results and you'll gradually fill in the process along the way. If you do not want to wait until then, start talking to others who have achieved what you are working on and ask them what steps they took.
- Review your pictures, vision board and/or your written goals often—ideally twice a day. Just like the way to get to Carnegie Hall is through practice, focusing on your vision is practice for achieving your vision. It also sets your mental antenna to pick up opportunities and next steps that will help you accomplish your goals.

**3. Get clear on your money attitude.** Most likely, your money attitude is either what you inherited from your family of origin or it's the total opposite of your family's attitude.

- **Is money hard to come by?** I come from a family of midwestern farmers. Collectively, my family members envision earning a living, not building wealth.
- **Is money hard to hold on to?** Do you think: *“I’m not good with money”*?
- **Is it hard for you to spend money?** My grandmother was a child of the Depression and she could not bring herself to buy three pairs of shoes at one time, regardless of whether she needed them or not.

What does wealth mean to you? Do you believe rich people are mean, greedy and snooty? If you believe that making money is hard or complicated or it will turn you into a bad person, you are going to have a very hard time letting yourself become successful.

**4. Get clear on how you define success.** Culturally, success is often defined as hard work and struggle. If you’re not struggling, can you be successful? How do you define work and success? What was the meaning of work and success in your family?

If your parents divorced because your father or mother was always working, you could consciously or unconsciously believe that success can cause marriages to fail.

My past work experience led to this belief: success means working long hours, which ultimately means my health suffers. I couldn’t be successful when I believed it was going to ruin my health and my quality of life.

- Can success come to you easily or does it have to be a struggle in order to be labeled success?
- Can you be successful working part-time or does success require full-time or even overtime effort?
- Does work mean a steady income with benefits or does work need to be meaningful and fit with your life purpose?

Your definition of success is right for you—just make sure you know what it is. If it's the opposite of your family or cultural definition of success, then take a minute to check in with yourself emotionally to see whether that difference is creating any internal conflict, which can lead to unconscious limiting beliefs, stopping you in your tracks.

**5. Uncover how you might sabotage yourself.** We've all shot ourselves in the foot at some point in our lives. We each have a different style for doing this and a different timing for when we do it. Do you feel you can't ask for what you truly want, so you don't even get started? Do you feel you're not qualified or don't deserve it, so you fail along the way, even though the goal is in sight? Or do you achieve your goal, and then throw it away?

If you truly don't know your style of self-sabotage, ask a trusted friend or family member who has your best interests at heart.

Another great resource is *Stop Self-Sabotage* by Pat Pearson, published by McGraw Hill in 2009. She describes where self-sabotage comes from, lists some common patterns and provides concrete ideas on how to get out from under those patterns.

### **Four Steps to Solidifying an Abundant and Profitable Mindset**

*“Do not be impatient with your seemingly slow progress. Do not try to run faster than you presently can. If you are studying, reflecting and trying, you are making progress whether you are aware of it or not. A traveler walking the road in the darkness of night is still going forward. Someday, some way, everything will break open, like the natural unfolding of a rosebud.”*

—Vernon Howard, American author

Here's where you're developing new habits to replace the old. Initially, it feels awkward, and requires conscious attention—like driving for the first time. Just like driving, after you get good at it, it becomes automatic. Here are four steps to help you replace old habits with new ones as you develop an abundant mindset and get where you want to go:

**1. Practice great self-care.** This includes getting enough sleep, eating well, exercising, connecting with nature, going for your health check-ups, taking care of yourself when you're not feeling well—and more. If you find it difficult or impossible to take care of yourself, that's a clue that you have negative beliefs about what you deserve to have in life and how you deserve to be treated. What can you do to improve your self-care?

**2. Go on an information diet.** When you want to improve your health and fitness, you watch what goes in your mouth. So, when you want to improve your mental health and fitness, watch what goes in your brain.

Skip the news—it's almost all negative. Instead of watching the news and feeling anxiety about hurricanes, terrorism and the economy, get involved in your key areas of concern or decide to focus your energy elsewhere and move on.

In place of the news, spend time listening to great speakers and reading self-development books. This is one of the practices of top women in direct sales. Their reading and listening is highly directed. They make a conscious choice every day about the ideas and information to which they expose themselves.

**3. Be aware of your self-talk.** Thoughts become things. What you focus on expands. The total chain of your thoughts, one after the other throughout the day, determines how you feel. This can be very

subtle. One negative thing you see or think starts you remembering some other negative thing and then it's all downhill.

In contrast, one positive thing can remind you of something else, you feel great; you make your calls and feel good that you are helping people. It's all reinforced, and you wind up the day feeling fantastic! Pay close attention to your daily self-talk. Eliminate all negative self-talk.

**4. Be around like-minded, positive people.** If your goal was to quit gambling, smoking or doing drugs, you'd stop hanging out in places where those activities went on. You'd stop spending time with people who did those things.

