

Jon C. Krueger

From: "Lisa Wilber" <lwilber@aol.com>
To: <jckrueger@gwi.net>
Sent: Monday, November 17, 2008 10:44 AM
Subject: Lisa Wilber Presents 'Ideas You Can Use' for November, 2008

Lisa Wilber and The Winner In You



Present



I deas You Can Use



November 17, 2008

Dear Jon,

Welcome to the new and improved IDEAS YOU CAN USE from Lisa Wilber and The Winner In You! We've converted to using Constant Contact in the hopes of providing a better experience for you, our subscribers. We hope you enjoy the new look and feel.



Halloween for Princess Lydia Mae Bumble Bee

Bits 'n Pieces

→ Snapshot from Lisa's Day

What she's reading right now:

Upstairs Bathroom: "Don't Mess with the Princess" by Lisa Jimenez

Night Stand: "Life's Wake-up Calls" by Tanny McCarthy Mann

Downstairs bathroom: Success magazine, December 2008 issue
www.success.com

Favorite Music Video this week: "Chicken Fried" performed by the Zac Brown Band

Last TV Show watched a full episode of: (not counting Yo Gabba Gabba): Designed To Sell

→ EXCELLENT SERVICE

By Lisa M. Wilber

The DSWA (Direct Selling Women's Alliance) and DirectSellingLive.com are having a contest to find "The World's Greatest Direct Selling Leader 2008" !! Who do you know that has been an inspiration to you in your business? Be sure to go to the site and nominate your choice before November 30 and check back often to see the results. The winner will get special recognition at the DSWA annual conference in Los Angeles, California in April. Can't think of someone to nominate? (ME! ME! vote for ME!) Oooops --- did I say that out loud??

<smile> www.directsellinglive.com

Are you missing one of the great resources in our industry? Online magazine www.thenetworkmarketingmagazine.com has tons of articles from industry giants like Kim Klaver, Rod Nichols, Doug Firebaugh, Randy Gage, John Milton Fogg, Dale Calvert and even Lisa Wilber! The online format makes it easy to access when and where you want - great value for the money and it is a tax deductible business expense.

Jack Canfield, best known as half of the team that owns the "Chicken Soup for the Soul" franchise, just released a FABULOUS software program that lets you immerse yourself in your goals, dreams and affirmations. I purchased it the day it became available and I absolutely am thrilled! It lets you use your own pictures and words to create stunning screen saver and pop up reinforcements. You will literally feel like you submerged into the sea of your goals & dreams! Check out more information on Jack's web site: www.dreambigsoftware.com

I'm still thrilled with what my SendOutCards affiliation is doing for my core direct sales Avon business. I worked a Women's Expo booth with one of my top downline leaders Tony Bennett (yes, that's his real name and yes, he is outstanding and headed straight to the top with Avon!) and of course made some connections while I was at the show. You know how when you work a show like that or attend a Chamber networking event you always come home with a hand full of business cards, mean to do something with them, but never actually work them? Well I took my Expo connections cards, entered them into my SendOutCards database and sent them a "Glad to meet you" card that included a picture of me and a scanned picture of my business card. It only took a few minutes and SOC had a stock "Glad to meet you card" that was perfect for the occasion. Now that they are in my database, I can touch base with them from time to time and remind them of the services I provide. Very inexpensive and very easy. I'm still impressed! My offer of 3

"All labor that uplifts humanity has dignity and importance and should be undertaken with painstaking excellence." -- Martin Luther King, Jr.

I am convinced, if you want to earn a lot of money with your company (or any company) EXCELLENT SERVICE is the key. The economy is struggling and your customers have less money than they used to have to spend on your products. What is going to get them to spend it with you instead of your competition? Your excellent service. Have you ever had this type of experience -- you go shopping at your local grocery store. As you go down the aisles looking for the items on your list, you notice the workers stocking the shelves. Not one of them speaks, asks if you need help finding an item or even moves so you can get by. When you say "excuse me" so you can pass, they give you a look that clearly says you bothered them. You finally find all your items and make your way to the cash register only to find the cashier on her cell phone with her friend. She talks on the phone the entire time she is ringing up your order and points to the screen for you to authorize your card when she is finished. No "thank you" or "come again". The young man bagging your order is busy playing games with the bagger in the next aisle and breaks your eggs, but does manage to only make you wait 5 minutes while he goes and gets a replacement. Apology not included. Does any of this sound familiar? Unfortunately, these types of shopping experiences are all too common. If it hasn't happened to you, I'll bet it has happened to your customers. THAT is exactly why you can make such a big difference and have a big impact by providing the excellent service they are not getting when they go store shopping. Sit down with a pen and pad and see how many ways you can make shopping with you more enjoyable. How about offering a gift wrapping service? Free local delivery? Draw colorful smiley faces or cute sayings on their receipts. Include samples or a small free gift with every order. Start a reminder service for products that your customers use and replace on a regular basis such as mascara and shampoo. When delivering in person, see how many times you can squeeze in the words "THANK YOU". Always be prompt and be where you said you are going to be when you said you are going to be there. Offer a gift registry for birthdays, weddings, Christmas. If you are in the party plan business, offer to mail the invitations for your hostess or provide the stamps so she won't have to go buy them. Offer to bring Munchin' donuts for the party so your hostess won't have to cook. Send a sincere, heartfelt thank you note to your customers and your hostesses. Yes, I'm convinced -- EXCELLENT SERVICE is the key to getting rich in this business. How much money do you want to earn? Ask yourself, if I were my customer, how would I want to be treated. No matter how good your current level of service, I'll bet if you took it to the next level you would see an increase in sales and customer retention. Give it a try! EXCELLENT SERVICE = EXCELLENT EARNINGS.

→ In the Spotlight

**"I WISH SOMEONE HAD TOLD ME -
FOR WOMEN" BY TANNY MCCARTHY**

free cards (including postage) is still good so you can try it, too:
www.sendoutcards.com/49381. If you signed up for an account but didn't send your cards and want to, let me know and I will reactivate your account. Might as well use the freebies while trying out this new technology!



Quick Links of Interest

<http://www.voiceshot.com/>
<http://directsellingassistance.ning.com/>
<http://www.businessenhancements.com/>
<http://www.youtube.com/watch?v=9CnYTHicO54>
<http://www.thesecond.tv/>

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MANN

Lifestyle Coach and Motivational Speaker Tanny Mann brings us this 370 page soft cover book with bits of wit and wisdom geared specifically for women. This book makes a great house warming present as well as a great gift for a new downline team member. It would also work well as a gift to present to a team member who made the first title level in your company's compensation plan or attained the first level of your company's sales level achievement. Price: \$10.95 each.



As a special promotion for the readers of IDEAS YOU CAN USE, when you order Tanny's book "I Wish Someone Had Told Me - for Women" and enter the words "FREE LABEL PACK" in the comments section of the order form, you will receive one FREE package of assorted labels from The Winner In You valued at over \$10.00! The label selection is our choice and you will get a variety, but the value will be over \$10 and you can use them in your business or give them to your team members for gifts or prizes. You will receive one FREE LABEL PACK for EACH of Tanny's books that you order -- NO LIMIT! This offer only good from November 17 - December 1. I only have a limited number of Tanny's book and they are no longer in print, so order today and get your FREE gift while benefiting from some great advise for your life and business! Order at WinnerInYou.com

Sincerely,

Lisa Wilber

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