

"The most effective leadership is by example, not edict." -- John Maxwell

Support, Support, Support

Let's talk about supporting your downline. (by the way, these ideas also can be used to "support" your customer base) *Support* means building a business relationship with your downline member (or customer) and serving their needs so that they will stay and do business with you over and over. Consider this: what resources, services or contacts would you appreciate if you were in your downline today? Make a list and find ways to provide them. Would you want recognition for your efforts? Of course you would! How would you appreciate being recognized? What would make you stay with the business? Put yourself in your downline members shoes. Constantly think what they would want and need to improve their businesses and reach their goals. Another consideration is how to communicate with your downline members. Let's face it -- we all don't like the same forms of communication. Some prefer getting things in the mail, some love e-mail. Others prefer telephone communication and some just need face to face contact. You'll need to find ways to provide a combination of these communications. Here are a few ways you should consider supporting your downline members:

* newsletter. You can e-blast these to your entire downline, but I prefer to send mine via snail mail to be sure everyone gets it. (some don't have e-mail, some don't open attachments) I try to pack my newsletter with tons of recognition, pictures of downline members at Avon events, ideas to help them build their businesses and resources they can use to help them with their business (such as book reviews about industry books, mini poster masters). You can see examples of my downline and customer newsletters on my web site:

[_www.winnerinyou.com_](http://www.winnerinyou.com) (<http://www.winnerinyou.com>)

click on DOCUMENT LIBRARY.

* award certificates for top achievers. I send out award certificates every selling campaign (two weeks) to my top 20 in personal sales volume, top 5 leadership recruiters and top 5 fabulous first orders. Great supplies for certificates can be found at: [_www.baudville.com_](http://www.baudville.com) (<http://www.baudville.com>) -- they carry blank certificate paper, ribbon, seals -- everything you need to make your own very professional looking certificates.

* recognize birthdays and anniversary with the company. Sending e-cards is great for this, but you'll also want to do regular cards in the mail or post cards. I designed two post cards for this very reason (couldn't find any to purchase that fit) and you can see them at [_www.winnerinyou.com_](http://www.winnerinyou.com) (<http://www.winnerinyou.com>) click on PURCHASE PRODUCTS and then SALES AIDS to see them.

They cost only \$4.99 for 20 -- so it's a very inexpensive way to show your downline member that they are important to you.

* birthday chocolates. I have used this company for over 10 years to send chocolates to my top performers on their birthday -- they take the hassle out

of it and it always impresses your downline member. You send them your list at the beginning of the month and they send out the chocolates, all wrapped with a card from you, so that it arrives on the right day!

www.birthdaychocolates.com (<http://www.birthdaychocolates.com>)

In the next IDEAS YOU CAN USE, I'll continue with more support ideas to help you retain those downline members and customers you worked so hard to get.

"Nothing great was ever achieved without enthusiasm." -- Ralph Waldo Emerson

Have you checked out the latest pictures of our newly adopted daughter Lydia Mae recently? Lydia Mae is a traveler -- already been to Atlantic City, New Jersey; Las Vegas, Nevada and Augusta, Maine to Avon events! I'm taking tons of pictures! Although I have a new empathy for working mother's worldwide, this Mommy business is by far the best thing I've ever done! I'm lovin' it! You all told me it was great being a Mommy, but now I'm starting to understand what you meant. The new pictures are on www.winnerinyou.com (<http://www.winnerinyou.com>) -- click on LYDIA MAE's name under the stork picture on the home page. Don't miss hearing the song that Sue Fabisch (www.themom.net (<http://www.themom.net>)) wrote and recorded for Lydia Mae -- have kleenex handy! The first time we all heard it we cried! It's beautiful!

"A ship in a harbor is safe, but that is not what ships were built for."

www.mydswa.org (<http://www.mydswa.org>) ----- great organization for direct selling women. tons of resources! worth every penny of the membership investment.

MLM Woman Newsletter - The Complete MLM/Network Marketing Resource for Women (a <http://www.mlmwoman.com/home.htm>)

That's it for this issue! Have a great week and dare to live your dreams!

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