If you want to quit negativity, stop hanging out with people who are not on the path you're on, or don't believe in your ability to achieve what you want. You deserve positive relationships in your life. Let go of relationships that bring you down and do not support your success.

### **Three Tips for Maintaining Positive Change**

*“You will never change your life until you change something you do daily. The secret of success is found in your daily action.”*

—John Maxwell, American pastor, leadership expert and author

You'll need help maintaining this new way of thinking over the long term. Your old thoughts and habits have been reinforced in your brain many, many times. In the same way you can eventually drive or cook automatically without paying attention, eventually you can also think and respond to situations in a positive way automatically.

If you find yourself slipping back into negative ways of thinking, which can happen to all of us from time to time, you'll probably find that you've stopped doing some of the practices listed above. You may

have started letting the news back into your life, or started spending time with negative people again, or slacked off on your self-care. When you notice this happening, recommit and revisit what we have already discussed.

**1. Shift your energy when you are down.** The journey to an abundant mindset is really a journey toward greater wholeness. There's no final destination involved; the journey itself is the work and the reward. As you create your abundant and profitable mindset, you will consistently be confronting your old patterns of self-sabotage coming up in new guises. You'll need to have tools that are guaranteed to turn your thinking around.

When you feel down or see old patterns arise:

- Remind yourself of the results your old patterns gave you. Those results were probably not greater love, ease and abundance.
- Look for the lesson in the situation. What can you learn from it? How are you different now? Is there a new way you can look at the situation?
- Take credit for your accomplishments. Remind yourself how far you've come.
- If being self-critical has been a problem, forgive yourself.
- Most importantly, get back on the path to abundance and to your vision of success.

**2. Maintain a daily spiritual practice.** Cultivate a spiritual practice that connects you with whatever higher source in which you believe. Whether you pray or meditate or spend time in nature—whatever your practice is—make sure you spend time every day connecting with that energy. It will continuously sustain you. Connecting with spirit will give you energy for what's next and clarity on your next steps and will help you stay connected with your purpose.

**3. Celebrate!** You are one awesome, forward-thinking woman! Every change you make—even before it bears fruit—is a reason to celebrate. After you write down your goals or the qualities you want in your life—celebrate. Have you done some work on your money beliefs? Celebrate!

One of the reasons many people are so attracted to young children is how effortlessly they find joy and fun in anything. Make sure you have joy and fun in your life. Part of that is celebrating!

### **It Is All Yours for the Asking**

You can have whatever mindset you want, so why not choose a profitable and abundant one? As your mindset becomes more abundant, you'll find that you feel more at ease—more relaxed and less stressed. You'll connect with others so much more easily, because your focus will shift from *“how does this help me?”* to *“how can I help this person?”*

The dynamics of your relationships with customers and prospects will shift. Everything will start to feel effortless, things will just happen or you will see that they were meant to be. You'll feel like the universe is getting aligned with your desires—as in fact it is. Everything becomes easier, and wonderful people and opportunities turn up out of nowhere. It all starts the minute you begin to shift your mindset. Why not start today?





## MARCY STAHL

*Helping women entrepreneurs achieve world domination—one business at a time!*

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Marcy Stahl's passion is helping women entrepreneurs achieve the successful lifestyle they want. She knows that the top entrepreneurs have the top mindsets. Her mission is to help every entrepreneur develop a profitable and abundant mindset.

She helps her clients move from frustration and struggle to a steady flow of clients and team members, while feeling a sense of confidence and abundance.

She uses an eight-step process that addresses the outer world of business: marketing strategies, recruiting and leadership, as well as the inner game of entrepreneurship: managing your energy and cultivating a powerful mindset.

She loves to work with women in direct sales who are building teams. She helps leaders build better teams by:

- Developing a more abundant and successful mindset
- Recruiting more effectively and recruiting more business-builders
- Motivating and communicating effectively with their team

Marcy is a serial entrepreneur. Previously, she co-founded and managed a government contracting firm that earned over \$1M in annual revenues. She holds a BS with honors and an MS in Computer Science from George Mason University. Prior to coaching, she spent 21 years in the corporate world in technology.

*"Direct Selling Power is a 'must-read' for every direct seller who has a dream of a life-changing business. These twenty direct selling experts are sharing top-level, invaluable ideas that are the keys to having a successful direct sales business. This is good, solid practical advice that you can implement today."*

—Marcia Wieder, Founder, Dream University

**Direct Selling Power** is the key ingredient to building a successful direct selling or network marketing business. With this comprehensive resource, you can quickly learn how top leaders in direct selling conduct themselves to get the very best results. With **Direct Selling Power** you will have at your fingertips the best tools and ideas from respected experts that you can use every day to accelerate your business with ease.

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