

January 31, 2004

WORDS OF WISDOM FROM ZIG

Many of you know that I have a Zig Ziglar quote right on the letterhead for my Winner In You company. It reads: "You can get everything in life you want if you help enough other people get what they want." To me, that is not just a quote -- it's a statement of the way I try to run my business and my life. It's the *code* I live by. I've been reading through "Zig Ziglar's Little Book of Big Quotes" (available at www.yoursuccessstore.com) and found a couple gems that I wanted to share with you:

"There's not a lot you can do about the national economy but there is a lot you can do about your personal economy."

"The chief cause of failure and unhappiness is trading what you want most for what you want now."

Do you catch yourself living for instant satisfaction in exchange for your goals and dreams? I talk to a lot of people, in my downline as well as not in my downline. Inevitably, the subject of goals and dreams always seem to come up. But with so many people I see a contradiction. They SAY they want to be rich, but then they tell me that they MUST have a new car, bigger house, etc. NOW -- before they can even afford it. Before they have paid their dues. So instead of building their business and working toward their dreams, they surround themselves with instant satisfaction. These things all come with payments -- so instead of having more time to work toward their goals and dreams, many end up CUTTING BACK on their business to work a "regular" job to make sure they have enough for their payments. They get sucked into the RAT RACE of exchanging hours for dollars. It's going to take a mighty long time to get rich that way. Some people say to me "I don't have any extra money to invest in my business." and then they tell me about the movie they just saw or the vacation they went on. Cutting back on their personal spending in order to build their business is out of the question for them. Unfortunately, so is getting rich. Am I describing you? Take a hard look at your business and the results that you are getting. Are you expecting big results from minimal efforts? Do you invest more in your manicure than you do in your business? Direct sales, MLM and party plan selling is a fabulous way to get rich! But it does take hard work, hard choices and persistence. Are you willing to forego creature comforts today in order to be rich tomorrow?

I'm adding a new booklet to my welcome packs for new downline members and also giving them to prospects -- it's called "The Success Formula: Three Timeless Principles That Will Turbocharge Your Success And Dramatically Improve Your Life." by Bob Burg. You can check it out at www.TheSuccessFormula.com. Bob sent me a list "10 Tips to Promote YOUR Business with The Success Formula Booklet" -- here it is:

1. Send it to your customers or clients, thanking them for their business.
2. Use it as a "thank you" for a sales appointment.
3. Mail it to everyone on your current prospect list as a way to "stay in touch."
4. Give it to every new prospect you meet.
5. Distribute it to prospects at a trade show.
6. Offer it as an incentive for completing a questionnaire or survey.
7. Include it as a gift when mailing your invoices.
8. Package it with a product you sell, as a "value-added".
9. Present it to those entering a drawing in your retail establishment.
10. Give it as a thank you gift for a referral.

I add my contact information by attaching a sticker right on the front. If I'm giving it as a gift, I usually write a note and sign it on the inside cover.

I got a lot of feedback that some ISP's did not translate the link for The Walmart Woman site -- here is the address spelled out in case you missed this reallllly funny site:

www.themom.net - be sure to listen to the clip of her hit "Mom of Constant Sorrow".

Seminars coming up with Lisa Wilber in Newport News, Virginia and Crestview, Florida in March.
Check www.winnerinyou.com soon for more details.

Have a great weekend! Not watching the super bowl? Start a new tradition and have a dream collage party on super bowl day with your downline. As Zig would say: "See You At The Top"!

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